2020 University of Florida Campaign for Charities
Agency Training and Information Session
Agency Welcome

GATORS GIVE
Campaign History
Campaign History

UFCC has been the official UF employee fundraising drive for more than 30 years

Alachua Conservation Trust

ACORN Clinic
Campaign History

Employees have given approximately $1,000,000 per year for the past 15 years

More than $25,000,000 since 1989

Alzheimer’s Association

Altrusa House
The UFCC has grown from 39 agencies in 1993 to 100 agencies in 2020

With 100 participating agencies, there’s a cause everyone can support
2019 Campaign Results
2019 UFCC Results

Goal: $1,000,000.00

Grand Total: $993,564.00
(down ~1.5% from 2018)

Leadership Giving: $768,682.00
(down < 1% from 2018)

Overall participation: 15%
(down ~1% from 2018)
2019 UFCC Results

Donations by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>2019 Campaign</th>
<th>2018 Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Pledges</td>
<td>$962,638</td>
<td>$977,747</td>
</tr>
<tr>
<td>Special Events</td>
<td>$30,926</td>
<td>$31,301</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$993,564</strong></td>
<td><strong>$1,009,048</strong></td>
</tr>
</tbody>
</table>

The Guardian Foundation
Humane Society of North Central Florida
2019 UFCC Results

Employee Gifts by Type

- BillMe
- Check
- Payroll Deduction
- Cash
- Credit Card

Florida Certified Organic Growers
2019 UFCC Results

Leadership Giving: $768,682.00
(~80% of employee giving)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Level</th>
<th># of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 +</td>
<td>Senior Leadership</td>
<td>7</td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>Platinum</td>
<td>11</td>
</tr>
<tr>
<td>$2,500 - $4,999</td>
<td>Diamond</td>
<td>41</td>
</tr>
<tr>
<td>$1,500 - $2,499</td>
<td>Emerald</td>
<td>66</td>
</tr>
<tr>
<td>$1,000 - $1,499</td>
<td>Gold</td>
<td>98</td>
</tr>
<tr>
<td>$750 - $999</td>
<td>Silver</td>
<td>57</td>
</tr>
<tr>
<td>$500 - $749</td>
<td>Copper</td>
<td>214</td>
</tr>
</tbody>
</table>

Sickle Cell Disease Association of Florida
### Agencies Receiving the most donations in 2019

<table>
<thead>
<tr>
<th>Agency</th>
<th>2019 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Society of North Central Florida</td>
<td>$61,543</td>
</tr>
<tr>
<td>Planned Parenthood of North Florida</td>
<td>$49,064</td>
</tr>
<tr>
<td>Ronald McDonald House Charities</td>
<td>$34,138</td>
</tr>
<tr>
<td>Haven Hospice</td>
<td>$34,114</td>
</tr>
<tr>
<td>Bread of the Mighty Food Bank</td>
<td>$32,354</td>
</tr>
<tr>
<td>United Way of North Central Florida</td>
<td>$31,801</td>
</tr>
<tr>
<td>St. Francis House</td>
<td>$28,850</td>
</tr>
<tr>
<td>Habitat for Humanity</td>
<td>$28,663</td>
</tr>
<tr>
<td>Peaceful Paths Domestic Abuse-Network</td>
<td>$27,745</td>
</tr>
<tr>
<td>Alachua Conservation Trust</td>
<td>$23,475</td>
</tr>
</tbody>
</table>

