

WE HAVE THE **GIVING GENE**

Zanette Howe, Director of Community Relations and Events
Upstate Medical University



UPSTATE

Community Giving

Campaign

Workplace
Givers for
United Way and SEFA

Express your giving gene:

www.upstate.edu/cgc

2024 Community Giving Campaign Co-Chairs



Robert J. Corona, DO, MBA
Chief Executive Officer
Upstate University Hospital



Amy Tucker, MD, MHCM
Chief Medical Officer
Associate Dean for Clinical Affairs,
Norton College of Medicine

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Part One: What is the Community Giving Campaign?

- Annual opportunity to give to the charity(ies) you choose by payroll deduction, checks and credit card
- All 12,000+ employees and retirees can give

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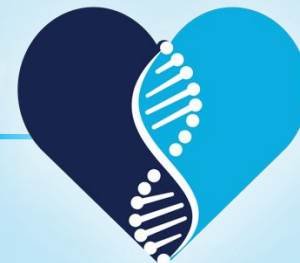
Campaign

What agencies are eligible?

- United Way of CNY (36 local agencies and 75 programs)
- SEFA agencies (1000s of nonprofits – local, regional, national and international)
- Upstate Foundation, Alumni and Advocates Funds

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CHOOSE 1 OF 3 WAYS TO GIVE:

1. Give to the United Way of Central New York.

Support 75 health and human services programs and 36 local agencies that help our local community. No fee.

2. Give to other community agencies.

Support other local, national or international agencies.
Small administrative fee to the United Way.

3. Give to the Upstate Foundation, Advocates and/or Upstate Alumni funds.

Support fund(s) that benefit patient care, research and community health programs at Upstate Medical University. Small administrative fee to the United Way.

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Campaign Dates

September 17: Community Giving Campaign Kickoff

September 23: Campaign launches

September 23 – October 4: \$100 winner every day for two weeks

October 5 – December 6: Still time to pledge

January 2025: Payroll deduction begins

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How Does It Work?

Sept. 23: Email to all employees with link to self-serve to donate

Minimum donation of \$26 per agency (\$1/pay period)

Select the agency(ies) you want to support

Note: those who gave via continuous pledging will rollover and will be notified as a courtesy reminder prior to the campaign launch on September 23. If they would like to change their pledge, they will be able to do so.

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LEADERSHIP GIVING

The United Way recognizes Upstate employees who contribute \$1,000 and above as Leadership Givers.

- **Hamilton White Level**

(\$1,000 or more for individual or couple)

- **Elizabeth Blackwell Level**

(\$2,000 or more for individual or couple)

- **Sarah Loguen Level**

(\$5,000 or more for individual or couple)



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Meghann Sandak, Chief Development Officer, United Way of CNY



UNITED WAY OF CNY REVIEW PROCESS

Step 1: Review local 501(c)3 human services agencies.

Step 2: Agencies that pass review apply for funding.

Step 3: Applications reviewed. Funding allocated.

Step 4: Funds distributed to programs.

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UNITED WAY OF CNY TALKING POINTS



- United Way of CNY has been monitoring local human needs and supporting programs for more than 100 years.
- United Way of CNY uses your donation to fund a network of services, making sure that no matter the need, there are proven programs in place to help our neighbors.
- Every dollar designated to United Way of CNY benefits dozens of local health and human services programs that serve the community. There's no administrative fee if you designate to the United Way of CNY or its affiliated agencies.

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Your donation supports 36 local agencies and 75 programs

American Red Cross of CNY
ARISE
AURORA of CNY
Catholic Charities of Onondaga County
Center for Community Alternatives
Chadwick Residence
Child Care Solutions
Contact Community Services
Elmcrest Children's Center
Food Bank of CNY
Frank H Hiscock Legal Aid Society
Hillside Children's Center

Huntington Family Centers
InterFaith Works of CNY
McMahon/Ryan Child Advocacy Center
On Point for College
Salvation Army
Samaritan Center
Syracuse Northeast Community Center
Welch Terrace Apartments
Westcott Community Center
WHOLE ME, Inc.
YWCA of Syracuse & Onondaga County
United Way of Central New York

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PART TWO: ROLE OF THE DEPT. REP

What is your role?

