Campaign History
The official UF multi-agency charitable fundraising drive for more than 20 years.

All UF, UAA and UFF employees can participate.
The UF employees have given more than $1 million to the UFCC for each of the last ten years.

The campaign has grown from 39 agencies in 1993 to 89 agencies for 2015.
United Way has served as the fiscal agent throughout the campaign's history.

Their projected fee for the 2015 UFC C is 4.7%.
Report on the 2014 UFC C
Goal: $1,000,000.00

Campaign Total: $1,015,350.00 (up 1% from 2013)

Leadership Total (72%): $745,627.87 (up 4% from 2013)

Overall participation: 20.19% (down 2% from 2013)
Method of Giving

- Payroll Deduction: 91%
- Cash: 1%
- Check: 2%
- Credit Card: 4%
- BillMe: 2%

2014 UFCC Results
### Leadership Giving

<table>
<thead>
<tr>
<th>Amount</th>
<th>Level</th>
<th>2014 Campaign Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 +</td>
<td>Tocqueville Society</td>
<td>8</td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>Platinum</td>
<td>19</td>
</tr>
<tr>
<td>$2,500 - $4,999</td>
<td>Diamond</td>
<td>49</td>
</tr>
<tr>
<td>$1,500 - $2,499</td>
<td>Emerald</td>
<td>75</td>
</tr>
<tr>
<td>$1,000 - $1,499</td>
<td>Gold</td>
<td>140</td>
</tr>
<tr>
<td>$750 - $999</td>
<td>Silver</td>
<td>81</td>
</tr>
<tr>
<td>$500 - $749</td>
<td>Copper</td>
<td>252</td>
</tr>
</tbody>
</table>

**Boys and Girls Club**

**Fisher House**
In 2014, undesignated funds were approximately 28% of donations. This gives UFC agencies 23% more money from donations.
<table>
<thead>
<tr>
<th>University</th>
<th>Total Pledges 2014</th>
<th># of Employees</th>
<th>Participation Rate</th>
<th>Total Pledges 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Florida</td>
<td>$1,015,350</td>
<td>13,600</td>
<td>20%</td>
<td>$1,000,463</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>$556,839</td>
<td>14,000</td>
<td>17%</td>
<td>$526,852</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>$545,080</td>
<td>14,056</td>
<td>11%</td>
<td>$546,096</td>
</tr>
<tr>
<td>University of Alabama</td>
<td>$411,459</td>
<td>5,372</td>
<td>54%</td>
<td>$385,061</td>
</tr>
<tr>
<td>University of Tennessee</td>
<td>$358,483</td>
<td>9,500</td>
<td>20%</td>
<td>$355,962</td>
</tr>
<tr>
<td>University of Kentucky</td>
<td>$245,266</td>
<td>12,000</td>
<td>6%</td>
<td>$284,319</td>
</tr>
<tr>
<td>Auburn University</td>
<td>$152,737</td>
<td>4,702</td>
<td>26%</td>
<td>$139,333</td>
</tr>
<tr>
<td>University of Mississippi</td>
<td>$143,753</td>
<td>2,600</td>
<td>16%</td>
<td>$147,141</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>$120,987</td>
<td>9,559</td>
<td>19%</td>
<td>$142,836</td>
</tr>
<tr>
<td>University of Arkansas</td>
<td>Not reported</td>
<td>5,666</td>
<td></td>
<td>$121,164</td>
</tr>
<tr>
<td>LSU</td>
<td>Not reported</td>
<td>6,411</td>
<td></td>
<td>$114,971</td>
</tr>
<tr>
<td>University of South Carolina</td>
<td>$16,044*</td>
<td>5,572</td>
<td>Not reported</td>
<td>$90,572</td>
</tr>
<tr>
<td>Mississippi State University</td>
<td>Not reported</td>
<td>4,414</td>
<td></td>
<td>$20,953</td>
</tr>
<tr>
<td>Vanderbilt University</td>
<td>No campaign</td>
<td>21,300</td>
<td></td>
<td>No campaign</td>
</tr>
</tbody>
</table>

* S Carolina shifting campaign date to Fall
## Comparison to Other Universities

(Last numbers available - * notes campaigns that include health systems and retirees)

