



**Steps to Success:  
2011 Chairperson/Keyworker Guide**

## **Preface**

*This packet was put together to assist you with your very important task of asking your fellow employees to give a portion of their pay to some very worthy causes and organizations. Whether you are a veteran or new chairperson/keyworker, your hard work and accomplishments are critical parts of the overall team effort to meet the 2011 goal for the North Coast Combined Federal Campaign. **Thank you in advance for making this year's campaign a success!***

## **Step #1** **FACTS ABOUT CFC**

The more that you know about the CFC and its agencies, the easier your job will be. That is why you need to know some facts about your campaign.

- Annual fund raising drive established by President John F. Kennedy in 1961.
- The drive is conducted by Federal employees in their workplace each fall. Each year, Federal Employees and military personnel raise millions of dollars that benefit thousands of non-profit charities.
- The mission of the CFC is to support and promote philanthropy through a program that is employee focused, cost-efficient and effective in providing all Federal Employees the opportunity to improve the quality of life for all.
- You can give with confidence because the CFC includes only charities that are financially accountable and effective. Every year, thousands of charities are carefully reviewed by your fellow employees.
- Your local CFC office is the North Coast Combined Federal Campaign. The territory includes Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Harrison, Holmes, Jefferson, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, Tuscarawas and Wayne counties in Ohio; and Erie, Crawford and Warren counties in Pennsylvania.
- The CFC is like a department store for charities. Charities in the CFC serve virtually every area of humanitarian needs: international relief and development, environmental protection, medical research and health care, hunger and homelessness, education and leadership training, family and community development, arts, culture and recreation, human rights and justice, special programs for women, children and minorities and the disabled, and many more.
- It offers easy, convenient one-stop shopping. To give, just choose the charities you wish to support – find the designation number code in the contributor's guide – complete and sign the pledge card – and return it to your Chairperson/Keyworker. In the upcoming January, your donation will be deducted automatically from your paycheck for the next twelve months and sent to the charities you selected.
- The CFC pledge card has room for up to five different charities. This allows you to support the charities and humanitarian causes you care most about. For example you could distribute your gift among local, national and international charities or among a combination of secular and religious-affiliated charities. To ensure your donation goes to the charity you wish to support, designate your gift by specifying the code number(s) on the CFC pledge card.

## **Step #2**

### **WHY PEOPLE GIVE?**

Many people have difficulty getting started with solicitation because they are uncomfortable asking for donations. This is natural. Remember you are not asking for donations for yourself, but for a cause, which benefits others every day. When you ask a fellow employee to make a CFC pledge, both of you are helping to make our world a better place for everyone to live and work

The following are some of the most common examples as to why people give.

1. **Because they are asked.** People are willing to give to charity and contribute to the goodwill of mankind. **YOU MUST ASK!**
2. **Because you are liked and trusted.** Many people make a contribution based solely on the fact that they like a person associated with the campaign. Your attitude and personality speak volumes!
3. **They believe in improving the quality of life.** People get involved in their communities and want the programs to continue.
4. **It's easy to make a contribution.** PAYROLL DEDUCTION.
5. **For recognition.** All of us have a need to be thought of, remembered or admired by friends and members of a community.
6. **Peer Pressure.** All of us have a need to belong.
7. **Belief in an organization's goals.** A person touched by an organization often wants to reciprocate. They either know someone who has been helped or they have received help from an agency supported through the CFC.
8. **An intense interest in a particular program.** Everyone has a passion for a particular program.
9. **It's good business.** A giving community makes for a healthy community and that's good for business.
10. **It's sound financial planning.** Contributions are tax deductible if a donor itemizes. Remind donors to keep their receipt for tax purposes.

### **Step #3**

## **REASONS & SUGGESTED RESPONSES FOR PEOPLE WHO DON'T GIVE**

### **My spouse already gives**

**Response:** That's great. However, each of us needs to individually share the responsibility of supporting our charitable community.

### **I give to my own charities**

**Response:** Did you know that if you give through CFC you can leverage your donated dollars so that it is possible that your charity will receive additional dollars?

