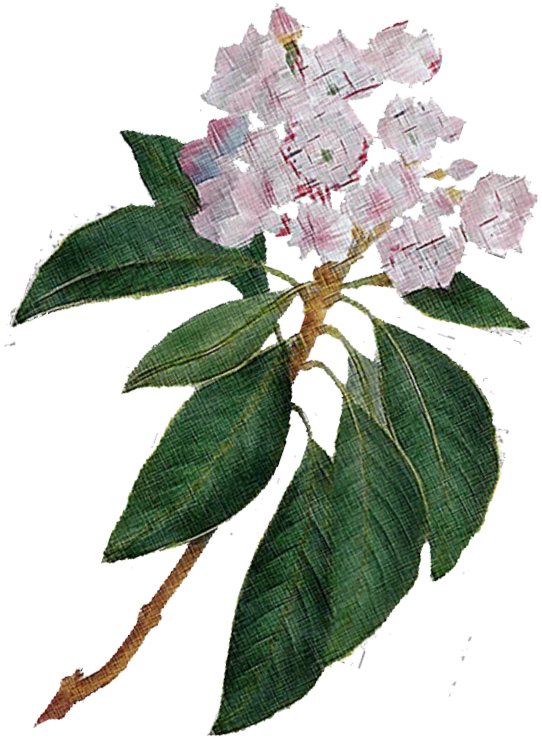
Campaign Help Lines:

Hartford: 860-402-8430
Norwich: 860-887-5288
Fax: 860-859-4156



2014 Connecticut State Employees' Campaign *for* Charitable Giving

Website: *www.CSEC.CT.GOV*

Returning Coordinator's Guide

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Campaign Role & Responsibility

Your role is to conduct the most effective CSEC possible.

WHAT IS A COORDINATOR?

A CSEC COORDINATOR is usually the primary organizer and cheerleader for the campaign. The coordinator gives direction to the campaign team which develops a plan to ensure that all employees are contacted and given the opportunity to participate. As the CSEC coordinator for your state agency, you'll have the opportunity to education your co-workers about a wide variety of charitable needs that can be met with their help. The coordinator is also the person who collects all of the pledge forms and money and then tallies the information on the campaign reporting envelope. The loaned employee assigned to your agency will make arrangements to pick up the envelope

FOLLOW THESE SIMPLE STEPS FOR A SUCCESSFUL & EASY CAMPAIGN:

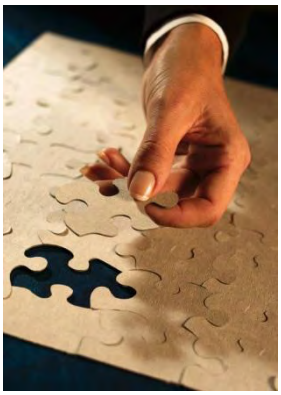
#1. ***REVIEW*** the results from the previous campaign.

#2. ***INVOLVE*** your agency or department head.

#3. ***FORM*** a campaign team.

#4. ***DEVELOP*** an action plan.

#5. ***SELECT*** a solicitation method that works best for your office.



#6. ***HOST*** a kick-off rally.

#7. ***CONDUCT*** employee meetings or one-to-one solicitations.

#8. ***REPORT*** your campaign progress.

#9. ***SAY*** "Thank you!"

#10. ***COMMUNICATE*** with your co-workers on a year-round basis.

Benefits of the State Employees' Campaign

CSEC is Efficient:
Hundreds of volunteers are used.
One campaign at the workplace instead of multiple campaigns.

CSEC is Effective:
Focuses on meeting local needs.
Provided service rather than handouts.
Offers inclusive package of services.
Strengthens our community.

Don't forget to let your co-workers know…

- One campaign per year for all agencies assures more dollars for services.
- There is a variety of services offered through agencies.
- Each charity has met eligibility requirements established in State regulations.
- The Campaign minimizes duplication of services.
- Payroll deduction makes it easier to participate in charitable giving.
- The Campaign is a good way for State employees to meet local needs.
- Contributions are tax deductible.
- The Campaign is financially accountable; a State audit is conducted biennially.

A Word About Payroll Deduction

All state employees are eligible to make their contribution to the Connecticut State Employees' Campaign through payroll deduction. Since payroll deduction has been made available, a growing number of employees have taken advantage of this easy way of giving. This has resulted in greatly increased contributions.

Please contact each employee.
Ask them to consider enrolling in the
Payroll deduction program.

Remind each employee that you aren't asking for anything now except the signed pledge form with the deduction for each payroll, starting in the new year, for each pay period indicated.

