

TOURISM, ARTS & HERITAGE 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.



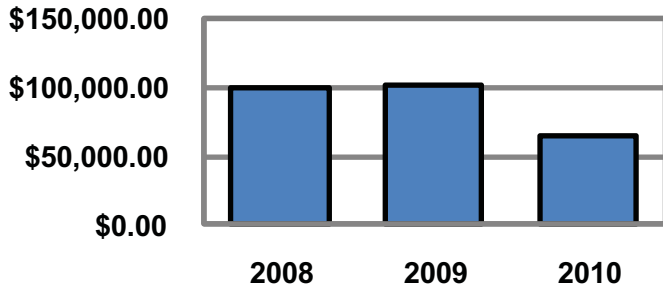
2009-2010 Comparison by Cabinet

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%			
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%			

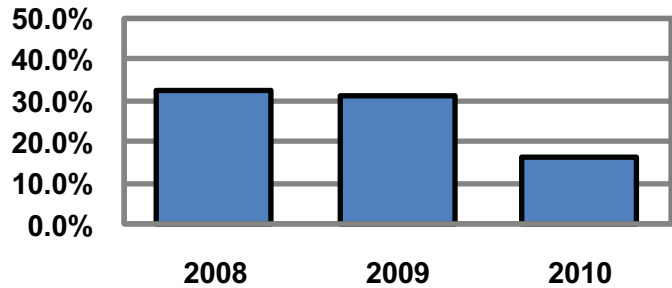
Three Year Comparative Results

TOURISM, ARTS & HERITAGE	2008	2009	2010
Total Gift	\$100,210.80	\$101,774.01	\$64,483.42
# of Employees	2,245	2,138	2,150
# of Givers	721	670	357
% Participation	32.1%	31.3%	16.6%
Per Capita Gift	\$44.64	\$47.60	\$29.99
# Leadership Givers	64	57	32

Amount Raised



% Participation



Summary by Department

OFFICE OF THE SECRETARY

	2009	2010
Total Gift	\$12,520.84	\$13,034.00
# of Employees	41	41
# of Givers	37	29
% Participation	90.2%	70.7%
Per Capita Gift	\$305.39	\$317.90
# of Leadership Givers	7	8

KY FISH & WILDLIFE RESOURCES

	2009	2010
Total Gift	\$10,918.40	\$3,550.49
# of Employees	472	502
# of Givers	54	20
% Participation	11.4%	4.0%
Per Capita Gift	\$23.13	\$7.07
# of Leadership Givers	4	1

KY HORSE PARK

	2009	2010
Total Gift	\$6,148.00	\$3,704.00
# of Employees	75	77
# of Givers	41	30
% Participation	54.7%	39.0%
Per Capita Gift	\$81.97	\$48.10
# of Leadership Givers	2	1

MUSEUMS

	2009	2010
Total Gift	\$9,397.00	\$5,834.37
# of Employees	83	73
# of Givers	60	41
% Participation	72.3%	56.2%
Per Capita Gift	\$113.22	\$79.92
# of Leadership Givers	7	2

Giving Analysis

TOURISM, ARTS & HERITAGE 2010

LEADERSHIP GIVING (1% of Pay)

Total Leadership Pledges	\$26,297
Number of Leadership Givers	32
Average Leadership Gift	\$821.79
% of Total Givers	9.0%
% of Employee Campaign Total	40.8%

SPECIAL EVENTS

Total Special Event Dollars	\$4,733
Number of Events	19
% of Total Campaign	7.3%

NON-LEADERSHIP PAYROLL DEDUCTION GIVING

Total Dollars	\$31,724
Number of Givers	247
Average Payroll Deduction Gift	\$128.44
% of Total Campaign	49.2%

CASH OR CHECK

Total Dollars	\$1,729
Number of Givers	59
Average Cash/Check Gift	\$29.31
% of Total Campaign	2.7%

Highlights:

- In 2010, participation decreased by nearly half, with 313 fewer givers accounting for a \$37,291 loss in total giving.
- While every department contributed to the decrease, the vast majority came from the Department of Parks, with 202 fewer givers and a decrease of nearly \$20,000. The Department of Fish & Wildlife Resources decreased by over \$7,000.
- Inspiration is the key to re-engaging former donors. These employees are in the habit of giving, and as circumstances change, they are likely to return to helping their community through giving in the future.

