

**EDUCATION AND WORKFORCE 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 statewide 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

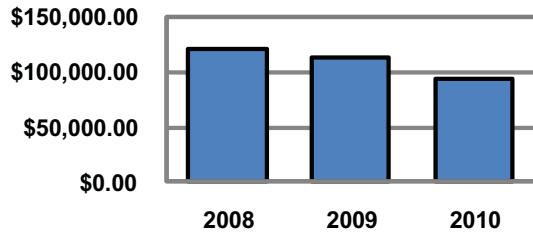
Cabinet	2009						2010						One Year Change					
	#	#	\$	%	Per		#	#	\$	%	Per		#	%	Per	\$	%	
	Emps	Givers	Raised	Part.	Capita		Emps	Givers	Raised	Part.	Capita		Givers	Part.	Capita	Raised	Increase	
Governor	1,518	407	\$66,574	26.8%	\$43.86		1,511	301	\$64,730	19.9%	\$42.84		(106)	-6.9%	(\$1.02)	(\$1,844)	-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%	
<b>Education &amp; Workforce Dev.</b>	<b>3,157</b>	<b>788</b>	<b>\$113,611</b>	<b>25.0%</b>	<b>\$35.99</b>		<b>3,268</b>	<b>625</b>	<b>\$93,018</b>	<b>19.1%</b>	<b>\$28.46</b>		<b>(163)</b>	<b>-5.9%</b>	<b>(\$7.52)</b>	<b>(\$20,592)</b>	<b>-18.1%</b>	
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%	
Economic Development	113	65	\$12,118	57.5%	\$107.24		105	67	\$11,295	63.8%	\$107.57		2	6.3%	\$0.33	(\$823)	-6.8%	
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%	\$52.88	\$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

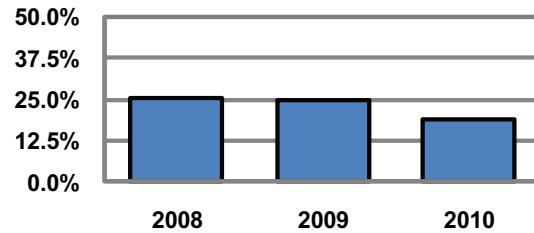
### EDUCATION & WORKFORCE DEVELOPMENT

	2008	2009	2010
Total Gift	\$121,507.47	\$113,610.51	\$93,018.17
# of Employees	3,372	3,151	3,268
# of Givers	865	788	625
% Participation	25.7%	25.0%	19.1%
Per Capita Gift	\$36.03	\$36.06	\$28.46
# Leadership Givers	20	17	14

**Amount Raised**



**% Participation**



## Summary by Department

### OFFICE OF THE SECRETARY

	2009	2010
Total Gift	\$7,077.00	\$8,311.00
# of Employees	107	107
# of Givers	43	50
% Participation	40.2%	46.7%
Per Capita Gift	\$66.14	\$77.67
# of Leadership Givers	2	3

### EDUCATION PROFESSIONAL STANDARDS BD.

	2009	2010
Total Gift	\$6,214.00	\$5,935.05
# of Employees	27	33
# of Givers	29	22
% Participation	107.4%	66.7%
Per Capita Gift	\$230.15	\$179.85
# of Leadership Givers	1	1

### OFFICE OF EMPLOYMENT AND TRAINING

	2009	2010
Total Gift	\$41,098.50	\$32,383.50
# of Employees	2,111	2,208
# of Givers	382	270
% Participation	18.1%	12.2%
Per Capita Gift	\$19.47	\$14.67
# of Leadership Givers	4	2

### DEPARTMENT FOR LIBRARIES AND ARCHIVES

	2009	2010
Total Gift	\$5,313.00	\$5,963.00
# of Employees	104	103
# of Givers	34	38
% Participation	32.7%	36.9%
Per Capita Gift	\$51.09	\$57.89
# of Leadership Givers	2	4

### MISCELLANEOUS

	2009	2010
Total Gift	\$1,090.00	\$1,349.00
# of Employees	15	15
# of Givers	12	13
% Participation	80.0%	86.7%
Per Capita Gift	\$72.67	\$89.93
# of Leadership Givers	0	0

