

CHC Giving Day #ForHealthEquity Frequently Asked Questions

First, a thank you, for your commitment to closing the gap in 2020 fundraising and for keeping your commitment to health equity. As we work towards the **CHC Giving Day #ForHealthEquity** on March 11, 2021—planned to be the **single largest single day of giving for health equity in the nation, we are glad to have your involvement.**

You are part of a very special group of leaders nationwide who put community, health, and equity first.

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 don't hesitate to reach out to CHC at info@chcimpact.org.

1. What is the CHC Giving Day #ForHealthEquity?

The CHC Giving Day #ForHealthEquity is an extension of the annual CHC workplace giving campaign. Thousands of corporate partners rally together on behalf of high-impact nonprofit organizations across the country. This new campaign effort was developed to support organizations that may have fallen short of their 2020 fundraising goals due to the global health challenges of 2020, while inviting in new organizations, partners and funders in the effort.

In the lead up to this campaign, CHC is asking for your company's support in raising critical funds for the causes and charities that have been on the front lines of building, protecting, and maintaining healthy communities. And while CHC Giving Day #ForHealthEquity will take place on a single day in mid-March, there will be activations throughout the month to support in the 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 African-American, 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.

- African-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.
- 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?

See answer above.

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 corporate and private sector partners, as well as organizations and funders interested in addressing health disparities and inequities. While the first half of this effort is open only to CHC partners who had previously made a year-end pledge, CHC Giving Day #ForHealthEquity is open to the public.

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

Existing CHC partners can recommit to their stated fundraising goals in early December, which will automatically make them eligible to participate in March campaign efforts. The public campaign will begin on March 1, 2021 and run through the end of the month, with a special CHC Giving Day celebration planned for March 11, 2021.

6. My community is tapped out after this difficult year. What new or different ways can I try to engage with them?

At CHC, we propose four ways to engage your network to close gaps in your fundraising efforts, and we can assist you on any or all these 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.** 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.
- **Engage and activate your network of vendors and customers.** Get your network involved and excited to be a part of this movement to make our communities healthier and more equitable. This activation is fully customizable to best fit your network and set your team up for success. Some examples include setting up a point-of-purchase donation CTA, personalized email outreach to vendors, or social media fundraiser.

7. What is CHC Giving Day #ForHealthEquity and when will it be held?

CHC Giving Day #ForHealthEquity will be held on March 11, 2021, with activations happening all throughout the month. It will be the largest single day of giving for health equity in the nation. We invite our entire community of partners, plus every employee, vendor, or customer in their networks, to come together as a collective force for good on that day. More details will be shared in the coming weeks.

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

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

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

The process is quite simple — the more you activate your network and promote CHC Giving Day, the more funds your organization can receive. If you are an existing CHC nonprofit partner, all you need to do is ask your network of

donors to acknowledge your nonprofit when they give to CHC Giving Day. Every
dollar that is tagged to your nonprofit will go back to your organization.

10. How do I register to participate in the campaign effort?

If you can recommit to your 2020 fundraising pledge, or if you want to rally your community together for the CHC Giving Day #ForHealthEquity, you can contact **NAME** at **PHONE** or **EMAIL**.

11. How do I submit my organization to be considered for the CHC Giving Day Spotlight series?

You can expect more details on the nomination process in early January.

12. Where can I go to learn more about the campaign effort?

For more information, please visit <https://chcimpact.org> and follow us on Facebook (<https://www.facebook.com/CHCImpact>), LinkedIn (<https://www.linkedin.com/company/chcimpact/>) or Twitter @CHCimpact.