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

The UFCC has been UF’s *official* employee fundraising drive for more than 30 years
Campaign History

UF employees have given ~$1,000,000.00 per year for the past 15 years

• More than $25,000,000.00 donated since 1989

Alzheimer’s Association

ACORN Clinic
Campaign History

The campaign has grown from 39 agencies (in 1993) to 100 agencies (in 2020)
Report on the 2019 UFCC
2019 UFCC Results

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

Habitat for Humanity

Easterseals Florida
2019 UFCC Results

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

Central Florida Community Action Agency
American Diabetes Association
2019 UFCC Results

Overall Participation: 15%
(down ~ 1% from 2018)

Haven Hospice
American Foundation for Suicide Prevention
## 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>
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
(~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>

Humane Society of North Central Florida
# 2019 SEC School Comparison

<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</td>
<td>4503</td>
<td>11%</td>
<td>$478,145</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>$439,650</td>
<td>13,319</td>
<td>7%</td>
<td>$419,767</td>
</tr>
<tr>
<td>University of Tennessee</td>
<td>$302,549</td>
<td>7,504</td>
<td>13%</td>
<td>$320,199</td>
</tr>
<tr>
<td>University of Kentucky</td>
<td>$215,736</td>
<td>14,000</td>
<td>4%</td>
<td>$211,306</td>
</tr>
<tr>
<td>University of Mississippi</td>
<td>$119,593</td>
<td>3,000</td>
<td>10%</td>
<td>$119,593</td>
</tr>
<tr>
<td>Auburn University</td>
<td>$107,231</td>
<td>5,132</td>
<td>12%</td>
<td>$117,295</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>$74,518</td>
<td>1,547</td>
<td>---</td>
<td>$111,411</td>
</tr>
<tr>
<td>University of Arkansas</td>
<td>$93,971</td>
<td>4,503</td>
<td>11%</td>
<td>$105,353</td>
</tr>
<tr>
<td>LSU</td>
<td>$63,707</td>
<td>5,050</td>
<td>3%</td>
<td>$68,349</td>
</tr>
<tr>
<td>University of South Carolina</td>
<td>$45,981</td>
<td>9,004</td>
<td>1%</td>
<td>$64,810</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>$666,399</td>
<td>26,000</td>
<td>7%</td>
<td>---</td>
</tr>
<tr>
<td>Mississippi State University</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Vanderbilt University</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
### Comparison to Other Universities*

<table>
<thead>
<tr>
<th>School</th>
<th>Size of Student Body</th>
<th>Approx. donations</th>
<th>Type of Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Pennsylvania*</td>
<td>21,441</td>
<td>$1,799,878</td>
<td>Penn-Penn’s Way</td>
</tr>
<tr>
<td>Ohio State University*</td>
<td>55,000</td>
<td>$1,318,131</td>
<td>OSU – Bucks for Charity</td>
</tr>
<tr>
<td>University of Illinois*</td>
<td>41,000</td>
<td>$1,300,000</td>
<td>UI-Campus Charitable Fund Drive</td>
</tr>
<tr>
<td>University of Michigan*</td>
<td>56,000</td>
<td>$1,200,000</td>
<td>United Way Campaign</td>
</tr>
<tr>
<td>University of Florida</td>
<td>50,000</td>
<td>$1,009,048</td>
<td>UF – UF Campaign for Charities</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>21,000</td>
<td>$815,000</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>Indiana University</td>
<td>42,000</td>
<td>$808,680</td>
<td>United Way</td>
</tr>
<tr>
<td>Penn State University</td>
<td>45,000</td>
<td>$732,606</td>
<td>United Way</td>
</tr>
<tr>
<td>University of North Carolina</td>
<td>29,000</td>
<td>$716,520</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>University of Texas</td>
<td>50,000+</td>
<td>$503,351</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>Florida State University</td>
<td>40,000</td>
<td>$375,000</td>
<td>United Way Campaign</td>
</tr>
<tr>
<td>University of Central FL</td>
<td>60,000</td>
<td>$95,627</td>
<td>United Way Campaign</td>
</tr>
</tbody>
</table>

*2018 stats
# Top Agency Designations for 2019

<table>
<thead>
<tr>
<th>Agency</th>
<th>2019 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humane 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>
2019 UFCC College/Unit Reports

It is everyone's obligation to put back into the world at least the equivalent of what they take out of it. —Albert Einstein

