



Coordinator Training
Monday, August 20, 2018
10:00 a.m. – 2:00 p.m.
Agenda

- | | | |
|-------|---|--|
| I. | Open and Welcome | Kevin Middleton
KECC Administrator |
| II. | Why KECC? Who Benefits? | |
| III. | Charity Cameos | March of Dimes, Community
Health Charities, United Way |
| IV. | Why YOU? | |
| V. | 10 Steps to a Successful Campaign | |
| VI. | Walking through the Pledge Process | |
| VII. | Chair Remarks | Mike Harmon, State Auditor |
| VIII. | Lunch and Charity Cameos | WHAS Crusade for Children,
American Cancer Society, Kosair
Charities, Christian Appalachian
Project, Prevent Child Abuse KY |
| IX. | Cabinet Planning Sessions | |
| X. | Running a Group Meeting | |
| XI. | How to Organize and Run Successful Special Events | Nicole Krider
KECC Communications Director |
| XII. | Campaign Supplies and Reporting | |
| XIII. | Next Steps | |
| XIV. | Questions / Closing Remarks / Adjourn | |

2018 KECC COORDINATOR TRAINING

AUGUST 20, 2018



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KECC General Information

- The combined charitable campaign servicing the employees of the Commonwealth of Kentucky.
- Established in 1993 as the official state employee campaign, raised approximately \$27 million in 25 years.
- Oversight of the campaign is managed by the Kentucky Personnel Cabinet.
- Enables employees to donate to charities of their choice through payroll deduction.
- Consists of state-wide charitable federations representing nearly 1,000 Kentucky charities and programs. These federations meet rigorous standards required in state regulation.

The KECC Framework

The KECC succeeds through the volunteer efforts and generous spirit of state government employees. While the kickoff takes place in the mid-summer months, the campaign gets its start in spring when planning begins and volunteers are recruited for the year. There are basically five steps to the campaign process:

STEP 1 Volunteers are recruited and trained

STEP 2 The Campaign Kickoff encourages employee involvement

STEP 3 Volunteers schedule group meetings with co-workers to motivate giving

STEP 4 Employees of Cabinet departments and constitutional offices participate in the KECC through payroll deduction and special events designed to increase morale and visibility

STEP 5 Celebration of your cabinet's generosity at the KECC Victory Finale following the campaign



MIKE HARMON
AUDITOR OF PUBLIC ACCOUNTS

Dear Public Servants of Kentucky,

I am honored to serve as the 2018 Chair of the Kentucky Employees Charitable Campaign (KECC). It is particularly exciting that this is the 25th Anniversary year of the Campaign, and this year's theme, "Together We Care," is the core principal of the KECC.

No single Kentucky organization can help our children and families at the level of achievement that the KECC charities have collectively accomplished over the last 25 years, but it cannot happen without the help of employees like you. Every dollar makes a difference, and every dollar matters to the individuals, children, and families that these charities help every day.

As always, KECC provides a convenient and easy way to donate to the charity of your choice. I encourage you to participate in this opportunity to give, as generously as your means allow, and I thank you for the public service you provide every day to the citizens of our great Commonwealth.

Thanks and God bless,

A handwritten signature in black ink, appearing to read "Mike Harmon".

Mike Harmon
Auditor of Public Accounts



Calendar of Important Dates

- **August 20, 2018 – 10:00 a.m. to 2:00 p.m.**
Field Coordinator Training
AOC Large Conference Room
1001 Vandalay Drive
Frankfort, KY

- **September 5, 2018**
KickOff – Virtual Event

- **September 20, 2018 – 11:30 a.m. to 12:45 p.m.**
Cornerstone Luncheon
Thomas D. Clark Center for Kentucky History
Brown-Forman Room
100 W Broadway St
Frankfort, KY

- **Lead (Cabinet-Level) Coordinator Rallies – 9:00 a.m. to 10:00 a.m., Wednesdays as follows**
Department of Aviation
90 Airport Rd.
Frankfort, KY
 - September 12
 - September 26
 - October 3
 - October 10
 - October 17
 - October 24
 - November 7
 - November 14
 - November 28 – Collections only from 9 a.m. – Noon

- **December 4, 2018 – 11:00 a.m. to 12:00 p.m.**
Campaign Finale
The Capitol Rotunda
700 Capitol Avenue
Frankfort, KY

The KECC Charities

Eight charities working together improve lives and strengthen Kentucky communities.

