

# Community Giving Campaign 2022

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

# 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



**FIGHT FOR A HERO.**

**AT THE FOOD BANK, RENZO FIGHTS HUNGER BY GETTING FOOD TO PEOPLE IN NEED IN FIVE COUNTIES — A MILLION POUNDS A MONTH.**

Renzo Quesada, Food Bank

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**Giving is your superpower.**

# BE A HERO. CHOOSE 1 OF 4 WAYS TO GIVE:

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

Support 70 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.

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Giving is your superpower.

# Campaign Dates:

- **Sept. 19:** Campaign begins
- **Sept. 19 - Sept. 30:** \$100 winner every day for two weeks
- **Oct. 1 - Dec. 15:** Still able to donate
- **Jan. 2023:** Payroll deduction starts

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# How does it work?

- **Sept. 19:** 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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# Leadership Giving 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

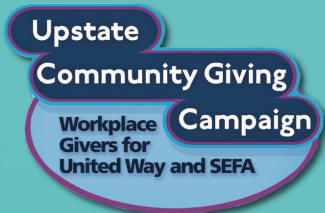
A message from Meghann Sandak, Chief Development Officer, UWCNY

# UNITED WAY OF CNY



## Your donation goes further!

27 funded programs unlock a match, meaning that the \$1.5 million they receive from the United Way brings \$2.2 million more in grants. United Way also provides and additional \$1.9 million in funding for 44 other programs.  
– **for a total local impact of \$5.6 million!**



Giving is your superpower.

## 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.

# 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)

The logo is a blue, cloud-like shape with a white border. It contains the text "Upstate" in white, "Community Giving" in white, and "Campaign" in white. Below this, in smaller white text, it says "Workplace Givers for United Way and SEFA".

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# Manage your team:

- Before Sept. 19 (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 11% of employees give
- **Community Giving Campaign**  
encompasses United Way agencies (28 agencies and 70 programs), unaffiliated agencies (i.e. Francis House), SEFA agencies, Upstate Foundation, Medical Alumni Funds and Advocates

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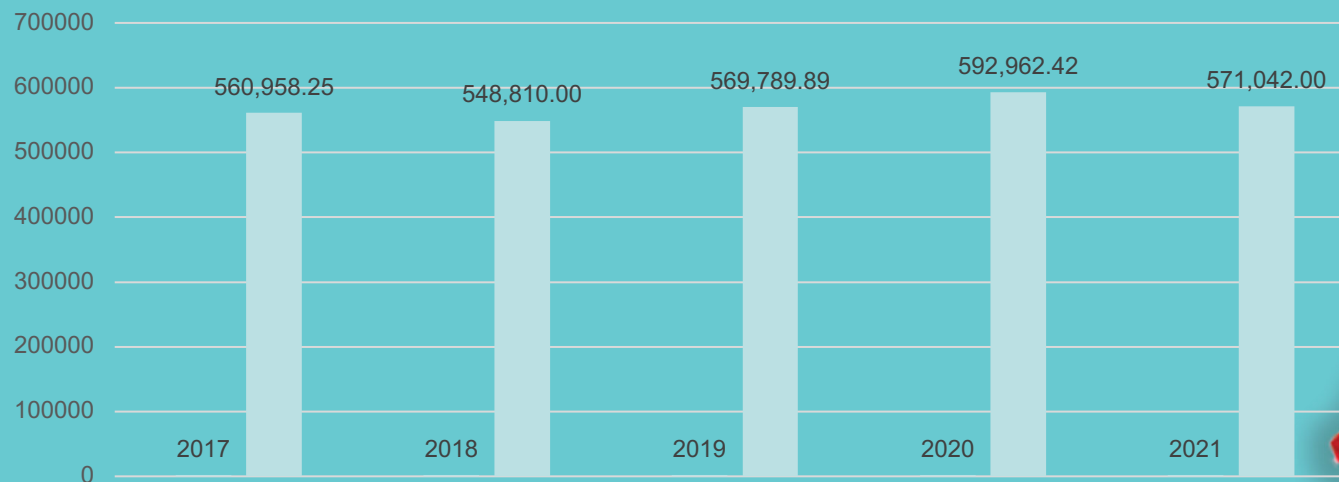
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# Successes