UF Campaign for Charities
2018 Leadership

Campaign Chair
Dean L. Hunter, Senior Dean of Libraries

Leadership Chair
Dean of Libraries, University of Florida

2018 Campaign Results

<College or Department>
Division #: <Div>
Department Gifts: <Cy>
Special Events: <Special Events>
Total: <Total Gift>
Campaign Total: $1,009,043.20
The 2020 UFCC Campaign
We recognize that COVID-19 has impacted agency donations, increased need and disrupted critical fundraising events for our agencies.
Safety concerns will change UFCC special events, cancel the annual Kickoff Luncheon and eliminate face-to-face meeting presentations for donations. We will all brainstorm to find new ways to build enthusiasm for the UFCC.
2020 Campaign Chairs

Campaign Chair
Onye Ozuzu
Dean, UF College of the Arts

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

❖ Appointed by the Provost

K9s for Warriors

AMIkids Gainesville
2020 UFCC Planning Committee

❖ Oversees UFCC according to UF regulations

Operation Catnip

Autism Speaks
2020 UFCC Planning Committee

❖ Determines campaign theme, goal and logo

Boulware Springs Charter School

Pace Center for Girls
Reviews agencies – determines which will qualify for the UFCC

Partnership for Strong Families

Breast Cancer Research Foundation
2020 UFCC Planning Committee

❖ Committee Members

Dean Onye Ozuzu - College of the Arts
Lee Anne Chesterfield – Harn Museum
Dean Judy Russell - Libraries
Dean Glenn Good – College of Education
Dean Laura Rosenbury – 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 – Community Relations
Bill McGinn – Business Services
Corina Velasquez – UF Health HR
Michael Ford – General Counsel (Ex-Officio)
2020 UFCC Steering Committee
(Campaign Volunteers)

- Deans/VPs appoint two members for each college/unit
- Members recruit coordinators to help with campaigns in their unit

Florida 4-H Foundation
2020 UFCC Management

UF Office of Community Relations

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

Andrew Ragsdale
Community Relations Specialist
ragsdale@ufl.edu
2020 Campaign Goal
$1,000,000.00

Cade Museum for Creativity and Invention

Florida 4-H Foundation
2020 UFCC Dates

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

**General Campaign:**
Sept. 28 – Oct. 16
2020 Leadership Campaign

- Employees who made gifts > $500 in 2019
- Employees who earn > $50,000/year

Leadership gifts account for more than 75% of employee giving

Camp Boggy Creek

Planned Parenthood
2020 Leadership Communications

❖ Letter from Leadership Chair

❖ Leadership brochure

National Kidney Foundation
2020 Leadership Communications

❖ UFCC Postcard
❖ A weekly email (x3 weeks)
UFCC General Campaign

❖ Introductory email and postcard (week of Sept. 22)
❖ “Opportunity to Give” weekly emails (x3 weeks)
UFCC Online Pledging

• Most UF employees give online
• UF employees without email receive preprinted paper pledge cards
UFCC Online Giving Site

Agency Designation Page

If you wish to Designate to an agency, or agencies enter the amount you wish to designate to each agency and click next at the bottom of the page.

Do not use your browser back button. Use the PREVIOUS button below to navigate back.

Agency List

ACORN Clinic (Alachua County Organization for Rural Needs, Inc.) $5.00
Alachua Conservation Trust, Inc. $5.00
Alachua County Humane Society $5.00
Alachua County Library District Foundation $5.00
Alachua Habitat for Humanity $5.00
ALS Association Florida Chapter
Alzheimer's Association North Central FL
American Association of Kidney Patients
American Cancer Society, Florida Division
American Diabetes Association, Inc.
American Heart Association, Inc.
GoFundMe
(Formerly CrowdRise, a crowdfunding website)
2020 UFCC Participating Agencies
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:

❖ Be a nonprofit agency and must focus on issues of health and human services to assist with physical, social and psychological well-being

Child Advocacy Center  
Altrusa House
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:

❖ Provide services directly benefiting the people residing in Alachua and surrounding counties

EarthShare

Second Chance Farms
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:

❖ Have operating / fundraising expenses less than 25% of their revenue.