- **American Cancer Society**
The American Cancer Society saves lives and creates more birthdays by helping people stay well and get well, by finding cures and fighting back. With every dollar raised, you are helping the American Cancer Society be there for those affected by every cancer in every community and their families, including those who are currently dealing with a diagnosis, those who may face a diagnosis in the future, and those who avoid a diagnosis altogether because of education and risk reduction.
- **Christian Appalachian Project**
Through housing repairs, food assistance, disaster relief, early childhood education, a thrift store, and elderly assistance the Christian Appalachian Project (CAP) is building hope, transforming lives, and showing Christ's love through service in Appalachia.
- **Community Health Charities**
Community Health Charities of Kentucky (CHC) is a federation of the state's premier health organizations that have joined together to raise charitable contributions in the workplace. Community Health Charities of Kentucky connects employees to health and wellness information, volunteer opportunities and the ability to direct donations to the local health charities of their choice.
- **Kosair Charities**
Kosair Charities exists to protect the health and well-being of children in the Kentucky and Southern Indiana area by providing financial support for clinical services, research, pediatric health care education and child advocacy. For more than 90 years, our focus has always been the same...helping kids in need. Last year, Kosair Charities assisted families in 29 Kentucky Counties and 10 counties in Southern Indiana.
- **March of Dimes**
The Kentucky March of Dimes (MOD) has one goal: to help babies in our community start life in the healthiest way possible. Through education and intervention, we help moms-to-be learn how to take care of themselves before, during and after their pregnancy. We are also there when things don't go as planned, providing comfort and information to families when a baby is born too soon.
- **Prevent Child Abuse Kentucky**
As long as one child in this state is living in an abusive environment, Prevent Child Abuse Kentucky (PCAK) will strive toward our mission of preventing the abuse and neglect of Kentucky's children. Programs and strategies include 1-800-CHILDREN - a 24/7 parent helpline, trainings on recognizing the signs of abuse, the "Never Shake a Baby" campaign and more.
- **United Ways in Kentucky**
United Way (UWKY) advances the common good by creating opportunities for a better life for all - making Kentucky communities and their citizens stronger. We fight for education, financial stability and health, because these are the building blocks for a good quality of life – a quality education that leads to a stable job, income that supports a family, and good health. United Way works each and every day to strengthen these building blocks for every Kentuckian.
- **WHAS Crusade for Children**
The WHAS Crusade for Children exists to change the lives of children with special needs in Kentucky. Since 1954, millions of kids have been helped by the work of the Crusade and the generous donations of its supporters. 100% of every donation made in Kentucky stays here to help schools, hospitals and agencies help the children they serve. Thanks to you, even more children will have a chance at a better life in the coming year.

Your Role as a KECC Volunteer Coordinator

KECC volunteers are a key component to a successful campaign. When you serve as a volunteer for your cabinet, department or agency's campaign, you are joining hundreds of other state employees committed to making a brighter, better Kentucky.

The role of a KECC volunteer is both challenging and rewarding. Over the course of the coming months, you will:

- Provide leadership and direction for your campaign, inspiring and motivating others.
- Ensure that *all* employees are provided with campaign information, the opportunity to contribute, and information on how to make a pledge.
- Help your fellow employees understand that their contributions make a difference right where they live, affecting their family and friends, neighbors and co-workers through nearly 1,000 programs and agencies supported by the partner charities.

