

2019 MONTEREY COUNTY EMPLOYEE GIVING CAMPAIGN



Monterey County
Employee Giving Campaign
Executive Committee
Presentation
2019

Message from the Executive Committee

We are pleased to announce the annual Monterey County Employee Giving Campaign will begin on October 14 and run through November 22, 2019. New this year the event will run 6 weeks vs. the 3 weeks in past to keep the spirit of giving up until the holidays.

- Monterey County employees have a strong legacy in generously giving back to improve the quality of life in our communities and have been doing so since 1965. 30+ years! As mentioned in the CAO article on Friday, October 4th longer than most staff were hired or born! Monterey County should be proud that they have such a legacy.
- The event will feature silent auctions, prize drawings and gift baskets, in addition, to the ongoing contributions via online payroll deduction or a one-time contribution to the charitable organizations.
- We do this in partnership with (10) ten federations as we have in the years past.

All of us appreciate the time everyone takes in engaging their awareness, support, generosity and willingness to gain the knowledge of the non-profit entities serving Monterey County.



This year's Executive Committee Members are:

Susan Chapman, Chair, Public Defender
Valerie Ralph, Co-Chair, Clerk of the Board
Jody Holtzworth, Past Chair, Child Support Department
Rachel Scott, Administrative Assistant, Public Defenders' Office
Marcia Parsons, Probation Department
Gerardo Perez, Information Technology
Melissa Fanning, Probation Department
Patsy Girard, Auditor-Controller Office
Joel Pablo, Clerk of the Board Office
Susie McKee, Health Department
Melissa Rico, Clerk Recorder's Office
Jackie Goetz, Tax Collector Division

Everyone can be a SuperHero!!

There are several Coordinator & Information Technology Committee Members:

Coordinators:

Juanita Adame, Agricultural Commissioner's Office
Loudez Vigil-Ramirez, Agricultural Commissioner's Office
Darlene Bagwell, Assessor's Office
Alejandra Perez Avila, Auditor-Controllers' Office
Dawn Yonemitsu, Child Support Services
Maria Villasenor, Child Support Services
Melissa Rico, Clerk Recorder's Office
Joel Pablo, Clerk of the Board's Office
Rocio Quezada, County Administrative Office
Sandra Ontiveros, County Counsel's Office
Michelle Bacon, District Attorney's Office
Sharon Kachadoorian, Department of Social Services
Brenda Cuevas, Monterey County Sheriff's Office
Anna Olds, Human Resources – Monterey County Sheriff's Office
Lisa Hughes, Human Resources Department
Melanie Tetreault, Department of Social Services
Teresa Pureco, Department of Social Services
Stephanie Cruz, Department of Social Services
Sandra Silva, Department of Social Services
Anya Gutierrez, Elections Department
Patricia Eddings, Emergency Communications
Susie McKee, Health Department
Nazarie Whipple, Health Department
Veronica Serrano, Information Technology Department
Julianna De La Paz, Information Technology Department
Debbie Gray, Natividad Medical
Chrissy Garza, Natividad Medical
Teresa Meister, Emergency Communications
Melissa Fanning, Probation Department
Wendi Reed, Probation Department
Caren Anderson, Public Defender's Office

Coordinator's Continued:

Rebecca Avila, Public Defender's Office
Lisa Harris, Resources Management Agency
Chanelle Ceralde, Human Resources Department
Jenna Garcia, Planning Department
Myrna Morales, Monterey County Sheriff's Office
Joy Willett, Tax Collector
Jessell Fenley, Water Resources Agency
Victoria Montoya, Natividad Medical
Sherri Hall, District Attorney's Office
Hillary Theyer, Library Department
Kristen McFadden, Assessor's Office
Arlene Boyd, Department of Social Services
Jackie Goetz, Tax Collector

Information Technology:

Eddie Urena
Gab Cortes



Employee Giving Campaign

Our Roles



Executive Committee:

- Promotes Employee Giving Campaign
- Leads planning, implementation and oversight of Campaign tasks, processes and deadlines
- Trains and supports the Coordinator Committee
- Partner's with the Lead Federation on facilitating the campaign
- Ensures all monetary donations are reported and accounted for via the Coordinators

Coordinator Committee:

- Champion & Inspire participants while promoting FUN
- Educate and promote awareness of all causes
- Meet weekly with Coordinator Committee to share events, thoughts, ideas to continue **Embracing Our Capes** during the campaign
- Work with the federations to share their causes with the County
- Manages all the gifts (i.e. baskets, tickets, etc.) received for the online auctions
- Respond to Employee Giving Campaign inquiries



Continued Roles

Information Technology

- Updates all the events on the webpage for the current years campaign
- Adds all the events and flyers to the event calendar
- Adds all the new graphics for the theme
- Adds all the pictures taken for all the online auctions
- Updates training materials for the toolkits
- Works closely with the Executive and Coordinator Committees

Overview of the 2018 Campaign Totals

Employee Giving Campaign Goal

2018 Total Contributions

\$ 127,374

Thank you for ALL your Hard Work and Efforts in promoting Contributions in 2018.....Let's make 2019 even better!!!