(75% or more of an agency’s revenue should go to the agency’s mission / program costs)

Kids Count in Alachua County
2020 UFCC Participating Agencies

55 Independent Agencies
16 Community Health Charities
29 United Way Agencies
100 Total Agencies
# Community Health Charities

<table>
<thead>
<tr>
<th>Charities</th>
<th>Sub-Charities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alzheimer's Association, Central and North Florida Chapter</td>
<td>Easterseals Florida</td>
</tr>
<tr>
<td>American Cancer Society, Inc.</td>
<td>Epilepsy Florida, Inc.</td>
</tr>
<tr>
<td>American Diabetes Association</td>
<td>Florida SIDS Foundation</td>
</tr>
<tr>
<td>American Kidney Fund</td>
<td>Hemophilia Foundation of Greater Florida</td>
</tr>
<tr>
<td>Autism Speaks, Inc.</td>
<td>JDRF International - North Florida Chapter</td>
</tr>
<tr>
<td>Breast Cancer Research Foundation</td>
<td>National Kidney Foundation of Florida</td>
</tr>
<tr>
<td>Camp Boggy Creek</td>
<td>Sickle Cell Disease Association of Florida, Inc.</td>
</tr>
<tr>
<td>Community Health Charities</td>
<td>Special Olympics Florida, Inc.</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>
<tr>
<td>Independent Agencies</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Alachua Conservation Trust</strong></td>
<td>Florida FFA Foundation</td>
</tr>
<tr>
<td><strong>Alachua County Library District Foundation, Inc.</strong></td>
<td>Florida Wildlife Care, Inc.</td>
</tr>
<tr>
<td><strong>Alachua Habitat for Humanity</strong></td>
<td>Gainesville Area Rowing</td>
</tr>
<tr>
<td><strong>Altrusa House of Gainesville, Inc.</strong></td>
<td>Gainesville Circus Center, Inc.</td>
</tr>
<tr>
<td><strong>American Foundation for Suicide Prevention</strong></td>
<td>Gainesville Community Ministry</td>
</tr>
<tr>
<td><strong>American Red Cross</strong></td>
<td>Gentle Carousel Miniature Therapy Horses</td>
</tr>
<tr>
<td><strong>Boulware Springs Charter School</strong></td>
<td>GiGi’s Playhouse Gainesville</td>
</tr>
<tr>
<td><strong>Cade Museum for Creativity &amp; Invention</strong></td>
<td>Girl Scouts of Gateway Council</td>
</tr>
<tr>
<td><strong>Center for Independent Living of North Central Florida</strong></td>
<td>Girls on the Run of Alachua County, Inc.</td>
</tr>
<tr>
<td><strong>Conservation Florida</strong></td>
<td>Haile’s Angels Pet Rescue</td>
</tr>
<tr>
<td><strong>Crisis Pregnancy Center of Gainesville, Inc. DBA: Sira</strong></td>
<td>Haven Hospice</td>
</tr>
<tr>
<td><strong>DANCE ALIVE, Inc. dba Dance Alive National Ballet</strong></td>
<td>HOPE Horses Helping People</td>
</tr>
<tr>
<td><strong>Earth Givers Inc. DBA We Are Neutral EarthShare</strong></td>
<td>Humane Society of North Central Florida</td>
</tr>
<tr>
<td><strong>Faithful Friends Pet Rescue and Rehoming, Inc.</strong></td>
<td>Jungle Friends Primate Sanctuary</td>
</tr>
<tr>
<td><strong>Florida 4-H Club Foundation, Inc.</strong></td>
<td>K9s For Warriors, Inc.</td>
</tr>
<tr>
<td><strong>Florida Camp for Children and Youth with Diabetes, Inc.</strong></td>
<td>Keep Alachua County Beautiful</td>
</tr>
<tr>
<td><strong>Florida Defenders of the Environment</strong></td>
<td>Neighborhood Housing and Development Corporation</td>
</tr>
</tbody>
</table>
Agency Role in the UFCC
Agency Role in the UFCC

Agencies are asked to:

❖ Make donor database aware of the UFCC

Epilepsy Florida

STOP! Children’s Cancer
Agency Role in the UFCC

Agencies are asked to:

- Let donors know that giving through the UFCC added 24% more to total donations in 2019

Faithful Friends Pet Rescue & Rehoming

Three Rivers Legal Services
Agency Role in the UFCC

Agencies are asked to:

❖ Use UFCC logo in newsletters and websites
Agency Role in the UFCC

Agencies are asked to:

❖ Offer to speak at unit / college events, meetings, Zooms

Florida Wildlife Care

Bread of the Mighty Food Bank
Agency Role in the UFCC

Agencies are asked to:

❖ Contact Steering Committee members - offer to speak during virtual meeting, share info

Gainesville Community Ministry  VETSPACE
Agency Role in the UFCC

Agencies are asked to:

❖ Provide a brief mission description
Agency Role in the UFCC

Agencies are asked to:

❖ Provide agency photos for UFCC website, Facebook and training use
Agency Role in the UFCC

Agencies are asked to:

❖ Provide a donation / impact correlation - what would $25 / $50 / $100 buy to support your mission?

