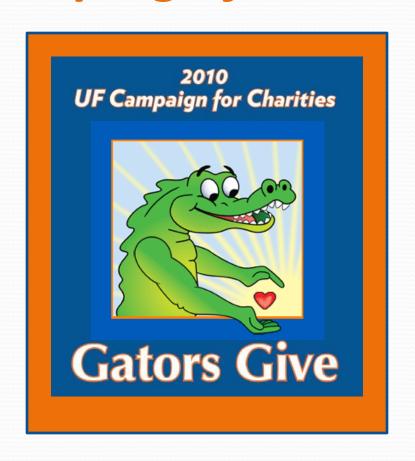
# 2010 UF Campaign for Charities





## What is the UF Campaign for Charities?

 The official UF multi-agency charitable fundraising drive

 Allows employees to give through payroll deduction, cash, check, credit card, stock



# SEC School Campaign Comparison

		2009						
		Number of	Total	Per	%	Leadership	Tocqueville	Leadership
	University	Employees	Pledges	Capita	Participation	Donors*	Donors	Pledges**
	University of Alabama	4,568	\$320,969	\$70	62%	153	2	\$136,391
	University of Arkansas	4,914	\$153,158	\$31	25%	29	0	\$49,500
	Auburn University	4,637	\$150,077	\$32	23%	31	0	\$36,141
7	University of Florida <sup>^</sup>	13,000	\$1,016,808	\$78	27%	631	3	\$671,878
	University of Georgia <sup>^</sup>	10,500	\$190,902	\$18	22%	86	0	\$78,383
	University of Kentucky	13,028	\$448,817	\$34	18%	91	1	\$124,811
	Louisiana State University	6,800	\$153,166	\$23	3%	52	1	\$64,348
	University of Mississippi	2,638	\$140,000	\$53	17%	92	0	\$78,988
	Mississippi State University	4,000	\$113,967	\$28	72%	62	0	\$47,724
	University of South Carolina	4,603	\$112,000	\$24	12%	15	2	\$67,052
	University of Tennessee^	5,200	\$368,905	\$57	20%	79	3	\$162,397
	Vanderbilt University <sup>^</sup>	21,300	\$903,640	\$42	18%	272	7	\$464,392
	Totals	95,188	\$4,072,411	\$43	27%	1593	19	\$1,982,005



# Other Large Universities

University	Student Body	Campaign Donations
Florida State University	40,000	\$410,000
Indiana University	42,000	\$760,000
Michigan State	47,000	\$591,971
North Carolina State	31,000	\$525,000
Ohio State University	55,000	\$1,100,000
Penn State University	45,000	\$900,000
Purdue University	40,000	\$730,000
<b>University of Florida</b>	50,000+	\$1,000,000
University of Georgia	34,000	\$400,000
University of Illinois	41,000	\$1,400,000
University of Michigan	56,000	1,000,000
University of North Carolina	29,000	\$814,000
University of Texas	50,000+	\$670,000
University of Virginia	21,000	815,000