Ten Steps for a Successful Campaign

1. Set Clear Objectives – Review Past Results

- Setting both monetary and participation goals is a critical step in setting expectations throughout the organization and creates a common cause. The KECC Administrative Office can help you calculate objectives that are reasonable for your Cabinet or Office on request. Focus on three areas for improvement to increase total giving:
- Increase your cabinet/agency participation by _____% or _____ # of givers.
- Increase the average gift by \$_____.
- Increase Cornerstone Givers by _____.

2. Get Organized

- Set a schedule. Publicize it, and stick to it. Let everyone know ahead of time what events and meetings are planned, when pledges are due, and when totals will be announced. Employees are more likely to participate when the campaign has clearly defined expectations.
- Learn about the charities.
- Know where you've been! Build a strategy based on your campaign's past results.
- Set a good example...make your gift first.

3. Build Your Team

- Feedback we have received from KECC Coordinators says that assembling a committee to organize the campaign is one of the most important ways to guarantee a more successful fundraising effort. It spreads the labor, contributes to building a team atmosphere, and produces more creativity.
- Include a variety of willing and dedicated individuals from across your cabinet and/or agency. Ideally, every office across the state should have at least one KECC volunteer or more, depending on its size. Remember, great ideas can come from anywhere!

4. Have a Visible Role for Agency Heads and Secretaries

- Make sure all employees know that the KECC is supported by the Cabinet Secretaries, Constitutional Officers, Department Heads and other executives.
- Get support from above for holding group meetings, and ask leadership to attend and introduce the topic.
- Have your Secretary or agency head sign an endorsement letter, showing their commitment to KECC. Strong leadership can make a big difference!

5. Plan Group Meetings

- Organize group meetings in your office, and invite a charity rep!
- Follow best practices. (see pg 8)
- Schedule group meetings with Nicole Krider (Nicole.krider@uwky.org), using the group meeting planning form. (pg 9)
- There will be questions...know the answers, or know where to find them! (kecc.org)

6. Emphasize giving through payroll deduction

- Giving through payroll deductions is the easiest way for most state employees to make the biggest impact possible, because they can spread their total gift across 24 pay periods.
- This year, we need to INCREASE participation. HOW?
 - By ENCOURAGING employees to learn more about their giving options - particularly the hundreds of causes the KECC Charities impact each year. Or as always, they can give to any agency of their choice.
 - We need to SUPPORT our field volunteers and donors with strategic, timely, and affirmative messaging. Invite a charity to speak to your group. Use the materials we provide you. Schedule all activities in advance!
 - Make a gift yourself - then communicate directly with your employees about your choice to give. The more personal we make this campaign the more successful we'll be.
 - Talk with your executive team about supporting Cornerstone giving.
 - Ensure everyone has the chance to give, and knows about the KECC. People will not give, payroll deduction or otherwise, unless they are personally asked. (Again, the KECC Charities are happy to support your message and come speak to your team.)

7. Let KECC help you

- The KECC Administrative Office and the KECC Charities are here to help you facilitate your campaign. In addition to holding group meetings, there are many other ways we can help:
 - Arrange for employee tours of partner charities or funded agency facilities
 - Respond to any questions, concerns or comments that arise from your coworkers
 - Provide success stories
 - Provide templates and other campaign tools

