

**CABINET FOR ECONOMIC DEVELOPMENT**  
**2011 CASE FOR GIVING**

# 2011 KENTUCKY EMPLOYEES CHARITABLE CAMPAIGN

## ***What is the KECC?***

The Kentucky Employees Charitable Campaign (KECC) is a partnership of Kentucky state employees and six accredited state-wide charities, who together work to make a significant difference in the lives of our families, friends and neighbors throughout the Commonwealth.

Since 1993, the KECC has provided the opportunity for state employees to contribute to eligible charitable organizations through the state's payroll deduction process. This is YOUR campaign, created and run by state employees, and in 2009, you raised more than \$1.4 million to help build a better Kentucky!

## ***Why the six charities?***

The six charities undergo rigorous scrutiny by the Personnel Cabinet and have met stringent guidelines. They are organizations with a statewide presence, helping people in every community across the Commonwealth.

The KECC charities represent over a thousand charitable programs, addressing a broad range of health and human service issues across the Commonwealth. The charities directly address child abuse, basic needs and services, senior assistance, health care, research, and so much more.

## ***Who benefits?***

KECC charities provide services to help meet the educational, health and basic needs of persons of all ages, in communities all across Kentucky. Over the years, many state employees have stepped forward to share their own KECC story--how the KECC charities have directly affected their lives. These charities service such a broad range of individuals and families, that almost everyone knows someone who has been helped by through our support. That is why it is critical that we continue to support the efforts of these agencies through the campaign.

Through a modest payroll deduction, a commitment to helping others will ensure that our friends and neighbors - and all Kentucky families - will continue to have the opportunity to live stable, healthy lives, even during tough times.



