

Corporate Donation

Work with purpose

The term **corporate donation** refers to any financial contribution made by a corporation to a registered charity. 84% of HealthPartners' donors say they're more likely to donate if a match is offered, which is why corporate donations are often structured as matching programs to encourage employee giving.

A healthier Canada starts at work.

Workplaces. Health charities. The patients and families they support. HealthPartners bridges, leads and inspires these groups to work together in harmony towards a shared goal — to improve the lives of those living with serious illness.

We enrich workplace cultures with a sense of purpose, enable health charities with much-needed donations, and empower patients and those close to them to join us on our journey.

We do all this because of our simple, overarching reason for being: to make sure every person living in Canada gets the health support they deserve.

Did you know?

- **95%** of HealthPartners' donors in 2023 self-reported it was important to them that the company they work for gives back to the community.
- **1 in 3 donors** indicate they'd give a larger gift if matching is applied to their donation. (<https://doublethedonation.com/matching-gift-statistics/>)
- **86%** of young employees will sacrifice title and pay to work somewhere aligned to their values (Corporate Giving in Canada; Trends and best Practices. 2021, Imagine Canada.)
- Millennials are **5.3 times** more likely to stay when connected to their employer's purpose (Corporate Giving in Canada; Trends and best Practices. 2021, Imagine Canada.)
- 75% of companies agree that engaging employees in philanthropic initiatives is important to their business strategy. Approximately **65%** of Fortune 500 companies offer these programs.

When your organization demonstrates generosity with a corporate donation, the message to employees and the community is clear. Aligning corporate value with actions have proven benefits - it boosts employee engagement and retention and elevates reputation around corporate social responsibility.



Flexible Contribution Options

Choose the corporate donation mechanism that fits within budgets and goals:

\$1-for-\$1 matching	Lump sum contributions	Matching up to a certain threshold
Fixed donation	\$-for-attendance to a special event	Infinite other options!

Corporate donations are often tax-deductible, offering financial benefits to your organization while supporting a good cause.

And at the end of the day by supporting HealthPartners, you're ultimately supporting the 9 in 10 (90%) of employees that at some point in their lives will likely be affected by the wide range of medical conditions that our coalition of 20 health charities represent.

Now more than ever people need health charities, health charities need us, and we need you.

Together, let's work with purpose.