<table>
<thead>
<tr>
<th>School</th>
<th>Size of Student Body</th>
<th>Approx. donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Pennsylvania*</td>
<td>21,441</td>
<td>$1,633,850</td>
</tr>
<tr>
<td>University of Wisconsin*</td>
<td>43,000</td>
<td>$1,512,789</td>
</tr>
<tr>
<td>University of Michigan*</td>
<td>56,000</td>
<td>$1,430,000</td>
</tr>
<tr>
<td>University of Illinois*</td>
<td>41,000</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Ohio State University*</td>
<td>55,000</td>
<td>$1,150,000</td>
</tr>
<tr>
<td>University of Florida</td>
<td>50,000</td>
<td>$1,015,350</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>21,000</td>
<td>$967,192</td>
</tr>
<tr>
<td>Indiana University</td>
<td>42,000</td>
<td>$817,000</td>
</tr>
<tr>
<td>Penn State University</td>
<td>45,000</td>
<td>$845,000</td>
</tr>
<tr>
<td>University of North Carolina</td>
<td>29,000</td>
<td>$827,077</td>
</tr>
<tr>
<td>University of Texas</td>
<td>50,000+</td>
<td>$615,000</td>
</tr>
<tr>
<td>Florida State University</td>
<td>40,000</td>
<td>$376,360</td>
</tr>
<tr>
<td>University of Central FL</td>
<td>60,000</td>
<td>$150,000</td>
</tr>
</tbody>
</table>
UFCC Campaign Leadership
2015 Campaign Chairmen

Chairman
Dean Diane McFarlin
College of Journalism and Communication

Leadership Chairman
Dean Michael Reid
College of Health and Human Performance
Susan Crowley
Asst VP for Community Relations
Executive Director of the UFCC

Sarah Houder
Coordinator for Community Relations
Coordinator for the UFCC

2015 Campaign Management

UF Office of Community Relations
Planning Committee

Appointed by Provost:

- Oversees UFCC in accordance with UF regulations
- Determines campaign theme, goal and logo
- Reviews agencies and determines which will qualify for the UFCC
2015 Planning Committee
Chairmen: Dean Diane McFarlin and Dr. Michael Reid

Judy Brashear  
College of Business

Dr. Jason Byrd  
College of Medicine

Schuan Chisholm  
Office of Enrollment Mgt

Margaret Fields  
Col. of Lib. Arts & Sciences

Dennis Hines  
College of Medicine

Cheri Knecht  
Bioethics Law/Medicine

Myra Morgan  
Office of Student Affairs

Michael Ford  
General Counsel (Ex-Officio)

Susan Crowley  
Asst VP Community Relations  
UFCC Executive Director
Deans and VPs appoint two steering committee members from each college or unit.

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

Steering Committee contact info on UFCC website. (UFCC Team and Contact)
2015 UFC C
CAMPAIGN GOAL

$1,000,000.00

Florida Cert. Organic Growers

Alachua County Humane Society
Leadership Campaign
Aug 31st-Sept 18th

General Campaign
Oct 5th – Oct 23rd

Boulware Springs Charter School
Leadership Campaign

Targets employees who gave > $500 in 2014

Targets employees who did NOT give in 2014, but have salaries > $50,000.00

Leadership giving accounts for about 2/3 of campaign gifts
Leadership receive letter, postcard and leadership brochure during the last week of August
UFC Campaign Postcard
2015 General Campaign
Oct 5th - Oct 23rd