Who, What, Why, Where & When

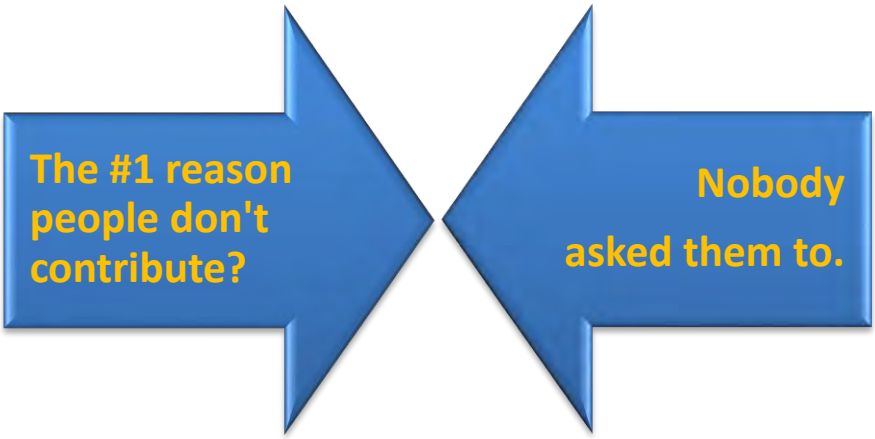
Who is the CSEC?
The Connecticut State Employees' Campaign, (CSEC) is you, State employees who work in Connecticut.

What is the CSEC?
The CSEC is the name of the only charitable giving program authorized for payroll deduction for certain state employees. The CSEC enacted legistlation adopted in 1992, which can be found in Public Act 92-142 of the Connecticut General Statutues.

Why should I give?
The CSEC is a direct way to reach out and touch the lives of those in need; to sustain local, national and international health, educational, environmental and social service organizations; to make a meaningful contribution to your community.

Where does my gift go?
Your gift goes exactly where you designate it to go and no where else. You can designate one or more specific agencies or federations to receive our gift. Undesignated money is dispersed among all member agencies according to the percentage of desginated money they receive. Associate agencies only receive designated money.

When will by payroll deduction begin?
Your payroll deduction begins the first pay period in January and ends the last pay period in December.



Special Events

SPECIAL EVENTS can be a fun way to add sparkle to the Campaign. Your Campaign Kick-Off is a great time to stage an event. Plan a series of events or follow the Campaign with a closing event to mark your campaign's success. Here are some suggestions for events that others have used successfully:

- Organize a WALK/RUN for the CSEC.
- Post baby pictures of co-workers. Employees will then try to match a colleague's name with the right picture. Prizes can be awarded.
- Hold a scavenger hunt with a listing that includes items that can be obtained only by visiting CSEC supported charities.
- Set up a softball, touch football, soccer or basketball game between management and employees. Volleyball is a popular co-ed sport.
- Hold a bake sale.
- Have a dress-down day on Fridays.
- Hold a coin (penny) war with other departments in your office.
- Conduct an office-wide karaoke event.
- Plan a lobby golf tournament.
- Hold a Halloween costume contest.

PLEASE NOTE:

Although special events are a great way to bring fun and excitement to the campaign, **please be careful about how many you do and how often**. Many employees will interpret particpation in the special event as their contribution to the campaign. The CSEC hopes that employees will also consider filling out a pledge card and opt for payroll deduction.

Drawings & Raffles

The Campaign staff respectfully reminds you what your employer, the State of Connecticut, DOES NOT ALLOW its employees to do. If you are still unsure after speaking to the Campaign staff, please do not hesitate to call the CT Dept. of Consumer Protection, Gaming Division.

RAFFLES are NOT PERMITTED in any state agency. A "drawing" where money is exchanged, directly or indirectly, for a ticket or coupon for entry to win a prize is considered a raffle and is regulated by the CT Dept. of Consumer Protection, Gaming Division. THIS IS NOT PERMITTED.

WHAT YOU CANNOT DO:

- ***Money-wheel games***
- ***Fifty-fifty coupon games***
- ***Cow-chip raffles***
- ***Teacup raffles***
- ***Duck-race raffles***

What you CAN do:

- ✓ ***Dart games***
- ✓ ***Golf games***
- ✓ ***Bowling***
- ✓ ***Vendor sales***
- ✓ ***Bake sales***
- ✓ ***Silent auctions***
- ✓ ***Coin wars***

Tips to Enhance Your Campaign

BE FESTIVE! Use campaign materials provided by the CSEC to liven up your campaign meetings, report meetings, kick-off and victory events, etc. Posters, balloons, stickers and campaign buttons displaying the campaign theme and/or logo make your events more exciting and more visible.