### **I don't want my money to go to people who don't want to work**

**Response:** I understand. There are over 2,000 agencies listed in our contributor's guide, and if you designate directly to one of those agencies that's where your money will go.

### **I don't know where my money is going**

**Response:** You can designate directly to an agency and that's where your money will go. If you so desire, the agency will send you an acknowledgement.

### **I don't believe the agencies need the money**

**Response:** On average, charitable agencies receive 80% of their funding from private sources, such as you and me.

### **I haven't had time to go through the contributor's guide**

**Response:** I can help you do that right now. What are your interests?

### **I don't like my boss**

**Response:** Your boss won't get any of the dollars you donate. More importantly, this campaign isn't about your boss. It's a campaign that benefits everyone.

### **I don't have any extra money**

**Response:** It's a sacrifice to give. There are many people that have less than we do.

### **I live outside the county**

**Response:** The agencies listed in the contributor's guide cover twenty counties. Additionally, some agencies are national and international agencies.

### **I give to my church**

**Response:** That's great, then you know how important it is to be charitable. Would you please consider including our CFC agencies in your charitable giving?

### **I don't use any of those agencies**

**Response:** You've been very fortunate. Let's not forget the people that do need these agencies. Statistics are that 1 in every 4 people will need some type of service, that could be you or me.

### **I tried to get help in the past and they wouldn't help me**

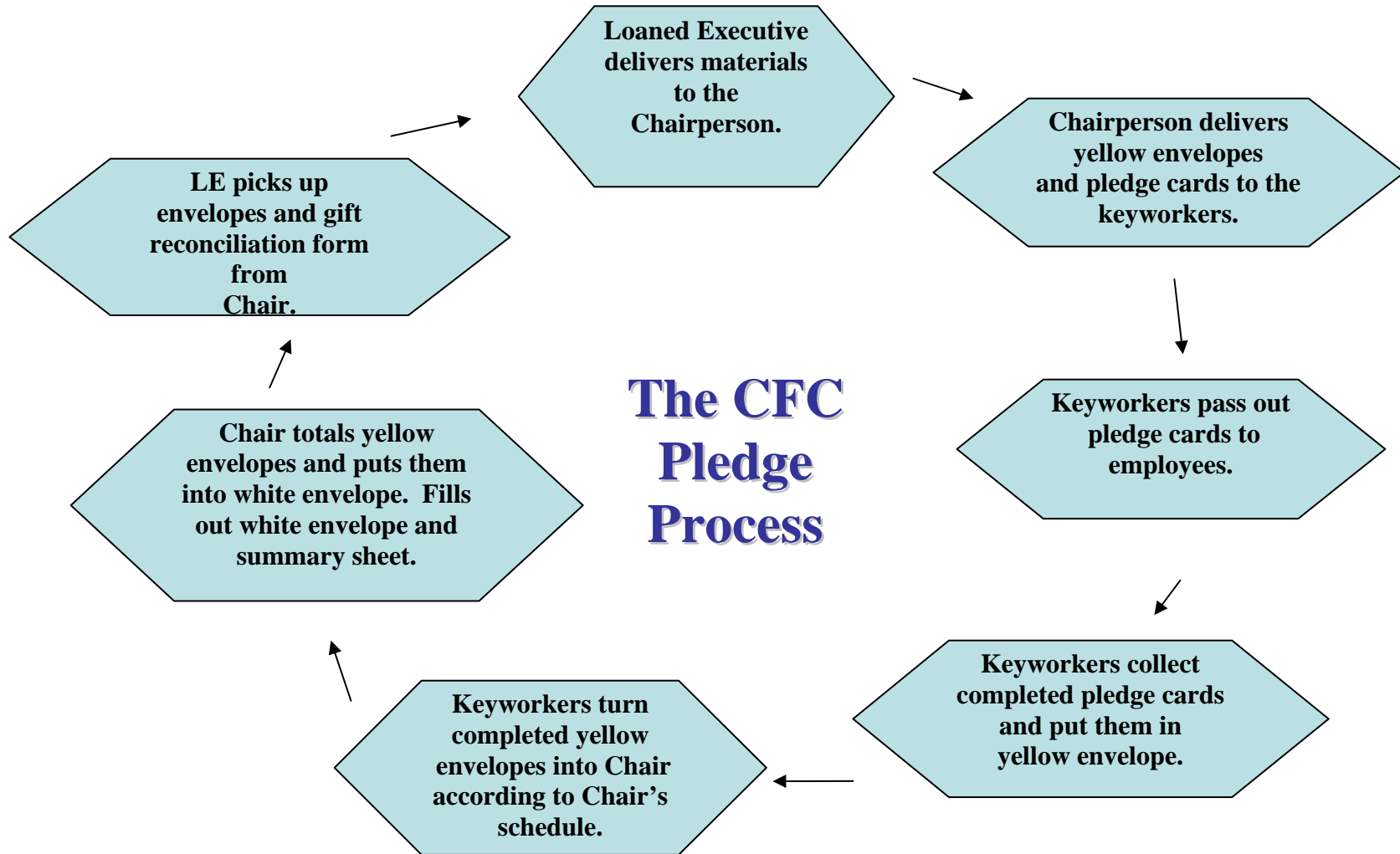
**Response:** Can you tell me who and why? Some agencies are set up to assist those below a set income level. Unfortunately, they don't have enough money to help everyone. However, medical research and environmental protection agencies help everyone.

