



The 2004 Columbia River/Willamette Valley Combined Federal Campaign



www.oregon.feb.gov/cfc

2004 COMBINED FEDERAL CAMPAIGN FACT SHEET

- The CFC was founded in 1961, by order of President Kennedy, as the only official means of soliciting funds for charitable causes from Federal employees. Since 1982 the U.S. Office of Personnel Management (OPM) and Local Federal Coordinating Committees (LFCC) have administered the CFC.
- The Columbia River/Willamette Valley CFC serves over 20,000 Federal employees in the following Oregon and SW Washington counties:

Oregon

Benton, Clackamas, Columbia, Gilliam, Hood River, Jefferson, Lincoln, Linn, Marion, Morrow, Multnomah, Polk, Sherman, Umatilla, Wasco, Washington, Wheeler, Yamhill

Washington

Clark, Cowlitz, Klickitat, Skamania, Wahkiakum

- Federal employees at the Office of Personnel Management, Washington, DC and the Local Federal Coordinating Committee of the Oregon Federal Executive Board, Portland, Oregon approve all charities that apply to the Columbia River/Willamette Valley CFC. All charities must meet national requirements to participate in the CFC. See www.oregon.feb.gov/cfc for details.
- There are about 400 local charities and over 1600 national & international charities listed in the 2004 Columbia River/Willamette Valley CFC contributor's guide.
- In 2003 the Columbia River/Willamette Valley CFC raised more than \$1.5 million. The participation rate was approximately 32% of all eligible employees in the area. The CFC sends almost all of what it collects to the designated charities. In 2003 only 6% was spent on administrative costs (contributor's guides, pledge forms, accounting and banking services, and related campaign administration expenses).
- The local 2004 campaign period will run from October 1 through November 12th. Agencies are encouraged to conduct a two to three week campaign period and to inform all employees about the CFC without coercing anyone.

CFC contributors are also asked to designate contributions to specific charities using the assigned four-digit codes. Contributions that are not designated will be fractionally distributed to all charities that receive designated contributions. In 2003 undesignated contributions would have been shared among 1000 charities. Distributing one person's contribution to 1000 charities raises the overhead cost of processing payments, so CFC Coordinators should encourage employees to make only designated contributions.



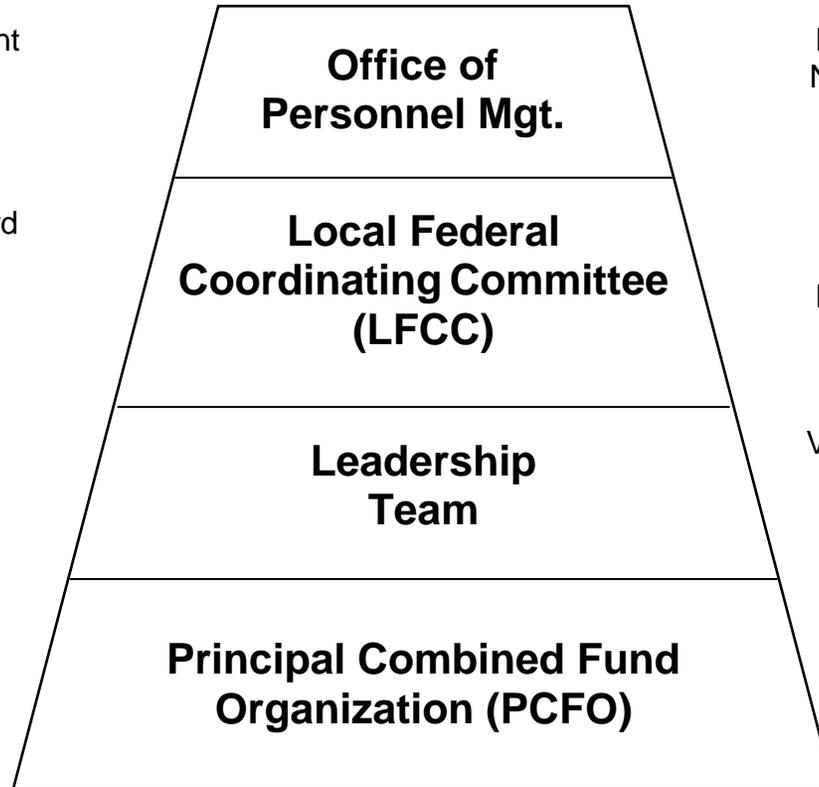
Organization Chart

Office of Personnel Management
Washington, DC

Oregon Federal Executive Board
Portland, Oregon

Federal Leaders
Oregon and SW Washington

Non-profit organization
or federation
(United Way of the
Columbia-Willamette)