UTILIZE YOUR AGENCY HEAD. Get endorsements from them. Involve them in your major events to emphasize the importance of the campaign and its impact on your community.

MAKE YOUR EVENTS VISIBLE by holding them in public places: on the lawn, in the cafeteria/break room, or at a public park.

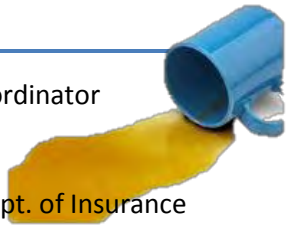
PUBLICIZE YOUR CAMPAIGN PROGRESS with goal thermometers or other visible measurements and put them at the most prominent places around your facility.

HAVE A BLITZ DAY WITH MEDIA COVERAGE. Begin with a kick-off and send volunteers to their departments to conduct employee meetings. Conclude with a reception at the end of the business day. Have a special recognition for the volunteer who secures the largest percentage increase in contributions or divide the volunteers into teams and award the highest producing team.

THE CSEC ISN'T JUST ABOUT RAISING AND GIVING MONEY; it is about providing a helping hand. Hold an agency fair so employees can learn more about the charitable organizations and have the opportunity to volunteer with a charity of their choice.

RECRUIT FELLOW EMPLOYEES who have been served by a CSEC charitable organization or serve as a charity volunteer, to share their story at campaign rallies or events. They can relate better than anyone on how CSEC contributions are used in the community.

Special "Fun" Raising Events



Host a coffee for your staff—Serve Danish or donuts. Introduce your agency coordinator and announce dates for your agency campaign.

Commissioner or Deputy Commissioner prepares lunch—A former Dept. of Insurance Commissioner made a big pot of chili and then donned an apron and served it to his staff. All proceeds were donated to the campaign. You could try other food.

Pastry sales—Ask a local donut store to donate product or negotiate a discount on the purchase of several dozens of donuts or pastry. Mid-morning, sell each for $1. If you can, brew donated coffee and serve in donated cups, napkins, sugar, stirrers, etc., and sell along with the pastry. This could also be done in mid-afternoon with donated cookies instead of pastries.

Dress Down Days—Have Fridays be dress down days throughout the campaign. Charge $3 to participate. Or, if signed up for payroll deduction of at least $3/pay period, an employee can participate in dress down Fridays for whatever number of weeks your agency deems appropriate.

Slice of pizza sale—A local pizza restaurant offered to discount several sheet pizzas. The agency sold it by the slice, with proceeds going to the Campaign.

Pumpkin sales—From a $50 winning lottery ticket, a Dept. of Labor employee bought 100 pumpkins from a Greater Hartford area pumpkin farm. Several of her colleagues offered to paint well-known characters on the pumpkins and priced according to size. Over $3,000 was raised from the sale of the pumpkins.

Unique Boutique—Employees brought in items they no longer need, *i.e.:* hats, jewelry, books, etc. and sold them for very low prices and set up in a back room for a week.

Ice cream Social—Ask a local ice cream business to donate or to provide you with ice cream cups, either donated or at a discounted rate. Sell them for a higher cost than the original price paid for them.

Crazy stocking/sock day—Wear crazy socks or stockings for the day. Pay $1 to participate. Ask a local business to donate a prize (*gift certificate for lunch, book, tape, a pedicure, etc.*) The person who receives the most votes for the craziest socks wins the prize.

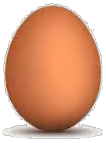
Halloween contest—One year, the Dept. of Transportation coordinated a Halloween costume contest. Employees dressed up in their favorite costumes. Judges were named and voted on what they felt were the best/most creative costumes. Prizes were donated by local businesses and awarded to the winners. Held in the lobby of the DOT building, employees crowded the area to watch the Halloween parade. The event brought awareness of the campaign during the mid-point of this fundraising drive.