8. Motivate Employees - Make it fun!

- We all respond to incentives and morale boosters. Knowing that you are “doing good” is nice. Knowing that you are doing good AND have a chance to enjoy a bowl of ice cream, a round of golf, or show off your chili recipe is even nicer. Here are some easy ways to motivate your employees:
- Track your Goals: One great way to motivate employees is to publicly track your goal and report it often. Reporting electronically, or placing notices around your workplace – the lobby, break room, in front of the building, etc. can help keep the campaign top of mind. E-mailed goal updates can be paired with KECC success stories.
- *After you've held your group meetings* and every employee has had the chance to make a pledge through payroll deduction, spice it up! Have a bake sale, run a golf tournament, or hold a chili cook-off!
- Competition is a great way to get people excited! Challenge your neighboring state office to a “giving war”, then knock their socks off!
- The primary purpose of special events is to help create a fun atmosphere during the workplace campaign while raising additional dollars beyond employee pledges. We want this to be a time of year that people look forward to, not dread!!
- Smile! Staying positive and motivated goes a long way!
- *Tip: While special events are a lot of fun, they take a lot of time and employee energy. If someone buys a cake at a bake sale they may feel that they have already contributed to KECC. In other words, don't trade a \$5 special event gift for a \$5 per period payroll deduction contribution (\$120 annual gift)!*

9. Encourage Cornerstone and Leadership Giving

- Cornerstone Society: State employees who donate at least \$1,000 through KECC are called “Cornerstone Society” Donors.
- Leadership Giving: State employees who donate at least 1% of their annual salary through KECC are called “leadership givers”.
- Leadership giving isn't as difficult as one might believe--for some, it is as little as the cost of a fast-food lunch every two weeks.
- Give Cornerstone and leadership donors special recognition.
- Identify potential givers in advance and have a well-respected cabinet leader partner with you to hold a separate meeting for these individuals.
- In late summer, KECC will be holding a Cornerstone Society Luncheon for donors who have given \$1,000 or more in the past. Stay tuned for more information on inviting cabinet leadership and other potential Cornerstone givers to this important event.

10. Thank Everyone and Celebrate your Success

- Saying thank you is a key component to building a positive attitude for the future about an employee's choice to give. Be sincere - every gift makes a difference!
- To create a positive atmosphere, thank everyone whether or not they chose to give this year.
- Send an e-mail or letter from you or your office leadership to all employees to say thanks and report results.
- Hand out candy or other small tokens.

Campaign Resources:

KECC Brochures

The KECC Charities produce the “Guide to Giving and Charity Resource Directory” to spotlight the campaign. Not only does this document provide information about the campaign and each of the partner charities, it provides contact information that can come in handy if you or someone you know needs assistance. It’s a great resource! The brochure will be available online on September 5, 2018 at KECC.org and through the Personnel Cabinet’s “Give Back” site at: <https://personnel.ky.gov/pages/give-back.aspx>

KECC Posters

KECC posters are eye-catching promotional pieces for display on your walls, halls, lobbies, elevators and bulletin boards.

Report Envelopes

Report envelopes are essential for keeping tabs on your campaign totals, including all the monies, special events and any paper pledge forms you have collected. Please fill out the entire envelope and seal it when turning it in to your cabinet coordinator or to the KECC administrative office. *Remember: Don’t send cash in the mail!*

Electronic and Paper Pledge Forms

Each state employee will eventually have the opportunity to give through KHRIS/Employee Self Service. However, some employees do not utilize a computer terminal as a part of their duties, for those individuals a pre-printed, personalized pledge form has been printed and delivered to the coordinator. Alternatively, blank paper forms are also available for printing at KECC.org. Please call or email the KECC office and we will make certain that you receive the forms you need.

There are primarily three pledge forms currently in use: the standard form, the new hire form, and the separation form. Coordinators can also access a special “Cornerstone Society” pledge form pdf at KECC.org.

KECC Chronicle eNewsletter, Event Reminders and Social Media

During the campaign, the KECC Chronicle is emailed to all participating KECC volunteers throughout state government. This newsletter spotlights stories from the KECC Charities, offers up-to-date campaign totals by Cabinet or constitutional office, and highlights upcoming events. The KECC also maintains event reminder emails, which are solely devoted to marketing your campaign special events. Event information is forwarded by KECC volunteers and coordinators to the KECC Administrative Office, collected in the email and promoted through social media. The KECC social media accounts on Facebook and Twitter are used to capture and promote all stories, upcoming events and more.