### KENTUCKY EDUCATIONAL TELEVISION

	2009	2010
Total Gift	\$13,764.00	\$11,517.00
# of Employees	143	141
# of Givers	56	53
% Participation	39.2%	37.6%
Per Capita Gift	\$96.25	\$81.68
# of Leadership Givers	3	3

### DEPARTMENT OF EDUCATION

	2009	2010
Total Gift	\$39,054.01	\$27,559.62
# of Employees	644	661
# of Givers	232	179
% Participation	36.0%	27.1%
Per Capita Gift	\$60.64	\$41.69
# of Leadership Givers	5	1

## Giving Analysis

### EDUCATION & WORKFORCE DEVELOPMENT

2010

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

Total Leadership Pledges	\$11,862
Number of Leadership Givers	14
Average Leadership Gift	\$847.29
% of Total Givers	2.2%
% of Employee Campaign Total	12.8%

#### SPECIAL EVENTS

Total Special Event Dollars	\$8,141
Number of Events	20
% of Total Campaign	8.8%

#### NON-LEADERSHIP PAYROLL DEDUCTION GIVING

Total Dollars	\$68,222
Number of Givers	477
Average Payroll Deduction Gift	\$143.02
% of Total Campaign	73.3%

#### CASH OR CHECK

Total Dollars	\$4,793
Number of Givers	114
Average Cash/Check Gift	\$42.04
% of Total Campaign	5.2%

### Highlights:

- The Cabinet has been in a steady decline since 2008, with 2010 marking the lowest result since 2002. Employee numbers during the period have remained relatively flat.
- The Office of Employment & Training and the Department of Education consistently underperform the rest of the cabinet.
- Leadership giving is declining. 2010 showed the highest average leadership gift since 2000. This may mean that those who are still giving at a leadership level earn more.
- The primary reason for the steady decline is lack of participation. Focus on returning givers and encouraging leadership giving at all levels.
- Shifting the 75% of your cash givers to payroll deduction would result in a net increase of approximately \$8,600 based on average giving.

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### 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	\$120.00	\$2,988.00
# of Employees	3	4
# of Givers	1	8
% Participation	33.3%	200.0%
Per Capita Gift	\$40.00	\$747.00
# of Leadership Givers	0	2

### Office of Communication

	2009	2010
Total Gift	\$291.00	\$147.00
# of Employees	5	6
# of Givers	3	3
% Participation	60.0%	50.0%
Per Capita Gift	\$58.20	\$24.50
# of Leadership Givers	1	0

### Office of Special Programs

	2009	2010
Total Gift	\$1,512.00	\$384.00
# of Employees	3	4
# of Givers	3	3
% Participation	100.0%	75.0%
Per Capita Gift	\$504.00	\$96.00
# of Leadership Givers	1	0

## OFFICE OF EMPLOYMENT AND TRAINING

### Office of Employment and Training

	2009	2010
Total Gift	\$14,849.50	\$9,735.50
# of Employees	631	681
# of Givers	130	79
% Participation	20.6%	11.6%
Per Capita Gift	\$23.53	\$14.30
# of Leadership Givers	2	1

### Office of Career and Technical Education

	2009	2010
Total Gift	\$14,569.00	\$11,683.00
# of Employees	987	1,015
# of Givers	158	113
% Participation	16.0%	11.1%
Per Capita Gift	\$14.76	\$11.51
# of Leadership Givers	0	0

### Office of Administration Management and Budget

	2009	2010
Total Gift	\$4,262.00	\$3,736.00
# of Employees	87	83
# of Givers	29	30
% Participation	33.3%	36.1%
Per Capita Gift	\$48.99	\$45.01
# of Leadership Givers	0	0

### Office of Legal and Legislative Services

	2009	2010
Total Gift	\$892.00	\$1,056.00
# of Employees	9	10
# of Givers	7	6
% Participation	77.8%	60.0%
Per Capita Gift	\$99.11	\$105.60
# of Leadership Givers	0	1



### Office of the Blind

	2009	2010
Total Gift	\$3,908.00	\$4,774.00
# of Employees	92	96
# of Givers	31	29
% Participation	33.7%	30.2%
Per Capita Gift	\$42.48	\$49.73
# of Leadership Givers	0	1