## **Step #4**

### **THE CHAIRPERSON/KEYWORKER OBJECTIVES**

- **Plan Your Campaign** - Start Early – Develop a Plan – Gain Leadership Commitment - Recruit a Campaign Team - Promote Your Campaign - Be Creative • Kick-offs • Events • Posters • Newsletter Articles • E-mail Reminders • Trivia Contests
- **100% Awareness** - Ensure that each person is informed of the benefits and value of contributing through the CFC. Contributions can be given via cash, check or payroll deduction.
  - The suggested ratio for **employees to keyworker** is **25:1**. When you start, contact the people you know best. This will build your pattern of success.
  - **Encourage payroll deductions.** Payroll deduction gifts are easy and convenient because they are paid throughout the year. Therefore, people are able to give more by this method. Gifts are a personal decision. Yet you can remind others that even a small increase of as little as \$1 or \$2 per pay period will create a meaningful impact.
  - **Each person** within your agency should be contacted and given the opportunity to participate in the CFC by being provided a **pledge card** and access to a **contributor's guide** (a copy of the contributor's guide can also be found at the donors section online at [www.northcoastcfc.org](http://www.northcoastcfc.org)).
  - **People give to people.** Set up a face-to-face meeting to ask for a pledge from those who may not have been present during your group solicitation; don't leave the pledge cards on the potential donor's desk. The number one reason people do not make a contribution is because they were never personally asked!
- **Be Prepared for Questions and Concerns** - People want to know that their money is being used wisely and may have questions about CFC. Refer to the frequently asked questions listed in this Chairperson/Keyworker Guide or contact your Loaned Executive for more information.
- **Attend All Campaign Activities** - Chairperson/Keyworkers should try to attend all events – training, the kickoff, the agency fair, group meetings, and the awards event.
- **Collect All Pledge Cards** - Collect and review all pledge cards to ensure the pledge card is complete and legible on all copies, mathematical calculations are correct, the payroll copy is forwarded to payroll (for payroll deduction contributions only), the contributor's copy is detached and forwarded to the donor, and the information is completed if the donor wants to be recognized as a Pacesetter and/or Leadership Giver in the 2011 CFC Contributor's Guide.
- **Prepare Keyworker/Chairperson Envelopes** - Completely verify all cash, check, confidential (**do not open**), and payroll deduction pledges and the totals of each. Keep cash and check contributions with their corresponding pledge card for verification. Fill out the Leadership Gift Reconciliation Worksheet for donors who meet each category.
- **Report Results** - Turn in envelopes and Leadership Gift Reconciliation Worksheet to your assigned Loaned Executive. Provide your agency employees with results of your agency's campaign status.
- **Distribute Gifts & Say "THANK YOU"** - Distribute Pacesetter/Leadership gift(s) to donors who met set guidelines.

