

Community Giving Campaign 2020

Part One: CAMPAIGN OVERVIEW

Part Two: ROLE OF THE DEPT. REP

Zanette Howe, Director for Community Relations

Upstate

Community Giving

Campaign

Workplace
Givers for
United Way and SEFA

Part One: What is the Community Giving Campaign?

- Annual opportunity to give to the charity(ies) you choose by payroll deduction and credit card (checks on a limited basis)
- All 9,000+ employees and retirees can give

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Our Campaign Theme: Be a Hero



Why is the campaign important?

Our community faces serious challenges — poverty, addiction, abuse. Local non-profit agencies tackle these issues with compassion, hard work and too-little funding. The financial and societal impact of COVID-19 has had a dire effect on local non-profits. Meager budgets are slashed. Devoted staff are furloughed. Still, the agencies persevere. Food is distributed, children are cared for, and those without homes are given shelter. **Now more than ever our community needs our support.**

Once a year, Upstate employees are offered an easy way to support the charities we choose through the Community Giving Campaign. We invite you to step forward to help meet this challenge.

A message from Dr. Dewan

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What charities are eligible?

- United Way of CNY (33 agencies)
- SEFA agencies (1000s of nonprofits – local, regional, national and international)
- Upstate Foundation, Alumni and Advocates

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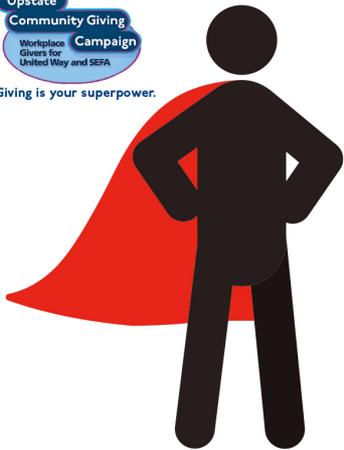
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How do we give?

BE A HERO. Choose 1 of 4 ways to give:



Giving is your superpower.



1. Give to the United Way of Central New York.

Support 87 health and human services programs that help our local community. **No fee.**

2. Give to other community agencies.

Support other local, national or international agencies. **Small administrative fee to the United Way.**

3. Give to the Upstate Foundation, Advocates and/or Upstate Alumni funds.

Support fund(s) that benefit patient care, research and community health programs at Upstate Medical University. **Small administrative fee to the United Way.**

4. Give to a variety of agencies.

Campaign Dates:

- **Aug. 24:** Campaign begins
- **Aug. 24 - Sept. 4:** \$100 winner every day for two weeks
- **Oct. 31:** Campaign publicity ends
- **Nov. 1 - Dec. 15:** Still able to donate
- **Jan. 2021:** Payroll deduction starts

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How does it work?

- **Aug. 24:** Email to all employees with link to self-serve to donate
- Minimum donation of \$26 per charity (\$1/pay period)
- Select the charity(ies) you want to support

Check here to donate Fee Free to **United Way of CNY** to support their 33 agencies and 87 local programs targeting health and human service needs.

For a complete list of SEFA agencies please visit the [Community Giving Campaign website](#) or contact x4263 if you do not see your agency listed.

Eligible agencies can be found by word-searching below, once located click "Select Agency", then enter the amount you wish to designate. To donate to additional agencies use the "Click to Search for Agencies" button again.

Click to Search for Agencies ▾

Type in the box below to search any word in an Agency Name or by Number

On Point

On Point for College, Inc. (87-00305)

Select Agency

EXAMPLE

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The Competition:

- Nine employee teams compete for the highest percentage of donors Wizards, Blazers, Avengers, Crushers, Tigers, Incredibles, Defenders, Hawks, Sparks

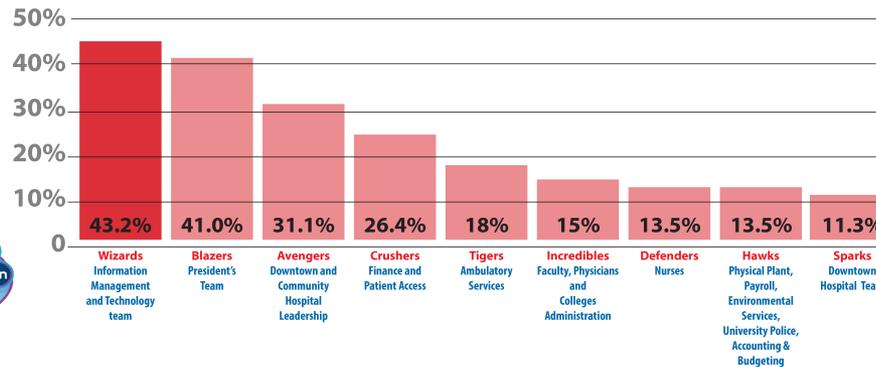
CONGRATULATIONS TO THE WIZARDS! THEY'RE NUMBER ONE — SECOND YEAR IN A ROW.