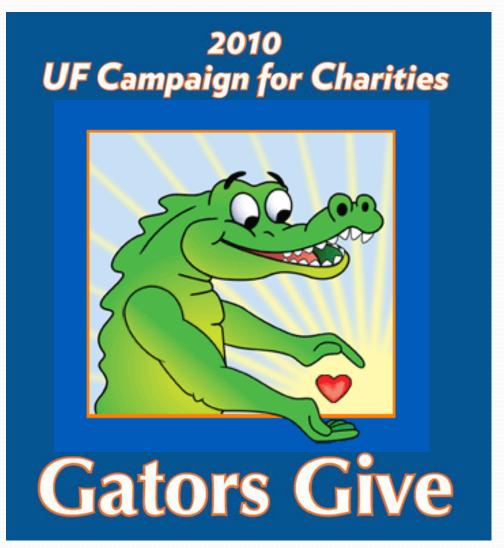
# 2010 New Name – Same Campaign



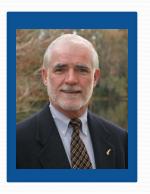
UF Community Campaign becomes

**UF Campaign for Charities** 

# Consistent Campaign Theme and Logo



# Campaign Leadership



### **Appointed by the President:**

Campaign Chairman: Dr. Kirby Barrick

**Dean - College of Agricultural and Life Sciences** 



Leadership Chairman: Dr. Cammy Abernathy

**Dean - College of Engineering** 





# Planning Committee Appointed by the President

- Oversees UFCC in accordance with UF regulations
- Determines campaign theme and goal
- Approves campaign logos
- Reviews agencies and determines which will qualify for the UFCC



# **2010 Planning Committee**

Chairmen Dr. Kirby Barrick and Dr. Cammy Abernathy

Mary Ann Hagler Office of the Registrar

Erika Henderson UF Foundation

Dennis Hines College of Medicine

Lucinda Lavelli Dean – College of Fine Arts

Derrick Bacon Asst Dir. Bldg Services – Physical Plant Division

Myra Morgan Student Affairs

Rebecca Pauly, M.D. Assoc VP, Assoc Prof – College of Medicine

Dr. John Wright
 Dean – College of Journalism

Barbara Wingo General Counsel (Ex-Officio)

Susan Crowley
 Asst VP Community Relations

**UFCC** Executive Director

# Steering Committee is Selected The of the UFCC!



Deans and VPs appoint two steering committee members from each college or unit.



These people run the campaigns in their areas and recruit coordinators to assist.

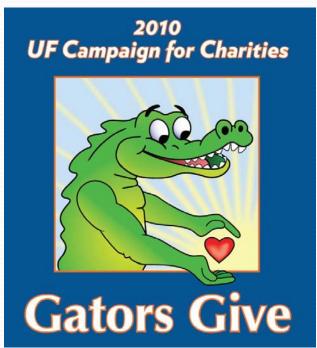


# Campaign Goal – Set by Planning Committee 2010 Goal:

\$1,100,000.00



**Boys & Girls Club** 





Ronald McDonald House



## **Agency Application and Review Process**

# To be considered for the UFCC, an agency must:



Alachua County
Conservation Trust

- •Be a nonprofit agency and must address health, social service, diversity, relief, development, and environmental issues of local importance
- •Provide services directly benefiting people residing in Alachua and surrounding counties.
- •Have operating/fundraising expense less than 25% of their budget. (75% of funds should go to program costs)



### **Agency Application and Review Process-cont**

•UFCC agency applications are available in late December of each year

Applications are due to Community Relations office

by February 1 of each year

 Planning Committee reviews applications in March



Diabetes Research Institute Foundation, Inc.

 Agencies denied or conditionally approve may appeal in April



## 2010 Campaign will support 86 Agencies:



# 31 Community Health Charities Agencies





38 Independent Agencies



# Campaign Contributions

Contributions to the campaign can be:



Designated to a specific agency or agencies

Given as an undesignated donation

Alachua County Humane Society & Gainesville Pet Rescue

### **Distribution of Donations**

Contributions to the UFCC that are not designated to a specific agency are distributed by the campaign based on the percentage of designated funds given to each agency.

For example, if an agency received .5% of the campaign total in specific designations, .5% of the undesignated funds have been earned by that agency.



# Funds are distributed according to UFCC regulation as follows:

Independent Agencies receive the funds that have been specifically designated to them and receive their earned percentage of the undesignated funds.

Community Health Charities receives the funds that have been specifically designated to them and all undesignated funds earned by their agencies and distributes these - as earned - to the agencies.



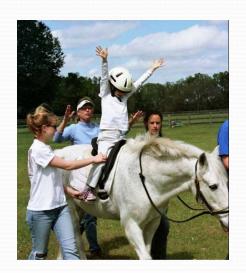
United Way receives all undesignated funds earned by their United Way agencies.