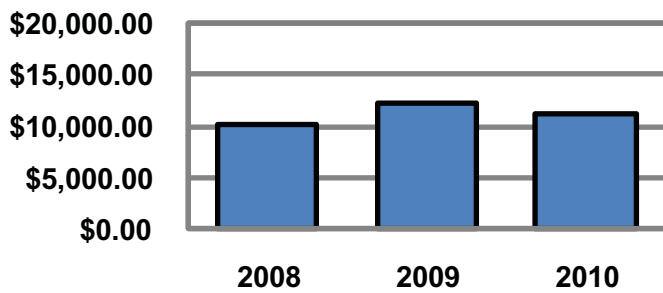
## 2009-2010 Comparison by Cabinet

| Cabinet                     | 2009          |               |                    |              |                 |               | 2010         |                    |              |                 |                |              | One Year Change |                   |          |    |               |
|-----------------------------|---------------|---------------|--------------------|--------------|-----------------|---------------|--------------|--------------------|--------------|-----------------|----------------|--------------|-----------------|-------------------|----------|----|---------------|
|                             | #             | #             | \$                 | %            | Per             | #             | #            | \$                 | %            | Per             | #              | %            | Part.           | Capita            | Raised   | \$ | %             |
|                             | Emps          | Givers        | Raised             | Part.        | Capita          | Emps          | Givers       | Raised             | Part.        | Capita          | Givers         | Part.        | Capita          | Raised            | Increase |    |               |
| Governor                    | 1,518         | 407           | \$66,574           | 26.8%        | \$43.86         | 1,511         | 301          | \$64,730           | 19.9%        | \$42.84         | (106)          | -6.9%        | (\$1.02)        | (\$1,844)         |          |    | -2.8%         |
| Energy & Environment        | 1,724         | 494           | \$70,675           | 28.7%        | \$40.99         | 1,781         | 395          | \$63,052           | 22.2%        | \$35.40         | (99)           | -6.5%        | (\$5.59)        | (\$7,623)         |          |    | -10.8%        |
| Transportation              | 4,648         | 1,879         | \$206,858          | 40.4%        | \$44.50         | 4,933         | 1,460        | \$154,132          | 29.6%        | \$31.25         | (419)          | -10.8%       | (\$13.26)       | (\$52,725)        |          |    | -25.5%        |
| Tourism, Arts & Heritage    | 2,138         | 670           | \$101,774          | 31.3%        | \$47.60         | 2,150         | 357          | \$64,483           | 16.6%        | \$29.99         | (313)          | -14.7%       | (\$17.61)       | (\$37,291)        |          |    | -36.6%        |
| Education & Workforce Dev.  | 3,157         | 788           | \$113,611          | 25.0%        | \$35.99         | 3,268         | 625          | \$93,018           | 19.1%        | \$28.46         | (163)          | -5.9%        | (\$7.52)        | (\$20,592)        |          |    | -18.1%        |
| Finance & Administration    | 4,311         | 768           | \$131,215          | 17.8%        | \$30.44         | 4,495         | 663          | \$107,207          | 15.0%        | \$23.85         | (105)          | -2.8%        | (\$6.59)        | (\$24,008)        |          |    | -18.3%        |
| Health & Family Services    | 7,271         | 1,530         | \$204,618          | 21.0%        | \$28.14         | 7,549         | 1,088        | \$149,642          | 14.4%        | \$19.82         | (442)          | -6.6%        | (\$8.32)        | (\$54,976)        |          |    | -26.9%        |
| Justice & Public Safety     | 7,943         | 1,639         | \$197,717          | 20.6%        | \$24.89         | 7,977         | 1,072        | \$137,698          | 13.4%        | \$17.26         | (567)          | -7.2%        | (\$7.63)        | (\$60,019)        |          |    | -30.4%        |
| Judicial Branch             | 3,613         | 150           | \$26,950           | 4.2%         | \$7.46          | 3,629         | 121          | \$26,917           | 3.3%         | \$7.42          | (29)           | -0.9%        | (\$0.04)        | (\$33)            |          |    | -0.1%         |
| Unified Prosecutorial       | 663           | 41            | \$8,543            | 6.2%         | \$12.89         | 1,137         | 48           | \$7,668            | 4.2%         | \$6.74          | 7              | -2.0%        | (\$6.14)        | (\$875)           |          |    | -10.2%        |
| <b>Total Large</b>          | <b>36,986</b> | <b>8,366</b>  | <b>\$1,128,535</b> | <b>22.6%</b> | <b>\$30.51</b>  | <b>38,430</b> | <b>6,130</b> | <b>\$868,547</b>   | <b>16.0%</b> | <b>\$22.60</b>  | <b>(2,236)</b> | <b>-6.7%</b> | <b>(\$7.91)</b> | <b>-\$259,988</b> |          |    | <b>-23.0%</b> |