It's final. The Wizards had the highest percentage of staff who donated to the campaign. Thank you to the Wizards and to every donor on every team.

You're all superheroes of Upstate.



Giving is your superpower.



Leadership Opportunities:

- Elizabeth Blackwell level (\$2,000 or more for individual or couple)
- Hamilton White Level (\$1,000 or more for individual or couple)

BE A HERO. FIGHT HUNGER, HOMELESSNESS, DISEASES, DISABILITY, TOBACCO, ALCOHOL, AND DRUGS, MENTAL ILLNESS, AND DISABILITY

DONATE AT THE ELIZABETH BLACKWELL LEADERSHIP LEVEL.

Annual gift of \$2,000 or more

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Giving is your superpower.

Dr. Elizabeth Blackwell
College of Medicine
Class of 1849
First Woman MD

A message on the power of the United Way of CNY

PART TWO: THE ROLE OF THE DEPT. REP

What is your role?

- Help co-workers appreciate the value of the campaign
- Encourage co-workers to donate
- Alert co-workers to prizes/incentives (Upstate's daily \$100 and United Way Step Up Challenge by starting to give, or increasing your gift, by \$1 per week—\$52 per year—and you'll be entered to win one of four grand prizes, as well as weekly prizes.
- Help co-workers navigate self-serve to pledge
- Promote campaign through electronic materials (e-mail messages, videos, video-conferencing) that you receive from the campaign

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United Way of CNY

A message from Meghann Sandak, Chief Development Officer

UNITED WAY OF CNY



Your \$1 donation becomes \$4 in services.

23 funded programs require a match, meaning that the \$1 million they receive from the United Way brings \$3 million back to Onondaga County from Albany and Washington DC.

UNITED WAY REVIEW PROCESS

- Step 1:** Review local 501(c)3 human services agencies (money & mgmt.)
- Step 2:** Agencies that pass review apply for funding.
- Step 3:** Applications reviewed. Funding allocated.
- Step 4:** Funds distributed to programs.



Too little support = Unmet needs

In the 3-year grant cycle, United Way received **\$7 million** in program requests from approved agencies. With **only \$3.5 million** to allocate, many needs remain unmet.

Giving is your superpower.

Manage your team:

- Before Aug. 24 (start of the campaign):
- Get the list of employees you are responsible for.

- Log onto selfserve.upstate.edu
- Click “Community Giving Campaign” under “My Information”
- Click “Your Depts” (third tab over)
- Click “Export to Excel” This is your list!*

- Check the list weekly to find out who in your dept. has pledged.

- Thank the co-workers who have pledged...and nudge those who have not made the time to give.

- *Elizabeth Blackwell and Hamilton White givers are excluded from the list

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New this year:

- Campaign starts Aug. 24! (Formal end is Oct. 31 but pledges can be made until mid-Dec.)
- Videos and other electronic communications replace most in-person presentations
- One-time payroll deduction option
- Paper pledges are discouraged but available on website. Must be sent from donor to United Way of CNY.

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Challenges

- Only 17% of employees give
- Need to differentiate between Community Giving Campaign and Upstate Foundation campaigns

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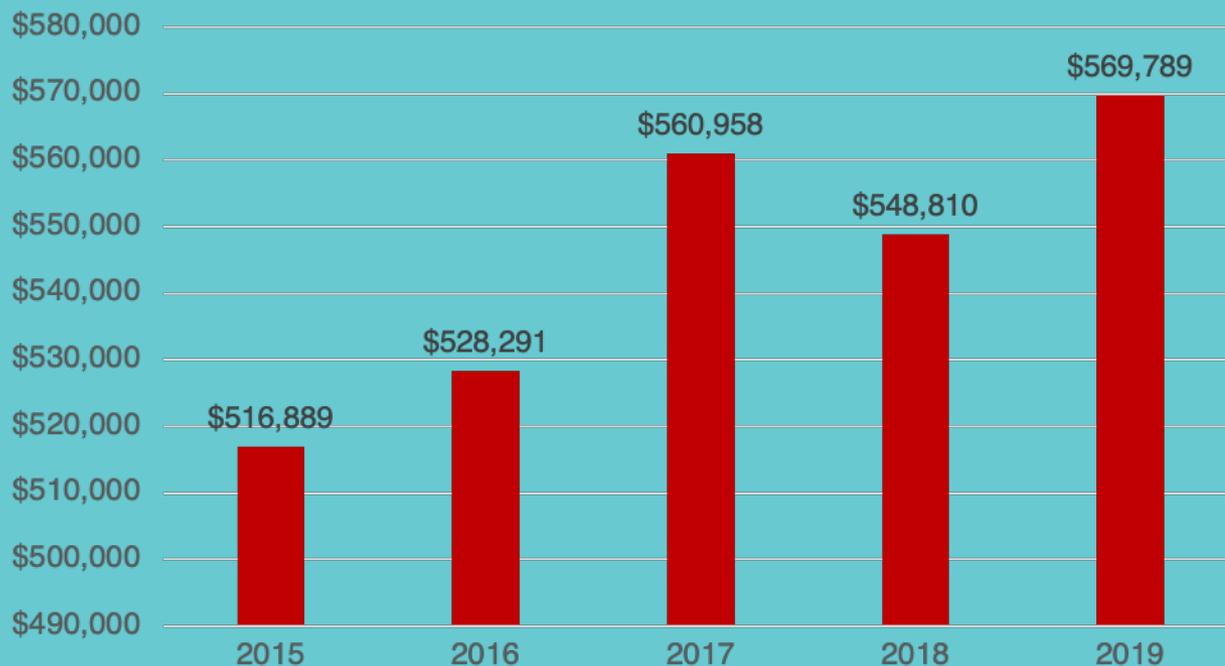
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Successes

