

# Community Giving Campaign 2021

Part One: CAMPAIGN OVERVIEW

Part Two: ROLE OF THE DEPT. REP

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Upstate

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Workplace  
Givers for  
United Way and SEFA

# A message from the campaign chair

**Lawrence S. Chin, MD, FAANS, FACS**

Dean, College of Medicine

Robert B. and Molly G. King Endowed Professor

Department of Neurosurgery

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# Part One: What is the Community Giving Campaign?

- Annual opportunity to give to the charity(ies) you choose by payroll deduction, checks and credit card
- All 10,000+ 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.

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# What charities are eligible?

- United Way of CNY (27 agencies and 66 programs)
- SEFA agencies (1000s of nonprofits – local, regional, national and international)
- Upstate Foundation, Alumni and Advocates

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# How do we give?

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



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

Support 66 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.

As the administrator of the SEFA campaign, United Way follows the SEFA guidelines in assessing an 11% fee on all donor designations to agencies outside of the United Way network up to a maximum of \$100 per designation.

# Campaign Dates:

- **Sept. 13:** Campaign begins
- **Sept. 13 - Sept. 23:** \$100 winner every day for two weeks
- **Sept. 24 - Dec. 15:** Still able to donate
- **Jan. 2022:** Payroll deduction starts

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# How does it work?

- **Sept. 13:** 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.

**EXAMPLE**

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)

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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

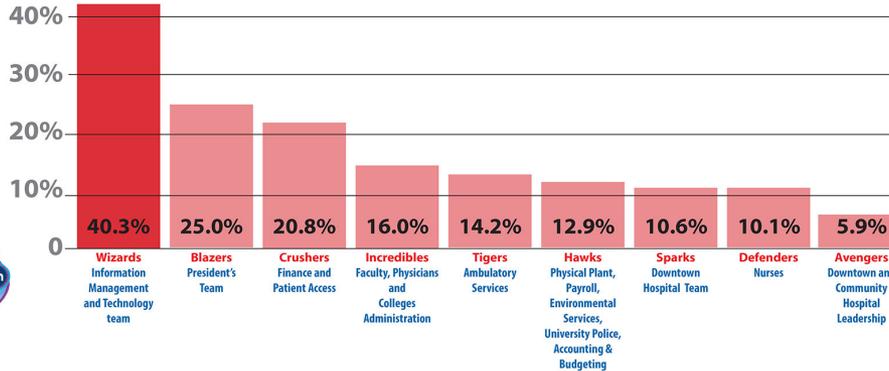
## CONGRATULATIONS TO THE WIZARDS! THEY'RE NUMBER ONE — THIRD YEAR IN A ROW.

**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:

- Hamilton White Level (\$1,000 or more for individual or couple)
- Elizabeth Blackwell level (\$2,000 or more for individual or couple)
- Sarah Loguen level (\$5,000 or more for individual or couple)

**BE A HERO.**

**DONATE AT THE SARAH LOGUEN LEADERSHIP LEVEL.**

Annual gift of \$5,000 or more

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Dr. Sarah Loguen  
College of Medicine  
Class of 1876  
One of the nation's first  
African American Woman MDs

A message on the power of  
the United Way of CNY Video

# United Way of CNY

A message from Meghann Sandak, Chief Development Officer, UWCNY

## UNITED WAY OF CNY



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

27 funded programs require a match, meaning that the \$1.1 million they receive from the United Way brings \$3.5 million to Onondaga County. United Way also provides \$2 million more in funding for 38 other programs — for a **total local impact of \$6.6 million.**

### 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.



Giving is your superpower.

### Too little support = Unmet needs

In the 1-year grant cycle, United Way received **\$5.6 million** in program requests from approved agencies. With **only \$3.1 million** to allocate, many needs remain unmet.

# 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 [www.upstate.edu/cgc](http://www.upstate.edu/cgc)

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# Manage your team:

- Before Sept. 13 (start of the campaign):
- Get the list of employees you are responsible for.
  
- Log onto [selfserve.upstate.edu](https://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.
  
- \*Sarah Loguen, Elizabeth Blackwell and Hamilton White givers are excluded from the list

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# Reminders:

- 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 14.3% of employees give
- **Community Giving Campaign**  
encompasses United Way agencies (27 agencies and 66 programs), unaffiliated agencies (i.e. Francis House), SEFA agencies, Upstate Foundation, Medical Alumni Funds and Advocates