**Step #5**  
**The Process**



## Step #6 THE PLEDGE CARD

*(Please note: You will find this section on the left hand side when you open the pledge card)*

**Ensure the top 4 boxes below are completed if contributor has donated at a Leadership Giving Level, even if they do not want to be recognized in the 2012 Contributor's Guide.**

### STEP UP!

#### CFC Leadership Giving

Being a leader in the CFC makes a lot of people feel good.

- ★ Your LFCC has established levels of Leadership Giving.
- ★ Special recognition items will be given to Leadership Givers who contribute at the Beacon of Light, Millennium Club, Super Eagle, Eagle and North Coast levels.
- ★ All donors contributing at a Leadership Giving Level who want to be listed in the 2012 CFC Contributors Guide should indicate the desired spelling of their names in the spaces provided on this page.
- ★ An increased gift reaches even more people that need our help.

**Beacon of Light** is \$2,500 or more  
(Minimum Gift Per Pay of \$96.16 Civilian)  
(Minimum Gift Per Month of \$208.34 Military)

<p><b>Millennium Club</b> is \$1000 to \$2,499 (Minimum Gift Per Pay of \$38.47 Civilian) (Minimum Gift Per Month of \$83.34 Military)</p>	<p><b>Eagle Level</b> is \$500 to \$749 (Minimum Gift Per Pay of \$19.25 Civilian) (Minimum Gift Per Month of \$41.67 Military)</p>
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<p><b>Super Eagle Level</b> is \$750 to \$999 (Minimum Gift Per Pay of \$28.85 Civilian) (Minimum Gift Per Month of \$62.50 Military)</p>	<p><b>North Coast Level</b> is \$250 to \$499 (Minimum Gift Per Pay of \$9.62 Civilian) (Minimum Gift Per Month of \$20.84 Military)</p>
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No matter what you choose to give, that gift will always make a difference. **Thank you for caring.**  
*Your Local Federal Coordinating Committee*

#### Donor Recognition

Please complete the following if you contribute at a Leadership Giving Level

Last Name	First Name
Command / Organizational Unit	
Work Telephone	
Annual Gift	

Print name as you would like it to be listed in the 2012 CFC Contributors Guide

- Pacesetter
- I do not desire to be listed in the 2012 CFC Contributors Guide

**Contributor checks this box if he/she DOES NOT wish to have their name listed in the 2012 Contributor's Guide.**

**Completed by the contributor for publication in the 2012 CFC Contributor's Guide ONLY if contributor wishes to be listed**

# PAYROLL COPY

**2011 NORTH COAST  
COMBINED FEDERAL CAMPAIGN**

Be sure to select proper gift level (if eligible).

Check box if you DO NOT wish to receive a leadership gift (if eligible).

Enter CFC code for your Federal Agency.

SSN/Employee ID required for payroll deductions \*

Beacon of Light  
 Millennium Club  
 Super Eagle

Eagle  
 North Coast  
 I do not elect a gift

CFC Campaign No. **0684** City/State Code: **39 1680**

**ATTENTION PAYROLL OFFICES:**  
 Only use this number to identify the local campaign.

PRINT NAME (LAST) <b>Giver</b>	FIRST <b>Ima</b>	MIDDLE INITIAL	CHECK (if applicable) <input type="checkbox"/> Civilian <input type="checkbox"/> Military	FEDERAL AGENCY AND OFFICE	SOCIAL SECURITY NUMBER/EMPLOYEE ID
WORK ADDRESS & ZIP CODE					WORK PHONE ( )

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL <small>Branch of Service?</small>		X 12 months	\$
CIVILIAN PAYROLL	\$60.00	X 26 pay periods	\$ \$1560.00

Cash/Check Amount: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_  
(make check payable to the Combined Federal Campaign)

Date of Contribution: \_\_\_\_\_

CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

**CHARITY CODE**

1	2	3	4	5	ANNUAL AMOUNT
					390
6	7	8	9	3	390
7	2	6	9	9	390
4	7	8	3	5	390

DESIGNATED GIFT: To designate one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their pledges.

