

**PUBLIC PROTECTION 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.



Prevent Child Abuse
Kentucky



United Way
of Kentucky



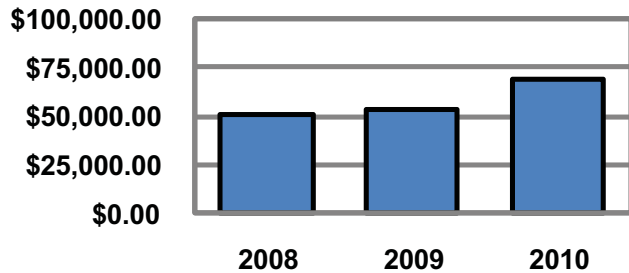
2009-2010 Comparison by Cabinet

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%	
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%	
Total Large	36,986	8,366	\$1,128,535	22.6%	\$30.51		38,430	6,130	\$868,547	16.0%	\$22.60		(2,236)	-6.7%	(\$7.91)	-\$259,988	-23.0%	
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%	
Total Small	3,897	1,678	\$287,402	43.1%	\$73.75		4,168	1,695	\$292,367	40.7%	\$70.15		17	-2.4%	(\$3.60)	\$4,965	1.7%	
	40,883	10,044	\$1,415,937	24.6%	\$34.63		42,598	7,825	\$1,160,914	18.4%	\$27.25		(2,219)	-6.2%	(\$7.38)	-\$255,023	-18.0%	

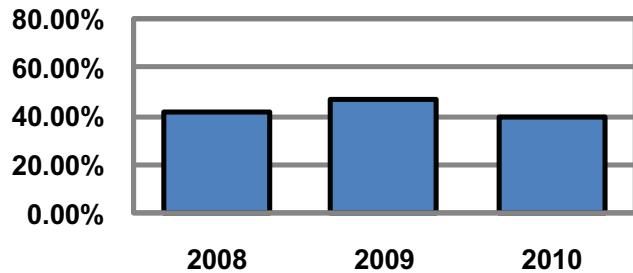
Three Year Comparative Results

PUBLIC PROTECTION	2008	2009	2010
Total Gift	\$51,154.28	\$53,610.35	\$68,989.78
# of Employees	755	720	731
# of Givers	311	334	291
% Participation	41.19%	46.4%	39.8%
Per Capita Gift	\$67.75	\$74.46	\$94.38
# Leadership Givers	13	18	44

Amount Raised



% Participation



Summary by Department

OFFICE OF THE SECRETARY

	2009	2010
Total Gift	\$9,287.10	\$14,851.82
# of Employees	36	40
# of Givers	19	20
% Participation	52.8%	50.0%
Per Capita Gift	\$257.98	\$371.30
# of Leadership Givers	3	8

ALCOHOLIC BEVERAGE CONTROL

	2009	2010
Total Gift	\$4,327.07	\$7,924.72
# of Employees	58	60
# of Givers	36	32
% Participation	62.1%	53.3%
Per Capita Gift	\$74.60	\$132.08
# of Leadership Givers	1	6

DEPARTMENT OF CHARITABLE GAMING

	2009	2010
Total Gift	\$4,172.35	\$1,849.00
# of Employees	41	40
# of Givers	37	18
% Participation	90.2%	45.0%
Per Capita Gift	\$101.76	\$46.23
# of Leadership Givers	3	0

DEPARTMENT OF FINANCIAL INSTITUTIONS

	2009	2010
Total Gift	\$7,256.35	\$9,347.10
# of Employees	97	96
# of Givers	40	37
% Participation	41.2%	38.5%
Per Capita Gift	\$74.81	\$97.37
# of Leadership Givers	0	6

HOUSING, BUILDINGS & CONSTRUCTION

	2009	2010
Total Gift	\$11,665.53	\$8,912.88
# of Employees	284	284
# of Givers	78	57
% Participation	27.5%	20.1%
Per Capita Gift	\$41.08	\$31.38
# of Leadership Givers	3	6

DEPARTMENT OF INSURANCE

	2009	2010
Total Gift	\$11,777.00	\$11,597.35
# of Employees	123	126
# of Givers	92	77
% Participation	74.8%	61.1%
Per Capita Gift	\$95.75	\$92.04
# of Leadership Givers	4	5

