



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



**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.**



**Creating a positive community atmosphere surrounding the campaign.**



**Increasing our pledge rate through a hybrid campaign that includes both on-site and virtual events.**

# 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

October

ISEDCC in-person event, with a virtual component, to officially launch the campaign

October

Blitz Week

Mid-  
October

Young professionals (InterConnex) ISEDCC event

# ISEDCC TIMELINES

**Mid-  
November**

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

**December**

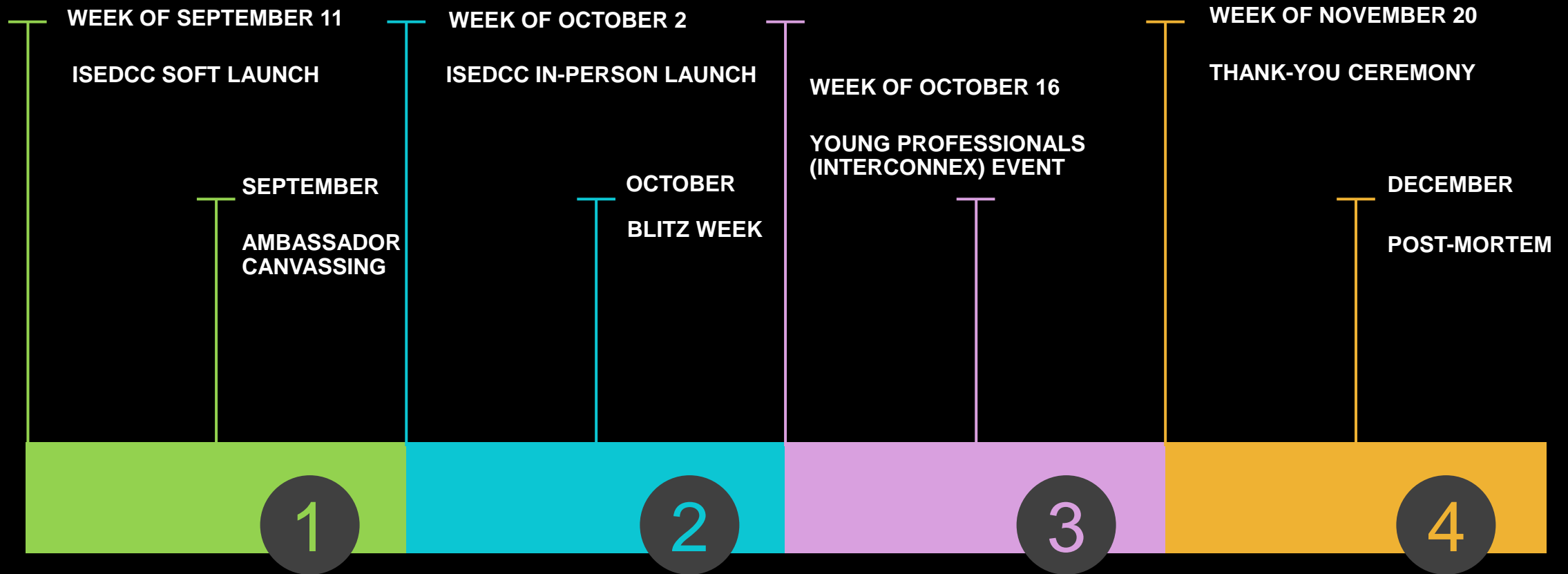
**Wrap-up**

**December**

**ISEDCC post-mortem**



# ISED CHARITABLE CAMPAIGN PLAN 2023



# ISED Charitable Campaign (ISEDCC) 2023