Pug Rescue of Florida
# UFCC and the SEC

<table>
<thead>
<tr>
<th>University</th>
<th>2019 Totals</th>
<th># of Employees</th>
<th>Participation</th>
<th>2018 Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Florida</td>
<td>$993,564</td>
<td>14,669</td>
<td>16%</td>
<td>$1,009,548</td>
</tr>
<tr>
<td>University of Alabama</td>
<td>$487,803.00</td>
<td>6,118</td>
<td>45%</td>
<td>$478,145</td>
</tr>
<tr>
<td>Auburn University</td>
<td>$107,231.00</td>
<td>5,132</td>
<td>12%</td>
<td>$117,295</td>
</tr>
<tr>
<td>LSU</td>
<td>$63,707.00</td>
<td>5050</td>
<td>3%</td>
<td>$68,349</td>
</tr>
<tr>
<td>Mississippi State University</td>
<td>No report</td>
<td>No report</td>
<td>No report</td>
<td>No report</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>$666,399.00</td>
<td>26,000</td>
<td>7%</td>
<td>No report</td>
</tr>
<tr>
<td>University of Arkansas</td>
<td>$93,971.00</td>
<td>4,503</td>
<td>11%</td>
<td>$105,353</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>$74,518.00</td>
<td>1,547</td>
<td>No</td>
<td>$111,411</td>
</tr>
<tr>
<td>University of Kentucky</td>
<td>$215,736.00</td>
<td>14,000</td>
<td>4%</td>
<td>$211,306</td>
</tr>
<tr>
<td>University of Mississippi</td>
<td>$119,593.00</td>
<td>3,000</td>
<td>10%</td>
<td>$119,593</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>$439,650.00</td>
<td>13,319</td>
<td>7%</td>
<td>$419,767</td>
</tr>
<tr>
<td>University of South Carolina</td>
<td>$45,981.00</td>
<td>9,004</td>
<td>1%</td>
<td>$64,810</td>
</tr>
<tr>
<td>University of Tennessee</td>
<td>$302,549.00</td>
<td>7,594</td>
<td>13%</td>
<td>$320,199</td>
</tr>
<tr>
<td>Vanderbilt University</td>
<td>No campaign</td>
<td>No campaign</td>
<td>No campaign</td>
<td>No campaign</td>
</tr>
</tbody>
</table>
2020 UFCC Overview

Sept. 8 – Oct. 16
We recognize that COVID-19 has impacted agency donations, increased need and disrupted critical fundraising events.

Safety concerns will change UFCC special events, the annual Kickoff Luncheon and some of the face-to-face pleas for donations.

We will urge our volunteers to find new ways to build enthusiasm for the UFCC.
2020 UFCC Overview

Campaign Leadership

Campaign Chair
Onye Ozuzu
Dean, UF College of the Arts

Leadership Chair
Lee Anne Chesterfield
Director, Harn Museum of Art
2020 UFCC Overview

UFCC Management

Susan Crowley
Asst. VP, UF Community Relations
scrowley@ufl.edu

Andrew Ragsdale
Community Relations Specialist
ragsdale@ufl.edu
2020 UFCC Overview
Planning Committee

- Appointed by Provost
- Oversees UFCC regulations
- Determines campaign goal
- Reviews agencies for approval

Partnership for Strong Families
Operation Catnip
2020 UFCC Planning Committee

Dean Onye Ozuzu - College of the Arts
Lee Anne Chesterfield – Harn Museum of Art
Dean Judy Russell - UF Libraries
Dean Glenn Good – College of Education
Dean Laura Rosenbury – Levin College of Law
Bill Gair – Office of Research
Sue Wagner - College of Journalism & Communications
Layne Prebor – Student Legal Services

Dustin Stephany – Facilities, Planning and Construction
Jaclyn Wright – Enrollment Management
Susan Crowley – Government & Community Relations
Bill McGinn – Business Services
Corina Velasquez – UF Health HR
Michael Ford – General Counsel (Ex-Officio)

Haven Hospice
2020 UFCC Overview

Steering Committee

• Deans/VPs appoint two members for each college/unit
• Members recruit volunteers to help run campaigns in their units
• Contact info for Steering Committee on UFCC website