KECC encourages you to share your good news and events by emailing flyers and details to nicole.krider@uwky.org. To add your fellow volunteers to the distribution list, email Nicole or call 502-589-2296.

Employee Testimonials

Ask co-workers who have had personal experiences with KECC-supported agencies and programs to share their stories. Employees who have benefited from agency services can inspire co-workers with their compelling stories, and open eyes to the variety of services that KECC supports.

Stories can be submitted online at <http://www.kecc.org>

Charity Speakers

Representatives from the partner charities are always happy to come to your office meetings to discuss KECC and how it works to change lives all across Kentucky. If you wish to schedule a charity speaker, you must do so through KECC. Please call 502-589-2296 or email Nicole Krider at nicole.krider@uwky.org for information and scheduling.

Don’t let this opportunity pass – it is proven time and again that the most successful campaigns use charity speakers. This is a vital component to your success!

KECC Website

The KECC website, <http://www.kecc.org>, offers a host of tools that can make your campaign run more smoothly.

KECC Video

Each year, the KECC Charities, in partnership with the Campaign Chair, produce an inspirational video to help you tell the KECC story. This video can and should be used at all KECC Group Meetings and public events.

The Office of Charitable Gaming, an agency of the Public Protection Cabinet

Stay on the right side of the law! Review the Charitable Gaming Regulations BEFORE running your event. Have questions? Contact the Office of Charitable Gaming at 502-573-5528 or www.dcg.ky.gov.

Group Meetings

Group meetings are the best way to ensure that every individual has the opportunity to learn about KECC before you ask them to give.

Group meetings have many benefits, including:

- Providing an environment with less pressure than one-on-one meetings
- Employees receive accurate information to help them make an informed decision
- Meetings can be scheduled to accommodate the work schedule of a particular division, department or location
- Employees can ask direct questions about the KECC
- Ensures that every employee is ASKED, and is given the opportunity and information needed to give.

Tips for Successful Group Meetings

- Promote payroll deduction as the easiest way to give
- Meetings usually last 15 to 20 minutes, but can be scaled to fit in a previously scheduled staff meeting
- Show the campaign video and/or use employee or charity speakers
- Encourage employees to complete their pledge at the end of the meeting, even if they choose not to give
- After the meeting, follow up with those who were unable to attend

Sample Meeting Agenda

- Welcome and Introductions
Campaign Coordinator - 1 minute
- Endorsement and Goal Announcement
Secretary, Commissioner or Agency Head - 2 minutes
- KECC Overview and Testimonial
KECC Representative - 5 minutes
- Campaign Video or Employee Testimonial - 5 Minutes
- Closing Remarks
Campaign Coordinator - 2 Minutes

Group Meeting Scheduling

Contact Nicole Krider at nicole.krider@uwky.org or by phone at 502-292-5343

Meeting(s): _____

Date: _____

Time(s): _____

Attending: _____

Expected Time Alotted: _____

Cabinet/Agency Name: _____

Location/Address: _____

Scheduling Contact: _____

Phone: _____

On Site Contact: _____

Phone: _____

Special Requests: _____

Reporting Requirements

Promptly turning in pledges to your KECC coordinator helps keep your campaign on track, reduces the chance for reporting error, and ensures that checks are processed quickly. Most importantly, it keeps your donations safe. Follow the guidelines below to report your pledges to KECC. **Lead Coordinators should report out regularly by joining their peers at the Coordinator Rallies on Wednesdays throughout the campaign. See the calendar in this document for more information!**

Payroll Donations

- The majority of payroll deduction pledges will occur electronically, and the **Personnel Cabinet will be providing coordinators and the KECC office with reporting on giving in their departments.**
- For any paper forms, forward a copy of the payroll deduction pledge forms to your payroll department.
- Put any paper payroll pledge forms in a report envelope, then count cash/special event donations.
 - Add total yearly gifts for payroll deductions (gift per pay period times 24) and mark the total in the “Payroll Deductions” square on report envelope.

