

**ENERGY AND ENVIRONMENT CABINET  
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.



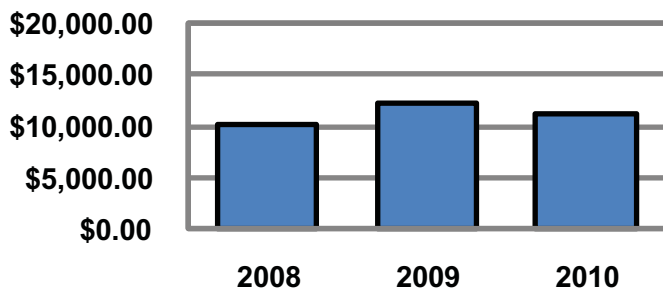
## 2009-2010 Comparison by Cabinet

Cabinet	2009						2010						One Year Change					
	#	#	\$	%	Per	Capita	#	#	\$	%	Per	Capita	#	%	Part.	\$	Raised	%
	Emps	Givers	Raised	Part.	Capita		Emps	Givers	Raised	Part.	Capita		Givers	Part.	Capita	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%	
<b>Energy &amp; Environment</b>	<b>1,724</b>	<b>494</b>	<b>\$70,675</b>	<b>28.7%</b>	<b>\$40.99</b>		<b>1,781</b>	<b>395</b>	<b>\$63,052</b>	<b>22.2%</b>	<b>\$35.40</b>		<b>(99)</b>	<b>-6.5%</b>	<b>(\$5.59)</b>	<b>(\$7,623)</b>	<b>-10.8%</b>	
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%	
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>	

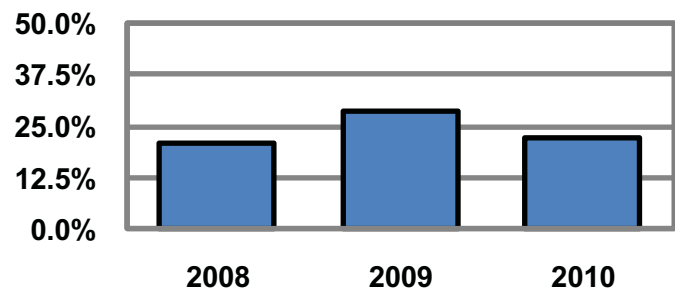
## Three Year Comparative Results

<b>ENERGY &amp; ENVIRONMENT</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Total Gift	\$50,539.01	\$70,675.16	\$63,051.82
# of Employees	1,706	1,724	1,781
# of Givers	357	494	395
% Participation	20.9%	28.7%	22.2%
Per Capita Gift	\$29.62	\$41.02	\$35.40
# Leadership Givers	10	14	16

**Amount Raised**



**% Participation**



## Summary by Department

### OFFICE OF THE SECRETARY

	2009	2010
Total Gift	\$5,596.00	\$5,220.60
# of Employees	51	52
# of Givers	14	13
% Participation	27.5%	25.0%
Per Capita Gift	\$109.73	\$100.40
# of Leadership Givers	2	3

### DEPARTMENT FOR ENERGY DEV. & INDEPENDENCE

	2009	2010
Total Gift	\$3,171.00	\$4,247.00
# of Employees	15	28
# of Givers	13	16
% Participation	86.7%	57.1%
Per Capita Gift	\$211.40	\$151.68
# of Leadership Givers	1	2

### DEPARTMENT FOR ENVIRONMENTAL PROTECTION

	2009	2010
Total Gift	\$28,664.66	\$26,268.85
# of Employees	731	752
# of Givers	226	184
% Participation	30.9%	24.5%
Per Capita Gift	\$39.21	\$34.93
# of Leadership Givers	5	6

### KY PUBLIC SERVICE COMMISSION

	2009	2010
Total Gift	\$11,266.00	\$10,916.00
# of Employees	99	104
# of Givers	56	48
% Participation	56.6%	46.2%
Per Capita Gift	\$113.80	\$104.96
# of Leadership Givers	2	2