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

KY DEPARTMENT OF PARKS

	2009	2010
Total Gift	\$40,217.96	\$20,428.00
# of Employees	1,045	1,030
# of Givers	324	122
% Participation	31.0%	11.8%
Per Capita Gift	\$38.49	\$19.83
# of Leadership Givers	25	8

KY STATE FAIR BOARD

	2009	2010
Total Gift	\$7,821.00	\$5,060.16
# of Employees	287	292
# of Givers	56	35
% Participation	19.5%	12.0%
Per Capita Gift	\$27.25	\$17.33
# of Leadership Givers	2	2

KY DEPARTMENT OF TRAVEL

	2009	2010
Total Gift	\$6,720.00	\$4,967.00
# of Employees	55	52
# of Givers	35	28
% Participation	63.6%	53.8%
Per Capita Gift	\$122.18	\$95.52
# of Leadership Givers	5	4

MISCELLANEOUS

	2009	2010
Total Gift	\$8,030.81	\$7,905.40
# of Employees	80	83
# of Givers	63	52
% Participation	78.8%	62.7%
Per Capita Gift	\$100.39	\$95.25
# of Leadership Givers	5	6

Results by Paycode

OFFICE OF THE SECRETARY

Office of the Secretary

	2009	2010
Total Gift	\$2,752.00	\$2,386.80
# of Employees	3	3
# of Givers	5	3
% Participation	166.7%	100.0%
Per Capita Gift	\$917.33	\$795.60
# of Leadership Givers	2	2

Office of Capital Plaza Operations

	2009	2010
Total Gift	\$1,555.00	\$384.00
# of Employees	8	7
# of Givers	7	3
% Participation	87.5%	42.9%
Per Capita Gift	\$194.38	\$54.86
# of Leadership Givers	0	0

Office of Finance & Administration

	2009	2010
Total Gift	\$240.00	\$1,099.20
# of Employees	2	3
# of Givers	2	3
% Participation	100.0%	100.0%
Per Capita Gift	\$120.00	\$366.40
# of Leadership Givers	0	1

Office of Intergovernmental Affairs

	2009	2010
Total Gift	\$672.00	\$408.00
# of Employees	3	2
# of Givers	3	2
% Participation	100.0%	100.0%
Per Capita Gift	\$224.00	\$204.00
# of Leadership Givers	0	0

Office of Public Affairs & Constituent Services

	2009	2010
Total Gift	\$240.00	\$240.00
# of Employees	2	2
# of Givers	1	1
% Participation	50.0%	50.0%
Per Capita Gift	\$120.00	\$120.00
# of Leadership Givers	0	0

Office of Sports Authority

	2009	2010
Total Gift	\$344.00	\$272.00
# of Employees	2	2
# of Givers	2	2
% Participation	100.0%	100.0%
Per Capita Gift	\$172.00	\$136.00
# of Leadership Givers	0	0

Office of Arts & Cultural Heritage

	2009	2010
Total Gift	\$144.00	\$744.00
# of Employees	1	2
# of Givers	1	2
% Participation	100.0%	100.0%
Per Capita Gift	\$144.00	\$372.00
# of Leadership Givers	0	0

Office of Creative Services

	2009	2010
Total Gift	\$702.00	\$576.00
# of Employees	11	11
# of Givers	7	5
% Participation	63.6%	45.5%
Per Capita Gift	\$63.82	\$52.36
# of Leadership Givers	0	0

Office of Human Resources

	2009	2010
Total Gift	\$999.84	\$2,292.00
# of Employees	1	1
# of Givers	1	1
% Participation	100.0%	100.0%
Per Capita Gift	\$999.84	\$2,292.00
# of Leadership Givers	1	1

Office of Legal Affairs

	2009	2010
Total Gift	\$2,376.00	\$1,800.00
# of Employees	5	5
# of Givers	5	4
% Participation	100.0%	80.0%
Per Capita Gift	\$475.20	\$360.00
# of Leadership Givers	2	1

Office of Research & Administration

	2009	2010
Total Gift	\$2,496.00	\$2,832.00
# of Employees	3	3
# of Givers	3	3
% Participation	100.0%	100.0%
Per Capita Gift	\$832.00	\$944.00
# of Leadership Givers	2	3

Results by Paycode (continued)