KY HORSE RACING AUTHORITY

	2009	2010
Total Gift	\$1,418.00	\$6,048.08
# of Employees	39	42
# of Givers	10	13
% Participation	25.6%	31.0%
Per Capita Gift	\$36.36	\$144.00
# of Leadership Givers	0	6

MISCELLANEOUS

	2009	2010
Total Gift	\$3,706.95	\$8,458.83
# of Employees	30	43
# of Givers	22	37
% Participation	73.3%	86.0%
Per Capita Gift	\$123.57	\$196.72
# of Leadership Givers	4	7

Giving Analysis

PUBLIC PROTECTION CABINET 2010

LEADERSHIP GIVING (1% of Pay)

Total Leadership Pledges	\$32,568
Number of Leadership Givers	44
Average Leadership Gift	\$740.19
% of Total Givers	15.1%
% of Employee Campaign Total	47.2%

SPECIAL EVENTS

Total Special Event Dollars	\$10,598
Number of Events	30
% of Total Campaign	15.4%

NON-LEADERSHIP PAYROLL DEDUCTION GIVING

Total Dollars	\$24,047
Number of Givers	160
Average Payroll Deduction Gift	\$150.30
% of Total Campaign	34.9%

CASH OR CHECK

Total Dollars	\$1,776
Number of Givers	57
Average Cash/Check Gift	\$31.15
% of Total Campaign	2.6%

Highlights:

- Congratulations! In 2010, your Cabinet increased total giving by nearly 29%. PPC had the largest number of leadership givers, more than doubling the number from 2009. This resulted in the highest total leadership amount raised in the entire campaign.
- There are still opportunities for improvement. The number of givers dropped by 43. This was split between Charitable Gaming, Housing, Buildings & Construction and Dept. of Insurance. The decrease resulted in a loss of over \$5,250 when looking at just these departments.
- Key focus areas for 2011 will include re-engaging the lapsed givers and maintaining the Cabinet employees' commitment to leadership giving.

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	\$5,718.10	\$12,152.82
# of Employees	4	6
# of Givers	6	8
% Participation	150.0%	133.3%
Per Capita Gift	\$1,429.53	\$2,025.47
# of Leadership Givers	2	6

Office of Legal Services

	2009	2010
Total Gift	\$2,944.00	\$2,621.00
# of Employees	29	31
# of Givers	11	10
% Participation	37.9%	32.3%
Per Capita Gift	\$101.52	\$84.55
# of Leadership Givers	1	2

DEPARTMENT OF HOUSING, BUILDINGS & CONSTRUCTION

Department of Housing, Buildings & Construction

	2009	2010
Total Gift	\$4,795.41	\$5,208.88
# of Employees	33	31
# of Givers	30	18
% Participation	90.9%	58.1%
Per Capita Gift	\$145.32	\$168.03
# of Leadership Givers	0	5

Division of Fire Prevention

	2009	2010
Total Gift	\$551.12	\$686.00
# of Employees	41	40
# of Givers	6	6
% Participation	14.6%	15.0%
Per Capita Gift	\$13.44	\$17.15
# of Leadership Givers	0	0

Division of Plumbing

	2009	2010
Total Gift	\$2,675.00	\$852.00
# of Employees	96	93
# of Givers	24	17
% Participation	25.0%	18.3%
Per Capita Gift	\$27.86	\$9.16
# of Leadership Givers	1	0

Office of Communications & Public Outreach

	2009	2010
Total Gift	\$625.00	\$78.00
# of Employees	3	3
# of Givers	2	2
% Participation	66.7%	66.7%
Per Capita Gift	\$208.33	\$26.00
# of Leadership Givers	0	0

Division of Building Code Enforcement

	2009	2010
Total Gift	\$3,552.00	\$1,662.00
# of Employees	96	91
# of Givers	16	13
% Participation	16.7%	14.3%
Per Capita Gift	\$37.00	\$18.26
# of Leadership Givers	2	1

Division of HVAC

	2009	2010
Total Gift	\$92.00	\$504.00
# of Employees	18	29
# of Givers	2	3
% Participation	11.1%	10.3%
Per Capita Gift	\$5.11	\$17.38
# of Leadership Givers	0	0