| Secretary of State          | 76            | 49            | \$12,230           | 64.5%        | \$160.92        | 73            | 72           | \$10,956           | 98.6%        | \$150.09        | 23             | 34.1%        | (\$10.83)       | (\$1,274)         |          |    | -10.4%        |
| Auditor of Public Accounts  | 132           | 64            | \$17,454           | 48.5%        | \$132.23        | 130           | 76           | \$18,699           | 58.5%        | \$143.84        | 12             | 10.0%        | \$11.61         | \$1,244           |          |    | 7.1%          |
| <b>Economic Development</b> | <b>113</b>    | <b>65</b>     | <b>\$12,118</b>    | <b>57.5%</b> | <b>\$107.24</b> | <b>105</b>    | <b>67</b>    | <b>\$11,295</b>    | <b>63.8%</b> | <b>\$107.57</b> | <b>2</b>       | <b>6.3%</b>  | <b>\$0.33</b>   | <b>(\$823)</b>    |          |    | <b>-6.8%</b>  |
| Personnel                   | 229           | 140           | \$28,716           | 61.1%        | \$125.40        | 230           | 129          | \$23,752           | 56.1%        | \$103.27        | (11)           | -5.0%        | (\$22.13)       | (\$4,964)         |          |    | -17.3%        |
| Treasury                    | 32            | 8             | \$1,392            | 25.0%        | \$43.50         | 26            | 15           | \$2,506            | 57.7%        | \$96.38         | 7              | 32.7%        | \$62.88         | \$1,114           |          |    | 80.0%         |
| Public Protection           | 720           | 334           | \$53,610           | 46.4%        | \$74.46         | 731           | 291          | \$68,990           | 39.8%        | \$94.38         | (43)           | -6.6%        | \$19.92         | \$15,380          |          |    | 28.7%         |
| Military Affairs            | 648           | 339           | \$35,429           | 52.3%        | \$54.67         | 526           | 380          | \$41,684           | 72.2%        | \$79.25         | 41             | 19.9%        | \$24.57         | \$6,255           |          |    | 17.7%         |
| KY Housing Corporation      | 301           | 249           | \$25,795           | 82.7%        | \$85.70         | 320           | 251          | \$22,383           | 78.4%        | \$69.95         | 2              | -4.3%        | (\$15.75)       | (\$3,412)         |          |    | -13.2%        |
| Attorney General            | 215           | 74            | \$17,839           | 34.4%        | \$82.97         | 224           | 65           | \$14,717           | 29.0%        | \$65.70         | (9)            | -5.4%        | (\$17.27)       | (\$3,122)         |          |    | -17.5%        |
| Labor                       | 452           | 153           | \$28,379           | 33.8%        | \$62.78         | 466           | 162          | \$29,902           | 34.8%        | \$64.17         | 9              | 1.0%         | \$1.38          | \$1,523           |          |    | 5.4%          |
| KY Retirement System        | 251           | 64            | \$13,594           | 25.5%        | \$54.16         | 250           | 82           | \$15,743           | 32.8%        | \$62.97         | 18             | 7.3%         | \$8.81          | \$2,149           |          |    | 15.8%         |
| Agriculture                 | 299           | 79            | \$17,686           | 26.4%        | \$59.15         | 296           | 64           | \$13,057           | 21.6%        | \$44.11         | (15)           | -4.8%        | (\$15.04)       | (\$4,629)         |          |    | -26.2%        |
| Human Rights Commission     | 38            | 16            | \$3,609            | 42.1%        | \$94.97         | 38            | 4            | \$1,330            | 10.5%        | \$35.00         | (12)           | -31.6%       | (\$59.97)       | (\$2,279)         |          |    | -63.1%        |
| Legislative Branch          | 391           | 44            | \$19,551           | 11.3%        | \$50.00         | 753           | 37           | \$17,353           | 4.9%         | \$23.05         | (7)            | -6.4%        | (\$26.96)       | (\$2,198)         |          |    | -11.2%        |
| <b>Total Small</b>          | <b>3,897</b>  | <b>1,678</b>  | <b>\$287,402</b>   | <b>43.1%</b> | <b>\$73.75</b>  | <b>4,168</b>  | <b>1,695</b> | <b>\$292,367</b>   | <b>40.7%</b> | <b>\$70.15</b>  | <b>17</b>      | <b>-2.4%</b> | <b>(\$3.60)</b> | <b>\$4,965</b>    |          |    | <b>1.7%</b>   |
|                             | <b>40,883</b> | <b>10,044</b> | <b>\$1,415,937</b> | <b>24.6%</b> | <b>\$34.63</b>  | <b>42,598</b> | <b>7,825</b> | <b>\$1,160,914</b> | <b>18.4%</b> | <b>\$27.25</b>  | <b>(2,219)</b> | <b>-6.2%</b> | <b>(\$7.38)</b> | <b>-\$255,023</b> |          |    | <b>-18.0%</b> |