Cash Donations and Special Events

- Keep money or checks with each paper pledge form. (Paperclips work better than staples for attaching cash and checks!)
- Put all special event donations in a special event envelope, to be included in your report envelope.
- Be sure to include the cabinet and office to whom the money belongs.
- Add cash donations and special event funds, mark the total in the cash and check section.
- Put all forms and funds into the report envelope, seal it and return it to your Lead Cabinet Coordinator.
- Remember— there must be a pledge form or special events envelope for any cash or check donations. Please do not turn in loose checks or cash.

Best Practices

- Always verify the contents of the report envelope before sealing it.
- Remit cash and check pledges often to ensure timely processing.
- Coordinators will turn in all sealed envelopes with a summary form at the report meetings.
- PDF electronic versions of all campaign forms are available at kecc.org.

Some Final Thoughts

Ask for the gift!

- We can't say it enough! Be sure every employee is given the opportunity to give...and the only way to do it is to ask!
- Get people together! Use the KECC video in your group meeting, and invite a charity representative to speak!
- If an employee can't make it to a meeting, visit them in person!

Provide regular progress reports

- People like to see that they are making a difference. Throughout the campaign, share the latest KECC Chronicle with your office.
- Write up a regular story in your interoffice newsletter showing exactly how far you've come toward your goal.
- Make sure you get any collected forms and special event money to your KECC coordinator as soon as possible. Report often and accurately! (Check the website for forms and other resources!)

Stay positive!

- It is easy to let the naysayers bring you and your committee down. Don't get discouraged. Some people just aren't going to participate. Never pressure or force giving.
- It's the coordinators' role to make sure everyone has the opportunity to give, and everyone is educated on the campaign. Charity representatives are your best advocates.

Get help

- Talk to volunteers who have held the role previously
- Benchmark and share best practices with other coordinators for good ideas
- Get leadership involved, they make great partners in messaging and leading by example!

Glossary of Terms

ACS—American Cancer Society, one of the partner charities of KECC.

CAP—Christian Appalachian Project, one of the partner charities of KECC.

CHC—Community Health Charities, one of the partner charities of KECC.

Lead Coordinator—The main volunteer contact in each cabinet or constitutional office. The coordinator is responsible for his or her cabinet's reports, working with the volunteer partners and communicating with KECC.

Designation—An option provided to donors during the campaign that allows donors to direct their contributions to a specific agency or program.

Group Meeting—A brief 15 to 20 minute meeting, often held during previously scheduled staff meetings, at which groups of employees learn more about the KECC through videos, coordinators and charity speakers. Employees are explained how to pledge and asked to make informed giving decisions.

KECC—Kentucky Employees Charitable Campaign.

KC or Kosair—Kosair Charities, one of the partner charities of KECC.

Leadership / Cornerstone Giving—Giving levels of at least 1% of annual salary, or \$1000 or more, respectively.

Field Coordinator or Volunteer—Volunteers within each cabinet, agency or department who work with the overall cabinet coordinator to help ensure a successful campaign.

Payroll Deduction—A unique way to donate to the charity of your choice by giving the amount of your choice out of each pay period.

MOD—March of Dimes, one of the partner charities of KECC.

PCAK—Prevent Child Abuse Kentucky, one of the partner charities of KECC.

Per Capita Gift—The campaign measurement arrived at by dividing the total employee gift by the total number of employees in the cabinet.

Electronic/Paper Pledge Form—Each state employee must complete this in order to give to the charity of his/her choice through the KECC. The majority of employees will complete this form on the KHRIS/Employee Self Service Portal, while some will still use paper forms based on the individual's access to a computer terminal. Also known as the Pledge Card.

Pledge Loss—Money pledged to KECC but never received by the campaign due to employee turnover or retirements.

Report Envelopes—The envelopes that are used to collect, tabulate and turn in monies collected to KECC.

