

**KENTUCKY VETERANS AFFAIRS  
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.



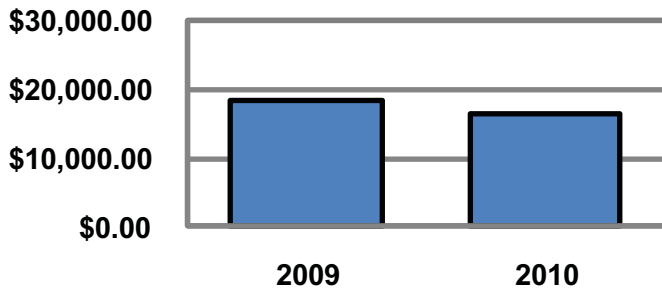
## 2009-2010 Comparison by Cabinet

Cabinet	2009						2010						One Year Change			
	# Empls	# Givers	\$ Raised	% Part.	Per Capita	# Empls	# Givers	\$ Raised	% Part.	Per Capita	# Givers	% Part.	Per Capita	\$ Raised	% Increase	
<b>Governor</b>	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%	
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>	

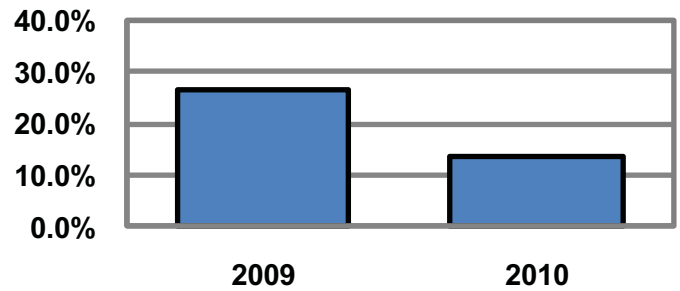
## Two Year Comparitive Results

<b>KY VETERANS AFFAIRS</b>	<b>2009</b>	<b>2010</b>
Total Gift	\$18,421.80	\$16,360.83
# of Employees	758	754
# of Givers	202	102
% Participation	26.6%	13.5%
Per Capita Gift	\$24.30	\$21.70
# Leadership Givers	0	0

**Amount Raised**



**% Participation**



## Results by Paycode

### Department of Veterans Affairs

	2009	2010
Total Gift	\$4,672.72	\$7,622.83
# of Employees	42	45
# of Givers	31	25
% Participation	73.8%	55.6%
Per Capita Gift	\$111.26	\$169.40
# of Leadership Givers	0	0

### Office of the Commissioner

	2009	2010
Total Gift	\$720.00	\$576.00
# of Employees	11	12
# of Givers	8	7
% Participation	72.7%	58.3%
Per Capita Gift	\$65.45	\$48.00
# of Leadership Givers	0	0

### Office of KY Veterans' Centers

	2009	2010
Total Gift	\$13,029.08	\$8,162.00
# of Employees	705	697
# of Givers	163	70
% Participation	23.1%	10.0%
Per Capita Gift	\$18.48	\$11.71
# of Leadership Givers	0	0



## Giving Analysis

### **KY VETERANS AFFAIRS** **2010**

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

Total Leadership Pledges	\$0
Number of Leadership Givers	0
Average Leadership Gift	\$0
% of Total Givers	0.0%
% of Employee Campaign Total	0.0%

#### **SPECIAL EVENTS**

Total Special Event Dollars	\$4,791
Number of Events	3
% of Total Campaign	29.3%

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

Total Dollars	\$11,504
Number of Givers	95
Average Payroll Deduction Gift	\$121.09
% of Total Campaign	70.3%

#### **CASH OR CHECK**

Total Dollars	\$66
Number of Givers	4
Average Cash/Check Gift	\$16.50
% of Total Campaign	0.4%

### **Highlights:**

- Participation dropped by half in 2010. This decline is almost exclusively in the Office of KY Veterans' Centers.
- The Dept. of Veterans Affairs showed a considerable increase in pledge amounts, despite few givers.
- Key focus areas for 2011: Re-engage the Veterans' Centers and ask staff to renew their prior gifts. Also, build on your success in Veterans Affairs by developing a leadership giving campaign, especially among senior staff. Doing so will show executive support and help encourage other employees to give.

---

### **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



## **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**

**Email:** marcheta.sparrow@ky.gov

**Phone:** 502.564.4270

## **Contacts**

**Terry Tolan**

Campaign Administrator

**Kevin Middleton**

Director of Member Services

**Deby Davis**

Administrative Manager

**Address:** P.O. Box 4653

Louisville, KY 40204

**Email:** terry.tolan@uwky.org

kevin.middleton@uwky.org

deby.davis@uwky.org

**Phone:** 502.589.2296

---

**ON THE WEB: [WWW.KECC.ORG](http://WWW.KECC.ORG)**



## 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