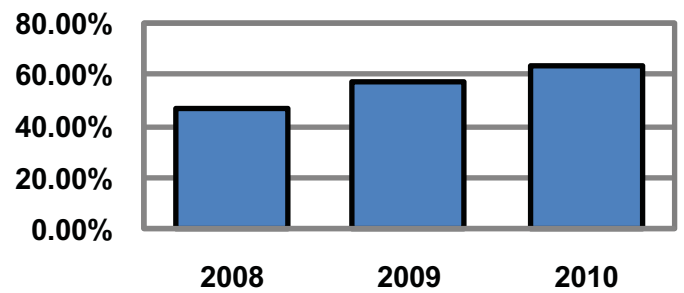
## Three Year Comparative Results

| <b>ECONOMIC DEVELOPMENT</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> |
|-----------------------------|-------------|-------------|-------------|
| Total Gift                  | \$10,062.00 | \$12,118.00 | \$11,295.00 |
| # of Employees              | 123         | 113         | 105         |
| # of Givers                 | 57          | 65          | 67          |
| % Participation             | 46.34%      | 57.52%      | 63.81%      |
| Per Capita Gift             | \$81.80     | \$107.24    | \$107.57    |
| # Leadership Givers         | 0           | 4           | 1           |

**Amount Raised**



**% Participation**



## Summary by Department

### OFFICE OF THE SECRETARY

|                        | 2009       | 2010       |
|------------------------|------------|------------|
| Total Gift             | \$4,588.00 | \$5,443.00 |
| # of Employees         | 26         | 24         |
| # of Givers            | 16         | 21         |
| % Participation        | 61.5%      | 87.5%      |
| Per Capita Gift        | \$176.46   | \$226.79   |
| # of Leadership Givers | 1          | 1          |

### DEPARTMENT OF FINANCIAL INCENTIVES

|                        | 2009       | 2010       |
|------------------------|------------|------------|
| Total Gift             | \$1,519.00 | \$1,839.00 |
| # of Employees         | 39         | 36         |
| # of Givers            | 14         | 18         |
| % Participation        | 35.9%      | 50.0%      |
| Per Capita Gift        | \$38.95    | \$51.08    |
| # of Leadership Givers | 0          | 0          |

### DEPARTMENT FOR BUSINESS DEVELOPMENT

|                        | 2009       | 2010       |
|------------------------|------------|------------|
| Total Gift             | \$6,011.00 | \$4,013.00 |
| # of Employees         | 48         | 45         |
| # of Givers            | 35         | 28         |
| % Participation        | 72.9%      | 62.2%      |
| Per Capita Gift        | \$125.23   | \$89.18    |
| # of Leadership Givers | 3          | 0          |



## Giving Analysis

### ECONOMIC DEVELOPMENT 2010

#### LEADERSHIP GIVING (1% of Pay)

|                              |            |
|------------------------------|------------|
| Total Leadership Pledges     | \$2,500    |
| Number of Leadership Givers  | 1          |
| Average Leadership Gift      | \$2,500.00 |
| % of Total Givers            | 1.5%       |
| % of Employee Campaign Total | 22.1%      |

#### SPECIAL EVENTS

|                             |       |
|-----------------------------|-------|
| Total Special Event Dollars | \$202 |
| Number of Events            | 3     |
| % of Total Campaign         | 1.8%  |

#### NON-LEADERSHIP PAYROLL DEDUCTION GIVING

|                                |          |
|--------------------------------|----------|
| Total Dollars                  | \$7,860  |
| Number of Givers               | 51       |
| Average Payroll Deduction Gift | \$154.12 |
| % of Total Campaign            | 69.6%    |

#### CASH OR CHECK

|                         |         |
|-------------------------|---------|
| Total Dollars           | \$733   |
| Number of Givers        | 12      |
| Average Cash/Check Gift | \$61.08 |
| % of Total Campaign     | 6.5%    |

### Highlights:

- While total giving has fluctuated, your % participation has consistently increased.
- The decrease in giving in 2010 is due in large part to the loss of 3 leadership givers.
- To grow the campaign, encourage leadership giving among your senior staff, and encourage the 12 individuals who gave via cash or check to give through payroll deduction.