**INFORMATION RELEASE (OPTIONAL)**

Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email.

Home Address \_\_\_\_\_

Personal Email Address \_\_\_\_\_

In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

**PAYROLL DEDUCTION AUTHORIZATION**

I hereby authorize any agency of the United States Government by which I may be employed during 2012 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2012 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

SIGNATURE Ima Giver DATE 9/14/2011

PLEASE USE BALLPOINT PEN AND WRITE FIRMLY

COPY #1 - PAYROLL OFFICE

Contributor completes this box if they want name & address released to the designated organization(s).

Don't forget to sign and date if using payroll deduction!

**AVOID COMMON PLEDGE CARD MISTAKES:**

- Be sure to make proper selection between “Civilian” and “Military.”
- When calculating total pledge amount, remind donors to check their payroll intervals (12 months or 26 pay periods).
- The total for the individual charities selected by donor should equal the total for the related Pay Periods unless the donor wants the remainder to go to undesignated funds.
- Verify donor has kept *contributor's copy* (last page) of pledge card for tax records. The *payroll copy* should be forwarded to payroll on payroll deduction pledges only. Refer to right edge of pledge card for correct copy.
- \*Check for signature and SSN (or employee ID) on payroll deduction pledge cards. Note: SSN is blacked out on other copies of the pledge card.
- Make sure your Federal Agency code is on the pledge card.
- Checks should be made payable to the “Combined Federal Campaign” not the charity.

**Step #7**  
**LEADERSHIP GIFT RECONCILIATION WORKSHEET**

1. Please do not place this form in either the keyworker or chairperson envelope.
2. Keep a copy of this page so you know who should receive the gift when your LE delivers the gifts.

Place this sheet in a separate envelope together with any completed Donor Recognition Forms you've received.  
 (Donor Recognition forms are located on the reverse side of the pledge card cover.)

Organization Name: Federal Agency Department

Keyworker Name: Bob Jones

Date: Oct. 15, 2011

Chairperson Name: Jane Williams

Date: Oct. 20, 2011

DONOR NAME	PACESETTER SEPT 14 - OCT 8 Lapel Pin	NORTH COAST \$250 - \$499 Cup W/ Spoon	EAGLE \$500 - \$749 Bank W/ Counter	SUPER EAGLE \$750 - \$999 Lunch Kit	MILLENNIUM \$1000 - \$2499 Trunk Organizer	BEACON OF LIGHT \$2500 & Above Cross Pen
<b>G. Richards</b>	x				x	
<b>T. J. Price</b>				x		
<b>M. Knox</b>	x					

## Step #8:

# KEY WORKER ENVELOPE

**ENVELOPE No.** \_\_\_\_\_ **of** \_\_\_\_\_

### NORTH COAST COMBINED FEDERAL CAMPAIGN KEYWORKER REPORT ENVELOPE

AGENCY NAME \_\_\_\_\_ AGENCY CFC CODE No. \_\_\_\_\_

KEYWORKER \_\_\_\_\_ REPORT NO. \_\_\_\_\_

LOCATION \_\_\_\_\_ PHONE \_\_\_\_\_

DATE \_\_\_\_\_ CHECK HERE IF FINAL REPORT

**INSTRUCTIONS**

- 1) KEYWORKER REPORTS ARE TO BE PREPARED AND SUBMITTED TO THE AGENCY CHAIRPERSON WEEKLY - TO REACH HIM/HER EACH THURSDAY DURING THE CAMPAIGN
- 2) DO NOT SEAL
- 3) DELIVER TO: AGENCY CHAIRPERSON

**Section A.**

Total No. employees giving this report \_\_\_\_\_

Total No. employees giving this report by Payroll Deduction \_\_\_\_\_

**Section B. CONTENTS OF THIS REPORT ENVELOPE ONLY**

	Verification	Verification
No. of Pledge Cards	_____	_____
No. Confidential Envelopes	_____	_____
Cash .....	\$ _____	_____
Checks .....	\$ _____	_____
Payroll Deductions .....	\$ _____	_____
<b>TOTAL .....</b>	<b>\$ _____</b>	_____