Note: Over the last 10 years we have raised \$1,667.561.72



2019 Campaign Goals

2018 Total Pledge Amount: **\$127,374**

2019 Total Pledge Goal: **\$135,000**



2019 Key Campaign Dates

September 24:	Board of Supervisors Adopted the Employee Giving Campaign Resolution No. 19-321
October 8:	Presentation to the Board of Supervisors
October 11:	Email out the Chair of the Board of Supervisors' Kick Off Letter if approved
October 14:	Employee Giving Campaign begins
October 15:	Bake Sale in Government Lobby by Executive Committee Team
October 14- November 22:	Silent auction, prize drawings, and gift baskets donated by our individual departments, fund-raiser events hosted at various County locations
October 21:	First Auction
October 24:	New this year Embrace Your Cape Day – Promote everyone to come in their own SuperHero Cape to make awareness towards Human Kindness promoting the Employee Giving Campaign in Everyone Can be a SuperHero!!
November 4:	Second Auction
November 12:	Final Auction
November 22:	2019 Employee Giving Campaign comes to a close
January 2020:	Date TBD – Closing Presentation & Recognition at Board Meeting

Website Online Resources



NEW ONLINE DONATIONS

CHANGE EXISTING DONATION

PRINTABLE DONATION FORM

KEEP EXISTING DONATIONS

ONE-TIME DONATIONS

CANCEL DONATIONS



EVERYONE
CAN BE A SUPERHERO

FORMS & INFORMATION

- Acknowledgment/Write In/One Time Donation Form
- Campaign Frequently Asked Questions
- Campaign Leadership Giving Circle
- 2019 Coordinators List
- 2019 Employee Giving Campaign Charitable Guide

The following charities are recipients of the Employee Giving Campaign:

- American Red Cross Monterey Bay Area Chapter
- Community Health Charities of California
- EarthShare California
- Foundation for Monterey County Free Libraries
- Friends of Community Animal Services (FoCAS)
- Monterey County Employees Scholarship Fund
- Natividad Medical Foundation
- Parks Foundation of Monterey County
- Sheriff's Memorial Foundation
- United Way Monterey County

Note:

Employees can donate to the charities above or a 501(c)3 non-profit of their choice.

COORDINATOR TOOLKIT

- 2019 Giving Campaign poster (8.5x11)
- 2019 Giving Campaign poster (8.5x14)
- 2019 Pledge-Form
- Coordinator Key Responsibilities
- Coordinator Pledge Report
- Departmental Coordinator Instructions
- Materials Speaker Request Form
- Fund Raising Ideas
- 2019 Coordinator Training Presentation (PowerPoint)
- In kind sample letter
- In kind sample form

MEDIA KIT RESOURCES

- 2019 Campaign by Department
- Everyone Can Be A Superhero Logo
- Website Banner

Federations

United Way Monterey County - Lead Federation Chair - Lynda Patrick

- UWMC fights for financial stability for all families in Monterey County by providing needed programs and services.

American Red Cross Bay Area Chapter

- Provides emergency and disaster services in our community and beyond.

Community Health Charities of California

- Supporting health charities locally and throughout the state.

EarthShare California

- Leading environmental non-profits organizations.

Foundation of Monterey County Free Libraries

- Supporting the enrichment and changing of lives of whom deserve equal access to information.

Continued Federation

Friends of Community Animal Services (FoCAS)

- Supporting the protection, shelter, and care of lost and abandoned animals.

Natividad Foundation

- Supporting a healthier community and helping Natividad provide high-quality care and trauma services to everyone in Monterey County, including the vulnerable.

Parks Foundation of Monterey County

- Supporting the culture, environment and recreational programs in parks.

Sheriff's Memorial Foundation

- Supporting those who gave their lives so that we may live in a safer community.

Monterey County Employees Scholarship Fund

- Provides thousands of dollars in assistance to dependents of County employees to offset the costs of higher education.



We can't help Everyone but
Everyone can help Someone
through the power of Human
Kindness so please...



**Let's All Embrace Our Capes
- October 24, 2019 !!!**

And Remember:

Unexpected kindness is the most powerful, least costly, and most underrated agent of human change.

Let's Challenge ourselves as well as others in this 2019 Employee Giving Campaign in making a difference & hit our 2019 goal of \$135,000 in donations!!!



Become that SuperHero Within!

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All of the Employee Giving Campaign information:

<http://www.in.co.monterey.ca.us/ecgc2019>

In closing we would like to recognize our 2018 Coordinators & Information Technology Members who made our past campaign(s) a success!

