BHAYANA FAMILY FOUNDATION AWARDS
Celebrating the roots of our community

Campaign Toolkit: Canada Day of Appreciation for the Nonprofit Sector

Recognition Matters! Help us spread the word.

Canada's nonprofit sector strengthens communities, changes lives, and makes an extraordinary contribution to our country's social and economic well-being. Now, we're one step closer to giving the people behind this impact the national recognition they deserve.

With 1,377 Canadians supporting our petition for a **Canada Day of Appreciation for the Nonprofit Sector**, the momentum is building – and we need your help to keep it going!

We've made it easy to get involved. Use the ready-to-share emails, social media posts and graphics below to spread the word, celebrate our nonprofit champions, and help make a national day of nonprofit recognition a reality.

Email Templates	
Email 1: Recognition Matters	**Subject:** Canada's Nonprofit Sector Deserves Its Day! **Copy:** Across Canada, nonprofit organizations are changing lives every day. From supporting vulnerable families to creating opportunities for youth, advancing health equity, and strengthening communities, their impact is everywhere. **Isn't it time we gave them the recognition they deserve?** The United States celebrates National Nonprofit Day every August 17, while the UK participates in international observances recognizing charitable organizations and their contributions. Here in Canada, momentum is growing, with two additional provinces reportedly considering nonprofit recognition proclamations. And now, we're one step closer to national recognition! **A parliamentary petition for a National Day received 1,377 signatures from Canadians across the country.** Hon. MP Eric

	St-Pierre is leading a Motion in the House of Commons to establish a Canada Day of Appreciation for the Nonprofit Sector. This is about more than a date on the calendar. It's about recognizing the millions of people whose work makes our communities stronger, healthier, and more inclusive. **These are contributions worth celebrating – and people worth recognizing!** Join us in spreading the word. Share this message with your networks and help build momentum for national nonprofit recognition using the toolkit available below: [Insert campaign toolkit link]
Email 2: The People Behind the Impact	**Subject:** Behind Every Nonprofit is a Person Making a Difference **Copy:** **Who makes Canada's communities stronger? Millions of dedicated nonprofit workers – and it's time we celebrated them!** Canada's nonprofit sector is an essential part of our social and economic fabric. It delivers critical services, champions important causes, and creates opportunities for people in communities across the country. And the people behind this work reflect the diversity and strength of Canada: • **70%** of nonprofit employees are women. • **33%** of the workforce is made up of racialized individuals. Yet despite their extraordinary contributions, nonprofit workers don't always receive the recognition they deserve. As one Bhayana Family Foundation Invisible Champion Award recipient shared: *"Winning this award has offered me motivation to continue doing what I am doing... It reinforces the contribution we are making."* **Recognition matters.** It validates hard work, inspires others, and reminds the people behind the impact that their contributions are seen and valued.

	That's why we're championing a **Canada Day of Appreciation for the Nonprofit Sector** – and why we're celebrating the 1,377 Canadians who signed our parliamentary petition in support. **Help us turn appreciation into action.** Share this message, celebrate a nonprofit champion in your community, and add your voice to the growing movement for recognition. The toolkit below has everything you need to help spread the word! [Insert campaign toolkit link]
Social Media – Copy	
Post 1: Recognition Matters	Recognition Matters. And Canada's Nonprofit Sector Deserves Its Day! The momentum is building! 1,377 Canadians signed our petition calling for a Canada Day of Appreciation for the Nonprofit Sector – and the campaign has been heard in the House of Commons! With National Nonprofit Day celebrated in the US, charity recognition observances in the UK, and two more Canadian provinces considering proclamations, it's time to bring national recognition to the millions of people making a difference in communities across Canada. These are people worth celebrating, stories worth sharing, and contributions worth recognizing! Help us spread the word! The Bhayana Family Foundation has created a campaign toolkit with ready-to-share messages and resources to help you champion Canada's nonprofit sector. 🔗 Get the toolkit and join the movement: [Insert link]
Post 2: The People Behind the Impact	Behind Every Strong Community Are People Making a Difference. Did you know that 70% of Canada's nonprofit workforce is made up of women? And 33% of workers are racialized individuals?

	Together, they're part of a sector that employs 2.6 million Canadians, contributes 8.3% of our GDP, and strengthens communities from coast to coast. Yet too often, the people behind this extraordinary impact go unrecognized. As one Bhayana Family Foundation Invisible Champion Award recipient shared: "It reinforces the contribution we are making... this work is needed and it's valued." Recognition isn't just about saying thank you. It's about making the invisible visible. Join us in championing a Canada Day of Appreciation for the Nonprofit Sector! Visit The Bhayana Family Foundation's campaign toolkit for ready-to-share resources and help give Canada's nonprofit champions the recognition they deserve. 🔗 [Insert toolkit link]

Social Media – Graphics

Post 1: Recognition Matters	
Post 2: The People Behind the Impact	