### Office of Vocational Rehabilitation

	2009	2010
Total Gift	\$7,772.00	\$6,191.00
# of Employees	401	416
# of Givers	63	49
% Participation	15.7%	11.8%
Per Capita Gift	\$19.38	\$14.88
# of Leadership Givers	2	0

# Results by Paycode (continued)

## DEPARTMENT OF EDUCATION

### Department of Education

	2009	2010
Total Gift	\$8,518.91	\$2,655.00
# of Employees	17	16
# of Givers	15	14
% Participation	88.2%	87.5%
Per Capita Gift	\$501.11	\$165.94
# of Leadership Givers	2	0

### Office of District Support Services

	2009	2010
Total Gift	\$3,867.00	\$2,921.00
# of Employees	84	79
# of Givers	27	22
% Participation	32.1%	27.8%
Per Capita Gift	\$46.04	\$36.97
# of Leadership Givers	1	0

### Office of Internal Administration and Support

	2009	2010
Total Gift	\$3,142.00	\$2,379.00
# of Employees	42	44
# of Givers	28	19
% Participation	66.7%	43.2%
Per Capita Gift	\$74.81	\$54.07
# of Leadership Givers	0	0

### Learning and Results Services

	2009	2010
Total Gift	\$576.00	\$552.00
# of Employees	3	3
# of Givers	4	3
% Participation	133.3%	100.0%
Per Capita Gift	\$192.00	\$184.00
# of Leadership Givers	0	0

### Operations and Support Services

	2009	2010
Total Gift	\$1,200.00	\$1,320.00
# of Employees	4	3
# of Givers	3	3
% Participation	75.0%	100.0%
Per Capita Gift	\$300.00	\$440.00
# of Leadership Givers	0	0

### Office of Teaching and Learning

	2009	2010
Total Gift	\$3,489.00	\$1,666.00
# of Employees	71	71
# of Givers	26	22
% Participation	36.6%	31.0%
Per Capita Gift	\$49.14	\$23.46
# of Leadership Givers	0	0

### Office of Assessment and Accountability

	2009	2010
Total Gift	\$2,789.00	\$4,404.62
# of Employees	24	23
# of Givers	21	19
% Participation	87.5%	82.6%
Per Capita Gift	\$116.21	\$191.51
# of Leadership Givers	0	0

### Office of Education Technology

	2009	2010
Total Gift	\$387.00	\$212.00
# of Employees	28	24
# of Givers	6	3
% Participation	21.4%	12.5%
Per Capita Gift	\$13.82	\$8.83
# of Leadership Givers	0	0

### Office of Leadership and School Improvement

	2009	2010
Total Gift	\$2,471.00	\$1,935.00
# of Employees	36	35
# of Givers	19	19
% Participation	52.8%	54.3%
Per Capita Gift	\$68.64	\$55.29
# of Leadership Givers	0	0

### Office Legal, Legislative & Communication Svcs

	2009	2010
Total Gift	\$547.00	\$456.00
# of Employees	17	17
# of Givers	9	5
% Participation	52.9%	29.4%
Per Capita Gift	\$32.18	\$26.82
# of Leadership Givers	0	0

### Office of Special Instructional Services

	2009	2010
Total Gift	\$12,067.10	\$9,059.00
# of Employees	318	293
# of Givers	74	50
% Participation	23.3%	17.1%
Per Capita Gift	\$37.95	\$30.92
# of Leadership Givers	2	1

### 51540-77

	2009	2010
Total Gift	\$0.00	\$0.00
# of Employees	0	53
# of Givers	0	0
% Participation	0.0%	0.0%
Per Capita Gift	\$0.00	\$0.00
# of Leadership Givers	0	0

## Results by Paycode (continued)

### DEPARTMENT FOR LIBRARIES AND ARCHIVES

#### Department for Libraries and Archives

	2009	2010
Total Gift	\$768.00	\$1,200.00
# of Employees	3	3
# of Givers	3	5
% Participation	100.0%	166.7%
Per Capita Gift	\$256.00	\$400.00
# of Leadership Givers	0	1