- $50: Buys personal protective equipment for 4 Women In the Woods resource management interns
- $100: Plants one acre of long-leaf pines at an ACT Preserve
- $200: Pays for a school bus-load of Alachua County elementary school kids to receive environmental education at Little Orange Creek Nature Center
- $300: Provides one internship stipend for a Women In the Woods resource management intern
- $500: Applies critically needed prescribed fire for the restoration of ten conservation acres
- $1000: Buys one acre of imperiled wetlands for permanent conservation
Campaign Details
UFCC “ePledge” Site

UF Secure Sign-On
UFCC “ePledge” Site

Greeting / “Pledge Now”
UFCC “ePledge” Site

Donation Type
UFCC “ePledge” Site

Payroll Deduction Calculation
UFCC "ePledge" Site

Agency Designation
UFCC “ePledge” Site

Donor Preferences
UFCC “ePledge” Site

Review
UFCC “ePledge” Site

Thank You

---

<table>
<thead>
<tr>
<th>Reference Number</th>
<th>$3603-200327</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pledge Type</td>
<td>Payroll Deduction</td>
</tr>
<tr>
<td>Pay Periods Per Year</td>
<td>26</td>
</tr>
<tr>
<td>Number Of Deductions To Make</td>
<td>26</td>
</tr>
<tr>
<td>Deduction Per Paycheck</td>
<td>$249.99</td>
</tr>
<tr>
<td>Total Cont. Pledge</td>
<td>$90.00</td>
</tr>
<tr>
<td>Designated To</td>
<td>Amount</td>
</tr>
<tr>
<td></td>
<td>ACMN Clinic (Alachua County Organization for Rural Needs, Inc.)</td>
</tr>
<tr>
<td></td>
<td>Alachua Conservation Trust, Inc.</td>
</tr>
<tr>
<td></td>
<td>Alachua County Humane Society</td>
</tr>
<tr>
<td></td>
<td>Alachua County Library District Foundation</td>
</tr>
<tr>
<td></td>
<td>Alachua Habitat for Humanity</td>
</tr>
<tr>
<td></td>
<td>Total to agencies</td>
</tr>
<tr>
<td></td>
<td>Total to the Community Plans</td>
</tr>
</tbody>
</table>

Donnie, thank you for your contribution.

If you have pledged to pay with cash please print this page and deliver to your Human Resources Department.
UFCC “ePledge” Site

Acknowledgement Detail
UFCC “ePledge” Site

Employees must log on to the giving site to:

❖ Give for the first time
❖ Change their pledge amount or agency designations
❖ Stop their pledge at the end of 2020
UFCC “ePledge” Site

Employees can choose to make a pledge or select option stating “I would prefer not to donate this year.”

After choosing either option, employees should not receive future emails.
UFCC “ePledge” Site

Payroll deduction pledges roll-over to following year unless:

❖ Pledge is stopped mid-year through UF Human Resources
❖ Donor chooses not to renew in the online giving site

Gigi’s Playhouse of Gainesville
UFCC Contributions
Employees can give to the UFCC through:

- Payroll deduction
- Credit Card
- Check
- Cash
- Stock
UFCC Contributions

Employees can give to the UFCC through:

- A *designated* gift – specifying a specific agency/agencies
- An *undesignated* gift – giving to the general campaign

Girl Scouts of Gateway Council

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 more than 24%!!
An agency that received $10,000 in designated funds also received $2,400 in undesignated funds, raising their total gift to $12,400 in 2019.

In 2019, undesignated gifts increased gifts to agencies by about 24%.
Crowdrise (CrowdFunding Website)

$6,000 donated via CrowdRise in 2018 (less in 2019).
Crowdrise

UFCC emails have a button to pledge through the online portal, and a link to pay by Crowdrise.
Crowdrise

Note: Donations made via CrowdRise default to the overall campaign. Donors can specify an agency / agencies in the notes field.

