

Ontario Nonprofit Appreciation Week 2022

Let's celebrate Ontario's nonprofits!

What is Nonprofit Appreciation Week 2022?

This is a new recognition of Ontario's nonprofit sector and its nearly 850,000 workers. It's based on legislation to recognize nonprofit workers and organizations by the Government of Ontario, [Bill 9, Nonprofit Sector Appreciation Week, 2021](#).

It is championed by MPP Daisy Wai and the Bhayana Family Foundation; [more about this week](#), and celebrates the vital role nonprofits and workers play in creating and maintaining healthy, vibrant and inclusive communities in Ontario.

Celebrate with us

1. Share key messages and social media assets, or create your own
2. Share this new [infographic](#) about Ontario's nonprofit sector
3. Don't forget to tag [your MPP](#) and local nonprofits
4. Share a video of why you celebrate Ontario's nonprofits
5. Amplify messages about Nonprofit Appreciation Week in your communities, and to your [local newspaper](#) or [radio station](#)
6. Join the official virtual launch on Feb. 14. Details to come!

Videos

Create your own video message of why you celebrate Ontario's nonprofits. Share from key messages below, or create your own, using a positive, celebratory tone. Your video could feature staff, community members or

All versions of the video should include tagline and hashtag:

- Let's celebrate Ontario's nonprofits!
- #NAW2022

Optimum length: 10 - 30 seconds

Sizes: Optimize for your different social media platforms. Facebook, IG (square and story), Twitter and LinkedIn, TikTok.

Sample social media posts

1. We are your friends, your family and your community leaders. There are nearly 850,000 nonprofit workers in Ontario and we remain dedicated to serving our communities!
#NAW2022

2. It's the first ever Nonprofit Appreciation Week and we celebrate Ontario's 58,000 nonprofits and our dedicated workers. We are proud to be part of the vibrant nonprofit sector. #NAW2022
3. Since the pandemic began, nonprofits workers have been there when Ontarians needed them most- for essential services, support, connection, and more. Together, let's celebrate this diverse sector leading social, economic and environmental change! #NAW2022
4. It's Nonprofit Appreciation Week! Did you know the nonprofit sector in Ontario employs nearly 850,000 people and contributes \$65 billion to the economy? Together, let's celebrate Ontario's nonprofits and their dedication to our communities! #NAW2022

Key messages + talking points to share

Tagline: Let's celebrate Ontario's nonprofits!

1. We celebrate the nearly 850,000 nonprofit workers dedicated to serve, connect, and support all Ontarians.
 - Nonprofit workers have continued essential services through the pandemic, such as child care, long-term care, shelters, community health centres, seniors support, and more.
 - Much of this work has been done by women workers who are the majority of the nonprofit workforce (77 per cent).
 - Nonprofit workers are your neighbours, your friends, your family, and your community leaders.
2. We celebrate Ontario's 58,000 nonprofits that help to create healthy and thriving communities, and contribute \$65 billion to the economy.
 - Ontario's nonprofit sector is diverse- from arts and culture, housing, sports and recreation, faith, child development, community health care, the environment, and more.
 - Nonprofits are leading advocacy and change for a better, greener, more equitable economy and inclusive society.
3. We celebrate the innovative ways nonprofit workers support Ontarians with creative, local solutions.
 - During the pandemic, nonprofit workers have innovated with live virtual concerts to keep us connected, repurposing community kitchens for mobile food programs, telephone trees to reach isolated seniors, virtual sports programs for mental health and physical fitness, pre-loaded phones with wellness supports for Indigenous youth, and much more.