Pace Center for Girls

Aces in Motion

K-9s for Warriors
2020 UFCC
Campaign Goal
$1,000,000.00

AMI Kids
Florida 4-H Foundation
Autism Speaks
2020 UFCC Dates

**Leadership Campaign:**
Sept. 8 – Sept. 25

**General Campaign:**
Sept. 28 – Oct. 16

Salvation Army of Florida

St. Francis House
2020 UFCC Leadership Campaign

Participants:

• Made gifts greater than $500 in 2019
• Earned more than $50,000/year

In 2019, Leadership gifts accounted for approximately 75% of employee giving
2020 UFCC Communications
Leadership Campaign

• Letter from Leadership Chair

• Leadership Brochure

• Three weekly emails
2020 UFCC Communications
General Campaign

• UFCC Postcard

• Weekly emails (for three weeks)

• “Giving Tuesday” appeal
2020 UFCC Communications

• Splash pages on ufl.edu
• UFCC video
• UFCC Facebook page
• Reminders in *UF at Work*
UFCC Online Giving
UFCC Online Giving

• Most UF employees give online

• Pledge card available on UFCC site for UF employees without email

Project YouthBuild

Windsor Volunteer Fire Department

Boulware Springs Charter School
UF Employees can give to the UFCC through:

• Payroll deduction
• Credit Card
• Check
• Cash
• Stock

UFCC Online Giving Site

Girls on the Run

Girls’ Place
Pledges made by payroll deduction will rollover to the following year, unless:

- Pledge is stopped mid-year through UF Payroll office
- Donor elects to not renew their pledge for following year (through the online system)
UFCC CrowdRise Giving Site
Crowdsourcing campaign
UFCC Contributions

GATORS GIVE
UFCC Contributions

Designated Gifts:

• Employee pledges gift to specific agency / agencies
• No limit as to how many agencies can be specified

Jungle Friends Primate Sanctuary  Cade Museum for Creativity and Invention  HOPE Horses Helping People
UFCC Contributions

Undesignated Gifts:

• Employees make gift to overall campaign fund

Keep Alachua County Beautiful

Boys and Girls Club of Alachua County

Education Foundation of Alachua County
UFCC Contributions

Undesignated Gifts:

Distributed to agencies / federation* based on percentage they receive from designated gifts

In 2019, this increased agency gifts by approximately 24%!

* If an agency is part of a federation, the federation is given the funds for distribution to their agencies according to their agency agreements.
UFCC Contributions

In 2019, undesignated gifts increased agency totals by approximately 24%

For example:

An agency that received $10,000 in designated funds also received $2,400 in undesignated funds, increasing their 2019 total gift to $12,400

Ronald McDonald House
UFCC Contributions
Special Events...
UFCC Contributions

Special Events...

• Dozens of events across campus
• Organized by Steering Committee members and volunteers
UFCC Contributions

Special Events...

• Raised more than $30,000 in 2019
UFCC Resources
UFCC Website

• UFCC regulations and FAQ
• Agency list and contact info
• Agency training PPT
• Contact info for UFCC management
• Contact info for unit volunteers
UFCC Website

- Campaign logos
- Campaign posters
- UFCC campaign videos
- FAQs
UFCC Facebook

• Campaign updates and videos
• Agency spotlights
• Special events information
• Campaign news and progress

Please Like Us!
United Way and the Agency Portal
United Way and the Agency Portal

The United Way serves as the fiscal agent for the UFCC.

Each year, they present a detailed campaign budget proposal to UFCC Planning Committee for approval.

