Frequently Asked Questions

Intent of the Program

Why is the Government of Alberta creating a matching donation program?

- Albertans have historically been very generous in their giving to fellow Albertans in need. Everyone will need to do their part as we work to respond and recover from the COVID-19 pandemic.
- The Government of Alberta wants to amplify the generosity of Albertans, which in turn will increase the capacity for impact.
- We know that Albertans are facing a tough economic situation right now. However, we are trying to encourage and motivate Albertans to donate any amount, small or large, to assist the most vulnerable during the COVID-19 crisis.
- We would also encourage other corporations to match cash donations made to the designated organizations to further amplify generous Albertans.

Why has the April 15 to May 31 time period been selected?

- We want to encourage Albertans to take action now by donating to COVID-19 pandemic relief efforts.
- Many Albertans are facing difficult times, and we want to ensure that dollars are moved to communities as quickly as possible.

Designated Organizations of the Program

Why are you endorsing a select list of designated organizations that Albertans can donate to? How were these organizations selected?

- We want to make it easy for donors to understand where they can donate and where their donation will be most effective.
- The designated organizations have excellent relationships with other funders and networks of charity partners and they will be taking a coordinated approach to ensuring that dollars are directed to the most immediate needs of Albertans.
- The designated organizations are set up to play a supporting role to support these organizations in their work to deliver immediate services. This allows front line organizations to focus on what’s most needed instead of worrying about grant writing and fundraising.
Charitable Giving Matching Donation Program

- These organizations have set up specific COVID-19 pandemic response programs which means they are serious about distributing the money to local community based nonprofit and charitable organizations swiftly as needs are identified.

- These organizations have pre-established infrastructure to manage charitable monetary donations.

- These organizations will provide an official charitable tax donation receipt to donors.
  - This allows individual taxpayers to claim their donations on their annual income tax returns.

How will these designated organizations collaborate to make sure dollars are flowed to Albertans most in need?

- We want to make sure that we are directing donors to donate to a network of organizations across the province to ensure dollars make it to Albertans in every corner of the province.
  - For example, the two large United Ways of Alberta Capital Region and Calgary will distribute funds across Alberta to other smaller United Ways based on postal code.
  - These organizations are working together to ensure that this funding complements, rather than duplicates, other funding opportunities that may be available to the charitable and non-profit sector.

Why is the Government of Alberta only supporting COVID-19 campaigns that were established prior to April 6, 2020?

- The Government wants to concentrate its efforts to support reliable organizations across Alberta in the fight against COVID-19.

- We want to ensure that this money does not create situations where, for example, a fundraising campaign is developed only to capitalize on the Charitable Giving Matching Donation Grant Program.

- We want to help Albertans avoid fundraising scams and help Albertans understand which campaigns will have the most impact during this time.

Our local Community Foundation has recently started a COVID-19 campaign. How can our Community Foundation become a designated organization under the Government of Alberta’s Charitable Giving Matching Donation Program?

- We are not expanding the list of designated organizations for the Charitable Giving Matching Donation program beyond what is listed on alberta.ca
Charitable Giving Matching Donation Program

• We encourage Community Foundations and United Ways not listed as one of the designated organizations to partner with a designated Community Foundation or United Way.
  o As an example, the Wood Buffalo Community Foundation is working with the Edmonton Community Foundation to coordinate and access funds.
• Working with these key organizations creates a streamlined process that ensures funds are allocated to the organizations and Albertans that are most in need.
• We selected these designated organizations because they have the infrastructure and capability to partner and collaborate with other community organizations, foundations and local United Way offices.
• During these unprecedented times, collaboration and partnership in the non-profit and charitable sector will be crucial to adapt and serve Albertans.

How will eligible organizations be able to access funding from the designated organizations receiving the matching funds?
• Organizations should contact the United Way offices or Community Foundations listed on Alberta.ca for more information on how to access funds for COVID-19 response efforts.
• The Charitable Giving Matching Donation Program matching dollars will boost the capacity of the designated organizations’ existing COVID-19 Pandemic Funds.
• The designated organizations are working closely together to ensure that emerging community needs are met, funding efforts are being coordinated rather than duplicated, and that no one is left behind during the COVID-19 pandemic.

Who will be eligible to receive the charitable donations, matched by government?
• Eligible organizations must have a primary mission or mandate to enhance the quality of life of Albertans by supporting direct services and programs that address social issues for vulnerable, disadvantaged individuals.
• Organizations must be incorporated and operating in Alberta for at least one year.
• Organizations must be able to clearly demonstrate the money was used for COVID-19 charitable response efforts across Alberta.

Donor Specific Questions
Charitable Giving Matching Donation Program

What if I (or my organization) want to direct the donations to a specific charity?

- The COVID-19 Pandemic Response Funds will not accept requests to direct donations to a specific charity. Donors who wish to give to their favourite charity are encouraged to give directly to these charities and those funds will not be eligible to be matched by the Charitable Giving Matching Donation program.
- The designated organizations have worked to ensure their COVID-19 Pandemic Response Funds are community-driven, equitable and responsive to community needs that arise during the COVID-19 pandemic.

Are donations that were raised prior to April 15 eligible under the Charitable Giving Matching Donation program?

- Only donations that were raised on or after April 15, 2020 and donated to one of the Charitable Giving Matching Donation program designated charitable organizations are eligible.

What if my corporation is raising funds and wishes to benefit from the government’s matching donation program?

- Organizations, such as corporations, are encouraged to contact one of the Charitable Giving Matching Donation Program designated United Way offices or Community Foundation organizations to discuss how these funds can be donated to their COVID-19 Pandemic response efforts.
- The funds must have been raised between the April 15 and May 31, 2020.

How will donating to these designated organizations help vulnerable Albertans?

- Donations will help community-based organizations in Alberta continue to feed the hungry, care for seniors, support children and keep Albertans employed.

How will funding distribution be determined?

- Once the appeal closes on May 31, eligible funders will submit their total funds raised during the time period.
- The total amount of funds raised in Alberta will determine the percentage of matching funds provided.
  - If collectively $10 million is raised through all of the campaigns and GoA is matching $2 million, then each funder will receive 20 cents on each dollar they raised.
Charitable Giving Matching Donation Program

How will funders/organizations receive the matching dollars?

- Funders will work with Culture, Multiculturalism and Status of Women staff. They will be asked to provide the following information:
  - Proof that their COVID-19 campaign was established prior to April 6, 2020.
  - Proof of their legal incorporation and registered charity status.
  - The amount of donations raised through the period of April 15 to May 31, 2020.

- Each organization will enter into a grant agreement with the Government of Alberta once they provide the appropriate documentation.