Friends of the Micanopy Library

Healthy Start of NCF
Important Take-Aways

Why give through the UFCC?

Haile’s Angels Pet Rescue

Florida Camp for Children with Diabetes
Important Take-Aways

Why give through the UFCC?

- Ease of payroll deduction
- Affordability (giving a little each paycheck)
Important Take-Aways

Why give through the UFCC?

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

Hemophilia Foundation of Greater Florida

GRACE Marketplace
UFCC Fiscal Process
United Way has served as fiscal agent of the UFCC since its inception
UFCC Fiscal Process

United Way’s projected fee for the 2020 UFCC is 4.5%

Agency fee includes:

❖ Printing and postage
❖ Online giving site
❖ Credit card fees
❖ Record-keeping
❖ Distribution of funds to agencies
❖ More

Gainesville Area Rowing
UFCC Fiscal Process

The United Way also:

❖ Provides additional review of agency applications
UFCC Fiscal Process

The United Way also:

❖ Processes paper pledge cards, cash, checks, credit card and direct-bill requests
UFCC Fiscal Process

The United Way also:

❖ Distributes funds to agencies quarterly based on the amount collected from the UFCC
Campaign Responsibilities

❖ Your Steering Committee member recruited you to assist with the campaign in your unit

Meridian Behavioral Healthcare

American Red Cross
Campaign Responsibilities

- Your Steering Committee member can solicit support from your unit leadership.
Campaign Responsibilities

- Set a goal to increase your 2020 total.
- Plan individual college / unit campaign to make everyone aware of the UFCC.

North Central Florida YMCA

Early Learning Coalition of Alachua County
Campaign Responsibilities

❖ Print pledge cards for employees who do not have UF emails.
Campaign Responsibilities

- All volunteers can review this campaign training online
Campaign Responsibilities

- Collect all pledge cards, checks and cash.
If employees donate online by cash or check, they should print out the UFCC receipt. Receipt and cash/check should be given to the Steering Committee member.
Campaign Responsibilities

- Due to the COVID 19 pandemic – we will not be accepting cash at Tigert. Please convert any cash to a check.
Campaign Responsibilities

- Steering Committee member will return checks and pledge cards in an envelope with the UFCC report cover affixed.

MAIL to Community Relations by October 29th

UF Office of Community Relations
PO Box 113158
Gainesville, FL 32611
Coordinator Responsibilities

❖ Assist Steering Committee member with promotion of the campaign.

Jungle Friends Primate Sanctuary

Putnam Land Conservancy
Coordinator Responsibilities

❖ Return cash, checks and pledge cards to Steering Committee member.
“ePledge” Administrator Tool
“ePledge” Administrator Tool

Volunteers can use “ePledge Administrator” link to generate donor/giving reports and for cash / check donation collections.
“ePledge” Administrator Tool

Web Reports

1) Transaction Report
Lists all transactions during the current campaign year. Report includes all employees that have pledged along with their department.

2) Prior Year Transaction Report
This report has the details about the 2011 campaign.

3) Leadership Report
Donors who have pledged over $500 or more.

4) No Response Report
Lists all employees who have not responded/donated. They did not make a pledge or check any transaction flag (eg. Volunteer).

5) Cash Report
Contains all cash and check donations for companies with no subsidiaries.

6) Donor Choice Summary Report
The Donor Choice Summary Report lists designations to agencies by department.

7) Donor Choice Details Report for ePledge Admin
The Donor Choice Details Report lists designations to recipients by individual employee.

8) ePledge Summary Report
Provides total number of employees, % participation, average gift, dollar amount increased/decreased, % change in increased/decrease.

Choose Report

Submit
“ePledge” Administrator Tool

Processing reports may take a few minutes. Hit “Refresh” to see progress. Status box shows “Ready” when reports are finished.
“ePledge” Administrator Tool

Reports produced as Excel files.
“ePledge” Administrator Tool

Employee Search by name or UF ID#.
Campaign Resources
Campaign Resources

Campaign Website:  ufcc.ufl.edu
Campaign Resources

❖ Agency listing and contact information

❖ UFCC regulations
Campaign Resources

- UFCC materials:
  - Poster
  - Postcard
  - Donor Card
  - Pledge Card
Campaign Resources

❖ Campaign Ideas
❖ Special Event Info
❖ UFCC Training PPT
Campaign Resources

❖ Contact Info
❖ Planning and Steering Committees
❖ Agencies
❖ FAQ
Campaign Resources