These funds are distributed through United Way's community impact fund to selected agencies and programs.

The selection process is overseen by a group of volunteers who evaluate program outcomes, impacts and budgets to ensure that United Way funds are directed at programs creating measurable results in the local community.



## Leadership Campaign Aug 30th – Sept 17th



Hope - Horses helping PEople

### **Leadership Campaign Target Group:**

- ➤ Those who gave > \$500 in 2009
- > Those who did not give in 2009, but have salaries > \$50,000.00

Note: Campaign website can be accessed by all employees beginning with the Leadership Campaign



## Leadership Donors Brochure





#### **Gators Give**

2009-2010 **Leadership Club** 

Visit us Online! www.ufcc.ufl.edu

All donations go to support local community charities

#### Statement from President Bernie Machen

Every year University of Florida faculty and staff give generously to local charities. As a result of their generosity, the UF Campaign for Charities, or UFCC, raises more annually than almost any university charitable campaign

We will kick off our 2010 UFCC "Gators Give" campaign this fall with the goal of a sixth year of contributions exceeding \$1 million. As in previous years, many worthy agencies and causes benefit from our campaign, and we are confident that UF faculty and staff will come together to reach this



The 85 agencies in the 2010 LIECC seek to help abused children, the elderly and the hungry. They protect animals and the environment. In addition, many of the health related agencies return millions of dollars to UF and Shands in research grants aimed at the elimination of disease and disability.

I urge you to give thoughtful consideration to the many charities of the UF campaign. Let's continue to lead in academics, research, sports -- and in sharing our good fortune with others.

A Message from Dr. Cammy Abernathy Dean, UF College of Engineering Chair, 2010 UFCC Leadership Campaign

As we have done every fall since 1993, the University of Florida is kicking off its charitable campaign benefitting a wide variety of area charities. With 86 agencies to choose from this year, the special interests of most

employees are represented in the UFCC charities.



Our campaign has been called the UF Community Campaign for many years. This year however, the campaign has a new name that more accurately describes its focus. We will now give to the UF Campaign for Charities - still the UFCC - and our new theme - "Gators Give" - will be kept from year to year

You may know that giving through the UF charitable campaign can significantly increase your donation impact. Your gift to your favorite agency brings not only YOUR dollars to that cause, but - in addition - the agency gets a portion of the campaign funds that are given by employees but not specifically designated to an agency.

Our goal for 2010 is \$1,100,000.00. This is slightly more than our donation total for 2009. We hope to meet and exceed our goal as we support agencies that fight disease, protect children and pets, assist the elderly, protect our environment and more.

Campus leaders like you form the basis of our effort to reach our goal. Leadership giving can be done at multiple levels as you will see in this

The UFCC Leadership Campaign begins on August 30th. You will receive emails during that time with a link to the online giving system. If you would like to give early, log on to the UFCC website at www.ufcc.ufl.edu for the "Pledge Now" link. The General Campaign for others on campus will be October 4th - 22nd.

#### United Way Tocqueville Society



The United Way Tocqueville Society is a leadership and recognition society established to recognize and honor individuals who contribute \$10,000 or more.

> Doug & Macky Barrett Jeremy N. Foley Bernie & Chris Machen Gary & Laura McGill Douglas E. & Pamela S. Soltis

#### **Platinum Division**

Individuals & families giving \$5000 ~ \$9999 Joe & Pat Alba Iill & Keith Herndon Chris & Liz Janiszewski Dr. Sno E. White

#### **Diamond Division**

Individuals & families giving \$2500 ~ \$4999

Jane and Steve Adams William A. Bomberger Carolyn & Dave Brown Amy and Lee Catledge Catherine and Ronald Emihovich loe Glover

Dave and Laura Gruber Ionathan H. Hamilton Tom V. & Claudia L. Harris loel and Sherry Houston