- Upstate is No. 1 in leadership giving
- We raised \$571,042 last year

CGC Fundraising History: The Last Five Years

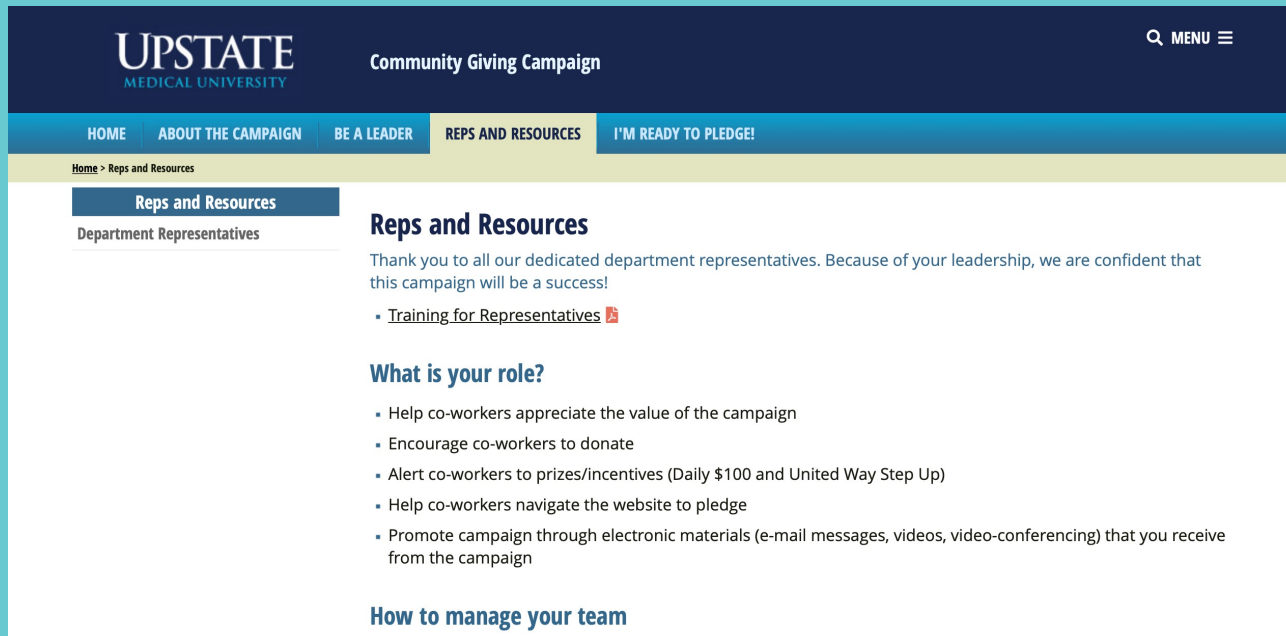


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# Resources for Campaign Reps

- Check out the Reps and Resources tab for lots of great information

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



The screenshot shows the 'UPSTATE MEDICAL UNIVERSITY' logo and 'Community Giving Campaign' header. A navigation bar includes links for HOME, ABOUT THE CAMPAIGN, BE A LEADER, REPS AND RESOURCES (which is highlighted), and I'M READY TO PLEDGE!. Below the navigation bar, a breadcrumb trail reads 'Home > Reps and Resources'. The main content area is titled 'Reps and Resources' and includes a sub-header '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 link for 'Training for Representatives' is provided. A section titled 'What is your role?' lists 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'. A final section is titled 'How to manage your team'.

**UPSTATE**  
MEDICAL UNIVERSITY

Community Giving Campaign

HOME ABOUT THE CAMPAIGN BE A LEADER **REPS AND RESOURCES** I'M READY TO PLEDGE!

Home > Reps and Resources

**Reps and Resources**

Department Representatives

Thank you to all our dedicated department representatives. Because of your leadership, we are confident that this campaign will be a success!

- [Training for Representatives](#)

**What is your role?**

- 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
- Promote campaign through electronic materials (e-mail messages, videos, video-conferencing) that you receive from the campaign

**How to manage your team**

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

A message from the Upstate Foundation