### DEPARTMENT FOR NATURAL RESOURCES

	2009	2010
Total Gift	\$20,477.50	\$15,015.37
# of Employees	795	814
# of Givers	175	125
% Participation	22.0%	15.4%
Per Capita Gift	\$25.76	\$18.45
# of Leadership Givers	3	2

### MISCELLANEOUS

	2009	2010
Total Gift	\$1,500.00	\$1,384.00
# of Employees	32	31
# of Givers	10	9
% Participation	31.3%	29.0%
Per Capita Gift	\$46.88	\$44.65
# of Leadership Givers	1	1

## Giving Analysis

### ENERGY & ENVIRONMENT 2010

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

Total Leadership Pledges	\$12,808
Number of Leadership Givers	16
Average Leadership Gift	\$800.48
% of Total Givers	4.1%
% of Employee Campaign Total	20.3%

#### **SPECIAL EVENTS**

Total Special Event Dollars	\$4,817
Number of Events	14
% of Total Campaign	7.6%

#### **NON-LEADERSHIP PAYROLL DEDUCTION GIVING**

Total Dollars	\$41,459
Number of Givers	287
Average Payroll Deduction Gift	\$144.46
% of Total Campaign	65.8%

#### **CASH OR CHECK**

Total Dollars	\$3,968
Number of Givers	78
Average Cash/Check Gift	\$50.87
% of Total Campaign	6.3%

### Highlights:

- The Cabinet lost 99 givers last year, the majority of which took place in DNR and DEP.
- Leadership giving increased across all metrics.
- Focus on returning givers and continue to encourage leadership giving at all salary levels.
- Shifting cash givers to payroll deduction would result in a net increase of over \$7,300 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



# Department Results

## OFFICE OF THE SECRETARY

### Office of the Secretary

	2009	2010
Total Gift	\$3,675.00	\$3,648.60
# of Employees	6	5
# of Givers	5	5
% Participation	83.3%	100.0%
Per Capita Gift	\$612.50	\$729.72
# of Leadership Givers	1	2

### Office of General Counsel

	2009	2010
Total Gift	\$384.00	\$312.00
# of Employees	37	39
# of Givers	4	4
% Participation	10.8%	10.3%
Per Capita Gift	\$10.38	\$8.00
# of Leadership Givers	0	0

## PUBLIC SERVICE COMMISSION

### KY Public Service Commission

	2009	2010
Total Gift	\$5,031.00	\$5,359.00
# of Employees	20	20
# of Givers	15	13
% Participation	75.0%	65.0%
Per Capita Gift	\$251.55	\$267.95
# of Leadership Givers	1	2

### Division of Engineering

	2009	2010
Total Gift	\$666.00	\$476.00
# of Employees	23	23
# of Givers	8	3
% Participation	34.8%	13.0%
Per Capita Gift	\$28.96	\$20.70
# of Leadership Givers	0	0

### Division of Financial Analysis

	2009	2010
Total Gift	\$2,869.00	\$2,600.00
# of Employees	20	22
# of Givers	12	12
% Participation	60.0%	54.5%
Per Capita Gift	\$143.45	\$118.18
# of Leadership Givers	1	0

### Office of Administrative Hearings

	2009	2010
Total Gift	\$673.00	\$384.00
# of Employees	7	7
# of Givers	4	3
% Participation	57.1%	42.9%
Per Capita Gift	\$96.14	\$54.86
# of Leadership Givers	0	0

### Office of Legislative & Intergovernmental Affairs

	2009	2010
Total Gift	\$864.00	\$876.00
# of Employees	1	1
# of Givers	1	1
% Participation	100.0%	100.0%
Per Capita Gift	\$864.00	\$876.00
# of Leadership Givers	1	1

### Division of Consumer Services

	2009	2010
Total Gift	\$312.00	\$432.00
# of Employees	5	5
# of Givers	2	3
% Participation	40.0%	60.0%
Per Capita Gift	\$62.40	\$86.40
# of Leadership Givers	0	0

### Division of Filings

	2009	2010
Total Gift	\$1,368.00	\$1,008.00
# of Employees	18	19
# of Givers	8	7
% Participation	44.4%	36.8%
Per Capita Gift	\$76.00	\$53.05
# of Leadership Givers	0	0