Pramod & Seema Khargonekar Dr. Tim Flynn and Dr. Marian Limacher

Lawrence Lokken & Mae Clark Dr. Michael E. Mahla

Melinda leanne McAdams

Michele Newberry Sven A. Normann Judith & William Page Winfred M. Phillips Stephen I. Pritz, Ir. and Patrice C. Moore

Dr. Steven N. Roper Kayser Enneking & Mark Scarborough Diana & Jeff Shamis

Lynda Tealer Patricia Telles-Irvin & Don Irvin William & Theresa

Vernetson Dr. Bryan & Terry Weber Tim White & Mary Duryea Barbara and Charles

Wingo Martin & Pamela McMahon Betty & Michael Wolf

Four Diamond members wish to remain anonymous.

Undesignated contributions, including any non-renewed, prior-year designation will be divided proportionally to each agency according to the percent each agency receives in designated funds. United Way of North Central Florida will receive the undesignated dollars awarded to the United Way Agencies participating in the UFCC. These funds are distributed through a volunteer-led grant process.The Community Health Charities of Florida Agencies and the Independent Community Agencie will receive their designated and their percent of undesignated dollars. For designation details, visit ufcc.ufl.edu/faq.asp





Haven Hospice

### **General Campaign**

Oct 4th - Oct 22nd

Sept 27<sup>th</sup> – Introductory Email

Oct 4th - "First opportunity to give" Email

Oct 11th - "Second opportunity to give" Email

Oct 18th - "Last opportunity to give" Email



# Rollover of Pledges

# Pledges made by payroll deduction will rollover to the following year unless:

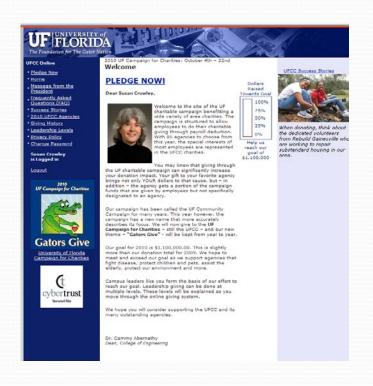
•The pledge is stopped mid-year with the UF office of Human Resources (Kate Burch 273-1729)

OR

•The donor elects to not renew the pledge for the following year - using the online system.



### **UFCC Online Campaign**

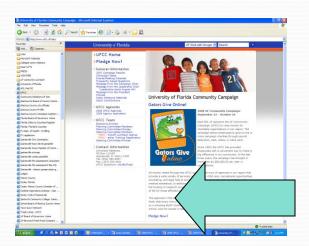


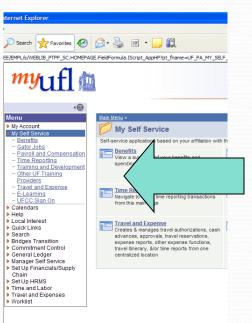
 The UFCC uses "Truist" donation software developed by United Way in conjunction with Microsoft

 UF employees who do not have emails will receive preprinted paper pledge cards.



### **How Does Online Pledging Work?**





### You can start the giving process:

- By clicking on the www.ufcc.ufl.edu link in the UFCC Email
- •By going to <a href="www.ufcc.ufl.edu">www.ufcc.ufl.edu</a> and clicking "pledge now."
- •Or by going to the myUFL secure sign on, My Self Service, and then to the UFCC Sign On which leads to the UFCC pledging site.



#### GatorLink login

What is GatorLink?

Enter your GatorLink username and password.

Username

Password

Login

Change Your Password

Forgot your password?

Gatorlink Account Creation

Having trouble signing on?

© University of Florida, Gainesville, FL 32611

For assistance, contact the <u>UF Computing Help Desk</u> at (352) 392-HELP or <u>helpdesk@ufl.edu</u> This request was made from:

This page was last updated 2008, Nov, 17.



