

# Frequently Asked Questions

Thank you for your commitment to creating healthier communities, and your interest in participating in CHC Giving Day #ForHealthEquity on March 11, 2021. With your help, we plan to make March 11 the largest single day of giving for health equity in the U.S.

We've prepared the following FAQ to provide more details on the campaign and to preview the resources that will be available throughout the effort. If you have questions that are not answered by this FAQ, please reach out to [info@chcimpact.org](mailto:info@chcimpact.org).

## 1. What is CHC Giving Day #ForHealthEquity?

CHC Giving Day #ForHealthEquity is an extension of the annual CHC workplace giving campaign. Thousands of organizations rally together on behalf of high-impact nonprofit organizations across the U.S. The campaign effort was initially designed to support existing CHC fundraising partners that may have fallen short of their 2020 fundraising goals due to the global health challenges of 2020, but has now been expanded to welcome in all individuals, organizations, partners and funders who wish to participate in the effort.

While CHC Giving Day #ForHealthEquity will take place on a single day in mid-March, there will be activations throughout the month across social media to support our collective fundraising efforts.

## 2. Why Do We Need a Giving Day for Health Equity?

Good health is the great equalizer. Yet, the COVID-19 pandemic only served to magnify longstanding health inequities that disproportionately impact people in under-resourced communities.

### FOR INSTANCE:

- In Illinois, where 14% of the population is Black, Black Americans represent more than 40% of the state's confirmed coronavirus deaths. Coronavirus fatalities have a similar breakdown in several states—many Southern states showing even greater disparities.
- Black Americans are less likely than white Americans to have the option of working from home and to receive high-quality medical care, and more likely to have pre-existing medical conditions that lead to worse outcomes from the novel coronavirus.



ILLUSTRATIONS: BLACKILLUSTRATIONS.COM

We must take action, change systemic practices, and rally together #ForHealthEquity.



- New research [links](#) coronavirus deaths to air quality, which is often worse in poor communities and communities of color.

We must take action, change systemic practices, and rally together #ForHealthEquity.

### 3. Why did CHC launch this campaign effort?

We understand that no organization is immune from the challenges that 2020 has brought. Ninety-five percent of nonprofit organizations in CHC's network reported reductions in their funding in 2020. We believe in the power of this community to rally together, and we know that together, we can collectively keep our commitment to health equity.

### 4. Who can participate in the campaign?

The CHC Giving Day #ForHealthEquity campaign is open to all CHC fundraising partners, as well as organizations, funders and individual donors interested in addressing health disparities and inequities. While the 2020 portion of the campaign was only open only to existing CHC partners, the CHC Giving Day #ForHealthEquity campaign is open to all who are interested.

### 5. When does the CHC Giving Day #ForHealthEquity Campaign begin and end?

Existing CHC partners had the first opportunity to register for the campaign in December 2020. The public campaign will begin on March 1, 2021 and run through the end of the month, with a special CHC Giving Day effort planned for March 11, 2021.

### 6. How can I engage my community in fundraising for this campaign?

We propose four ways to engage your community, employees, colleagues, or key stakeholders in raising funds #ForHealthEquity. CHC can provide tools to support you with any of these fundraising efforts:

- **Extend Your Employee Giving Campaign.** Extend or start a new year-end giving campaign. We'll help you get set up and guide you along the way.
- **Give the gift of time through a paid leave donation program.** Consider rolling out a leave sharing or leave donation program that allows employees to donate accrued PTO, vacation or sick leave to a general pool that will collectively benefit your CHC year-end campaign. With this initiative, you provide your employees with a new and exciting way to give and a plan for how to use their benefits.
- **Offer a corporate match.** If you are an employer, maximize your impact by signing on for a corporate match through the holiday season. With a match, you and your team take each dollar farther #ForHealthEquity to create transformative change.



The public campaign will begin on March 1, 2021 and run through the end of the month, with a special CHC Giving Day effort planned for **March 11, 2021.**



- **Engage and activate your community.** Get your community involved and excited to be a part of this movement to make our communities healthier and more equitable. Once confirmed to participate, we can help you set up a personal fundraising page, and we can provide you with promotional materials to help spread the word across social media platforms.

## 7. Is CHC Giving Day #ForHealthEquity open to the public or just existing CHC partners?

CHC Giving Day #ForHealthEquity is open to the public, inclusive of our entire community of partners, plus every employee, vendor, or customer in their community.

## 8. How can my nonprofit receive some of the CHC Giving Day funds?

All funds donated through the main #ForHealthEquity campaign will be available for grants beginning in April 2021. We encourage our nonprofit partners advancing health equity in their communities to apply once the solicitation period has begun. Grant eligibility and requirements will be announced via email and in our CHC Partner Update weekly communications.

Fundraising efforts in the #ForHealthEquity campaign can be maximized by nonprofit partners through the referral of companies. Companies have the ability to create sub fundraising pages in the larger #ForHealthEquity campaign to specifically support only your organization. This is more than your typical referral as we will collaborate to create a custom giving site featuring the nonprofit community impact, company branding, and collective effort of advancing healthy equity.

## 9. How do I register to participate in the campaign?

Registering is easy. Simply email [info@chcimpact.org](mailto:info@chcimpact.org) and we'll help you get set up with a campaign fundraising page, and supporting campaign tools.

## 10. I understand you'll be featuring organizations who are fundraising #ForHealthEquity throughout March. How do I submit my organization for that spotlight series?

If you are an existing CHC fundraising partner and you are interested in being featured in our spotlight series, please email [info@chcimpact.org](mailto:info@chcimpact.org).

1-800-654-0845  
[chcimpact.org/for-health-equity](https://chcimpact.org/for-health-equity)