MERCHANDISE SALES

- Bake-offs
- Balloon-A-Gram
- Barbecue
- Breakfast sale
- Craft Sale
- Entertainment book sales
- Outside Vendor Sales
- Pizza Party
- Pumpkin Sale
- Soft Ice Cream, Frozen Yogurt
- Tag Sale
- Used books & disks
- Vintage Silent Auction

OTHER

- Candy Kiss Sale
- Carnival
- Crazy tie day
- Halloween Costumes
- Hula Hoop
- Jeopardy
- Karaoke
- Limbo
- Lip Sync
- Lobby Golf



MISCELLANEOUS

- Office shoe shines
- Spelling Bee
- Toga Party

NOVELTY

- 70's Day
- Baby Photo Matching
- Balloon Shaving
- Beach Party
- Darts
- Dress Down Day
- Dress Up Day
- Egg Drop Race
- Foul Shooting
- Frisbee Golf
- Fun Run/Walk
- Guess the number of M & Ms
- Hawaiian Day
- Ice Cream Social
- In-House Mini Golf
- Jump Rope
- Longest Drive Contest
- Monopoly Game
- Penny Wars
- Poster Contest
- Remote Control Car Race
- Sand Castle Building Contest
- Scavenger Hunt
- Senior Management car wash
- Soap Box Derby
- Sports Day
- Talent Show
- Three-Legged Race
- Tricycle Races
- Trivia Contest
- Volley Ball Tournament

Goodies & Give-Aways

The campaign office has the following materials available for your use:

- Campaign letterhead
- Balloons
- Campaign logo stickers
- Campaign pins
- Pencils
- Computer sticky calendars
- Pens
- Posters

When requesting donations from area businesses, please be sure to:

1. Only use Campaign letterhead and a plain envelope. Please DO NOT use stationery with *your* agency's information on it. Remember, you are requesting donations on behalf of the Campaign and therefore must use its stationery.

2. However, please use *your agency's location* as a return address so that the requested items, such as gift certificates, if sent by mail, will arrive at YOUR location. If these items are sent to the Campaign's office, we would not know for whom they were intended.

3. Don't forget to send a thank-you to the donor; a note, a photo of your event, or even a short email stating how the gift was used to further the Campaign and that it was appreciated. A little thoughtfulness now will go a long way if you decide to request items from this same donor again another year.

APPLICATION PROCESS FOR CHARITABLE ORGANIZATIONS

The Connecticut State Employees' Campaign (CSEC) is governed by state statute 5-262. To be eligible for approval to participate in the CSEC, a federation (I.E.: *America's Charities, EarthShare New England, United Way*) and its participating member agencies must meet certain criteria. Some of the criteria include:

- ✓ Be incorporated or authorized to do business in the State of Connecticut as a private, non-profit organization and registered with the Connecticut Department of Consumer Protection.
- ✓ Be engaged in the delivery of charitable and public health, welfare, environmental, conservation or service purposes
- ✓ Maintain a 501 (c) (3) tax exempt status
- ✓ File an IRS form 990
- ✓ Not expend more than 25 percent of its annual revenue for administrative and fundraising expenses
- ✓ Have a state policy of non-discrimination and be in compliance with all requirements of the law and regulations respecting non-discrimination
- ✓ Demonstrate a history of service of not less than 12 months prior to the date of application to participate in the CSEC
- ✓ Disclose to the CSEC if any of its directors, officers or employees are subject to any investigation. (*See State regulation 5-262-3 for complete list of criteria*)

The regulations governing the campaign DO NOT allow individual charitable organizations the opportunity to apply for participation in the CSEC. Interest individual non-profit organizations should contact one of the eight federations listed on the pages 29 & 30 of this Coordinator's Guide regarding their application guidelines.

A new federation (**a charitable organization with 10 member agencies or more**) application must be received on or before **January 15** annually for consideration in that year's campaign. Applications from federations that participated in the prior year's CSEC campaign must be received by April 15.

All applications are review and approved by the fifteen-member CSEC campaign committee.

2014 Fact Sheet

The Connecticut State Employees' Campaign for Charitable Giving (CSEC) is an annual fall event allowed by Public Act 93-182. It is the once a year opportunity for Connecticut State Employees to contribute to non-profit charities at the workplace.

Secretary of the State Denise Merrill served as the 2013 Statewide Campaign Chair. State Comptroller, Kevin Lembo is the 2014 Statewide Campaign Chair.

Over the past seventeen years, State Employees have contributed millions of dollars to the campaign. In 2006 and 2007, the campaign made history when more than $2 million was received from over 9,000 state employees and retirees.

