

OUR COMMUNITY  
NEEDS **HEROES.**  
**GIVING IS OUR SUPERPOWER.**

**Upstate**

**Community Giving**

Workplace  
Givers for  
United Way and SEFA

**Campaign**

Presented by: Zanette Howe  
Director of Community Relations and Events

## Campaign Co-Chairs



Robert J. Corona, DO, MBA  
Chief Executive Officer  
Upstate University Hospital



Lawrence Chin, MD, FAANS, FACS  
Dean, Alan and Marlene Norton College of Medicine  
Robert B. and Molly G. King Endowed Professor of Neurosurgery  
SUNY Upstate Medical University

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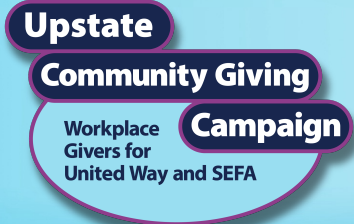
## Part One: What is the Community Giving Campaign?

- 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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## What agencies are eligible?

- United Way of CNY (72 programs at 33 local nonprofits)
- SEFA agencies (1000s of nonprofits – local, regional, national and international)
- Upstate Foundation, Alumni and Advocates Funds

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# OUR COMMUNITY NEEDS **HEROES.**

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## **CHOOSE 1 OF 4 WAYS TO GIVE:**

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

Support 65 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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## Campaign Dates

- **Sept. 27:** Campaign begins
- **Sept. 27 - Oct. 10:** \$100 winner every day for two weeks
- **Oct. 11 - Dec. 11:** Still able to donate
- **Jan. 2024:** Payroll deduction starts

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## How Does It Work?

- **Sept. 27:** Email to all employees with link to self-serve to donate
- Minimum donation of \$26 per agency (\$1/pay period)
- Select the agency(ies) you want to support

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# Leadership Giving Societies

**BE A LEADER.**  
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**SARAH LOGUEN**  
**LEADERSHIP LEVEL**

Annual gift of \$5,000 or more

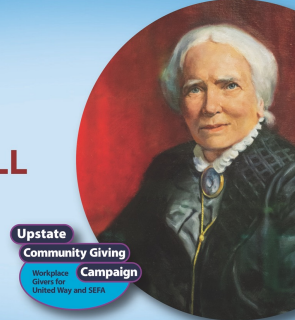


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**BE A LEADER.**  
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**ELIZABETH BLACKWELL**  
**LEADERSHIP LEVEL**

Annual gift of \$2,000 or more

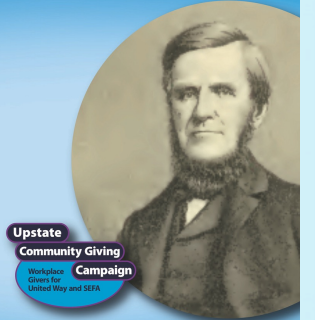


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**HAMILTON WHITE**  
**LEADERSHIP LEVEL**

Annual gift of \$1,000 or more



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

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# UNITED WAY OF CNY REVIEW PROCESS

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



# UNITED WAY OF CNY TALKING POINTS

- United Way of CNY has been monitoring local human needs and supporting programs for more than 100 years.
- United Way of CNY uses your donation to fund a network of services, making sure that no matter the need, there are proven programs in place to help our neighbors.
- Every dollar designated to United Way of CNY benefits dozens of local health and human services programs that serve the community. There's no administrative fee if you designate to the United Way of CNY or its affiliated agencies.

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## Your donation supports 72 programs at 33 local nonprofits

A Tiny Home For Good  
ACR Health  
American Red Cross  
ARISE  
Aurora of CNY  
Building Men  
Catholic Charities of Onondaga County Center for  
Community Alternatives Chadwick Residence, Inc.  
Child Care Solutions  
Contact Community Services  
Deaf New Americans Advocacy, Inc. Elmcrest  
Children's Center  
Food Bank of CNY  
Franciscan Northside Ministries Frank H. Hiscock  
Legal Aid Society Good Life Youth Foundation

Hillside  
Huntington Family Centers  
InterFaith Works  
McMahon/Ryan Child Advocacy Center  
New York State Natural Heritage Trust On  
Point for College  
Partners in Learning  
PEACE, Inc.  
Salvation Army  
Samaritan Center  
Syracuse Northeast Community Center  
Volunteer Lawyers Project of CNY Welch  
Terrace  
Westcott Community Center  
WHOLE ME, Inc.  
YWCA

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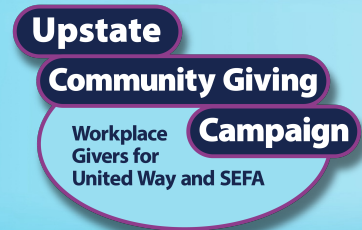
[www.upstate.edu/cgc](http://www.upstate.edu/cgc)



# Manage Your Team

- Before Sept. 27 (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 responded to the campaign.
- Thank the co-workers who have responded to the campaign...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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If would like a speaker from United Way of CNY or any agency or the Upstate Foundation, please, e-mail Becca with the request **three weeks** in advance. Speakers can present in-person or virtually. Please use the subject line: CGC Speaker Request.

If you have a speaker or you as a committee member/department representative promote the campaign in a a meeting, you can order a tray of cookies for your meeting. Please use the cookie ordering form available on the CGC website. This promotion will run September 18 – October 18.

## MAKE YOUR MEETING A LITTLE SWEETER! COOKIE ORDER FORM

Please complete this form and e-mail it to:  
[PatrickOwens@lamMorrison.com](mailto:PatrickOwens@lamMorrison.com)  
(please CC [pescir@upstate.edu](mailto:pescir@upstate.edu), when you place your order).

You will get an e-mail to confirm your order.

Once your meeting is complete, please provide your attendance sheet to: [pescir@upstate.edu](mailto:pescir@upstate.edu)

2023 COMMUNITY GIVING CAMPAIGN INCENTIVE

**Department representatives:** you can request a one-time order for cookies, for your department campaign promotion meeting. You must request at least four days in advance.

Department Representative Name



Department Contact phone number

Cookie order date

Date for delivery Time for delivery

Department delivery location

Number of people



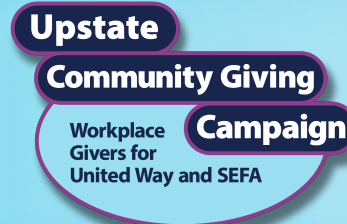
The cookie tray will be delivered to your area at no cost to you.

Note: This promotion may change due to COVID-19.

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Please wear your campaign shirt every Tuesday of the campaign  
September 26 – December 5.

Send us photos of you wearing your shirt – [pescir@upstate.edu](mailto:pescir@upstate.edu)

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## Challenges

- Only 13% of employees give
- Community Giving Campaign encompasses United Way agencies (33 local nonprofits and 72 programs), unaffiliated agencies (i.e. Francis House), SEFA agencies, Upstate Foundation, Medical Alumni Funds and Advocates

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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.

**NEW THIS YEAR:** Continuous giving for those who pledge payroll deduction for 26 pay periods. Your gift will continue until you change or discontinue your pledge by completing a new pledge form.

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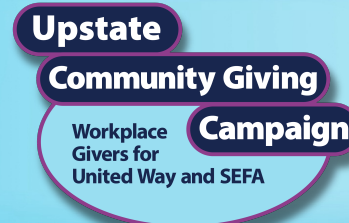


## Resources for Campaign Reps

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



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