Week of Sept 28th
Introductory Email & Postcard

Oct 5th, 12th, 19th
“Opportunity to give” Emails
Online pledging

Most UF employees give online

UF employees who do not have emails will receive preprinted paper pledge cards.
2015 UFCC Agencies
<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Partner Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACORN Clinic</td>
<td>Institute for Workforce Innovation</td>
</tr>
<tr>
<td>Big Brothers Big Sisters Mid- FL</td>
<td>Kids Count in Alachua County</td>
</tr>
<tr>
<td>Boys &amp; Girls Club of Alachua Co</td>
<td>PACE Center for Girls</td>
</tr>
<tr>
<td>Catholic Charities Bureau</td>
<td>Partnership for Strong Families</td>
</tr>
<tr>
<td>CDS Family &amp; Behavioral Health Services</td>
<td>Peaceful Paths Domestic Abuse Network</td>
</tr>
<tr>
<td>Child Advocacy Center</td>
<td>St. Francis House</td>
</tr>
<tr>
<td>Children’s Home Society</td>
<td>Salvation Army</td>
</tr>
<tr>
<td>Early Learning Coalition</td>
<td>Suwannee River Area Health Ed Center</td>
</tr>
<tr>
<td>ElderCare of Alachua County</td>
<td>The Arc of Alachua County</td>
</tr>
<tr>
<td>Friends of the Micanopy Library, Inc</td>
<td>Three Rivers Legal Services</td>
</tr>
<tr>
<td>Girls Place, Inc.</td>
<td>United Way of North Central Florida</td>
</tr>
<tr>
<td>Guardian Foundation</td>
<td>VETSPACE, Inc.</td>
</tr>
<tr>
<td></td>
<td>YMCA</td>
</tr>
<tr>
<td>Organization</td>
<td>Organization</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Alzheimer’s Association</td>
<td>Florida Breast Cancer Foundation</td>
</tr>
<tr>
<td>American Cancer Society</td>
<td>Florida SIDS Alliance</td>
</tr>
<tr>
<td>American Diabetes Association</td>
<td>Hemophilia Foundation</td>
</tr>
<tr>
<td>Camp Boggy Creek</td>
<td>Juvenile Diabetes Research Foundation</td>
</tr>
<tr>
<td>Community Health Charities of Florida</td>
<td>Leukemia &amp; Lymphomia Society</td>
</tr>
<tr>
<td>Crohn’s &amp; Colitis Foundation of America</td>
<td>March of Dimes Foundation</td>
</tr>
<tr>
<td>Cystic Fibrosis Foundation</td>
<td>Muscular Dystrophy Association, Inc</td>
</tr>
<tr>
<td>Easter Seals Florida, Inc.</td>
<td>Sickle Cell Disease Assoc of Florida</td>
</tr>
<tr>
<td>Epilepsy Foundation of Florida</td>
<td>Special Olympics Florida</td>
</tr>
<tr>
<td>Organization Name</td>
<td>Funded Program/Project</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Alachua Conservation Trust, Inc.</td>
<td>FL Camp for Children/Youth w/ Diabetes</td>
</tr>
<tr>
<td>Alachua County Humane Society, Inc.</td>
<td>Florida Certified Organic Growers &amp; Consumers</td>
</tr>
<tr>
<td>Alachua County Library District Foundation</td>
<td>Florida Defenders of the Environment</td>
</tr>
<tr>
<td>Alachua Habitat for Humanity</td>
<td>Florida Wildlife Care Inc</td>
</tr>
<tr>
<td>American Heart Association</td>
<td>Friends of the Crisis Center</td>
</tr>
<tr>
<td>American Red Cross, N. Central FL Chapter</td>
<td>Gainesville Community Ministries, Inc.</td>
</tr>
<tr>
<td>Boy Scouts of America</td>
<td>Gainesville Harvest, Inc.</td>
</tr>
<tr>
<td>Bread of the Mighty Food Bank, Inc</td>
<td>Gainesville Pet Rescue</td>
</tr>
<tr>
<td>Center for Independent Living of NCF</td>
<td>Gift of Life Bone Marrow Foundation</td>
</tr>
<tr>
<td>Central FL Community Action Agency</td>
<td>Girl Scouts of Gateway Council</td>
</tr>
<tr>
<td>Conservation Trust for Florida</td>
<td>Haven Hospice</td>
</tr>
<tr>
<td>Dance Alive National Ballet</td>
<td>Healthy Start of North Central Florida</td>
</tr>
<tr>
<td>EarthShare</td>
<td>Helping Hands Pet Rescue, Inc.</td>
</tr>
<tr>
<td>Education Foundation</td>
<td>Home Van Pet Care Project</td>
</tr>
<tr>
<td>Florida 4-H Club Foundation, Inc.</td>
<td></td>
</tr>
<tr>
<td>INDEPENDENT AGENCIES</td>
<td></td>
</tr>
</tbody>
</table>
UFCC Contributions
UFC C donors may give to the UFC C with:

A designated gift – naming the agency to receive the donation

An undesignated gift – giving to the general campaign fund
Designated funds are those that are given to a specified agency.

