

PERSONNEL 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 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.



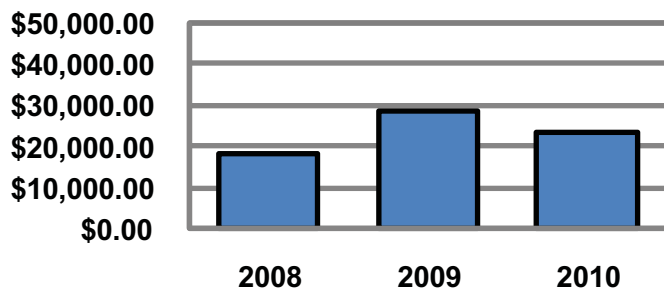
## 2009-2010 Comparison by Cabinet

Cabinet	2009						2010						One Year Change			
	# Empls	# Givers	\$ Raised	% Part.	Per Capita	# Empls	# Givers	\$ Raised	% Part.	Per Capita	# Givers	% Part.	Per 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%	
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%	
<b>Personnel</b>	<b>229</b>	<b>140</b>	<b>\$28,716</b>	<b>61.1%</b>	<b>\$125.40</b>	<b>230</b>	<b>129</b>	<b>\$23,752</b>	<b>56.1%</b>	<b>\$103.27</b>	<b>(11)</b>	<b>-5.0%</b>	<b>(\$22.13)</b>	<b>(\$4,964)</b>	<b>-17.3%</b>	
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>	

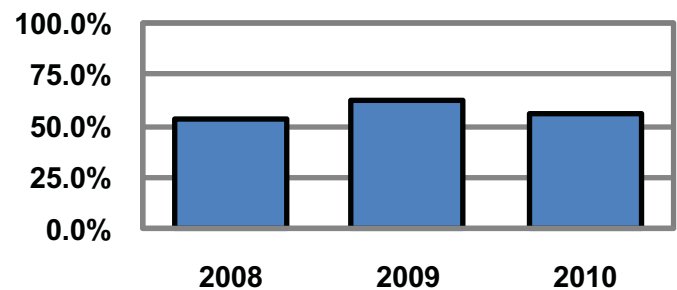
## Three Year Comparative Results

PERSONNEL	2008	2009	2010
Total Gift	\$18,512.00	\$28,715.88	\$23,752.02
# of Employees	246	229	230
# of Givers	121	140	129
% Participation	53.5%	61.9%	56.1%
Per Capita Gift	\$81.91	\$127.06	\$103.27
# Leadership Givers	4	14	11

**Amount Raised**



**% Participation**



## Summary by Department

### OFFICE OF THE SECRETARY

	2009	2010
Total Gift	\$18,380.88	\$12,677.57
# of Employees	96	102
# of Givers	74	61
% Participation	77.1%	59.8%
Per Capita Gift	\$191.47	\$124.29
# of Leadership Givers	11	6

### DEPARTMENT OF EMPLOYEE INSURANCE

	2009	2010
Total Gift	\$4,636.00	\$4,316.45
# of Employees	39	39
# of Givers	18	25
% Participation	46.2%	64.1%
Per Capita Gift	\$118.87	\$110.68
# of Leadership Givers	1	3

### DEPARTMENT OF PERSONNEL ADMINISTRATION

	2009	2010
Total Gift	\$5,699.00	\$6,758.00
# of Employees	91	89
# of Givers	48	43
% Participation	52.7%	48.3%
Per Capita Gift	\$62.63	\$75.93
# of Leadership Givers	2	2



## Giving Analysis

### PERSONNEL 2010

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

Total Leadership Pledges	\$9,137
Number of Leadership Givers	11
Average Leadership Gift	\$830.68
% of Total Givers	8.5%
% of Employee Campaign Total	38.5%

#### SPECIAL EVENTS

Total Special Event Dollars	\$431
Number of Events	2
% of Total Campaign	1.8%

#### NON-LEADERSHIP PAYROLL DEDUCTION GIVING

Total Dollars	\$13,704
Number of Givers	104
Average Payroll Deduction Gift	\$131.77
% of Total Campaign	57.7%

#### CASH OR CHECK

Total Dollars	\$480
Number of Givers	12
Average Cash/Check Gift	\$40.00
% of Total Campaign	2.0%

### Highlights:

- Givers gave less in 2010. While there were only 11 fewer donors, this resulted in a 17% loss in overall giving.
- The departments that showed the largest decreases were Legal Services, Deferred Compensation Authority, the Governmental Services Center, Administrative Services and the Office of the Secretary.
- Focus on building participation and ask donors to consider a 5-10% increase in their gift this year.