The fiscal agent fee for 2020 will be 4.5%.
Working with the United Way

United Way:

• Assists in the application review process
• Assists with printed materials
Working with the United Way

United Way:

• manages the online giving system
• Manages cash, credit card and check donations
Working with the United Way

United Way:

• distributes funds to agencies on a quarterly basis
• payments are made in May, August, November and February

North Central FL YMCA  Tyler’s Hope for a Dystonia Cure  American Kidney Fund
Working with the United Way

United Way Agency Portal

Friends of the Micanopy Library
Family Promise of Gainesville
ElderCare of Alachua County
Working with the United Way

United Way Agency Portal

- Agencies can pull reports showing the names and gift amount of all but anonymous donors
- Reports can be pulled in PDF or Excel formats
Working with the United Way

Instructions for using agency portal emailed to agencies in Feb

*United Way contact:* Mary Broadfoot
352-333-0841 or mbroadfoot@unitedwayncfl.org

Radiant Hands

Service Dogs for Patriots

Juvenile Diabetes Research Foundation
1. Log on at: https://portal.unitedwayncfl.org
2. Enter User ID and password sent to you via email.
To run an Acknowledgement Report:

1. Click “Acknowledgements” link
2. Choose campaign year, then campaign account (University Federation Campaign)
3. Choose output format from drop down list; click “Submit.” The report will be sent to “My Outputs” page.
To run Payee by Organization Report:

1. Click the “Payee by Org.”
2. Click on one of the payouts listed.
3. Select if you want employee details OR just the amounts rolled up by organization.
4. Check “Exclude records with zero dollars” to exclude non-donors.
5. Click “Submit.” Report will be sent to “My Outputs”
1. Select the “My Outputs” link
2. If there is a Report in the “Name” column, double click the report name.
3. If a Report is not displayed, click the “Refresh” button until the document appears, then double click the report name.
4. To save a report, 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.
2020 UFCC Agencies
100 UFCC Agencies in 2020

55 Independent Agencies
16 Community Health Charities
29 United Way Agencies

Boy Scouts of America
Putnam Land Conservancy
Puppy Hill Farm
<table>
<thead>
<tr>
<th>Community Health Charities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alzheimer's Association, Central and North Florida Chapter</td>
</tr>
<tr>
<td>American Cancer Society, Inc.</td>
</tr>
<tr>
<td>American Diabetes Association</td>
</tr>
<tr>
<td>American Kidney Fund</td>
</tr>
<tr>
<td>Autism Speaks, Inc.</td>
</tr>
<tr>
<td>Breast Cancer Research Foundation</td>
</tr>
<tr>
<td>Camp Boggy Creek</td>
</tr>
<tr>
<td>Community Health Charities</td>
</tr>
</tbody>
</table>
# United Way Agencies

<table>
<thead>
<tr>
<th>Aces in Motion (Gainesville Area Community Tennis Association)</th>
<th>Healthy Start of North Central Florida, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACORN Clinic</td>
<td>Kids Count in Alachua County</td>
</tr>
<tr>
<td>AMIkids Gainesville</td>
<td>North Central Florida YMCA</td>
</tr>
<tr>
<td>Boys &amp; Girls Club of Alachua County</td>
<td>Pace Center for Girls, Inc.</td>
</tr>
<tr>
<td>Bread of the Mighty Food Bank</td>
<td>Partnership for Strong Families</td>
</tr>
<tr>
<td>Catholic Charities Bureau, Inc.</td>
<td>Peaceful Paths, Inc.</td>
</tr>
<tr>
<td>Central Florida Community Action Agency</td>
<td>Project YouthBuild</td>
</tr>
<tr>
<td>Child Advocacy Center, Inc.</td>
<td>St Francis House, Inc.</td>
</tr>
<tr>
<td>Early Learning Coalition of Alachua County, Inc.</td>
<td>The Education Foundation of Alachua County, Inc.</td>
</tr>
<tr>
<td>ElderCare of Alachua County, Inc.</td>
<td>The Guardian Foundation, Inc.</td>
</tr>
<tr>
<td>Family Promise of Gainesville</td>
<td>The Salvation Army, Gainesville</td>
</tr>
<tr>
<td>Friends of the Micanopy Library</td>
<td>Three Rivers Legal Services, Inc.</td>
</tr>
<tr>
<td>Gainesville Opportunity Center</td>
<td>United Way of North Central Florida</td>
</tr>
<tr>
<td>Girls Place, Inc.</td>
<td>VETSPACE, Inc.</td>
</tr>
<tr>
<td>GRACE Marketplace</td>
<td></td>
</tr>
</tbody>
</table>
## Independent Agencies