- UFCC Logos
Campaign Resources

- UFCC Videos
- Donor Recognition Card
Additional Campaign Promotions
Additional Campaign Promotions

UFCC Facebook
- Campaign updates and videos
- Agency spotlights
- Special events information
- Campaign news and progress

Please Like Us!
Additional Campaign Promotions

UFCC Splash Page
Additional Campaign Promotions

UF at Work

UF Campaign for Charities invites campus community to “Give for the Gator Good”

The UF Campaign for Charities (UFCC) is the only official charitable giving drive for UF employees. Contributing to the UFCC is voluntary and can be done through cash, check, direct bill or payroll deduction.

To be eligible for the UFCC, agencies must provide programs or services in the North Central Florida area: Alachua, Bradford, Clay, Columbia, Gilchrist, Levy, Marion, Putnam, Suwanee or Union counties.

The 2015 Leadership campaign kicks off Aug. 31 and runs through September 18, and the general campaign runs Oct. 5 through Oct. 23. Your generous giving continues to make a difference to so many lives in our community here in Alachua County and beyond.

Please contact the Office of Community Relations at (352) 392-4244 for more information.
Additional Campaign Promotions

UF News
Special Events
Special Events

Organized by Steering Committee members and volunteers
Special Events

Raised > $30,000 in 2019
## Special Events

### 2019 Special Events Top Departments / Units

<table>
<thead>
<tr>
<th>Department</th>
<th>Event</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>UF Dept. of Planning, Design and Construction</td>
<td>Cornhole Tournament</td>
<td>$12,819</td>
</tr>
<tr>
<td>UF Information Technology</td>
<td>Multiple Events</td>
<td>$2,744</td>
</tr>
<tr>
<td>UF Facilities Services</td>
<td>Cookout</td>
<td>$2,700</td>
</tr>
<tr>
<td>UF Advancement</td>
<td>Tricycle Race, Jeans Days</td>
<td>$2,212</td>
</tr>
<tr>
<td>College of Medicine</td>
<td>Basket Raffle</td>
<td>$2,187</td>
</tr>
<tr>
<td>College of Dentistry</td>
<td>Book Sale</td>
<td>$1,286</td>
</tr>
</tbody>
</table>

### 2019 Special Events TOTAL: $30,927
Special Events

Dozens of events across campus
Special Events in a Pandemic

- Priority is letting your unit know about the campaign
- Stress the increased need and the fundraising challenges faced by agencies
- Be Creative!
Special Events in a Pandemic

- Virtual 5K
- Gift basket give away
Special Events in a Pandemic

- Have a virtual scavenger hunt finding Info from agency or UFCC sites with prize for first to complete
- Have a video competition – best promotional video gets a prize
Special Events in a Pandemic

- Share your ideas with us and we will post on the website for all to use
Special Events

Please Note: The sale of food on campus by anyone other than UF-authorized vendors is not allowed.

Boys & Girls Club of Alachua County

Sickle Cell Disease Association of Florida
Special Events

- Remember: Every minute spent on the UFCC benefits 100 wonderful causes
Why Give Through the UFCC?
Why Give Through the UFCC?

Campaign Messaging

❖ Ease of payroll deduction

Sira

Gainesville Circus Center
Why Give Through the UFCC?

Campaign Messaging
❖ UFCC agency review process

Windsor Volunteer Fire Department  
Special Olympics Florida
Why Give Through the UFCC?

Campaign Messaging

❖ Choice of 100 agencies with widely varied missions

Alachua County Library Foundation

The Repurpose Project
Why Give Through the UFCC?

Campaign Messaging

❖ Agencies receive portion of undesignated funds, increasing gifts by a significant amount
(In 2019, donations were increased by ~ 24%!)
Gators Volunteer
Gators Volunteer

Building on the success of Gators Give
Gators Volunteer

Connecting UF employees with volunteer opportunities
Gators Volunteer

Volunteer Opportunities

❖ UFCC-approved agencies
❖ Alachua County Public Schools
❖ On-campus opportunities

www.GATORSVOLUNTEER.ufl.edu
Gators Volunteer

Search by alphabetical order...
Gators Volunteer

Search by category...
Gators Volunteer

Search board positions...
Help us bring the Gator Good to Gainesville and North Central Florida!!

THANK YOU!!
Questions?

St. Francis Pet Care
THANK YOU!