**CHAIRPERSON VERIFICATION**

Cash \$ \_\_\_\_\_

Checks \$ \_\_\_\_\_

Payroll Deduction \$ \_\_\_\_\_

**TOTAL CONTRIBUTION** \$ \_\_\_\_\_

Initials \_\_\_\_\_ Date \_\_\_\_\_

**CENTRAL RECEIPT & ACCOUNTING VERIFICATION**

Cash \$ \_\_\_\_\_

Checks \$ \_\_\_\_\_

Payroll Deduction \$ \_\_\_\_\_

**TOTAL CONTRIBUTION** \$ \_\_\_\_\_

Initials \_\_\_\_\_ Date \_\_\_\_\_

### AVOID COMMON KEYWORKER ENVELOPE MISTAKES:

- Do not open Confidential Envelopes.
- Do not seal the Keyworker Envelope.

Do not put anything in this area!

Step #9

**CHAIRPERSON SUMMARY**

Your Federal Agency's official name

This number must be the same as the number on the Chairperson Envelope.

NORTH COAST COMBINED FEDERAL CAMPAIGN

**No 5000**

CHAIRPERSON SUMMARY # \_\_\_\_\_

AGENCY NAME \_\_\_\_\_ CFC CODE # \_\_\_\_\_

Agency CFC code is given to you by your LE

CHAIRPERSON \_\_\_\_\_ PHONE # \_\_\_\_\_ DATE \_\_\_\_\_

Follow these key steps with each submission!

1. Prepare three-part summary form.
2. **DO NOT PREPARE ON A CUMULATIVE BASIS.**
3. Retain pink copy for your records.
4. Clip white & yellow copies to outside of envelope.
5. Return sealed envelope to your Loaned Executive.

# Pledge Cards \_\_\_\_\_  
 # Conf. Envelopes \_\_\_\_\_  
 # Summary Env. \_\_\_\_\_  
 # Emp. Giving \_\_\_\_\_  
 # Payroll Ded. \_\_\_\_\_

**SEND PAYROLL OFFICE COPY OF PLEDGE CARD TO YOUR PAYROLL OFFICER!**

**CONTENTS OF REPORT ENVELOPE**  
 Cash \$ \_\_\_\_\_  
 Checks \$ \_\_\_\_\_  
 Payroll Deductions \$ \_\_\_\_\_  
 TOTAL \$ \_\_\_\_\_

**FOR PCFO USE ONLY:**

Loaned Executive \_\_\_\_\_   
 CFC Office \_\_\_\_\_   
 Central Receipt Office \_\_\_\_\_

# Pledge Cards – Total number of pledge cards from all Keyworker Envelopes in this submission  
 # Conf. Envelopes – Total number of Confidential Envelopes (sealed envelope –do not open) in this submission. The amount will be added when audited. Your LE will provide you with results.  
 # Summary Env. – Total number of Keyworker envelopes included in this submission.  
 # Emp. Giving – Total number of employees giving using payroll deduction, cash, and check.  
 # Payroll Ded. – Total number of pledge cards using payroll deduction in this submission.

Step #10  
**CHAIRPERSON ENVELOPE**

№ 5000

ENVELOPE No. \_\_\_\_\_ of \_\_\_\_\_

Your  
Federal  
Agency's  
official  
name

**NORTH COAST COMBINED FEDERAL CAMPAIGN  
CHAIRPERSON ENVELOPE**

Agency CFC code is  
given to you by your  
LE

AGENCY NAME \_\_\_\_\_ CFC CODE # \_\_\_\_\_

CHAIRPERSON \_\_\_\_\_

PHONE# \_\_\_\_\_ DATE \_\_\_\_\_

Phone number where  
you can be reached to  
resolve any questions.

**CONTENTS OF REPORT ENVELOPE**  
*Please limit this report to 100 pledge cards.*

These three (3) lines are for the  
total number of pledge cards  
and the associated dollar totals  
for the pledges by Payroll  
Deductions, Cash, and Checks  
respectively.