# UF FLORIDA The Foundation for The Gator Nation

**UFCC Online** 

- Pledge Now
- <u>Home</u>
- Message from the President
- Frequently Asked Questions (FAQ)
- Success Stories
- 2010 UFCC Agencies
- Giving History
- Leadership Levels
- Privacy Policy
- Change Password

Susan Crowley is Logged in

Logout

2010 UF Campaign for Charities



**Gators Give** 

University of Florida Campaign for Charities



2010 UF Campaign for Charities: October 4th - 22nd

#### Welcome

#### **PLEDGE NOW!**

Dear Susan Crowley,

Welcome to the site of the UF charitable campaign benefitting a wide variety of area charities. The campaign is structured to allow employees to do their charitable giving through payroll deduction. With 86 agencies to choose from this year, the special interests of most employees are represented in the UFCC charities.

You may know that giving through the UF charitable campaign can significantly increase your donation impact. Your gift to your favorite agency brings not only YOUR dollars to that cause, but – in addition – the agency gets a portion of the campaign funds that are given by employees but not specifically designated to an agency.

Our campaign has been called the UF Community Campaign for many years. This year however, the campaign has a new name that more accurately describes its focus. We will now give to the UF Campaign for Charities – still the UFCC – and our new theme – "Gators Give" – will be kept from year to year.

Our goal for 2010 is \$1,100,000.00. This is slightly more than our donation total for 2009. We hope to meet and exceed our goal as we support agencies that fight disease, protect children and pets, assist the elderly, protect our environment and more.

Campus leaders like you form the basis of our effort to reach our goal. Leadership giving can be done at multiple levels. These levels will be explained as you move through the online giving system.

We hope you will consider supporting the UFCC and its many outstanding agencies.

Dr. Cammy Abernathy Dean, College of Engineering



Help us reach our goal of \$1,100,000



When donating, think about the dedicated volunteers from Rebuild Gainesville who are working to repair substandard housing in our area.

# Campaign Homepage:

Message from the Chairman or the Leadership Chairman

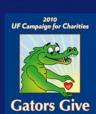
The Foundation for The Gator Nation

#### **UFCC Online**

- Pledge Now
- Home
- Message from the President
- Frequently Asked Questions
- Success Stories
- 2008 UFCC Agencies
- Giving History
- Leadership Levels
- Dashboard
- Privacy Policy

**Susan Crowley** is Logged in

Loqout



University of Florida Campaign for Charities Community Campaign



2008 University of Florida Leadership Campaign August 4th-25th

#### Pledge Now • Confirm Your Pledge

Information

Step 1: Pledge Step 2: Donor Information

Step 3: Step 4: Review Complete

This gift would

Continue -

qualify you for the Gold Division Leadership Level!

Please confirm or alter your donation below. Please note that all employee payroll deduction donations or changes will take effect the first pay period in 2009.

#### Pledge Summary

Your pledge has been created as shown below:

Payment Type

Payroll Deduction

Pledae

\$1,300.00

Payment Detail

\$50.00 / pay period

Total Annual Amount \$1,300.00

Designations

100.00 % UFCC undesignated

funds

#### Pledge Options

O Increase my pledge as follows:

Would you like to increase your per pay period deduction from last year? 0 5.00 % 0 10.00 % () 15.00 %

O Change my pledge and/or designations

I do not wish to contribute this year - cancel my

This screen is unique to individuals who donated through payroll deduction last year.

#### **UFCC Success Stories**



When donating, think about the dedicated volunteers from Rebuild Gainesville who are working to repair substandard housing in our area.



#### **UFCC Online**

- Pledge Now
- Home
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- Change Password

Susan Crowley is Logged in

Logout



Secured Site

2010 UF Campaign for Charities: October 4th - 22nd

#### Select Payment Type

Step 1: Pledge Information Step 2: Donor Information Step 3: Review Step 4: Complete

Continue -

I would like to give to our community. My pledge will be made the following way:

Payroll Deduction

The easiest way to make an impact

- Credit Card
- O Cash
- O Check
- O Direct Bill
- O Stock
- I would prefer not to donate this year.