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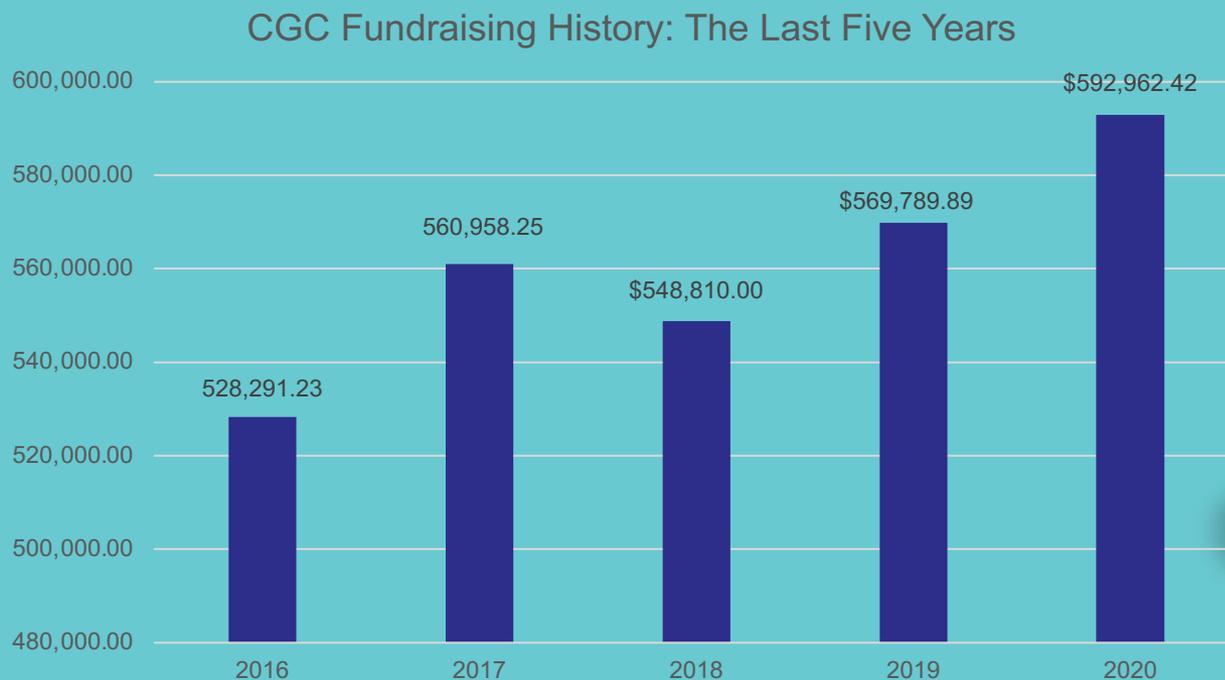
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# Successes

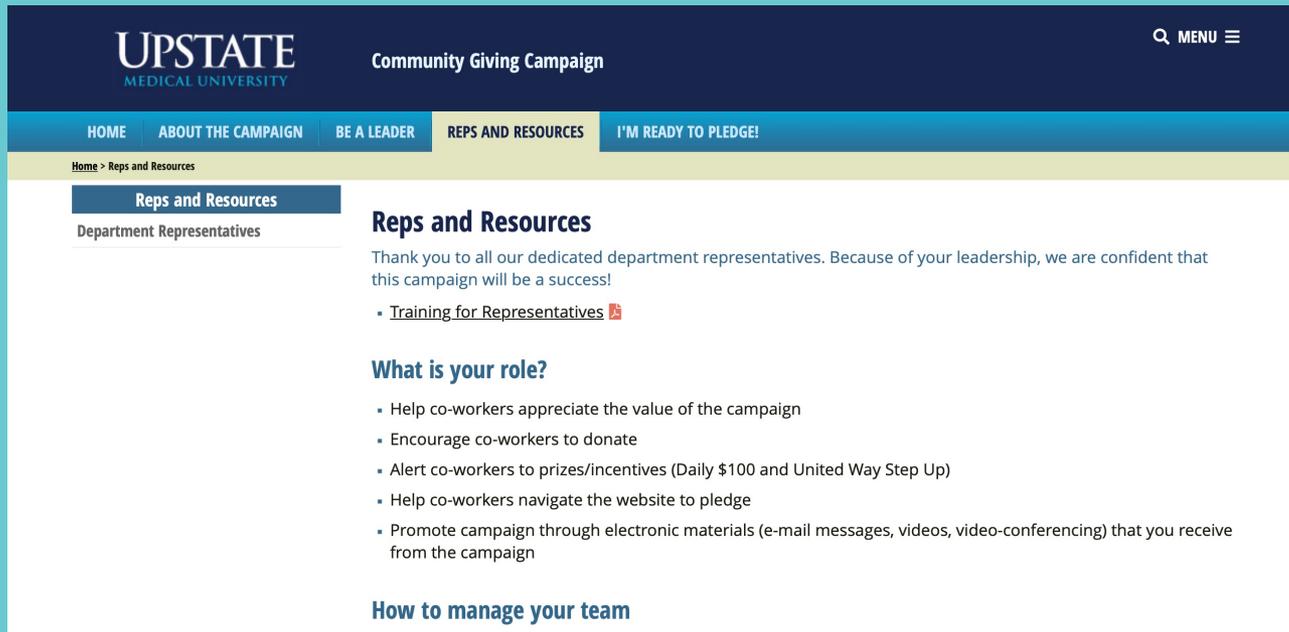
- Upstate is No. 1 in leadership giving
- We raised \$592,962 last year



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# Resources for Campaign Reps

- Check out the Reps and Resources tab for lots of great information  
[www.upstate.edu/cgc](http://www.upstate.edu/cgc)



The screenshot shows the website's header with the Upstate Medical University logo and the text '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 main content area is titled 'Reps and Resources' and includes a sub-section for 'Department Representatives'. The text on the page reads: 'Thank you to all our dedicated department representatives. Because of your leadership, we are confident that this campaign will be a success!' followed by a link to 'Training for Representatives'. Below this is a section titled 'What is your role?' with a list of five bullet points: '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 page, there is a section titled 'How to manage your team'.

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

A message from the Upstate Foundation