#### Division of Field Services

	2009	2010
Total Gift	\$1,190.00	\$1,348.00
# of Employees	25	27
# of Givers	6	6
% Participation	24.0%	22.2%
Per Capita Gift	\$47.60	\$49.93
# of Leadership Givers	1	2

#### Division of State Library Services

	2009	2010
Total Gift	\$1,475.00	\$1,417.00
# of Employees	18	18
# of Givers	9	9
% Participation	50.0%	50.0%
Per Capita Gift	\$81.94	\$78.72
# of Leadership Givers	1	1

### KENTUCKY EDUCATIONAL TELEVISION

#### KY Educational Television

	2009	2010
Total Gift	\$10,812.00	\$8,157.00
# of Employees	39	38
# of Givers	44	39
% Participation	112.8%	102.6%
Per Capita Gift	\$277.23	\$214.66
# of Leadership Givers	3	3

#### Operations Division

	2009	2010
Total Gift	\$1,512.00	\$1,560.00
# of Employees	95	94
# of Givers	9	9
% Participation	9.5%	9.6%
Per Capita Gift	\$15.92	\$16.60
# of Leadership Givers	0	0

#### Division of Administrative Services

	2009	2010
Total Gift	\$1,020.00	\$404.00
# of Employees	15	13
# of Givers	6	4
% Participation	40.0%	30.8%
Per Capita Gift	\$68.00	\$31.08
# of Leadership Givers	0	0

#### Division of Public Records

	2009	2010
Total Gift	\$860.00	\$1,594.00
# of Employees	43	42
# of Givers	10	14
% Participation	23.3%	33.3%
Per Capita Gift	\$20.00	\$37.95
# of Leadership Givers	0	0

#### Education Division

	2009	2010
Total Gift	\$1,440.00	\$1,800.00
# of Employees	9	9
# of Givers	3	5
% Participation	33.3%	55.6%
Per Capita Gift	\$160.00	\$200.00
# of Leadership Givers	0	0

## Results by Paycode (continued)

### EDUCATION PROFESSIONAL STANDARDS BOARD

#### Education Professional Standards Board

	2009	2010
Total Gift	\$2,946.00	\$3,942.05
# of Employees	9	9
# of Givers	7	12
% Participation	77.8%	133.3%
Per Capita Gift	\$327.33	\$438.01
# of Leadership Givers	1	1

#### Division of Certification

	2009	2010
Total Gift	\$1,333.00	\$1,269.00
# of Employees	10	10
# of Givers	7	6
% Participation	70.0%	60.0%
Per Capita Gift	\$133.30	\$126.90
# of Leadership Givers	0	0

#### Division of Educator Preparation

	2009	2010
Total Gift	\$1,479.00	\$100.00
# of Employees	4	4
# of Givers	12	1
% Participation	300.0%	25.0%
Per Capita Gift	\$369.75	\$25.00
# of Leadership Givers	0	0

#### Division of Legal Services

	2009	2010
Total Gift	\$456.00	\$240.00
# of Employees	4	4
# of Givers	3	1
% Participation	75.0%	25.0%
Per Capita Gift	\$114.00	\$60.00
# of Leadership Givers	0	0

#### Division of Professional Learning & Assessment

	2009	2010
Total Gift	\$0.00	\$384.00
# of Employees	0	6
# of Givers	0	2
% Participation	0.0%	33.3%
Per Capita Gift	\$0.00	\$64.00
# of Leadership Givers	0	0

### MISCELLANEOUS

#### Commision on Deaf and Hard of Hearing

	2009	2010
Total Gift	\$826.00	\$892.00
# of Employees	12	12
# of Givers	10	10
% Participation	83.3%	83.3%
Per Capita Gift	\$68.83	\$74.33
# of Leadership Givers	0	0

#### KY Environmental Education Council

	2009	2010
Total Gift	\$264.00	\$457.00
# of Employees	3	3
# of Givers	2	3
% Participation	66.7%	100.0%
Per Capita Gift	\$88.00	\$152.33
# of Leadership Givers	0	0



## 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

Thomas D. Clark Center for KY History  
Wednesday, November 2

## 2011 Campaign Chair

**Marcheta Sparrow**

Secretary, Tourism, Arts and Heritage Cabinet

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## 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



**KECC**  
Kentucky Employees Charitable Campaign