Indicate total number of  
confidential envelopes.

	No. of pledge cards	Amount enclosed
Payroll Deductions		\$
Cash		\$
Checks		\$
No. of confidential envelopes enclosed		
Amount in Special Events Proceeds		\$
<b>TOTAL CONTRIBUTIONS THIS REPORT:</b>		\$

Indicate total  
dollars from all  
special events  
being reported  
in the period.

**INSTRUCTIONS**

- Each Chairperson Envelope must have a Chairperson Summary attached.
- Keep the pink copy of Chairperson Summary as your receipt when giving report envelope to Loaned Executive.
- Any questions regarding preparation of this report envelope, please call the CFC Office at (216) 436-2021.

Revised 09/02  
CFC-020909/1.5M

**AVOID COMMON CHAIRPERSON ENVELOPE MISTAKES:**

- Verify contents and calculations of Keyworker Envelopes – math errors are common.
- Do not open confidential envelopes.
- Send payroll copies of pledge cards to Payroll by mid-December to ensure payroll deductions will start in January 2011.
- Do not seal Leadership Gift Reconciliation Worksheets in envelope – envelopes are not opened until they are audited, which may take several weeks. Attch to outside of envelope.
- Place filled out front covers of pledge card in separate envelope. Attach to outside of envelope.
- Make sure the numbers on the Chairperson Summary and Chairperson Envelope match.

**Step #11**  
**2011 campaign**

**2011 NCCFC Calendar**

Campaign Solicitation	9/14/11 – 12/15/11
Campaign Kickoff	9/14/11
Pacesetter Campaign	9/14/11 – 10/7/11
Midterm Event	11/15/11
Close of Campaign	12/15/11
CFC Awards Ceremony	1/24/12

Additional information can be accessed via our website at [www.northcoastcfc.org](http://www.northcoastcfc.org).

**2011 NCCFC OVERALL GOAL**

**\$2,300,000**

**2011 CAMPAIGN THEME**

**“STEP UP”**

**PACESETTER CAMPAIGN**

The Pacesetter Campaign portion of the North Coast Combined Federal Campaign (NCCFC) takes place over the first three weeks (September 14, 2011 – October 7, 2011) of the campaign.

The North Coast Pacesetters consist of two types: Institutional and Individual. Institutional Pacesetters are those Federal agencies and departments that attempt to boost the campaign by setting the initial pace as a group with early contributions. Individuals Pacesetters are Federal employees in any department who choose to make their pledges and donations during the established Pacesetter period. This year's Pacesetter goal is **\$1 Million**.

Encourage your agencies to give early! Pacesetter Agencies are formally recognized.

**Individual Pacesetters will receive:**

- CFC Lapel Pin
- Recognition in year 2012 Contributor's Guide (optional)
- Entry into CFC drawing
- Thank you gift if donation is at a Leadership Level

## **NCCFC LEADERSHIP GIVING**

### Leadership Giving Levels

North Coast Level	\$250 to \$499	Cup w/Spoon
Eagle Level	\$500 to \$749	Bank w/Counter
Super Eagle Level	\$750 to \$999	Lunch Kit
Millennium Level	\$1,000 to \$2,499	Trunk Organizer
Beacon of Light Level	\$2,500 or more	Cross Pen

Gifts are provided as small gestures of thanks for the continued support of Leadership Givers. All available means have been used to obtain these mementos at minimum cost. Perennial donors have responded positively and some proudly display these items in their work areas.

## **Step #12**

### **ANSWERS TO FREQUENTLY ASKED QUESTIONS**

#### **WHAT IS THE ADMINISTRATIVE COST OF OUR COMBINED FEDERAL CAMPAIGN?**

Last year the total administrative and fund-raising expense for our CFC was 11.2% of dollars raised from the campaign.

#### **ARE CONTRIBUTIONS TAX DEDUCTIBLE?**

Yes. For one-time donations under \$250 and payroll deduction pledged under \$3,000, your payroll stub or canceled check is acceptable to the IRS. Donors giving more than \$250 will receive written confirmation.