### Division of General Counsel

	2009	2010
Total Gift	\$1,020.00	\$1,041.00
# of Employees	13	15
# of Givers	11	10
% Participation	84.6%	66.7%
Per Capita Gift	\$78.46	\$69.40
# of Leadership Givers	0	0

# Department Results (continued)

## DEPARTMENT FOR ENERGY DEVELOPMENT AND INDEPENDENCE

### Department for Energy Development & Independence

	2009	2010
Total Gift	\$2,247.00	\$1,244.00
# of Employees	6	6
# of Givers	8	4
% Participation	133.3%	66.7%
Per Capita Gift	\$374.50	\$207.33
# of Leadership Givers	1	0

### Division of Carbon Management

	2009	2010
Total Gift	\$0.00	\$672.00
# of Employees	0	1
# of Givers	0	1
% Participation	0.0%	100.0%
Per Capita Gift	\$0.00	\$672.00
# of Leadership Givers	0	1

### Division of Energy Efficiency & Conservation

	2009	2010
Total Gift	\$704.00	\$231.00
# of Employees	7	13
# of Givers	3	4
% Participation	42.9%	30.8%
Per Capita Gift	\$100.57	\$17.77
# of Leadership Givers	0	0

### Division of Fossil Energy Development

	2009	2010
Total Gift	\$100.00	\$150.00
# of Employees	1	1
# of Givers	1	1
% Participation	100.0%	100.0%
Per Capita Gift	\$100.00	\$150.00
# of Leadership Givers	0	0

## MISCELLANEOUS

### Environmental Quality Commission

	2009	2010
Total Gift	\$192.00	\$340.00
# of Employees	8	7
# of Givers	2	2
% Participation	25.0%	28.6%
Per Capita Gift	\$24.00	\$48.57
# of Leadership Givers	0	0

### Mine Safety Review Commission

	2009	2010
Total Gift	\$0.00	\$0.00
# of Employees	4	4
# of Givers	0	0
% Participation	0.0%	0.0%
Per Capita Gift	\$0.00	\$0.00
# of Leadership Givers	0	0

### Division of Biofuels

	2009	2010
Total Gift	\$0.00	\$696.00
# of Employees	0	2
# of Givers	0	2
% Participation	0.0%	100.0%
Per Capita Gift	\$0.00	\$348.00
# of Leadership Givers	0	0

### Division of Electricity Generation & Transmission

	2009	2010
Total Gift	\$120.00	\$0.00
# of Employees	1	0
# of Givers	1	0
% Participation	100.0%	0.0%
Per Capita Gift	\$120.00	\$0.00
# of Leadership Givers	0	0

### Division of Energy Generation & Transmission

	2009	2010
Total Gift	\$0.00	\$360.00
# of Employees	0	3
# of Givers	0	2
% Participation	0.0%	66.7%
Per Capita Gift	\$0.00	\$120.00
# of Leadership Givers	0	0

### Division of Renewable Energy

	2009	2010
Total Gift	\$0.00	\$894.00
# of Employees	0	2
# of Givers	0	2
% Participation	0.0%	100.0%
Per Capita Gift	\$0.00	\$447.00
# of Leadership Givers	0	1

### KY State Nature Preserves Commission

	2009	2010
Total Gift	\$1,308.00	\$1,044.00
# of Employees	20	20
# of Givers	8	7
% Participation	40.0%	35.0%
Per Capita Gift	\$65.40	\$52.20
# of Leadership Givers	1	1

## Department Results (continued)

### DEPARTMENT FOR NATURAL RESOURCES

#### Department for Natural Resources

	2009	2010
Total Gift	\$5,076.50	\$2,115.00
# of Employees	11	13
# of Givers	14	7
% Participation	127.3%	53.8%
Per Capita Gift	\$461.50	\$162.69
# of Leadership Givers	1	1

#### Division of Conservation

	2009	2010
Total Gift	\$878.00	\$268.00
# of Employees	24	23
# of Givers	7	3
% Participation	29.2%	13.0%
Per Capita Gift	\$36.58	\$11.65
# of Leadership Givers	0	0