Coordinator Rally—Key campaign meetings held for the purpose of receiving reports and collections from all coordinators, in order to publicly announce the progress of the campaign and build enthusiasm for it.

UW—United Ways in Kentucky, one of the partner charities of KECC.

WHAS or The Crusade—WHAS Crusade for Children, one of the partner charities of KECC.

Questions?

The KECC Administrative Office is available to answer any questions you have throughout the campaign. Just give us a call at 502-589-2296 or visit the KECC website at <http://www.kecc.org>.

Frequently Asked Questions

What is KECC?

The Kentucky Employees Charitable Campaign (KECC), established in 1993, is a unique opportunity for Kentucky's state employees to donate to the charity of their choice through the convenience of payroll deduction. The KECC is endorsed by Governor Matt Bevin, Lt. Governor Jenean Hampton, Auditor Mike Harmon, and is supported and planned each year by state employees, the KECC Administrative Office, the participating charities, and the Personnel Cabinet.

How do I contribute?

Electronic pledging is provided via the KHRIS/Employee Self Service portal. The majority of employees will participate through the campaign using this service. See your separate handout or KECC.org for instructions. For those without regular access to a computer terminal, paper forms are distributed by campaign volunteers—who are fellow state employees. Even if you decide to support more than one charity, the pledge system is designed to offer multiple options for splitting your gift. Up to 8 different charitable federations and supported agencies can be selected and/or up to two write in agencies.

Payroll deduction is the preferred—and most popular—giving method. It's simple and allows your gift to touch lives throughout the year. Deductions will be made from each pay period. Contributions can also be made with cash or check,

which requires a paper form and the payment must accompany the submission. Checks should be made out to: KECC.

How much should I give?

As you consider your pledge to the KECC, we hope that you will give generously. Even the smallest gift will provide help and hope to hundreds of thousands of Kentuckians in the coming year.

I'm already on a tight budget. How can I afford to give?

Even a modest payroll deduction can help provide vital services to care for children, protect the elderly, shelter abused women, support disaster and crisis services, and much more. And giving through payroll deduction makes your contribution easier by spreading it throughout the year.

Can I give to other charities?

Yes, you may direct your gift to any 501(c)(3) organization by providing the KECC with their address on the electronic or paper pledge form. We ask that write-in designations be written for a minimum of \$3 per pay period (\$72 payroll gift) or a minimum one-time cash donation of \$50.00. *Additionally, because the approved partner charities of KECC pay 100% of the cost of materials production and operations, we do deduct 10% from pledges to non-partner charities to offset some of the cost of providing this service. If you wish to donate to a non-partner charity, you may wish to donate directly – that's your choice.* KECC offers the opportunity to spread that gift over the course of a year through payroll deduction. *These pledges are received by write in charities immediately following the last campaign payment in December, in the first quarter of the following year.*

Is my contribution to the KECC tax deductible?

Yes, to the extent allowed by law. For tax purposes, nothing of substantial value is given in return for your contribution. Talk with your tax advisor for more information.

Why should I give if none of KECC's service providers help me or my family?

You've probably been helped by a KECC-supported service provider without even knowing it. Besides helping people in crisis situations, KECC also funds social and community development programs that enhance the quality of life for all of us. From summer camp to after school programs, families touched by cancer, to families touched by Alzheimer's, these types of experiences, shared by all, benefit from KECC supported service providers.

What is 'pledge loss,' and how does it affect my payroll deduction donation?

Each year, many state employees make good faith payroll deduction pledges to various charities through KECC, but are unable to fulfill them. In most cases, these employees retire or change careers before their payroll deduction pledge is fulfilled. Since KECC never receives all of the donations, we cannot pass along funds we do not have to the charities. Historically, reporting on actual payroll deductions in aggregate, all charities share the actual amount of the pledge loss on payroll deduction pledges. The percentage uncollected each year is small, on average around 8%.