Results by Paycode (continued)

DEPARTMENT OF INSURANCE

Department of Insurance

	2009	2010
Total Gift	\$5,481.00	\$6,414.35
# of Employees	29	31
# of Givers	29	27
% Participation	100.0%	87.1%
Per Capita Gift	\$189.00	\$206.91
# of Leadership Givers	2	1

Division of Consumer Protection & Education

	2009	2010
Total Gift	\$1,036.00	\$590.00
# of Employees	15	16
# of Givers	12	10
% Participation	80.0%	62.5%
Per Capita Gift	\$69.07	\$36.88
# of Leadership Givers	0	0

Health & Life Division

	2009	2010
Total Gift	\$1,468.00	\$1,226.00
# of Employees	19	20
# of Givers	13	10
% Participation	68.4%	50.0%
Per Capita Gift	\$77.26	\$61.30
# of Leadership Givers	1	1

Division of KY Access

	2009	2010
Total Gift	\$388.00	\$890.00
# of Employees	6	6
# of Givers	5	3
% Participation	83.3%	50.0%
Per Capita Gift	\$64.67	\$148.33
# of Leadership Givers	0	1

DEPARTMENT OF CHARITABLE GAMING

Department of Charitable Gaming

	2009	2010
Total Gift	\$1,566.35	\$834.00
# of Employees	6	6
# of Givers	10	4
% Participation	166.7%	66.7%
Per Capita Gift	\$261.06	\$139.00
# of Leadership Givers	2	0

Division of Licensing & Compliance

	2009	2010
Total Gift	\$1,874.00	\$506.00
# of Employees	19	20
# of Givers	16	8
% Participation	84.2%	40.0%
Per Capita Gift	\$98.63	\$25.30
# of Leadership Givers	1	0

Division of Agent Licensing

	2009	2010
Total Gift	\$845.00	\$222.00
# of Employees	15	15
# of Givers	11	12
% Participation	73.3%	80.0%
Per Capita Gift	\$56.33	\$14.80
# of Leadership Givers	0	0

Division of Financial Standards & Examination

	2009	2010
Total Gift	\$289.00	\$635.00
# of Employees	9	8
# of Givers	4	3
% Participation	44.4%	37.5%
Per Capita Gift	\$32.11	\$79.38
# of Leadership Givers	0	1

Division of Insurance Fraud Investigation

	2009	2010
Total Gift	\$1,073.00	\$912.00
# of Employees	17	17
# of Givers	5	4
% Participation	29.4%	23.5%
Per Capita Gift	\$63.12	\$53.65
# of Leadership Givers	1	1

Property & Casualty Division

	2009	2010
Total Gift	\$1,197.00	\$708.00
# of Employees	13	13
# of Givers	13	8
% Participation	100.0%	61.5%
Per Capita Gift	\$92.08	\$54.46
# of Leadership Givers	0	0

Division of Enforcement

	2009	2010
Total Gift	\$732.00	\$509.00
# of Employees	16	14
# of Givers	11	6
% Participation	68.8%	42.9%
Per Capita Gift	\$45.75	\$36.36
# of Leadership Givers	0	0

Results by Paycode (continued)

KY HORSE RACING AUTHORITY

KY Horse Racing Authority

	2009	2010
Total Gift	\$1,152.00	\$4,877.60
# of Employees	21	23
# of Givers	6	10
% Participation	28.6%	43.5%
Per Capita Gift	\$54.86	\$212.07
# of Leadership Givers	0	4

Division of Licensing

	2009	2010
Total Gift	\$72.00	\$600.00
# of Employees	6	6
# of Givers	1	1
% Participation	16.7%	16.7%
Per Capita Gift	\$12.00	\$100.00
# of Leadership Givers	0	1

Division of Veterinary Services

	2009	2010
Total Gift	\$0.00	\$0.00
# of Employees	7	6
# of Givers	0	0
% Participation	0.0%	0.0%
Per Capita Gift	\$0.00	\$0.00
# of Leadership Givers	0	0

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Department of Alcoholic Beverage Control