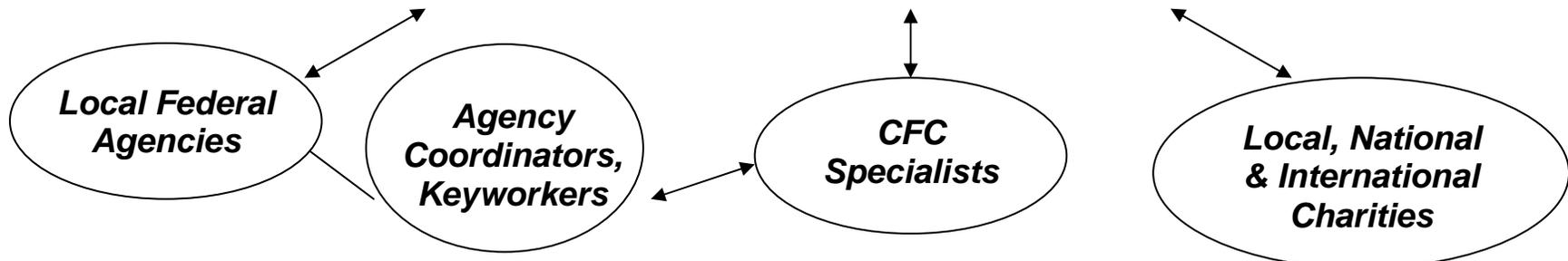


Regulations, timelines, guidance
National list, final appeals, audits

Approve local CFC budget
Contract with PCFO
Review local charity applications
CFC monitoring & oversight

Visible federal agency leadership
Make local campaign decisions
Liaison with agency executives

Manage campaign elements
Collect contributions
Account for & distribute funds
Hire CPA to perform CFC audit





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COMBINED FEDERAL CAMPAIGN (CFC) – KEY MESSAGES for 2004

- The Combined Federal Campaign is administered by the Office of Personnel Management as a convenience for federal employees and their employers (see www.opm.gov/cfc). Jim Johnson, USPS, is the 2004 Columbia River/Willamette Valley CFC Leadership Team Chair. Jim likes to emphasize to employees that the CFC offers convenience, choice and confidence. That is...
- The CFC provides the convenience of payroll deduction. The CFC gives employees a choice of more than 2000 participating charities. And CFC contributors have the added confidence of knowing that all charities have been approved by a team of federal employees according to national standards administered by the Office of Personnel Management.
- Charities that receive employee contributions through the CFC provide vital services to help meet the needs of people, animals and the environment. The contributor's guide lists all participating CFC charities along with a 25-word description of the services offered by each charity. The Columbia River/Willamette Valley CFC web page is www.oregon.feb.gov/cfc and it contains a searchable directory of the charities listed in our 2004 CFC contributor's guide. Questions about the CFC that cannot be answered by local CFC Coordinators should be addressed to the people listed on that web page.
- CFC contributions can be designated to specific charities listed in the 2004 Columbia River/Willamette Valley contributor's guide. Simply enter a four-digit code (or codes) listed in the guide on the 2004 Columbia River/Willamette Valley CFC pledge form. Charities not listed in that contributor's guide cannot be entered on the 2004 Columbia River/Willamette Valley CFC pledge form.
- The Columbia River/Willamette Valley CFC spent about six cents of every dollar donated by employees in 2003 to pay for campaign costs. Those costs included the contributor's guide, other campaign materials for 20,000+ employees and the accounting/financial services required to process more than \$1.5 million to more than 1000 designated charities. So about 94% of the amount contributed was passed on to the charities as designated on the 2003 CFC pledge forms. That percentage is expected to be very similar for the 2004 campaign.
- The Combined Federal Campaign is the largest work-place giving campaign in the world and it has been operating since 1961 with a proven record for efficiency. CFC charities have to spend less on marketing and fundraising to individuals, thus it helps lower their overhead and enable them to spend more on their services. Every contribution will help "Build Your Community."



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CAMPAIGN ELEMENTS THAT WILL HELP “BUILD YOUR COMMUNITY”

Get an endorsement (memo, email message, personal comments) from a senior organization official to use organization facilities to conduct a campaign (staff meetings, post signs, use email system, challenge another federal organization, etc.)

Set a campaign goal to inform all employees (personally “ask” every employee to consider supporting the CFC and give every employee a CFC pledge form)

Establish a short campaign period (1-2 weeks) for posting signs, distributing pledge forms, etc.