<table>
<thead>
<tr>
<th>Organization</th>
<th>Florida FFA Foundation</th>
<th>Planned Parenthood of South, East and North Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gainesville Area Rowing</td>
<td>Gainesville Circus Center, Inc.</td>
<td>Putnam Land Conservancy, Inc.</td>
</tr>
<tr>
<td>Gainesville Community Ministry</td>
<td>Gentle Carousel Miniature Therapy Horses</td>
<td>Ronald McDonald House Charities of NCFL</td>
</tr>
<tr>
<td>Gigi's Playhouse Gainesville</td>
<td>Girl Scouts of Gateway Council</td>
<td>Second Chance Farms, Inc.</td>
</tr>
<tr>
<td>Haven Hospice</td>
<td>Humane Society of North Central Florida</td>
<td>Tyler's Hope for a Dystonia Cure</td>
</tr>
<tr>
<td>Jungle Friends Primate Sanctuary</td>
<td>Keep Alachua County Beautiful</td>
<td>UF Aid-a-Gator</td>
</tr>
<tr>
<td>Neighborhood Housing &amp; Development Corporation</td>
<td>Operation Catnip</td>
<td></td>
</tr>
</tbody>
</table>

**Independent Agencies**

- Alachua Conservation Trust
- Alachua County Library District Foundation, Inc.
- Alachua Habitat for Humanity
- Altrusa House of Gainesville, Inc.
- American Foundation for Suicide Prevention
- American Red Cross
- Boulware Springs Charter School
- Cade Museum for Creativity & Invention
- Center for Independent Living of North Central Florida
- Conservation Florida
- Crisis Pregnancy Center of Gainesville, Inc. DBA: Sira
- DANCE ALIVE, Inc. dba Dance Alive National Ballet
- Earth Givers Inc. DBA We Are Neutral
- EarthShare
- Faithful Friends Pet Rescue and Rehoming, Inc.
- Florida 4-H Club Foundation, Inc.
- Florida Camp for Children and Youth with Diabetes, Inc.
- Florida Certified Organic Growers & Consumers, Inc.
- Florida Defenders of the Environment
- Florida FFA Foundation
- Florida Wildlife Care, Inc.
- Gainesville Area Rowing
- Gainesville Circus Center, Inc.
- Gainesville Community Ministry
- Gigi's Playhouse Gainesville
- Girl Scouts of Gateway Council
- Haile's Angels Pet Rescue
- Haven Hospice
- HOPE Horses Helping People
- Humane Society of North Central Florida
- Jungle Friends Primate Sanctuary
- K9s For Warriors, Inc.
- Keep Alachua County Beautiful
- Meridian Behavioral Healthcare Inc.
- Neighborhood Housing & Development Corporation
- Operation Catnip
- Planned Parenthood of South, East and North Florida
- Pug Rescue of Florida, Inc.
- Puppy Hill Farm Animal Rescue
- Putnam Land Conservancy, Inc.
- Radiant Hands Inc.
- Ronald McDonald House Charities of NCFL
- Second Chance Farms, Inc.
- Service Dogs for Patriots
- Southwest Advocacy Group, Inc. (SWAG)
- St. Francis Pet Care
- Stop Children's Cancer, Inc.
- The Repurpose Project, Inc.
- The Repurpose Project, Inc.
- UF Aid-a-Gator
- Windsor Volunteer Fire Department
- North Central Florida YMCA
- North Florida Council, Inc., Boy Scouts of America
Agency Role in the UFCC
Agency Role in the UFCC

The UFCC Agency list will appear on:

• UFCC Website

• UFCC Online Giving Site

• UFCC Postcard

• UFCC Leadership Brochure
Agency Role in the UFCC

Let your donors know about the UFCC

• Opportunity to give through payroll deduction

• Donations increased through undesignated funds (24% more in 2019)

Second Chance Farms
The Repurpose Project
American Red Cross
Agency Role in the UFCC

Advertise the UFCC using campaign materials

UFCC Logo  -  UFCC Poster  -  Link to UFCC Facebook
Agency Role in the UFCC

Reach out to UFCC Steering Committee

• Offer to speak at staff meetings
• Offer to attend / participate in special events if permitted
Agency Role in the UFCC

UF employees on your boards, committees, volunteer groups

• Talk to them about the UFCC
• Ask them to share your agency’s story with their colleagues

Girl Scouts of Gateway Council
Gentle Carousel Miniature Therapy Horses
Early Learning Coalition of Alachua County
Agency Role in the UFCC

Acknowledge the contribution of your UFCC donors

• Access the UW Agency portal for donor lists
• Send thank-you notes to your donors
Agency Role in the UFCC

Please provide UFCC with:

• Agency mission statement and photos for website, Facebook and training use
Agency Role in the UFCC

Please provide UFCC with:

• A donation / benefit correlation

How would a $25, $50, $100 gift support your mission?

<table>
<thead>
<tr>
<th>ACORN Clinic: Donation Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$50</strong> (~$2/pay period)</td>
</tr>
<tr>
<td><strong>$100</strong> (~$4/pay period)</td>
</tr>
<tr>
<td><strong>$150</strong> (~$6/pay period)</td>
</tr>
<tr>
<td><strong>$250</strong> (~$10/pay period)</td>
</tr>
<tr>
<td><strong>$650</strong> (~$25/pay period)</td>
</tr>
<tr>
<td><strong>$1000</strong> (~$40/pay period)</td>
</tr>
</tbody>
</table>
The University of Florida is pleased to introduce Gators Volunteer, a new campaign that will link the University of Florida to area organizations in need and further enhance the UF community impact. You can participate by volunteering for a cause that needs your time and effort. Through this website you can discover new service opportunities and contribute to causes that matter to you. Spend your time helping those with special needs, our schools, veterans, those in crisis, animals, children and more.
Gators Volunteer

• Built on the success of Gators Give, UFCC

• Connects UF faculty, staff and students with volunteer (and board) opportunities
Gators Volunteer

INCLUDES:
• UFCC - approved agencies
• Alachua County Public Schools
• On-campus opportunities (e.g., Baby Gator)
Gators Volunteer

Agency listings include:
• Mission
• Volunteer opportunities
• Volunteer hours
• Volunteer contact info

Send initial info or updates to gators-volunteer@ufl.edu

Alachua County Library Foundation
Important Take-Aways

Why encourage your UF donors to give to you through the UFCC?

Florida Camp for Children with Diabetes

VETSPACE

Faithful Friends Pet Rescue & Rehoming
Important Take-Aways

• Ease of payroll deduction
Important Take-Aways

• Affordability - Giving a little *each* paycheck

Camp Boggy Creek

Kids Count in Alachua County

Gigi’s Playhouse of Gainesville
Important Take-Aways

- Agencies receive portion of undesignated funds, significantly increasing the value of their gift – 24% more in 2019!
Next Steps

• Be sure we have your mission and photos
• Send us a donor benefit / correlation sheet
• Visit UFCC.ufl.edu for campaign materials
Next Steps

• Contact Steering Committee members - find ways to connect with UF employees

• Engage with your donors who are UF employees

American Foundation for Suicide Prevention
Epilepsy Florida
Florida Defenders of the Environment
Next Steps

• Send us your information for Gators Volunteer: Gators-Volunteer@ufl.edu
Help us Spread the Word

Invest in our community. Every dollar counts!

UF Campaign for Charities

SEPT 8 – OCT 16

Help us bring the Gator Good to our community
Questions?