### Strategies to increase participation:

- Hold and promote group meetings
- Provide incentives linked to increased participation
- Conduct educational events

### Strategies to increase average gift:

- Emphasize Leadership Giving Program
- Provide incentives linked to increasing gift size
- Encourage payroll deduction as best way to give

## Results by Paycode

### Office of the Secretary

Office of the Secretary

|                        | 2009       | 2010       |
|------------------------|------------|------------|
| Total Gift             | \$2,932.00 | \$3,255.00 |
| # of Employees         | 8          | 7          |
| # of Givers            | 4          | 7          |
| % Participation        | 50.0%      | 100.0%     |
| Per Capita Gift        | \$366.50   | \$465.00   |
| # of Leadership Givers | 1          | 1          |

Office of Administrative Services

|                        | 2009       | 2010       |
|------------------------|------------|------------|
| Total Gift             | \$1,248.00 | \$1,832.00 |
| # of Employees         | 14         | 13         |
| # of Givers            | 9          | 11         |
| % Participation        | 64.3%      | 84.6%      |
| Per Capita Gift        | \$89.14    | \$140.92   |
| # of Leadership Givers | 0          | 0          |

Office of Legal Services

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$408.00 | \$356.00 |
| # of Employees         | 4        | 4        |
| # of Givers            | 3        | 3        |
| % Participation        | 75.0%    | 75.0%    |
| Per Capita Gift        | \$102.00 | \$89.00  |
| # of Leadership Givers | 0        | 0        |

## Results by Paycode (continued)

### Department for Business Development

#### Department for Business Development

|                        | 2009       | 2010     |
|------------------------|------------|----------|
| Total Gift             | \$1,248.00 | \$964.00 |
| # of Employees         | 10         | 9        |
| # of Givers            | 9          | 7        |
| % Participation        | 90.0%      | 77.8%    |
| Per Capita Gift        | \$124.80   | \$107.11 |
| # of Leadership Givers | 0          | 0        |

#### International Division

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$672.00 | \$432.00 |
| # of Employees         | 5        | 5        |
| # of Givers            | 3        | 2        |
| % Participation        | 60.0%    | 40.0%    |
| Per Capita Gift        | \$134.40 | \$86.40  |
| # of Leadership Givers | 0        | 0        |

#### Division of Small Business Services

|                        | 2009       | 2010     |
|------------------------|------------|----------|
| Total Gift             | \$1,543.00 | \$772.00 |
| # of Employees         | 10         | 10       |
| # of Givers            | 7          | 4        |
| % Participation        | 70.0%      | 40.0%    |
| Per Capita Gift        | \$154.30   | \$77.20  |
| # of Leadership Givers | 2          | 0        |

#### East KY Economic Development Division

|                        | 2009    | 2010    |
|------------------------|---------|---------|
| Total Gift             | \$50.00 | \$75.00 |
| # of Employees         | 3       | 3       |
| # of Givers            | 2       | 2       |
| % Participation        | 66.7%   | 66.7%   |
| Per Capita Gift        | \$16.67 | \$25.00 |
| # of Leadership Givers | 0       | 0       |

### Department of Financial Incentives

#### Department of Financial Incentives

|                        | 2009     | 2010       |
|------------------------|----------|------------|
| Total Gift             | \$410.00 | \$1,027.00 |
| # of Employees         | 11       | 11         |
| # of Givers            | 4        | 9          |
| % Participation        | 36.4%    | 81.8%      |
| Per Capita Gift        | \$37.27  | \$93.36    |
| # of Leadership Givers | 0        | 0          |

#### Programs Management Division

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$360.00 | \$288.00 |
| # of Employees         | 4        | 4        |
| # of Givers            | 4        | 4        |
| % Participation        | 100.0%   | 100.0%   |
| Per Capita Gift        | \$90.00  | \$72.00  |
| # of Leadership Givers | 0        | 0        |

#### Department of Innovation and Commercialization

|                        | 2009       | 2010     |
|------------------------|------------|----------|
| Total Gift             | \$1,392.00 | \$876.00 |
| # of Employees         | 5          | 5        |
| # of Givers            | 3          | 4        |
| % Participation        | 60.0%      | 80.0%    |
| Per Capita Gift        | \$278.40   | \$175.20 |
| # of Leadership Givers | 1          | 0        |