KY STATE FAIR BOARD

KY State Fair Board

	2009	2010
Total Gift	\$1,812.00	\$288.00
# of Employees	23	25
# of Givers	6	2
% Participation	26.1%	8.0%
Per Capita Gift	\$78.78	\$11.52
# of Leadership Givers	0	0

Commonwealth Convention Center Division

	2009	2010
Total Gift	\$289.00	\$0.00
# of Employees	3	3
# of Givers	2	0
% Participation	66.7%	0.0%
Per Capita Gift	\$96.33	\$0.00
# of Leadership Givers	0	0

KY Fair & Expositions Center Operations Division

	2009	2010
Total Gift	\$717.00	\$781.00
# of Employees	135	133
# of Givers	10	7
% Participation	7.4%	5.3%
Per Capita Gift	\$5.31	\$5.87
# of Leadership Givers	0	0

KY International Convention Center Division

	2009	2010
Total Gift	\$1,489.00	\$1,139.00
# of Employees	50	50
# of Givers	14	11
% Participation	28.0%	22.0%
Per Capita Gift	\$29.78	\$22.78
# of Leadership Givers	1	0

Public Relations & Media Division

	2009	2010
Total Gift	\$389.00	\$240.00
# of Employees	9	9
# of Givers	3	1
% Participation	33.3%	11.1%
Per Capita Gift	\$43.22	\$26.67
# of Leadership Givers	0	0

Security & Traffic Control Division

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

Office of Administrative and IT Services

	2009	2010
Total Gift	\$1,814.00	\$1,540.16
# of Employees	15	17
# of Givers	7	5
% Participation	46.7%	29.4%
Per Capita Gift	\$120.93	\$90.60
# of Leadership Givers	1	2

Expositions Division

	2009	2010
Total Gift	\$197.00	\$25.00
# of Employees	18	17
# of Givers	3	1
% Participation	16.7%	5.9%
Per Capita Gift	\$10.94	\$1.47
# of Leadership Givers	0	0

Office of Human Resources and Access Control

	2009	2010
Total Gift	\$584.00	\$322.00
# of Employees	17	18
# of Givers	5	3
% Participation	29.4%	16.7%
Per Capita Gift	\$34.35	\$17.89
# of Leadership Givers	0	0

Louisville Arena Division

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

Sales Division

	2009	2010
Total Gift	\$430.00	\$385.00
# of Employees	7	7
# of Givers	5	3
% Participation	71.4%	42.9%
Per Capita Gift	\$61.43	\$55.00
# of Leadership Givers	0	0

Venue Services Division

	2009	2010
Total Gift	\$100.00	\$340.00
# of Employees	7	9
# of Givers	1	2
% Participation	14.3%	22.2%
Per Capita Gift	\$14.29	\$37.78
# of Leadership Givers	0	0

Results by Paycode (continued)

MUSEUMS

Museums

	2009	2010
Total Gift	\$1,410.00	\$594.00
# of Employees	7	7
# of Givers	12	5
% Participation	171.4%	71.4%
Per Capita Gift	\$201.43	\$84.86
# of Leadership Givers	1	0

Oral History & Educational Outreach

	2009	2010
Total Gift	\$1,139.00	\$1,110.00
# of Employees	22	20
# of Givers	11	8
% Participation	50.0%	40.0%
Per Capita Gift	\$51.77	\$55.50
# of Leadership Givers	0	0

KENTUCKY HORSE PARK

KY Horse Park

	2009	2010
Total Gift	\$3,630.00	\$2,047.00
# of Employees	20	22
# of Givers	11	16
% Participation	55.0%	72.7%
Per Capita Gift	\$181.50	\$93.05
# of Leadership Givers	2	1

Operations Services Division

	2009	2010
Total Gift	\$985.00	\$480.00
# of Employees	19	20
# of Givers	5	5
% Participation	26.3%	25.0%
Per Capita Gift	\$51.84	\$24.00
# of Leadership Givers	0	0

Administration

	2009	2010
Total Gift	\$4,512.00	\$2,831.37
# of Employees	36	33
# of Givers	25	20
% Participation	69.4%	60.6%
Per Capita Gift	\$125.33	\$85.80
# of Leadership Givers	3	1

Research & Publications

	2009	2010
Total Gift	\$2,336.00	\$1,299.00
# of Employees	18	13
# of Givers	12	8
% Participation	66.7%	61.5%
Per Capita Gift	\$129.78	\$99.92
# of Leadership Givers	3	1

