

## Why A Campaign For Health Equity?

Good health is the great equalizer. But the health of our communities has never been more off balance. The COVID-19 pandemic magnified longstanding health inequities that disproportionately impacted people in under-resourced communities—with communities of color most significantly affected. At **CHC: Creating Healthier Communities**, we believe that everyone should have access to the resources necessary to live a healthy life, no matter their race, gender, financial situation, or geographic location.

## What Is CHC Giving Day #ForHealthEquity?

CHC Giving Day #ForHealthEquity is an extension of our annual workplace giving campaign. Marking one year to the day since COVID-19 was declared a pandemic, **CHC Giving Day #ForHealthEquity will bring together communities, nonprofits, organizations and their teams for a national day of giving.**

Funds raised will support CHC's #ForHealthEquity cause campaign, which supports advancing health equity in communities across the country, especially those most affected by COVID-19. While CHC Giving Day #ForHealthEquity will take place on March 11, there will be activations throughout the month across social media to support our collective fundraising efforts.

## How To Support

With your help, we hope to make March 11 the largest single day of giving for health equity in the U.S.

You can...

- Promote CHC Giving Day #ForHealthEquity on your social media by using the suggested social copy and graphics
- [Donate to the #ForHealthEquity cause campaign](#)
- Encourage your colleagues, friends, and family to join you in this movement by emailing them [the giving page link](#)

## Suggested Social Media Content

We encourage you to post the following content via social media and tag us using @chcimpact on [Twitter](#) and [LinkedIn](#). You are also welcome to post on additional platforms such as Facebook or Instagram.

[Don't forget to download and use accompanying graphics!](#)

### LINKEDIN/FACEBOOK

This March 11 will mark the first @chcimpact Giving Day, and one year of the COVID-19 pandemic. Join the movement and go all in #ForHealthEquity to raise funds towards supporting the causes and charities that help build, protect, and maintain healthy communities. You can get started today at <http://bit.ly/ForHealthEquity>. Don't forget to mark your calendar and ask your network to join you to expand your impact.

### TWITTER

Join the movement on March 11 for the first @chcimpact Giving Day to raise funds #ForHealthEquity. We believe together, we can power transformative change. Pledge your support today and share this to expand your impact. Learn more here: <http://bit.ly/ForHealthEquity>

## Learn More

Visit [chcimpact.org/for-health-equity/](http://chcimpact.org/for-health-equity/)

