

# Fundraise for the Day. Join Us for the Movement.

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 envision a world where every person in every community has an opportunity to realize their greatest potential. 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.

As we approach the first anniversary of the World Health Organization declaring COVID-19 a pandemic on March 11, we invite you to join us for the single largest day of philanthropic giving **#ForHealthEquity** in the nation.

## What is CHC Giving Day #ForHealthEquity?

A national day of giving will take place on March 11, 2021, serving as an opportunity to engage your employees, vendors, networks and friends to come together as a collective force for good.

You can choose to give to CHC's **#ForHealthEquity** cause campaign, which supports advancing health equity in communities.

Join the movement  
**#ForHealthEquity**  
by supporting trusted nonprofits and causes who are advancing issues you care about.

Visit [chcimpact.org/for-health-equity/](https://chcimpact.org/for-health-equity/) to get started.



## How Can You Get Involved?

### IF YOU'RE A FUNDRAISING PARTNER:

1. Use our campaign toolkit to launch a giving campaign. Let your stakeholders know how they can join you in raising funds. Spread the word through social media, targeted emails, and media outreach.
2. Start an employee giving campaign and provide a corporate match for your employees who donate to CHC Giving Day.
3. If your employees have unused PTO, offer the option to convert those hours into donations.
4. Activate your vendor network and encourage them to join you in raising funds.
5. Offer your customers the option to raise funds with you, either through point-of-purchase asks or targeted emails.

### IF YOU'RE A CHC NONPROFIT PARTNER:

**CHC Giving Day #ForHealthEquity** is an opportunity to make the most of your fundraising and let people know how your organization is advancing health equity.

1. Use our campaign toolkit to spread the word across social media about the **Giving Day #ForHealthEquity** and how to donate to your nonprofit.
2. Activate your partners and vendors through targeted emails letting them know about CHC Giving Day. Be sure to include a way for them to donate.
3. If you have an existing campaign in the works, use CHC Giving Day to amplify it even further and create buzz around giving on this special day.
4. Ask influential stakeholders that your community values to author an email or record a video message to spread the word about CHC Giving Day.

### IF YOU'RE AN INDIVIDUAL DONOR:

Engage your personal and professional network through emails, calls, and social media to let them know how to donate to your giving page.

## What is the Intended Impact?

Our greatest impact is together. All funds raised through **CHC Giving Day #ForHealthEquity** will help trusted, vetted community-based CHC nonprofit partners move their missions forward, while raising national awareness about the importance of health equity.

## Learn More and Get Started

If you're all in for health equity, visit: [chcimpact.org/for-health-equity/](https://chcimpact.org/for-health-equity/) to get your team started. Once enrolled, you'll have access to the CHC Giving Day toolkit, including all the materials you'll need to activate your network in support of your fundraising goal.



## The Power of Partnering With CHC

**CHC: Creating Healthier Communities** is a catalyst for good health. With the support of partners like you, we mobilize 17 million employees each year and have channeled more than \$330 million to high-impact nonprofits over the past 5 years.

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