Thank you state employees and retirees for donating:

$1,064,000 in 1996 - $1,037,044 in 1997
$1,205,969 in 1998 - $1,331,833 in 1999
$1,444,183 in 2000 - $1,613,855 in 2001
$1,734,149 in 2002 - $1,581,832 in 2003
$1,725,561 in 2004 - $1,873,849 in 2005
$1,860,050 in 2006 - $2,006,555 in 2007
$2,070,251 in 2008 - $1,782,578 in 2009
$1,723,459 in 2010 - $1,507,980 in 2011
$1,403,831 in 2012 - $1,364,471 in 2013

Some highlights from the 2013 campaign:

- The campaign received generous support from more than 5,600 state employees and retirees.
- Over one hundred people attended the "Thank You Luncheon" at CT Valley Hospital in Middletown.
- Close to one hundred enthusiastic and committed agency coordinators volunteered for the 2013 campaign.
- Secured 19 state loaned employees to assist with the statewide campaign.

Through the campaign, which runs from September 2nd through December 1st, state employees can make a single gift to help people locally, throughout the nation, and around the world.

The contributions made by state employees make possible a wide range of vital services—food for the hungry; protection of the environment; research for cures of diseases; care for both children and seniors; to name just a fraction of the services the more than 700 charities provide to thousands of people each year.

Connecticut State Employees own the campaign. State Employees set the policy for the campaign, review the charities that apply and oversee the distribution of funds.

A group of 13 state employees and 2 state retirees, representing various agencies, departments and organized labor, have been appointed by the Governor, Comptroller, Legislative Management, legislature and Department of Administrative Services Commissioner to oversee the administration of the campaign.

- The Chair of the Campaign Committee is Captain Timothy Newton, Department of Correction.
- The Vice Chair is Peggy Gray from the Office of the State Comptroller.

The campaign committee selects a participating organization to act as the Principal Combined Fundraising Organization (PCFO) to manage the CSEC.

- The PCFO for 2013 is Community Health Charities of New England.

Eight federations, representing almost 700 charities, will benefit from the campaign in 2013. *They are:*

- America's Charities
- Community Health Charities of New England
- Connecticut United Ways
- Earth Share New England
- Global Impact
- Independent Charities of America
- Neighbor To Nation
- Partners for a Better World

There are people available to assist you throughout the campaign. Please use the Help line numbers listed on all the campaign materials if you have any questions, comments or concerns.

Campaign HELP LINES: ***HARTFORD*** **—860-402-8430 -or-** ***NORWICH*** **—860-887-5288**
Campaign EMAIL ADDRESSES: jan.gwudz@ct.gov; jlebaron@chcofne.org
Campaign FAXES: ***Norwich*****—860-859-4156 -or-** ***Rocky Hill*****—860-951-5961**
Campaign WEBSITE: WWW.CSEC.CT.GOV

Brief Overview of the Connecticut State Employees' Campaign (CSEC)

In May 1992, the Connecticut General Assembly passed legislation (Public Act No. 92-142) providing Connecticut State employees the opportunity to contribute to a multitude of charities through the convenience of payroll deduction.

THE CESC IS THE ONLY APPROVED CHARITABLE PAYROLL DEDUCTION SOLICITATION OF STATE EMPLOYEES. The campaign supports the work of approved charitable agencies and organizations. These agencies fight disease, make life more meaningful for the young and elderly populations, assist the impoverished and help people to become economically self-sufficient.

The campaign strives to ensure that the largest possible percentage of contributions donated to the campaign is used to help those in need. Only 16% of the total dollars pledged are used to cover the administrative cost of the CSEC.

Contributors are encouraged to designate their pledges to any of the approved agencies listed in the campaign directory. There are strict guidelines and applications procedures, which must be met in order for a Federation and its member agencies to participate in the CSEC. Each year all interested Federations and their agencies must apply to participate in the CSEC. Applications for participation in the CSEC are given to Federations with ten or more agencies and not to individual agencies.

The Campaign Manager's office (Principal Combined fundraising Organization) remits designated agency contributions to the appropriate organization. All undesignated funds are distributed among the participating agencies in the same percentage as designated funds.

For more information about any of the Federations and their member agencies, please visit the CSEC website at:

2014 Particpating Federations *(excerpted from the 2014 Directory)*

Eight federations are participating in the CT State Employees' Campaign. All of the federations have also entered their member agencies into the campaign.

Connecticut United Ways

Volunteers distribute gifts among member agencies in their communities through an allocation process based on community needs.

4900 - Middlesex United Way
5000 - United Way *of* Central & Northeastern CT
(Hartford)
4200 - United Way *of* Coastal Fairfield County
(Greater Norwalk & Bridgeport areas)
5700 - United Way *of* Greater New Haven
6800 - United Way *of* Greater Waterbury
4700 - United Way *of* Greenwich
4800 - United Way *of* Meriden & Wallingford
5518 - United Way *of* Milford
6000 - United Way *of* Naugatuck & Beacon Falls, Inc.
6700 - United Way *of* Northwest Connecticut
(Torrington & Winsted areas)
4600 - United Way *of* Southeastern Connecticut
(New London County)
6500 - United Way *of* Southington
4300 - United Way *of* West Central Connecticut
(Bristol & Plainville)
4400 - United Way *of* Western Connecticut
(Northern Fairfield County area)
5206 - Windham United Way

(See pages 10-37 for listing of agencies.)