- Upstate is No. 1 in leadership giving
- We raised \$569,789 last year

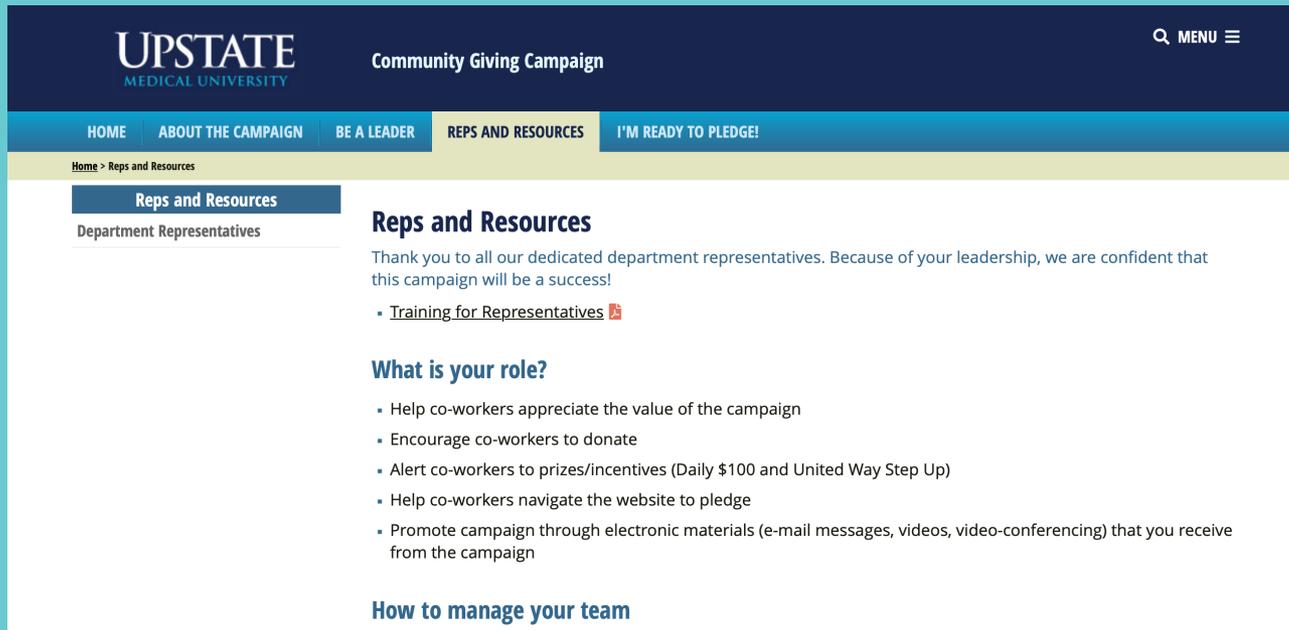
CGC Fundraising History: The Last Five Years



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Resources for Campaign Reps

- Check out the Reps and Resources tab for lots of great information
www.upstate.edu/cgc



The screenshot shows the website's header with the Upstate Medical University logo and the title 'Community Giving Campaign'. A navigation bar includes links for 'HOME', 'ABOUT THE CAMPAIGN', 'BE A LEADER', 'REPS AND RESOURCES', and 'I'M READY TO PLEDGE!'. The 'REPS AND RESOURCES' tab is active. Below the navigation, a breadcrumb trail reads 'Home > Reps and Resources'. The main content area features a 'Reps and Resources' section with a sub-heading 'Department Representatives'. The text reads: 'Thank you to all our dedicated department representatives. Because of your leadership, we are confident that this campaign will be a success!'. A list item is provided: '• [Training for Representatives](#) 📄'. Below this is a section titled 'What is your role?' with a bulleted list: '• Help co-workers appreciate the value of the campaign', '• Encourage co-workers to donate', '• Alert co-workers to prizes/incentives (Daily \$100 and United Way Step Up)', '• Help co-workers navigate the website to pledge', and '• Promote campaign through electronic materials (e-mail messages, videos, video-conferencing) that you receive from the campaign'. At the bottom of the visible content is the heading 'How to manage your team'.

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Remember.
You are a hero.
Giving is your superpower.



A message from the Upstate Foundation