



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 19-0772, **Version:** 1

Receive Executive Committee's presentation on the 2018-19 Monterey County Employees' Giving Campaign providing a summary of the employees' caring and giving power from 2018; and Ardently launch the 2019 Monterey County Employees' Giving Campaign to "Embrace Our Cape" from the SuperHero Within.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive the Executive Committee's presentation on the 2018-19 Monterey County Employee Giving Campaign providing a summary of the employees' caring and giving power from 2018;
- b. Ardently support the 2019 Monterey County Employee Giving Campaign to "Embrace Our Cape" from the SuperHero Within;
- c. Acknowledge the many years of the caring and giving hearts of the employee's selfless contributions through their time, talent, monetary donations and participation inspiring giving through a simple gesture of human kindness, a power everyone holds;
- d. Recognize and appreciate the Department Coordinators who create awareness on the benefits of giving, who inspire fun events that build local teams, they coordinate educational opportunities on the local non-profit agencies within Monterey County and bring colleagues together in their favorite causes. They share information on the lasting impacts a donation can produce for an individual, family, and the non-profit agencies. All these efforts embrace the Board of Supervisors' Strategic Initiatives in many ways especially in Health and Human Services;
- e. Authorize the Chair to sign the proposed Board Letter kicking off the commencement of the 2019 Monterey County Employees' Giving Campaign on October 14, 2019, which runs through November 22, 2019 with Thursday, October 24, 2019 as "Embrace Your Cape" Day; and
- f. Accept the challenge to "Embrace Your Cape" on Thursday, October 24, 2019, which empowers a community of fellow SuperHeros through a simple gesture of human kindness.

SUMMARY/DISCUSSION:

The Monterey County Board of Supervisors adopted payroll deductions for County employees for the United Crusade - American Red Cross on August 31, 1965. One condition was set that this be strictly a voluntary program for the employees and if other organizations request similar deductions the County cancel the payroll plan for United Crusade- American Red Cross.

Subsequently, the policy regarding payroll deductions dated August 31, 1965, was rescinded and Resolution No. 89-012 was adopted on January 3, 1989, that established a Charitable Donation Policy Combined Giving Campaign now known as the Employee Giving Campaign. Upon adoption of the Resolution the Board supported and facilitated fundraising on behalf of voluntary charitable organizations and provided a convenient channel through which County employees may contribute to these efforts. Subsequently, Resolution No. 89-012 was rescinded, and Resolution No. 94-170 was adopted on April 26, 1994 to continue the support for the County's Combined Giving Campaign allowing incorporated County foundations which were specifically set up to provide financial support for specific County Departments to participate in the County's Combined Giving Campaign as independent agencies.

Resolution No. 94-170 required eligible organizations to sign an agreement with the County to develop a cooperative campaign and share in the cost of designing and printing documents for the annual combined giving campaign as referenced in Section 8 of the resolution. On March 15, 1995, the participating organizations and the County of Monterey entered into an agreement thus setting the foundation for the combined giving campaign. The fund drives will be conducted in cooperation with one or more nonprofit organizations. As an established program, the officers and employees of the County shall have the authority to carry out the program, using county funds and property if authorized by the Board. During working hours, a program may include direct solicitation by county officers and employees and the assignment of officers and employees to attend or assist in the administration of program if authorized by the Board. (GC §26227).

The Employee Giving Campaign has continued over the last 30 years with the employees' acknowledgement that to give, no matter how little it may be, will make a difference to those in need. This is confirmed by the employees who continued to care and give over the years through their donations as well as by the volunteer employees who help facilitate the campaigns year after year. In 2004 Resolution No. 94-170 was amended on April 20, 2004 when the Board adopted Resolution No. 04-137 to amend Section 14 to include another eligible charitable organization in the County's combined giving campaign showing its sustainability.

Susan Chapman, Chair and Valerie Ralph, Co-Chair from the Executive Committee along with for the 2019 Employee Giving Campaign concur all County employees value the workplace campaign. They like being involved with charitable and volunteer activities and enjoy the County is socially involved in local communities and support the give back. Their participation reflects the strategic initiatives the County strives for, and they also have a sense of being part of the bigger solution in promoting overall human kindness.

On Tuesday, September 24, 2019, the Board adopted Resolution No. 19-321 proclaiming the weeks of October 14, 2019 through November 22, 2019 as the Monterey County Employee Giving Campaign and designated October 24, 2019 as the day to "Embrace Your Cape".