	2009	2010
Total Gift	\$3,106.07	\$4,246.88
# of Employees	17	19
# of Givers	19	14
% Participation	111.8%	73.7%
Per Capita Gift	\$182.71	\$223.52
# of Leadership Givers	1	4

Division of Enforcement

	2009	2010
Total Gift	\$597.00	\$1,228.40
# of Employees	33	33
# of Givers	10	11
% Participation	30.3%	33.3%
Per Capita Gift	\$18.09	\$37.22
# of Leadership Givers	0	1

Division of Incentives & Development

	2009	2010
Total Gift	\$144.00	\$570.48
# of Employees	3	4
# of Givers	2	2
% Participation	66.7%	50.0%
Per Capita Gift	\$48.00	\$142.62
# of Leadership Givers	0	1

Division of Security & Enforcement

	2009	2010
Total Gift	\$50.00	\$0.00
# of Employees	2	3
# of Givers	1	0
% Participation	50.0%	0.0%
Per Capita Gift	\$25.00	\$0.00
# of Leadership Givers	0	0

Division of Distilled Spirits

	2009	2010
Total Gift	\$300.00	\$1,201.44
# of Employees	4	4
# of Givers	4	4
% Participation	100.0%	100.0%
Per Capita Gift	\$75.00	\$300.36
# of Leadership Givers	0	0

Division of Malt Beverages

	2009	2010
Total Gift	\$324.00	\$1,248.00
# of Employees	4	4
# of Givers	3	3
% Participation	75.0%	75.0%
Per Capita Gift	\$81.00	\$312.00
# of Leadership Givers	0	1

Results by Paycode (continued)

DEPARTMENT OF FINANCIAL INSTITUTIONS

Department of Financial Institutions

	2009	2010
Total Gift	\$4,448.35	\$6,965.10
# of Employees	27	27
# of Givers	20	20
% Participation	74.1%	74.1%
Per Capita Gift	\$164.75	\$257.97
# of Leadership Givers	0	6

Division of Financial Institutions

	2009	2010
Total Gift	\$1,800.00	\$0.00
# of Employees	56	0
# of Givers	13	0
% Participation	23.2%	0.0%
Per Capita Gift	\$32.14	\$0.00
# of Leadership Givers	0	0

Division of Securities

	2009	2010
Total Gift	\$1,008.00	\$1,114.00
# of Employees	14	15
# of Givers	7	10
% Participation	50.0%	66.7%
Per Capita Gift	\$72.00	\$74.27
# of Leadership Givers	0	0

MISCELLANEOUS

Board of Claims & Crime Victims Compensation Board

	2009	2010
Total Gift	\$2,430.95	\$4,730.17
# of Employees	17	17
# of Givers	14	18
% Participation	82.4%	105.9%
Per Capita Gift	\$143.00	\$278.25
# of Leadership Givers	2	5

KY Boxing & Wrestling Authority

	2009	2010
Total Gift	\$20.00	\$0.00
# of Employees	7	7
# of Givers	1	0
% Participation	14.3%	0.0%
Per Capita Gift	\$2.86	\$0.00
# of Leadership Givers	0	0

Division of Depository Institutions

	2009	2010
Total Gift	\$0.00	\$624.00
# of Employees	0	35
# of Givers	0	3
% Participation	0.0%	8.6%
Per Capita Gift	\$0.00	\$17.83
# of Leadership Givers	0	0

Division of Non-Depository Institutions

	2009	2010
Total Gift	\$0.00	\$644.00
# of Employees	0	19
# of Givers	0	4
% Participation	0.0%	21.1%
Per Capita Gift	\$0.00	\$33.89
# of Leadership Givers	0	0

KY Board of Tax Appeals

	2009	2010
Total Gift	\$1,136.00	\$1,965.82
# of Employees	6	6
# of Givers	6	7
% Participation	100.0%	116.7%
Per Capita Gift	\$189.33	\$327.64
# of Leadership Givers	2	1

Office of Occupations & Professions

	2009	2010
Total Gift	\$120.00	\$1,762.84
# of Employees	12	13
# of Givers	1	12
% Participation	8.3%	92.3%
Per Capita Gift	\$10.00	\$135.60
# of Leadership Givers	0	1

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