•NOTE: All payroll deduction changes will take effect 1/1/2011.

Continue +

#### **UFCC Success Stories**



When donating, think abou the Girls Club and how they provide a nurturing and stable environment to young women in Alachua County.

### UFCC Website: www.ufcc.ufl.edu

#### University of Florida

#### >UFCC Home

#### Pledge Now!

#### General Information

2009 Campaign Results: \$1,017,000.00 Campaign Ideas Campaign Materials Events/Meeting Calendars 2010 Planning Committee Calendar 2010 Steering Committee Calendar Frequently Asked Ouestions \*Leadership Campaign Info.

Policies Stock Contributions

#### > 2010 UFCC Agencies

#### > UFCC Team

Executive Director 2010 Planning Committee Members 2010 Steering Committee Members

#### Contact Information

University Relations PO Box 113158 Gainesville, FL 32611-3158 Tel: (352) 392-4567 Fax: (352) 392-4561

UFCC Ouestions: ufcc@ufl.edu

#### University of Florida

#### >UFCC Home

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#### act Information

sity Relations x 113158 sville, FL 32611-3158

Tel: (352) 392-4567 Fax: (352) 392-4561 UFCC Questions: ufcc@ufl.edu

#### UF Web with Google V





#### University of Florida Campaign for Charities

2010 Leadership Campaign: August 30th- September 17th 2010 UF Campaign for Charities: October 4<sup>th</sup> - October 22<sup>nd</sup>



Thank you to the University of Florida faculty and staff who participated in the 2009 Gator Champions: Giving for a Greater Cause campaign. With your generous support, the University of Florida Campaign for Charities (formerly the UF Community Campaign) topped \$1 million at \$1,017,000.00 for 78 charitable organizations in our region!

Since 1993, the UFCC has provided employees with convenient ways to make a big difference in our community through payroll deductions, cash, check or bank card.

In the past four years, the campaign has brought in more than \$1 million per year in contributions!

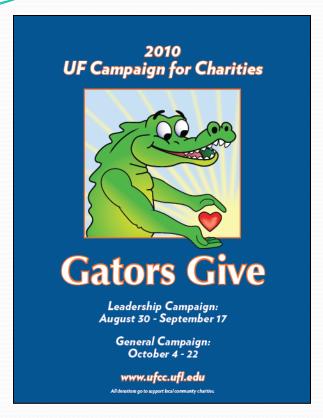
All money raised through the UFCC supports the work of agencies in our region providing a wide variety of services from child care, recreational opportunities, counseling and legal help to environmental protection, disease prevention and medical assistance. Some of these agencies also partner with UF to fund research projects focused on curing diseases or improving the quality of life for patients with

The agencies involved with the UFCC cover such a wide spectrum of services, it's likely all of us have been touched by at least one!

LOYEE/HRMS/s/WEBLIB\_UF.ISCRIPT1.FieldFormula.IScript\_EWAY\_SSO?FolderPath=PORTAL\_ROOT\_OBJECT.L

√ Trusted sites

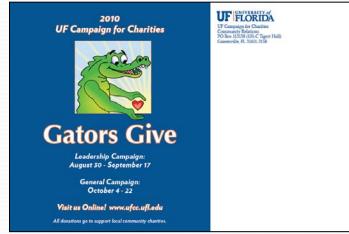
## Campaign PR/Marketing

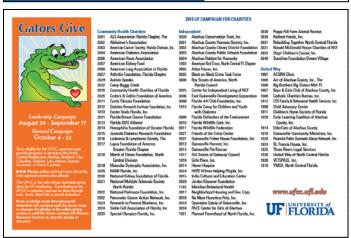


**Posters:** Can be printed from

www.ufcc.ufl.edu

In addition – campaign announcements will appear on the UF splash pages, on the UF marquees and in *Inside UF* 





**Postcards:** mailed to all employees

# Please Support the 2010 UFCC