#### Division of Mine Permits

	2009	2010
Total Gift	\$2,460.00	\$2,923.50
# of Employees	80	99
# of Givers	10	13
% Participation	12.5%	13.1%
Per Capita Gift	\$30.75	\$29.53
# of Leadership Givers	1	1

#### Office of Mine Safety & Licensing

	2009	2010
Total Gift	\$2,858.00	\$2,021.81
# of Employees	177	180
# of Givers	61	42
% Participation	34.5%	23.3%
Per Capita Gift	\$16.15	\$11.23
# of Leadership Givers	0	0

#### Division of Technology & Administrative Support

	2009	2010
Total Gift	\$0.00	\$75.00
# of Employees	8	8
# of Givers	0	1
% Participation	0.0%	12.5%
Per Capita Gift	\$0.00	\$9.38
# of Leadership Givers	0	0

#### Division of Abandoned Mine Lands

	2009	2010
Total Gift	\$2,054.00	\$2,476.00
# of Employees	88	88
# of Givers	25	18
% Participation	28.4%	20.5%
Per Capita Gift	\$23.34	\$28.14
# of Leadership Givers	1	0

#### Division of Forestry

	2009	2010
Total Gift	\$4,409.00	\$3,467.00
# of Employees	204	199
# of Givers	38	30
% Participation	18.6%	15.1%
Per Capita Gift	\$21.61	\$17.42
# of Leadership Givers	0	0

#### Division of Mine Reclamation & Enforcement

	2009	2010
Total Gift	\$1,589.00	\$880.25
# of Employees	173	174
# of Givers	14	5
% Participation	8.1%	2.9%
Per Capita Gift	\$9.18	\$5.06
# of Leadership Givers	0	0

#### Division of Oil & Gas

	2009	2010
Total Gift	\$1,153.00	\$788.81
# of Employees	30	30
# of Givers	6	6
% Participation	20.0%	20.0%
Per Capita Gift	\$38.43	\$26.29
# of Leadership Givers	0	0

## Department Results (continued)

### DEPARTMENT FOR ENVIRONMENTAL PROTECTION

#### Department for Environmental Protection

	2009	2010
Total Gift	\$1,814.01	\$1,770.00
# of Employees	8	6
# of Givers	11	6
% Participation	137.5%	100.0%
Per Capita Gift	\$226.75	\$295.00
# of Leadership Givers	0	0

#### Division of Compliance Assistance

	2009	2010
Total Gift	\$250.00	\$312.00
# of Employees	19	19
# of Givers	5	2
% Participation	26.3%	10.5%
Per Capita Gift	\$13.16	\$16.42
# of Leadership Givers	0	0

#### Division of Environmental Program Support

	2009	2010
Total Gift	\$1,504.00	\$1,300.00
# of Employees	41	40
# of Givers	15	12
% Participation	36.6%	30.0%
Per Capita Gift	\$36.68	\$32.50
# of Leadership Givers	0	0

#### Division of Water

	2009	2010
Total Gift	\$9,630.55	\$9,185.00
# of Employees	229	244
# of Givers	76	73
% Participation	33.2%	29.9%
Per Capita Gift	\$42.05	\$37.64
# of Leadership Givers	3	4

#### Division for Air Quality

	2009	2010
Total Gift	\$5,237.00	\$3,964.00
# of Employees	164	166
# of Givers	37	24
% Participation	22.6%	14.5%
Per Capita Gift	\$31.93	\$23.88
# of Leadership Givers	1	2

#### Division of Enforcement

	2009	2010
Total Gift	\$930.00	\$960.00
# of Employees	20	22
# of Givers	10	6
% Participation	50.0%	27.3%
Per Capita Gift	\$46.50	\$43.64
# of Leadership Givers	0	0

#### Division of Waste Management

	2009	2010
Total Gift	\$9,299.10	\$8,777.85
# of Employees	250	255
# of Givers	72	61
% Participation	28.8%	23.9%
Per Capita Gift	\$37.20	\$34.42
# of Leadership Givers	1	0



Image: koratmember / FreeDigitalPhotos.net

## 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

Berry Hill Mansion  
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