#### Office of Research

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$624.00 | \$362.00 |
| # of Employees         | 10       | 8        |
| # of Givers            | 7        | 5        |
| % Participation        | 70.0%    | 62.5%    |
| Per Capita Gift        | \$62.40  | \$45.25  |
| # of Leadership Givers | 0        | 0        |

#### Central KY Economic Development Division

|                        | 2009    | 2010     |
|------------------------|---------|----------|
| Total Gift             | \$50.00 | \$100.00 |
| # of Employees         | 2       | 2        |
| # of Givers            | 1       | 1        |
| % Participation        | 50.0%   | 50.0%    |
| Per Capita Gift        | \$25.00 | \$50.00  |
| # of Leadership Givers | 0       | 0        |

#### West KY Economic Development Division

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$432.00 | \$432.00 |
| # of Employees         | 3        | 3        |
| # of Givers            | 3        | 3        |
| % Participation        | 100.0%   | 100.0%   |
| Per Capita Gift        | \$144.00 | \$144.00 |
| # of Leadership Givers | 0        | 0        |

#### Bluegrass State Skills Corporation

|                        | 2009     | 2010     |
|------------------------|----------|----------|
| Total Gift             | \$360.00 | \$504.00 |
| # of Employees         | 20       | 18       |
| # of Givers            | 3        | 4        |
| % Participation        | 15.0%    | 22.2%    |
| Per Capita Gift        | \$18.00  | \$28.00  |
| # of Leadership Givers | 0        | 0        |

#### Programs Servicing Division

|                        | 2009     | 2010    |
|------------------------|----------|---------|
| Total Gift             | \$389.00 | \$20.00 |
| # of Employees         | 4        | 3       |
| # of Givers            | 3        | 1       |
| % Participation        | 75.0%    | 33.3%   |
| Per Capita Gift        | \$97.25  | \$6.67  |
| # of Leadership Givers | 0        | 0       |

## Leadership Strategy Checklist

- Make a leadership gift.
- Get personally involved.
- Name an exceptional coordinator.
- Encourage leadership giving by your senior management team.
- Encourage all employees to attend group meetings.
- Ensure that every employee is personally asked to give.
- Set high expectations for your cabinet's goals.
- Recognize your employees - say thanks!

### What makes an exceptional Cabinet Coordinator?

#### They...

- have a passion for the KECC charities
- support the campaign with their own contribution
- have the respect of Cabinet employees
- utilize great time-management skills
- show a strong willingness to participate in the campaign
- demonstrate a caring attitude
- are results-oriented and not afraid to ask for donations
- are visible in the organization
- have the support of the Secretary

### The Cabinet Coordinator will:

- select volunteers from various departments, agencies, and remote offices to assist them in the campaign
- attend the full day training & kickoff in Frankfort
- attend bi-weekly report meetings, less than one hour long
- schedule KECC group meetings for cabinet employees to learn more about their giving options
- along with this network of volunteers, promote KECC throughout your entire cabinet
- look to you for support of KECC and the volunteer group's efforts during the campaign



## Dates

### Lead Coordinator Training

KHEAA Building  
Wednesday, May 18

### Statewide Volunteer Training

Frankfort Convention Center  
Wednesday, June 8

### Kick-Off Event

July 2011

### Coordinator Rally Schedule

Department of Aviation  
Bi-Weekly Throughout the Campaign

### Mid-Campaign Coordinator Rally

Wednesday, September 21

### Campaign Finale

Kentucky History Center  
November 2011

## 2011 Campaign Chair

**Marcheta Sparrow**

**Secretary, Tourism, Arts and Heritage Cabinet**

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**ON THE WEB: [WWW.KECC.ORG](http://WWW.KECC.ORG)**

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**KECC**  
Kentucky Employees Charitable Campaign