- Help co-workers appreciate the value of the campaign
- Encourage co-workers to donate
- Alert co-workers to prizes/incentives (Upstate's daily \$100 and United Way Step Up Challenge by starting to give, or increasing your gift, by \$1 per week—\$52 per year—and you'll be entered to win one of four grand prizes, as well as weekly prizes.
- Help co-workers navigate self-serve to pledge
- Promote campaign through electronic materials (e-mail messages and videos) that you receive from the campaign www.upstate.edu/cgc

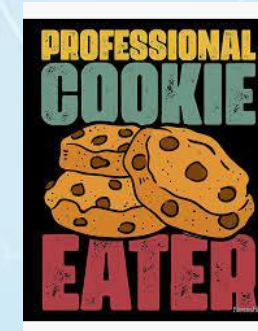
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Community Giving Campaign in the College of Health Professions Efforts to Encourage Giving:

1. Videos/Visuals-including screenshot of important image used as video link.
2. Sent emails as mail merge to make them personal with greeting by name.
3. Invited guests to speak that had a connection to our department.
4. Tabling with iPad's for on-the-spot CGC sign up
5. Utilized faculty meetings/general assembly to gather many faculty members in one space, at their planned time. Also, brought cookies
6. Planted seeds with future employees.
7. Candy grams to show gratitude



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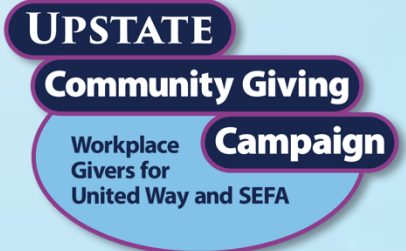
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Manage Your Team

- Before Sept. 23 (start of the campaign):
- Get the list of employees you are responsible for.
- Log onto selfserve.upstate.edu
- Click the hamburger (=), click “Community and Giving” then “Community Giving Campaign”
- Click “Your Depts” (third tab over)
- Click “Export to Excel” This is your list!*
- Check the list weekly to find out who in your dept. has responded to the campaign.
- Thank the co-workers who have responded to the campaign...and nudge those who have not made the time to give.
- *Sarah Loguen, Elizabeth Blackwell and Hamilton White givers are excluded from the list

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Cookie Promotion

If you would like a speaker from United Way of CNY or any agency or the Upstate Foundation, please, use the speaker request form on the website (available Sept. 3) with the request **one week** in advance. Speakers can present in-person or virtually.

If you have a speaker or you as a committee member/department representative promote the campaign in a meeting, you can order a tray of cookies for your meeting. Please use the cookie ordering form available on the CGC website. This promotion will run September 16 – October 16.

It is important you track attendance (form will be available on the website) at the meeting as Becca will need a copy of it to complete payment.

The cookie tray will be delivered to your area at no cost to you.

MAKE YOUR MEETING A LITTLE SWEETER!
COOKIE ORDER FORM

IMPORTANT:
Once your meeting is complete, please provide your attendance sheet to: pscir@upstate.edu

Please complete this form and email it to:
Rebecca Pesci (pscir@upstate.edu)
AND Katherine Magnarelli (magnarek@upstate.edu)

You will get an e-mail to confirm your order.

2024 COMMUNITY GIVING CAMPAIGN INCENTIVE
Department representatives: you can request a one-time order for cookies, for your department campaign promotion meeting. You must request at least four days in advance.

Department Representative Name _____



Department _____ Contact phone number _____

Cookie order date _____

Date for delivery _____ Time for delivery _____

Department delivery location _____

Number of people _____



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Campaign Challenges

- Only 13% of employees give
- Community Giving Campaign encompasses United Way agencies (36 local agencies and 75 programs), unaffiliated agencies (i.e. Francis House), SEFA agencies, Upstate Foundation, Medical Alumni Funds and Advocates

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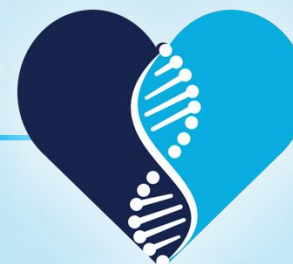


Reminders

- One-time payroll deduction option
- Paper pledges are discouraged but available on website. Must be sent from donor to United Way of CNY.
- **ROLLING OUT THIS YEAR:** Continuous giving for those who pledge payroll deduction for 26 pay periods. Your gift will continue until you change your pledge by completing a new pledge form. To discontinue your pledge, please e-mail: howez@upstate.edu.

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Resources for Campaign Reps

On September 3rd

Check out the Reps and Resources tab for for lots of great information www.upstate.edu/cgc

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THANK YOU!

Upstate Foundation Video

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