8400 - America's Charities

Working to build strong communities. Addressing needs of children, families, communities through member programs, by helping employers & employees support our member charities' programs.

(See pages 38-41 for listing of agencies.)

2014 Particpating Federations *(excerpted from the 2014 Directory)*

If you choose to designate your gift, you can designate to the federation(s) for distribution among member agencies or you can choose a specific agency(ies).

8800 - Neighbor To Nation
People in deed serving people in need, in our local communities, throughout America & the world. Providing life-sustaining assistance & hope for the future.

(See pages 42-44 for listing of agencies.)

8900 - Partners *for a* Better World
From schools to hospitals to human rights organizations, we support charities working on the ground for stronger communities & a better world.

(See pages 45-47 for listing of agencies.)

8600 - EarthShare New England
One gift helps protect your environment, health, wildlife & natural resources locally, nationally & internationally. One environment, one simple way to care for it.

(See pages 48-50 for listing of agencies.)

3000 Community Health Charities *of* New England
Partnering with America's most trusted health charities to deliver credible health information, community-focused volunteer activities & efficient charitable giving to employees in the workplace.

(See pages 51-54 for listing of agencies.)

8100 - Independent Charities *of* America
Feeding the hungry. Sheltering the homeless. Protecting the children & healing the sick. America's finest independent charities. Working with you to share the American way.

(See pages 55-78 for listing of agencies.)

8200 - Global Impact
Supports leading U.S.-based international charities to address critical needs throughout the world. We help ensure sustainable solutions by meeting real needs with real results.

(See pages 79-83 for listing of agencies.)

2014 Committee Members

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Awards & Honors

WILLIAM PHILIE MOST OUTSTANDING LOANED EMPLOYEE AWARD This award is named in honor of the campaign's very first loaned employee. Bill was a member of the campaign committee when he died suddenly. To keep his memory and involvement with the campaign alive an award is given to a person who did an exceptional job in working with agency coordinators from the community where they chose to volunteer.

SHERBIE WORTHEN VOLUNTEER RECOGNITION AWARD The award that is named in honor of a former Senior V. P. with the United Way of Connecticut who was one of the founding members of the campaign and one of the original writers of legislation that governs the campaign. This award is given to a state agency or an individual that has drive, enthusiasm, and the time and effort to put into an employee campaign.

BERNARD MCLOUGHLIN SPIRIT AWARD Bernie McLaughlin is a retired state employee and a former chair and campaign committee member. He worked for the campaign as a campaign manager in most parts of the state, except Hartford and New London County. His award is given to a person or agency that goes out of his/her way to promote the campaign in their agency.

PALUEL FLAGG CHAIRMAN'S AWARD Pal was serving as committee chair when he died unexpectedly. Pal was committed to the success of the campaign through his leadership. He was driven to make sure that everyone in state government knew about the campaign. The Paluel Flagg award is given in recognition of leadership and initiative.

MARGARET DIACHENKO ACHIEVEMENT AWARD Presented to a state employee or agency for their outstanding commitment and support of the campaign. The award is named in honor of a retired state employee who served as a committee member and chair. Marge was among the first group of state employees appointed to serve on the campaign committee.

THE CAROL CARNEY APPRECIATION AWARD This award was presented for the first time in the Spring of 2010. It is given to an employee or state agency for their tireless energy and support of the campaign. Carol is a retired state employee who also served on the campaign committee from 1994-2009. She is a former chair of the campaign committee. Carol was a cheerleader for the campaign while employed with the Dept. of Labor.

THE BURT GOLD DEDICATION AWARD This award is named for the longest serving retired committee member, who retired from the committee in December 2012. Burt was first appointed to the committee by the State Comptroller. This award was presented for the first time in May 2013. This award will be presented each year to a state agency or campaign volunteer(s) for significantly adding to the campaign contribution total. Burt worked in the finance department while employed by the State Comptroller's Office.

DEPARTMENT OF CHILDREN AND FAMILIES AWARD An award is given annually to a Department of Children and Families Regional office that has the highest contribution total.

TWO CORRECTION DEPARTMENT AWARDS One is to the facility with the highest percentage of participation and the other is to the facility with the highest dollar amount raised.