#### **WHY SHOULD I SUPPORT THE CFC?**

Because each agency has been certified by a committee of Federal employees ensuring its legitimacy. A unified CFC Campaign can raise more funds for charitable agencies than can be raised through unorganized direct giving. CFC success eliminates thousands of disruptive solicitation calls that would otherwise be occurring throughout the ten plus months the rest of the year.

#### **I NEVER USE AGENCY SERVICES, SO WHY SHOULD I GIVE?**

You never know when you, a member of your family, or a neighbor may need the services of the CFC. Job loss, loss of a loved one, illness, disabilities, family problems, mental disorders and the problems of growing up and growing old know no boundaries. Your gift helps ensure that CFC services are available when they're needed. Anyone who has been involved in Scouting, taken a Red Cross first aid course, learned to swim at the YMCA, or breathed cleaner air has been served by a CFC agency.

#### **WHO DETERMINES WHERE MY CONTRIBUTIONS GO?**

You do! By law, if you designate, your gift MUST go to that charity. But you must choose from the approved list of over 2,000 agencies. Write-ins are not permitted. Simply enter the five-digit charity code listed in the contributor's guide for the charity of your choice.

#### **WHAT IF I DO NOT DESIGNATE?**

Undesignated donations will be distributed among the charities in the same proportion that the charities received designated contributions from other Federal Employees. Charities that do not receive designations will receive no money from the campaign. To be sure that your money supports only those charities that complement your views, you should designate your contribution.

#### **WHAT IF I CAN'T AFFORD TO GIVE RIGHT NOW?**

You don't have to pay all at once. Pledge your gift through payroll deduction and spread small payments throughout the year. Deductions don't begin until the upcoming January.

#### **HOW DO CHARITIES GET LISTED?**

Charities apply annually at the national and local level and must meet stringent rules. If there is a local agency that you are aware of that isn't listed in this year's contributor's guide, have them call our local CFC office for details about applying for next year's guide.

## **2011 North Coast Combined Federal Campaign (NCCFC)**

### **CFC STAFF**

Carol A. McClain (216) 436-2021  
CFC Director

Steve Johnson (216) 436-2021  
CFC Campaign Coordinator

Beverly Morris (216) 436-2021  
CFC Administrative Assistant

jaTaya Wiley (216) 776-6163  
Speakers Bureau/Supply Coordinator

Michael Goin (216) 433-9460  
Executive Director  
Federal Executive Board

### **2011 Loaned Executives**

Peter Liviola	V.A. Regional Office	216-776-6143	pliviola@unitedwaycleveland.org
Bill Pittner	V.A. Medical Center	216-776-6142	bpittner@unitedwaycleveland.org
Jeffrey Glenn	U.S. Postal Service	216-776-6151	jglenn@unitedwaycleveland.org
Sarita Montgomery	U.S. Postal Service	216-776-6039	smontgomery@unitedwaycleveland.org
Sheri Hovatter	U.S. Postal Service	216-776-6174	shovatter@unitedwaycleveland.org
Suzan Medina	DFAS	216-776-6032	smedina@unitedwaycleveland.org
Ronald McClanahan	NASA	216-776-6138	rmclanahan@unitedwaycleveland.org
Leona Smith	EEOC	216-776-6171	lsmith@unitedwaycleveland.org
Veronica Pritchett	V.A. Medical Center	216-776-6132	vpritchett@unitedwaycleveland.org
Jean Watts	IRS	216-776-6173	jwatts@unitedwaycleveland.org
Lt. Faith Schultz	US Coast Guard	216-776-6139	fschultz@unitedwaycleveland.org
jaTaya Wiley	DFAS	216-776-6163	jwiley@unitedwaycleveland.org

### **2011 CFC Chairperson**

Todd Hawkins  
District Manager, United States Postal Service, Northern Ohio Cluster

### **2011 CFC Vice Chairperson**

Thomas Murphy  
Deputy Director, DFAS Cleveland