Building & Grounds Division

	2009	2010
Total Gift	\$1,072.00	\$361.00
# of Employees	21	20
# of Givers	19	2
% Participation	90.5%	10.0%
Per Capita Gift	\$51.05	\$18.05
# of Leadership Givers	0	0

Support Services Division

	2009	2010
Total Gift	\$461.00	\$816.00
# of Employees	15	15
# of Givers	6	7
% Participation	40.0%	46.7%
Per Capita Gift	\$30.73	\$54.40
# of Leadership Givers	0	0



Results by Paycode (continued)

KENTUCKY DEPARTMENT OF PARKS

KY Department of Parks

	2009	2010
Total Gift	\$5,008.48	\$4,575.00
# of Employees	12	14
# of Givers	17	9
% Participation	141.7%	64.3%
Per Capita Gift	\$417.37	\$326.79
# of Leadership Givers	2	0

Facilities Management Division

	2009	2010
Total Gift	\$696.00	\$360.00
# of Employees	8	9
# of Givers	6	3
% Participation	75.0%	33.3%
Per Capita Gift	\$87.00	\$40.00
# of Leadership Givers	0	0

Food Services Division

	2009	2010
Total Gift	\$1,152.00	\$2,592.00
# of Employees	31	30
# of Givers	10	10
% Participation	32.3%	33.3%
Per Capita Gift	\$37.16	\$86.40
# of Leadership Givers	0	1

Information Technology Division

	2009	2010
Total Gift	\$288.00	\$169.00
# of Employees	4	3
# of Givers	2	2
% Participation	50.0%	66.7%
Per Capita Gift	\$72.00	\$56.33
# of Leadership Givers	0	0

Project Administration Division

	2009	2010
Total Gift	\$496.00	\$73.00
# of Employees	12	11
# of Givers	5	2
% Participation	41.7%	18.2%
Per Capita Gift	\$41.33	\$6.64
# of Leadership Givers	0	0

Rangers Division

	2009	2010
Total Gift	\$680.16	\$0.00
# of Employees	4	4
# of Givers	1	0
% Participation	25.0%	0.0%
Per Capita Gift	\$170.04	\$0.00
# of Leadership Givers	1	0

Customer Services Division

	2009	2010
Total Gift	\$240.00	\$480.00
# of Employees	2	2
# of Givers	1	1
% Participation	50.0%	50.0%
Per Capita Gift	\$120.00	\$240.00
# of Leadership Givers	0	0

Financial Operations Division

	2009	2010
Total Gift	\$720.00	\$1,035.00
# of Employees	9	12
# of Givers	6	6
% Participation	66.7%	50.0%
Per Capita Gift	\$80.00	\$86.25
# of Leadership Givers	1	2

Golf Courses Division

	2009	2010
Total Gift	\$144.00	\$144.00
# of Employees	4	4
# of Givers	1	1
% Participation	25.0%	25.0%
Per Capita Gift	\$36.00	\$36.00
# of Leadership Givers	0	0

Personnel & Payroll Division

	2009	2010
Total Gift	\$1,020.00	\$168.00
# of Employees	10	10
# of Givers	5	3
% Participation	50.0%	30.0%
Per Capita Gift	\$102.00	\$16.80
# of Leadership Givers	1	0

Division of Purchasing

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

Recreation Division

	2009	2010
Total Gift	\$384.00	\$0.00
# of Employees	4	5
# of Givers	2	0
% Participation	50.0%	0.0%
Per Capita Gift	\$96.00	\$0.00
# of Leadership Givers	0	0

Results by Paycode (continued)

KENTUCKY DEPARTMENT OF PARKS (CONTINUED)

Recreational Parks & Historic Sites Division

	2009	2010
Total Gift	\$8,074.36	\$5,194.00
# of Employees	206	196
# of Givers	57	19
% Participation	27.7%	9.7%
Per Capita Gift	\$39.20	\$26.50
# of Leadership Givers	6	3

Resort Parks Division

	2009	2010
Total Gift	\$21,242.96	\$5,541.00
# of Employees	734	724
# of Givers	210	64
% Participation	28.6%	8.8%
Per Capita Gift	\$28.94	\$7.65
# of Leadership Givers	14	2

