

What are the designation fees for donations to other registered charities?

United Way East Ontario offers donors the opportunity to securely and quickly support other registered charities in Canada through the Government of Canada Workplace Charitable Campaign (GCWCC).

This service is available at 22 per cent of each donation. This fee helps offset and recover the costs of administering this process, which includes:

- Canvassing donors for their gifts; marketing and promotion of the campaign; and the infrastructure that supports accounting, processing, receipting and distributing of funds to thousands of charities across Canada.

Designation fees are not applied to donations made to the campaign's Named Recipients, United Way Centraide and HealthPartners. The Named Recipients are responsible for their share of costs related to the management of the GCWCC.

While donating to another registered charity through the GCWCC incurs a designation fee, this process enables donors to set up as many recurring donations to as many charities as they would like, and have it removed in equal, regular deductions from their pay.

The designation is still a preferred option for many charities because they do not have to incur any fundraising costs, and they receive a direct payment with minimal use of their own resources, saving them money in the long run.