



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada

Canada

ISED CHARITABLE CAMPAIGN IN A NUTSHELL



SUPPORT THE ISEDCC

**Giving hope.
Changing lives together.**

MEET THE ISEDCC 2023 CHAMPIONS



**Shaifa Kanji, Assistant Deputy Minister
Digital Transformation Service Sector**



**Tara Leclair, Project and Systems Officer
Innovation Canada**

WHAT IS ISEDCC?

**Giving
Program**

The ISED Charitable Campaign (ISEDCC) is a consolidated giving program developed exclusively for ISED federal public service workers and retirees.

**ISED
Campaign**

ISEDCC works in partnership with and under the guidance of the Government of Canada Workplace Charitable Campaign (GCWCC), the largest workplace charitable campaign in Canada.

**September–
December**

ISEDCC runs from September to December every year. Events are planned to help raise awareness and promote the campaign department-wide.

WHAT WE ENVISION

**Changing
lives**

Emphasizing the importance of the campaign, with a special focus on the ISED community coming together for the common goal of giving hope and changing lives

Community

Creating a positive community atmosphere surrounding the campaign

Pledge rate

Increasing our pledge rate

ISEDCC THEME AND TOOLS

Theme

Giving Hope. Changing Lives Together! The theme reflects how ISED as a community is coming together to help change lives and improve the quality of life of Canadians across this country.

Internal Tools

ISEDCC intranet page, ISED Central articles, MS Teams, GCxchange

New Tools

GCWCC ePledge shopping cart, mail merge, QR code and *New!* domain name

ISEDCC TIMELINES

September
12

GCWCC official launch

Early
September

ISEDCC soft launch: Department-wide DM message

September

Ambassador canvassing

ISEDCC TIMELINES

**2nd Week
of October**

ISEDCC pep rally event

October

Blitz Week

**Mid-
October**

**Young professionals (InterConnex) ISEDCC
event**

ISEDCC TIMELINES

**Mid-
November**

**Thank-you ceremony for team captains,
ambassadors and volunteers**

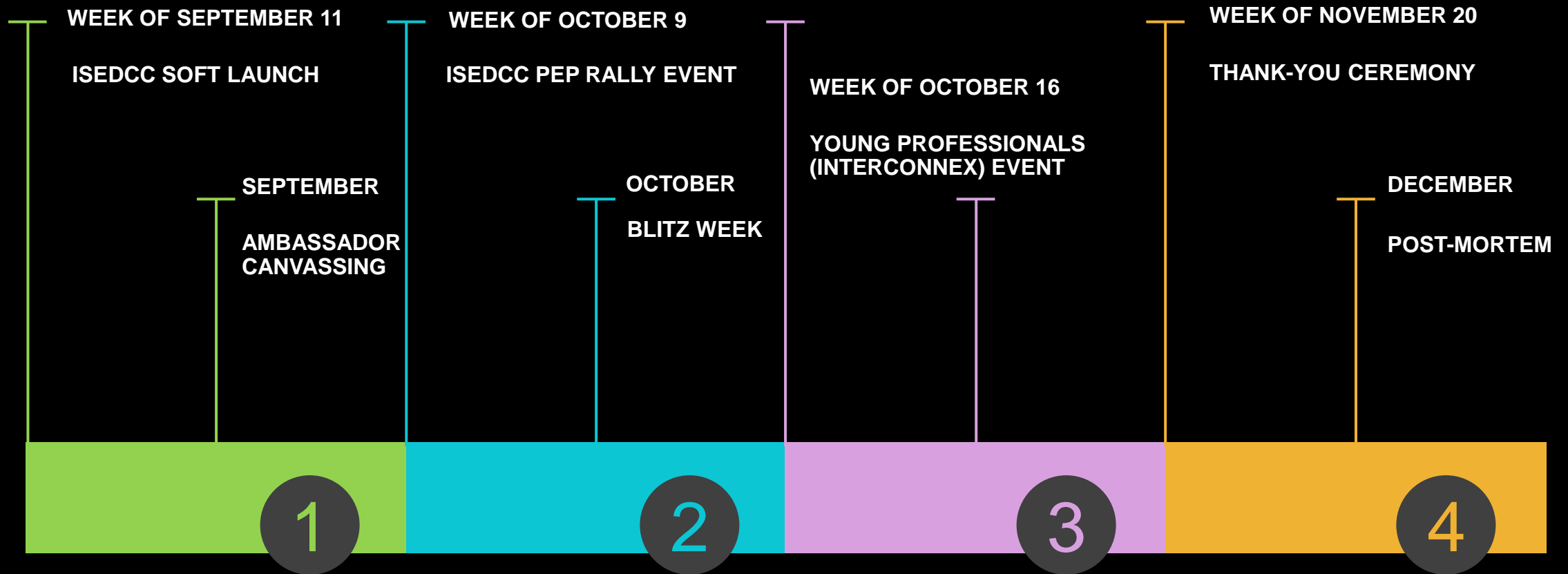
December

Wrap-up

December

ISEDCC post-mortem

ISED CHARITABLE CAMPAIGN PLAN 2023



ISED Charitable Campaign (ISEDCC) 2023

