



EMPLOYEE GIVING GUIDE





Help kids like Finley

Hometown: Weyburn

Condition: Heart Condition

Born full-term and seemingly healthy, Finley didn't show any complications at birth. But questions soon began to arise when Finley's parents and medical staff noticed that he wasn't interested in eating and showed abnormal breathing patterns. This was the beginning of little Finley's journey through painful heart troubles.

"They put him in the Neonatal Intensive Care Unit for a week, which was especially hard because we have two other children," explains Finley's mom Amanda. "It was only a week, but no parent wants to experience even a day like that with their newborn."

Already struggling with aspiration pneumonia, matters quickly became worse after further testing revealed that Finley had a heart defect.

The Weyburn family flew to Edmonton's Stollery Children's Hospital the next day where two-week-old Finley underwent surgery to correct a narrowed section of his aorta. The sophisticated procedure was the best alternative to full-blown open-heart surgery.

Finley and his parents spent 28 long days in hospital before he was well enough to go home. Over the past year, he has had many appointments with the provincial pediatric cardiology team who frequently travel to Regina.

Although Finley isn't expected to need another surgery any time soon, having a dedicated children's hospital right here in Saskatchewan will mean that Finley and his family will be together when future appointments are needed.

WHAT IS EMPLOYEE GIVING?

Give your staff and colleagues the opportunity to be part of something special! By setting up a Pattison Children's Employee Giving Program in your workplace, you will be laying the groundwork for your team to provide hope and healing to children, mothers, and families right across the province with 100% of your donations staying in Saskatchewan.

Workplaces that encourage their staff to give, create a culture focused in philanthropy, and empower their team to improve their provincial community.

Staff can contribute anything from a couple of dollars to several hundred per month, depending on the ability of individual staff members. Many organizations and businesses also choose to match employee contributions, some matching all donations, with others considering a percentage of donations. It's an inspiring way to significantly increase the impact of your support.

Employees receive individual tax receipts annually, or if they chose payroll deduction, their charitable donations will be reflected on their T4.



ABOUT US

We're on a mission!

Jim Pattison Children's Hospital Foundation is dedicated to the enhancement of maternal and pediatric healthcare in Saskatchewan. We are the only charitable organization raising funds for the new Jim Pattison Children's Hospital. In addition to raising a minimum of \$75 million for the hospital's capital campaign, we grant over \$1 million every year for urgent maternal and pediatric needs. Your support changes lives for children and families right here at home in Saskatchewan.



DID YOU KNOW?

- 74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.
- 84% of CEOs globally believe that the most successful companies will make corporate social responsibility a core aspect of their company in the next 5 years.
- Employees who are engaged in corporate philanthropy are 32% less likely to leave the company than their unengaged counterparts.
- 64% of employees say that opportunities to support causes and issues they care about are as important as wellness programs or tuition reimbursements.

Sources: 2016 PWC's Global CEO Survey & Cone Communications 2016 Employee Engagement Study

BENEFITS OF EMPLOYEE GIVING


There are so many reasons to encourage your team to become part of our donor family. Our Employee Giving Program brings people together to support a common cause, one that is near and dear to the hearts of many across the province. When an organization and its employees align on a corporate social responsibility plan, it results in boosted morale, improved employee retention, and helps strengthen relationships through all levels of employees within a workplace.

Organizations that participate in our Employee Giving Campaign will be recognized:

- 💡 Website
- 💡 Social Media Channels
- 💡 Annual Gratitude Report
- 💡 Hospital Donor Wall

Meet
Calla

Hometown: Saskatoon
Condition: NICU baby
& mild cerebral palsy



HOW DOES EMPLOYEE GIVING WORK?

You can get started at any time! Meet with your Foundation representative to discuss your organization's Employee Giving Campaign. We can help you determine the best fit for your workplace and will provide information on how to run a successful event.

We encourage you to select a **Workplace Ambassador(s)** to help you run your campaign.