Sales & Marketing Division

	2009	2010
Total Gift	\$72.00	\$97.00
# of Employees	2	3
# of Givers	1	2
% Participation	50.0%	66.7%
Per Capita Gift	\$36.00	\$32.33
# of Leadership Givers	0	0

DEPARTMENT OF TRAVEL

KY Department of Travel

	2009	2010
Total Gift	\$2,284.00	\$917.00
# of Employees	6	7
# of Givers	9	4
% Participation	150.0%	57.1%
Per Capita Gift	\$380.67	\$131.00
# of Leadership Givers	1	1

Marketing & Advertising Division

	2009	2010
Total Gift	\$1,310.00	\$498.00
# of Employees	34	28
# of Givers	14	10
% Participation	41.2%	35.7%
Per Capita Gift	\$38.53	\$17.79
# of Leadership Givers	1	0

Parks Marketing Division

	2009	2010
Total Gift	\$1,590.00	\$1,440.00
# of Employees	6	7
# of Givers	6	4
% Participation	100.0%	57.1%
Per Capita Gift	\$265.00	\$205.71
# of Leadership Givers	2	2

Tourism Services Division

	2009	2010
Total Gift	\$1,536.00	\$2,112.00
# of Employees	9	10
# of Givers	6	10
% Participation	66.7%	100.0%
Per Capita Gift	\$170.67	\$211.20
# of Leadership Givers	1	1



Results by Paycode (continued)

KENTUCKY FISH AND WILDLIFE RESOURCES

KY Fish & Wildlife Resources

	2009	2010
Total Gift	\$6,148.40	\$1,558.49
# of Employees	10	10
# of Givers	30	9
% Participation	300.0%	90.0%
Per Capita Gift	\$614.84	\$155.85
# of Leadership Givers	2	0

Engineering Division

	2009	2010
Total Gift	\$72.00	\$600.00
# of Employees	21	25
# of Givers	1	1
% Participation	4.8%	4.0%
Per Capita Gift	\$3.43	\$24.00
# of Leadership Givers	0	1

Information & Education Division

	2009	2010
Total Gift	\$1,320.00	\$0.00
# of Employees	65	157
# of Givers	4	0
% Participation	6.2%	0.0%
Per Capita Gift	\$20.31	\$0.00
# of Leadership Givers	1	0

Public Affairs Division

	2009	2010
Total Gift	\$0.00	\$72.00
# of Employees	1	6
# of Givers	0	1
% Participation	0.0%	16.7%
Per Capita Gift	\$0.00	\$12.00
# of Leadership Givers	0	0

MISCELLANEOUS

KY Artisans Center at Berea

	2009	2010
Total Gift	\$3,302.87	\$2,558.00
# of Employees	34	32
# of Givers	24	12
% Participation	70.6%	37.5%
Per Capita Gift	\$97.14	\$79.94
# of Leadership Givers	2	2

KY Heritage Council

	2009	2010
Total Gift	\$2,027.94	\$2,541.40
# of Employees	30	33
# of Givers	19	24
% Participation	63.3%	72.7%
Per Capita Gift	\$67.60	\$77.01
# of Leadership Givers	1	1

Administrative Services Division

	2009	2010
Total Gift	\$624.00	\$72.00
# of Employees	34	30
# of Givers	2	1
% Participation	5.9%	3.3%
Per Capita Gift	\$18.35	\$2.40
# of Leadership Givers	0	0

Fisheries Division

	2009	2010
Total Gift	\$869.00	\$648.00
# of Employees	71	78
# of Givers	5	3
% Participation	7.0%	3.8%
Per Capita Gift	\$12.24	\$8.31
# of Leadership Givers	0	0

Law Enforcement Division

	2009	2010
Total Gift	\$1,116.00	\$0.00
# of Employees	151	68
# of Givers	3	0
% Participation	2.0%	0.0%
Per Capita Gift	\$7.39	\$0.00
# of Leadership Givers	1	0

Wildlife Division

	2009	2010
Total Gift	\$769.00	\$600.00
# of Employees	119	128
# of Givers	9	5
% Participation	7.6%	3.9%
Per Capita Gift	\$6.46	\$4.69
# of Leadership Givers	0	0

KY Arts Council

	2009	2010
Total Gift	\$2,700.00	\$2,806.00
# of Employees	16	18
# of Givers	20	16
% Participation	125.0%	88.9%
Per Capita Gift	\$168.75	\$155.89
# of Leadership Givers	2	3

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

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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