All agencies receive these funds whether they are independent or part of a federation.
Undesignated funds – those given to the UFC but not to a specific agency - are distributed to agencies or federations based on the percentage of designated funds received by each agency.

For example, if an agency received .5% of the specific designations, it earned .5% of the undesignated funds.

In 2014, this increased gifts to agencies by 23%.
If an agency is part of a federation, the federation is given the funds for distribution according to their federation agreements.
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 agencies. Funds are distributed through the UW community impact fund. The selection process is overseen by a group of volunteers who evaluate program outcomes, impacts and budgets to ensure that UW funds are directed at programs creating measurable results in the local community.
Why give through the UFCC?

Ease of payroll deduction

Affordability (giving a little each paycheck)
Agencies receive portion of undesignated funds – increasing their gift by a significant amount.

23% in 2014
UF Employees can give to the UFC through:

Payroll deduction
Credit Card
Check
Cash
Stock
Pledges made by payroll deduction will roll over to the following year unless:

- The pledge is stopped mid-year with the UF Payroll office.
- The donor elects to not renew the pledge for the following year – using the online system.
Campaign Website and Resources
UFCC regulations

Agency list and contact information

Materials: poster, donor card, report envelope cover, postcard
Campaign ideas

UFCC Training PowerPoint

FAQs

CR Staff, Planning and Steering Committee contact info
UFCC logo for use in agency donor communications
UFCC Fiscal Process with United Way
United Way serves as the fiscal agent for the UFCC.

Manages the online giving system.

Reviews agency applications.

Assists with campaign materials.

Handles monies: paper pledge cards, cash, checks, credit cards, & direct bill.
United Way:

Collects and audits paper pledge cards, cash, checks and special event money from UF on a weekly basis during general campaign.

Distributes funds to agencies

Gift of Life Bone Marrow FND
United Way:

Calculates and proposes campaign expense budget for approval by UFC

Sends tax letters for cash or check contributions of $250.00 or more, or upon request (January)

FL Camp for Children/Youth w/ Diabetes

Institute for Workforce Innovation
United Way:

Provides detail of donors to agencies through portal. (February)

Allocates undesignated dollars to agencies per formula. (February)
United Way:
Pays out designations on a quarterly basis based on amount collected from UFCC
First payments made the first week of May
Payment Schedule

1st Qtr – May
2nd Qtr – Aug
3rd Qtr – Nov
4th Qtr – Feb
United Way hosts a website portal where agencies can retrieve designation information, including: donor name, amount of gift, and actual amount of payment to agencies.
Letters with website portal login instructions are sent to contacts in February.

Contact Sylvia Waldman at United Way for login issues at: 352-331-2800 or email swaldman@unitedwayncfl.org
Organizations can pull reports showing the names of donors that designate to your organization and release their name.

Reports can be pulled in PDF or Excel formats.
United Way Web Portal for UFCC Agencies
1. Log on at https://portal.unitedwayncfl.org/
2. Enter User ID and password sent to you via email.
3. If you have forgotten your password click on the “forgot my password” button.
To run an Acknowledgement Report:

1. Click the “Acknowledgements” link
2. Choose the campaign year and choose the campaign account: University Federation Campaign
3. Choose your output format from the drop down list. Click Submit. The report will be sent to “My Outputs” page.
To run a Payee By Organization Report:

1. Click the “Payee by Org”
2. Click on one of the payouts listed.
3. Check the box if you would like employee details OR check if you would like the amounts rolled up by organization with no employee details.
4. Check “Exclude all records with zero dollars” to exclude those who did not give.
5. Click Submit. Report will be sent to “My Outputs”
To retrieve any documents that were processed under the Acknowledgement page or Payee by Org page Click the “My Outputs” link

1. If there is a Report displayed under the “Name” column then double click the report name which is in blue text.

2. If a Report is not displayed click the “Refresh” button until the document appears, then double click the report name in blue text.

3. To save a report to your computer, right click on the report and select “save link as”
To receive quarterly funds, complete or update the ‘Banking Information’ form.