These energetic and highly visible people can help you rally your team and keep momentum going strong. Your ambassador(s) will be trained on effective campaign skills and be provided all the tools you need to inspire other employees to donate.

SET UP YOUR WORKPLACE GIVING PROGRAM IN 5 EASY STEPS

1



Meet with your Foundation representative to plan your campaign and set your goal.

2



Recruit a team to help you.

3



Host a kick-off event.

4



Hand out pledge forms.

5



Wrap up your event and celebrate your success.

6 WAYS TO BOOST YOUR EMPLOYEE GIVING CAMPAIGN

1



Consider kicking off your campaign on a meaningful day or week.

The week of Mother's Day or Giving Tuesday are great options, or take advantage of a workplace celebration or anniversary that gathers your staff together.

2

Let your employees know how your organization will be supporting the campaign.

A few tried and true ideas: matching donations dollar for dollar, matching for limited periods or offering a kick-starter match, arranging prizes or perks to staff who participate.



3



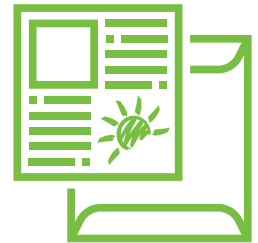
Create incentives for employees to give.

Ask the boss to give up his parking spot for the week, provide the first five supporters with a two hour lunch break as the campaign wraps up week one, or enter all employees who participate into a draw for a prize.

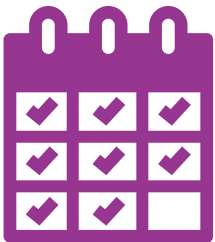
4

Ensure your leadership team is involved and encourages staff.

Ask your CEO and management team to refer to the program in regular organization updates and to introduce your ambassadors at staff events.



5



Keep your campaign short but powerful.

We recommend 2-4 weeks to keep energy high.

6

Communicate to staff regularly.

Use your communications channels-email, intranet, bulletin boards, reminders on payslips, or create a visible campaign thermometer so that staff can see your team's weekly progress.





SAFEWAY EMPLOYEE DONATION PROGRAM RAISES \$50,000

When it comes to nutrition, Saskatchewan Safeway employees are all-aboard in bringing the best food choices to families spending time in hospital. Through the Safeway Employee Payroll Donation program, employees found a convenient way to 'give-as-you-earn' and raise \$50,000 for a Nourishment Alcove in Pediatric Emergency at the new Jim Pattison Children's Hospital.

"For decades the company and employees from the Saskatchewan Safeway stores have continued to generously donate thousands of dollars to help support critical children's health programs and services in the province," says Renée Hopfner, Sobeys Inc. Corporate Social Responsibility Director. "We are pleased

that the \$50,000 in contributions from the Safeway Employee Payroll Donation program donated in the last few years will specifically fund the Nourishment Alcove in Pediatric Emergency."

For Safeway employees, success begins with better food. By joining together, small acts of giving add up to a lot. They have gifted Saskatchewan families with a place to store grocery items, frozen meals and fresh snacks, helping them feel at home during a critical time in their child's medical journey. Thanks to Safeway and its employees for seeing a future where Saskatchewan children and families have a dedicated world-class facility that will help meet their needs right here at home.





TAKE THE NEXT STEP

Giving has never been so easy! We provide flexible and convenient options for employee giving, including:

- Payroll deduction: make a gift each pay period
- Credit card payment: one-time gift or donate monthly
- Cash/cheques
- Automatic banking withdrawal for monthly donations

YOUR EMPLOYEE GIVING CAMPAIGN TOOLKIT



**PERSONAL
FUNDRAISING
PAGES**



SPEAKERS



**FOUNDATION
MATERIAL**



**PLEDGE
FORMS**



BROCHURES



POSTERS



1-345 Third Avenue South
Saskatoon, SK S7K 1M6
888.808.5437 or info@pattisonchildrens.ca
Charitable registration #13530 9342 RR0001



pattisonchildrens.ca