

# Charities at Work online platform

HealthPartners brings workplaces, health charities and the patients and families they support together in a single, shared purpose — to improve the lives of people across Canada who are living with serious illness through workplace fundraising.

**Charities At Work** is a secure online platform that supports your HealthPartners workplace fundraising campaign. This platform allows employees to pledge online, eliminating the need to distribute, collect, and process paper pledge forms.

To maximize the success of your workplace fundraising campaign, including the likelihood of meeting or exceeding targets, and to get the most out of your organizations' custom-tailored workplace fundraising campaign platform, it is best practice for organizations to share a **list of their employees**.

## WHAT IS AN EMPLOYEE LIST?

An employee list includes information such as full names, professional email address, employee ID, and department they belong to. The list is customizable to your needs.

## WHY SHARE AN EMPLOYEE LIST?



### **Benefits to employees: better campaign experience**

- Allows HealthPartners to generate an individualized link for each employee to access and logon to your organizations' custom workplace campaign platform - one less barrier to having employees pledge and increases the likelihood that you'll meet employee engagement targets.



### **Benefits to employer: let HealthPartners do the legwork**

- Allows HealthPartners to manage (customized and pre-approved) email communications to all employees throughout the campaign (from launch, to reminders, to progress updates, to closing and sharing gratitude and impact).
- Reduce the burden of campaign management on your staff campaign lead(s).



### **Benefits to your organization: better, faster and more insightful reporting**

- Reduce manual labour generating reports for your HR payroll department.
- Allows HealthPartners to share real-time and detailed reporting throughout the campaign.

## HOW DOES THE EMPLOYEE LIST WORK?

1. We provide you with a simple template.
2. Your team fills it in and sends it back to us.
3. We upload it to your organizations' customized workplace campaign platform.
4. That's it!

## HEALTHPARTNERS' COMMITMENT TO PRIVACY AND CONFIDENTIALITY

HealthPartners abides by the Ethical Fundraising and Financial Accountability Code of Imagine Canada and the Personal Information Protection and Electronic Document Act. Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. The length of time we retain information varies, depending on the nature of the information, for example we generally keep financial information for at least 6 years, in accordance with CRA rules and regulations. When personal information is no longer required for HealthPartners' purposes, the information is either physically destroyed or deleted.