### 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	\$4,464.68	\$3,840.00
# of Employees	5	5
# of Givers	11	6
% Participation	220.0%	120.0%
Per Capita Gift	\$892.94	\$768.00
# of Leadership Givers	2	3

#### Office of Administrative Services

	2009	2010
Total Gift	\$2,328.00	\$1,754.00
# of Employees	8	8
# of Givers	8	6
% Participation	100.0%	75.0%
Per Capita Gift	\$291.00	\$219.25
# of Leadership Givers	2	1

#### Office for Employee Relations

	2009	2010
Total Gift	\$2,209.50	\$3,326.57
# of Employees	24	26
# of Givers	20	21
% Participation	83.3%	80.8%
Per Capita Gift	\$92.06	\$127.95
# of Leadership Givers	1	1

#### Office of Governmental Services Center

	2009	2010
Total Gift	\$2,325.12	\$864.00
# of Employees	13	13
# of Givers	6	4
% Participation	46.2%	30.8%
Per Capita Gift	\$178.86	\$66.46
# of Leadership Givers	2	1

## Results by Paycode (continued)

### OFFICE OF THE SECRETARY (CONTINUED)

#### Office of Human Resource Planning & Diversity

	2009	2010
Total Gift	\$616.08	\$792.00
# of Employees	4	4
# of Givers	4	5
% Participation	100.0%	125.0%
Per Capita Gift	\$154.02	\$198.00
# of Leadership Givers	0	0

#### Office of Legal Services

	2009	2010
Total Gift	\$1,950.00	\$648.00
# of Employees	6	5
# of Givers	5	4
% Participation	83.3%	80.0%
Per Capita Gift	\$325.00	\$129.60
# of Leadership Givers	1	0

#### KY Public Employees Deferred Compensation Authority

	2009	2010
Total Gift	\$3,551.50	\$1,093.00
# of Employees	28	33
# of Givers	16	13
% Participation	57.1%	39.4%
Per Capita Gift	\$126.84	\$33.12
# of Leadership Givers	2	0

#### Center of Strategic Innovation

	2009	2010
Total Gift	\$936.00	\$360.00
# of Employees	8	8
# of Givers	4	2
% Participation	50.0%	25.0%
Per Capita Gift	\$117.00	\$45.00
# of Leadership Givers	1	0

### DEPARTMENT OF EMPLOYEE INSURANCE

#### Dept. for Employee Insurance

	2009	2010
Total Gift	\$1,800.00	\$1,056.00
# of Employees	6	6
# of Givers	4	4
% Participation	66.7%	66.7%
Per Capita Gift	\$300.00	\$176.00
# of Leadership Givers	0	0

#### Division of Financial & Data Services

	2009	2010
Total Gift	\$1,296.00	\$1,560.00
# of Employees	19	18
# of Givers	5	9
% Participation	26.3%	50.0%
Per Capita Gift	\$68.21	\$86.67
# of Leadership Givers	0	1

#### Division of Insurance Administration

	2009	2010
Total Gift	\$1,540.00	\$1,700.45
# of Employees	14	15
# of Givers	9	12
% Participation	64.3%	80.0%
Per Capita Gift	\$110.00	\$113.36
# of Leadership Givers	1	2

### DEPARTMENT OF PERSONNEL ADMINISTRATION

#### Department for Personnel Administration

	2009	2010
Total Gift	\$144.00	\$2,064.00
# of Employees	4	4
# of Givers	2	4
% Participation	50.0%	100.0%
Per Capita Gift	\$36.00	\$516.00
# of Leadership Givers	0	1

#### Division of Employee Management

	2009	2010
Total Gift	\$1,762.00	\$814.00
# of Employees	24	22
# of Givers	12	11
% Participation	50.0%	50.0%
Per Capita Gift	\$73.42	\$37.00
# of Leadership Givers	1	0

#### Division of Staffing Services

	2009	2010
Total Gift	\$1,633.00	\$1,648.00
# of Employees	27	27
# of Givers	14	15
% Participation	51.9%	55.6%
Per Capita Gift	\$60.48	\$61.04
# of Leadership Givers	1	1

#### Division of Technology Services

	2009	2010
Total Gift	\$2,160.00	\$2,232.00
# of Employees	36	36
# of Givers	20	13
% Participation	55.6%	36.1%
Per Capita Gift	\$60.00	\$62.00
# 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

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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