

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

Alongside United Way Centraide and HealthPartners, more than 6,500 charities are supported each year through the GCWCC. United Way Centraide Canada as the Campaign Manager relies on a federated network of 58 United Way Centraides (UWC) across Canada to assist in managing and processing the campaign, including the distribution of funds to other registered charities.

Designation fees on donations to other registered charities are charged to recover some of the administrative costs associated with receiving, processing, and transferring the donations to the charities.

- As each UWC operates as its own legal entity, each has their own policy on designation fees when sending funds to the other registered charities.
- Below is a list of the United Way Centraides outside of the National Capital Region (OOA) that distribute more than 70% of the GCWCC OOA revenue designated to other registered charities and their respective designation fees. If your local United Way Centraide is not listed, please contact your [Local Manager](#) for this information. To find your local United Way Centraide, search your workplace postal code [here](#).

Designation fees are not applied to donations made to the campaign's Named Recipients, United Way Centraide and HealthPartners. However, they are responsible for costs related to the management of the GCWCC. In 2023, this cost recovery was 16% of the total campaign revenue.

While donating to another registered charity through the GCWCC may incur 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. This process also supports their workplace's efforts to give back to their community, and of optional anonymity in their charitable giving.

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.

United Way Centraide	Cost Recovery Structure	Notes
Centraide du Grand Montreal	\$25, plus 12% of the designation	
Centraide Québec et Chaudière-Appalaches	15% of the designation	
United Way Halton Hamilton	\$12 per designation	
United Way Maritimes	10% of the designation	
United Way Northeast Ontario	\$16 per designation	
United Way of British Columbia	\$16 per designation	
United Way of Calgary and Area	\$16 per designation	
United Way of Greater Moncton and Southeastern New Brunswick Region	5% of the designation	
United Way of Greater Toronto	\$16 per designation	
United Way of Newfoundland and Labrador	10% of the designation	
United Way of Saskatoon and area	15% of the designation	Maximum fee: \$200
United Way of the Alberta Capital Region	10% of the designation	Maximum fee: \$100 on cash and one-time gifts.
United Way of Winnipeg	\$12 per designation	
United Way Serving Kingston, Frontenac Lennox and Addington	10% of the designation	Maximum fee: \$250