1. Click on “Banking Information
2. Complete the form and save.
Agency Role in UFC C
The UFCC Agency list will appear on:

- UFCC Website
- Online Giving Site
- Postcard
- Leadership Brochure
Make agency’s donor database aware of the campaign

Use campaign logo in newsletters

Let donors know that giving through the 2014 UFCC added 23% more to donors total donations
Offer to speak at department/college events

Contact Steering Committee members in colleges that would share your mission; offer to speak or send info
Advertise in the Independent Alligator

Attend the Sept 18th Kick-off Breakfast – have an agency booth and meet volunteers/coordinators

Early Learning Coalition

ElderCare of Alachua County
Provide:

Brief mission description

Agency photos for website, Facebook and training use

A donation/benefit correlation:

What would $25, $50, $100, $500 buy to support your mission?
### ACORN CLINIC

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 (approximately $2 per pay period)</td>
<td>New patient lab tests or 1 GYN visit or 1 mammogram or 1 child’s dental cleaning</td>
</tr>
<tr>
<td>$100 (approximately $4 per pay period)</td>
<td>Provides adult prophylaxis/cleaning, comprehensive dental exam and x-rays, x-ray, exam, and extraction, or a routine mammogram</td>
</tr>
<tr>
<td>$150 (approximately $6 per pay period)</td>
<td>6 office visits, 10 flu vaccines or 10 children’s dental cleanings</td>
</tr>
<tr>
<td>$250 (approximately $10 per pay period)</td>
<td>Provides two mammograms, one root canal, or five dental extractions</td>
</tr>
<tr>
<td>$650 (approximately $25 per pay period)</td>
<td>10 mammograms, one year of medical care for one patient or dental care for two families</td>
</tr>
<tr>
<td>$1000 (approximately $40 per pay period)</td>
<td>Medical care for 2-3 patients for one year, or lab tests for 50 uninsured patients, or two dental crowns, or a complete set of dentures</td>
</tr>
</tbody>
</table>
Campaign Materials and Promotion
GATORS GIVE
2015
UF Campaign for Charities
GATORS GIVE 2015

UF Campaign for Charities

The SEC's leading employee giving campaign for ten straight years.

Leadership Campaign
September 1st - 19th

General Campaign
October 6th - 24th

ufcc.ufl.edu

ufcc.ufl.edu

TEN YEARS STRAIGHT

Leadership Campaign
September 1st - 19th

General Campaign
October 6th - 24th

All donations go to support local community charities
GATORS GIVE
2015
UF Campaign for Charities

Albert Gator
(name here)
gave to the UFCC.
So can you!
Campaign urges employees to help others

Published: October 8th, 2012
Category: Newsroom: Newsroom Top Stories

GAINESVILLE, Fla. — The 109th annual Campaign for Charles' general campaign begins Oct. 15 to offer University of Florida faculty and staff the opportunity to donate to local and national charities.

UF employees raised more than $1 million in 2011, topping similar campaigns at other SEC universities for the seventh consecutive year. Donations were up 2 percent from 2010, and 27 percent of employees contributed.

This year's goal is to pass the $1 million mark again to help 69 charitable agencies, including the American Cancer Society, Gainesville Philharmonic and Natural Conservation Trust.

"While the campaign is successful because it includes such a variety of agencies, reflecting many different areas of interest and commitment of our employees," said Susan Crowley, UF's assistant vice president for community relations. "Because of the connection, employees here generally grant to support our community charities even through the world of the economic downturn."

Different departments and colleges throughout campus raise money in a variety of ways. For example, the regular's office and the office of admissions have split into 14 teams to compete in the Office Olympics, and the National Field Division has hosted a golf tournament.

Faculty and staff can donate through payroll deduction, cash, check or direct UF. Donations are made online through myUF or the campaign's website. To opt in of out, go to.

Payroll deduction gives employees the opportunity to give every two weeks throughout the year rather than only once a year.

Donors can give to one agency or to a general fund that supports 69 agencies.

Agencies are chosen by a committee after they submit an application for approval. All agencies are registered with the state, have IRS501c3 status and must apply every year.

You may also like —
- UF Community Campaign: Kick off Luncheon scheduled for Monday
- UF by campaign to receive
- UF Community Campaign seeks to raise $1 million this year

Archives by category
- Audio
- Economics Impact
- General
- Hard Economic Impact
daycare
- Key Documents
- UF News
- Assessment
- Authors & Readers
- Happenings
- UF Staff
- Note This
- UF Today
- For Sale
- Op-Eds
- Programs
- Press Releases
- Search UF News
- Research
Welcome to the UFCC! Questions?