PER CAPITA GIFT AWARD An award is also given to the agency with the highest per capita gift.

10. You can say "I gave at the office" with pride and know that you have done something to help make things a little better for the people in our community and around the world.

9. Your work and life have new meaning. Every minute of your work and every dollar of your pay help someone in need.

8. Payroll deduction is extended, time-release formula for philanthropic action.

7. You can see the results every day in the community through co-workers and in the news.

6. You can make a difference. A little money each month can go a long way.

5. You choose the charities and causes and your donation only goes to the agencies you choose.

4. It's guaranteed. All of the agencies are screened for accountability.

3. It offers easy, one-stop shopping and is conveniently available in the workplace.

2. The CSEC is like a department store for charities. Virtually every cause is represented.

…and the #1 Reason to Give:

The CSEC is YOUR campaign,
created for State Employees,
and overseen by State Employees.

How Your Gift Cares for People in Connecticut and Beyond

$1 per pay period provides:

- 26 preemie sized diapers for newborns.
- Leashes & collars for training companion & assistance dogs
- Physical therapy session for a child with cerebral palsy
- Student bus or train passes
- 20 pink ribbon pins for breast cancer awareness
- The cost of books for two classes in the Philippines
- Lifesaving medications for 50 new mothers in Bangladesh

$2 per pay period provides:

- 25 cups of milk for hungry children
- One blood test for Leukemia
- Diabetes medication to treat 15 patients
- A nesting box for a pair of American kestrels.

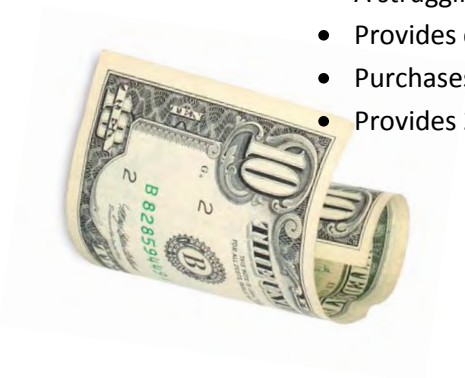
$3 per pay period provides:

- Covers the cost of 4 co-pays for a cancer patient.
- Purchases a walker for an individual with Multiple Sclerosis
- Creates 15 new water quality monitoring sites on CT rivers & streams

$5 per pay period provides:

- Mammograms for uninsured women
- Provides an education for a child in Mexico
- Provides baby formula

$10 per pay period provides:



- A struggling family can receive a sewing machine to use to earn a living
- Provides classroom science education to 30 4th graders
- Purchases & delivers gently used furniture to a torture survivor
- Provides 2 hungry families in the US with a 25 lb. box of food each

Sample Letter of Endorsement From Agency Executives

September 2014

Dear Colleagues:

You and I are part of this community. We make our living here and we want it to be a good place in which to live, work and raise a family.

As people, many of us have problems – some more serious than others. Help is needed when children or adults are disabled, ill, need food, clothing or housing, need words of sound advice and guidance.

In trying to cope, people look to themselves and others for help – which is why we support the Connecticut State Employees' Campaign (CSEC). It is the best way for people to help themselves and their neighbors.

This office believes in the CSEC. We want it to do well because it's ours. It helps our people. Local people, volunteers, like you and I run it.

It needs us as volunteers but it also needs our money to help meet the needs of this area's people. I'm counting on you to join me in giving your pledge through payroll deduction or a one-time gift.

Thanks for your whole hearted support of the campaign.

Sincerely,

Head of Agency

(*Agency Head's name and title*)

PowerPoint Presentation for eMail Distribution

*THE CSEC STAFF IS PLEASED TO PROVIDE YOU WITH A PERSONALIZED **POWERPOINT®** PRESENTATION ABOUT THE CAMPAIGN THAT IS SUITABLE FOR EMAILING TO EVERYONE IN YOUR AREA OR DEPARTMENT.*

Q & *A:*

1. **WE CAN ONLY USE OUR EMAIL FOR WORK RELATED ACTIVITIES.**

This timed, 5 minute presentation **is allowed viewing** as the campaign is a State of Connecticut sanctioned activity. The Committee has obtained a ruling that this material **is approved for employees to view during work hours** on State email accounts since it is about initiatives of interest to Connecticut. It is **not to be considered email from an outside source**. However, please obtain permission from your agency executive before sending this department-wide as your agency may have specific rules about who can distribute agency-wide emails. Or better yet, ask if it could be distributed in your agency head's name. It can also be posted on your agency's intranet.