Form a campaign team so that all employees can be personally “asked” to contribute

Conduct employee meetings to inform and educate everyone about the 2004 CFC

Invite charity speakers to the employee meetings to describe the impact of the CFC contributions, and/or arrange site visits for employees to local charities. Share your own story about why the CFC is important to you and/or why you contribute.

Review the benefits of giving through the CFC – payroll deduction is easy, charities are approved annually, CFC activities can be linked to employee/community events

Include incentives and fundraising events to encourage participation – make the CFC FUN!

Be prepared to answer questions about the CFC even if that means simply referring the person to CFC contacts listed at www.oregon.feb.gov/cfc or in the contributor’s guide.

Say “THANK YOU.” Thank all employees for their time and consideration. This can be done personally or through your organization’s communication channels (e-mail, bulletin boards, etc.)

Share the final results of your campaign with all employees.

Have fun and challenge yourself to learn and use new skills.

Remember, only about 33% of all employees contribute to charities through the CFC. Of those that don’t, most say that they were not personally asked to do so. Try to make a “personal” ask. Also ask people to return a pledge form marked “no thanks” if they choose not to contribute. A returned pledge form means that they have decided and they no longer need to be contacted about the CFC schedule and they are less likely to feel coerced.



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2004 CFC PLEDGE FORM PROCESSING

Pledge Forms:

1. Separate cash & personal checks, payroll deductions and fundraisers into three bundles.
2. Ask contributors to print their name, agency name, four-digit charity codes and all other entries CLEARLY on their pledge form. Also ask contributors to use only the four-digit codes listed in the 2004 Columbia River/Willamette Valley CFC contributor's guide to designate dollar amounts to specific charities. No other codes will be accepted. More than one pledge form can be completed if someone wants to contribute to more than five charities.
3. Undesignated contributions will be fractionally distributed to every charity that is designated by any of the nearly 7,000 donors in our local campaign. In the 2003 CFC, undesignated contributions had to be fractionally distributed to nearly 1000 charities. So please consider making only designated contributions to help minimize the costs of administering the CFC.
4. Please ensure that the amount indicated as total deducted from payroll and the total of designations to charitable organizations are equal.
5. If donors are pledging by payroll deduction, they MUST sign their form.
6. If donors wish to be acknowledged, they must write in their home/e-mail address.
7. For fundraising dollars, fill out a separate pledge form and write in "FUNDRAISER" across the top along with your agency name, the total dollars on the cash/check line, and the 4-digit code of the charity or charities being designated.
8. If an organization uses HR-Links on-line pledging, do not submit a paper pledge form.

Report Envelopes:

1. Please ensure that the totals written on the cover of the report envelope for cash & checks, payroll deduction and fundraising dollars match the envelope contents.
2. Do not seal the envelope until a CFC Specialist has a chance to review the contents as well. Agency Coordinators please print your name and phone number on the front of the envelope, then you and the CFC Specialist can both sign the envelope before sealing it.

Other:

Please fax (503-226-9560) or e-mail to Lenny Logan at United Way (LennyL@unitedway-pdx.org) the name of your federal agency, the primary contact in your Payroll Department, and a sample of one of your office's payroll checks with your agency code visible (you may black out any personal information). This information is used to track payments from pay centers.



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2004 CFC PARTICIPATING CHARITIES

Participating CFC charities are encouraged to attend CFC orientation/training sessions conducted by the Oregon Federal Executive Board, serving as the 2004 CFC Local Federal Coordinating Committee. Sessions will be held on the following dates:

Tuesday, August 31: 8:30-11:30 a.m., USPS Downtown, Pendleton
Thursday, September 2: 8:30-11:30 a.m., Portlandia Bldg., Portland
Tuesday, September 14: 8:30-11:30 a.m., BLM, Salem
Thursday, September 16: 8:30-11:30 a.m., Federal Highway, Vancouver

Participating charity representatives will have the opportunity to meet federal agency CFC Coordinators/CFC Specialists and review the 2004 CFC campaign calendar that will guide the activities of federal agencies. Charity representatives can also briefly identify what specific level of services their organization can provide with a financial contribution of \$10, \$20, \$50 or more.

Charity representatives can further influence 2004 CFC operations and activities by participating in agency CFC meetings/information fairs and, when invited, to participate in other events sponsored by federal agencies. Perhaps the most important steps charity representatives can take are:

to disclose their 4-digit code when making employee presentations
to identify the page number in the guide where the code can be found

Other questions about the 2004 CFC should be addressed to the people listed in the footer on the bottom of this page.

Local Federal Coordinating Comm.

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Principal Combined Fund Organization

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