This year we have a new concept to "Embrace Your Cape" which encourages all to participate in wearing capes on October 24th to enhance awareness, education and to exhibit "Everyone Can Be a SuperHero." All employees have an opportunity to become involved in a meaningful way and have fun as it unites our efforts. As in past years and in this current campaign the employees appreciate the workplace campaign because payroll deduction offers an easy and effective way for them to make significant charitable donations to the organizations they want to support throughout the following year. (§ GC 1157.2)

Numerous County employees, led by a department coordinator, will participate through charitable payroll deductions as well as sponsor creative fundraising events. These united efforts in raising donations serves to show the importance of charitable giving right here at home. Each and every contribution will help improve the quality of life in our community in the areas of health, homelessness, income and education to name a few. This also highlights that the funds raised in Monterey County stay in Monterey County and by investing in our local communities we can influence the conditions for all.

During the past 30 years, the County has held its charitable contributions efforts with the federations and incorporated Monterey County foundations. The charitable federations and foundations supporting the campaign are:

American Red Cross Monterey Bay Chapter who provide emergency and disaster services in

our community and beyond;
United Way Monterey County supports local Monterey County non-profits working with families, children, youth, seniors, and individuals with disabilities;
EarthShare California which is an alliance of leading environmental non-profits organizations;
Community Health Charities of California who support health charities locally and throughout the state;
Natividad Medical Foundation supports Natividad Medical Center;
Monterey County Parks Foundation support the culture, environment and recreational programs in Monterey County Parks;
Foundation for Monterey County Free Libraries support the enrichment and changing of lives of whom deserve equal access to information;
Monterey County Employee Scholarship Fund provides thousands of dollars in assistance to dependents of County employees to offset the costs of higher education;
Monterey County Sheriff's Memorial Foundation supports those who gave their lives so that we may live in a safer community; and
Friends of Community Animal Services (FoCAS) supports the protection, shelter, and care of lost and abandoned animals throughout Monterey County.

Employees can also donate to the private foundations of their choice that are defined in the Internal Revenue Code under section 509(a) as 501(c)(3) organizations, which do not qualify as public charities

Through the last decade Monterey County Employee's raised \$1,667,561.72:

<u>Year</u>	<u>Campaign Total</u>
2018	\$127,374.36
2017	\$134,448.59
2016	\$131,058.37
2015	\$124,389.84
2014	\$150,644.82
2013	\$153,143.20
2012	\$182,830.55
2011	\$207,594.15
2010	\$218,581.30
2009	\$237,496.54

Our workplace giving campaign is one of the largest in the County. Together with the daily community service employees provide in their role as public servants, their generosity in the Employee Giving Campaign makes an important difference for the quality of life in our community.

Our goal for the 2019 campaign is: \$135,000

OTHER AGENCY INVOLVEMENT:

Monterey County Departments;
Lynda Patrick, Vice President of the Resource Development for Unity Way of Monterey County serving as the lead for the non-profit organizations for 2019.

ACKNOWLEDGEMENT:

A very special acknowledgement to the 2018 Employee Giving Campaign Committee Coordinators & those that participated in the past who over years volunteered their time in ensuring successful campaigns that created an atmosphere of fun inspiring all caring and giving power.

Also, a special recognition to the Information Technology Department (ITD): Gerardo Perez, ITD Manager, Eddie Urena, Software Programmer Analyst III and Gab Cortes, Software Programmer, Analyst I who developed the giving campaign web design/page to market and administer the cause. The past paper process is now in an electronic format such as pledge forms, online donations, setting up or cancelling payroll deductions, frequently asked questions, hosting and maintaining all auctions online, photos of items being auctions, a fundraising event calendar, links to the non-profit agencies providing educational information, contact information and much more. For the Committee Coordinator's there's a coordinator and media toolkit to assist them in their campaigning efforts. We now have a "Go Green," giving campaign which provides donors secure online access at their fingertips.

The development took the IT team voluminous hours to build on top of their normal course of duties in their day to day operations. A feat to be proud of and deserving of recognition. Future enhancements will include tracking in real-time total donations, number of donors and the non-profits that are being donated to. Also, keeping the page visible throughout the whole year to allow a one stop shop regardless if campaign efforts are being promoted.

FINANCING:

No impact to the General County Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Prepared by: Valerie Ralph, Clerk of the Board, 831-755-5842

Approved by: Sue Chapman, Public Defender, 831-755-5058

Attachments:

Attachment A - Resolution No. 19-321 adopted on September 24, 2019 - Proclaiming the Weeks of October 14, 2009 through

November 22, 2019 as the Monterey County Employee Giving Campaign and Designate October 24, 2019 as the day to “Embrace Your Cape”;

Attachment B - Government Code Section 26227

Attachment C - Government Code Section 1157.2

Attachment D - Policy adopted on August 31, 1965

Attachment E - Resolution No. 89-012 adopted on January 3, 1989

Attachment F - Resolution No. 94-170 adopted on April 26, 1994

Attachment G - Agreement March 15, 1995

Attachment H - Resolution No. 04-137 adopted on April 20, 2004

Attachment I - Proposed Board Letter for Chair’s signature on the commencement of the 2019 Employee Giving Campaign

Attachment J - Nonprofit Raffle Registration Confirmation June 11, 2019