2. **OUR STAFF IS NOT GOING TO BE INTERESTED IN A PRESENTATION.**

People pay attention to personalized information that pertains to their agency, geographical location or interest. They enjoy seeing photos of themselves and their work mates. The CSEC staff will personalize this presentation for your agency. This can be done by including you or your agency executive's photo and a short message on the opening and closing slides. We can insert your phone number and contact information, or include charity statistics of interest to your agency's mission or geographical area. We can include your Agency statistics from previous campaigns or info and photos about any fundraisers you've held. How about a photo of your building? Please contact Joyce at **jlebaron@chcofne.org** with your specific information and/or photos, for more information and suggestions.

3. **GREAT IDEA! I CAN DESIGN A SHOW MYSELF.**

Please **do not** modify or create your own presentation; this is a **copyrighted**, Committee-approved program. Changes must be made **through the CSEC office only**. Further, approved campaign materials, including this PowerPoint program must be obtained from the CSEC office since certain official information must be included. If you are concerned about receiving your PowerPoint® right away, please be assured that since everything can be handled via email, the turnaround time is short.

The Reporting Envelope

BATCH NUMBER (OFFICE USE ONLY)

CONNECTICUT STATE EMPLOYEES' CAMPAIGN FOR CHARITABLE GIVING

35 Cold Spring Road • Rocky Hill CT 06067 • www.csec.ct.gov

CAMPAIGN HELPLINES: 860-402-8430 -or- 860-887-5288

CAMPAIGN REPORTING ENVELOPE

PROCEDURES FOR USING THIS ENVELOPE:

1. Encourage employees to return pledge card, which can be collected weekly.
2. Please ask a co-worker to **verify** the cash/check total enclosed in this envelope.
3. **Call** your Local Campaign Manager or CSEC Helpline to arrange for pick up of completed envelope.
4. The employees' **six-digit employee** number must be on all cards.
5. All payroll deductions **MUST BE SIGNED** by the employee.
6. **Copy** this reporting envelope for your files.

Caring for CONNECTICUT ...And Beyond

COORDINATOR NAME _____ YOUR PHONE # _____

AGENCY NAME _____

ADDRESS _____

CITY, ZIP _____

OF EMPLOYEES AT THIS AGENCY LOCATION _____

TO BE COMPLETED BY COORDINATOR:

RECAP OF CONTRIBUTIONS ENCLOSED IN THIS ENVELOPE

	# OF GIFTS	$ AMOUNT
PAYROLL DEDUCTIONS	_____	$_____
ONE TIME GIFT CHECKS	_____	$_____
ONE TIME GIFT CASH	_____	$_____
SPECIAL EVENTS CHECKS	_____	$_____
SPECIAL EVENTS CASH	_____	$_____
SEALED ENVELOPES	_____	$_____
TOTALS (KNOWN)	_____	$_____

COORDINATOR'S SIGNATURE _____ DATE _____

INITIALS OF 2ND VERIFICATION FOR CHECK/CASH GIFTS _____

SHADED AREA FOR OFFICE USE ONLY

DATE ENVELOPE RECEIVED

FOR AUDITOR ONLY

I DO NOT AGREE WITH THE INFO ORIGINALLY REPORTED. MY COUNTS ARE REFLECTED BELOW:

# OF GIFTS	$ AMOUNT
_____	$_____
_____	$_____
_____	$_____
_____	$_____
_____	$_____
_____	$ N/A
_____	$_____

FOR AUDITOR: IF ABOVE DATA IS CORRECT, PLEASE CHECK MARK TO THE RIGHT (OF # AND $). I AGREE WITH THE INFO AS REPORTED ABOVE.

AUDITOR'S INITIALS _____ DATE _____ AUDITOR'S INITIALS _____ DATE _____

How to Complete the Reporting Envelope

Please make a copy of the completed envelope before turning it in.

COORDINATOR INFORMATION

Please provide your first and last names, and office phone number on the first line of the envelope. Please also provide the name of the state agency where you are employed, the state agency address, city and zip code. Please don't forget to include the number of employees at your location.

CONTRIBUTIONS – ***TO BE COMPLETED BY COORDINATOR***

Payroll Deductions:

•In the **# of Gifts column**, please write the number of payroll deduction pledge cards received.

•In the **$ Amount column**, (to the right) write the total value of the payroll deductions. To arrive at the correct figure, ADD UP THE PAYROLL DEDUCTION AMOUNTS IN **SECTION A** ON THE PLEDGE CARDS AND MULTIPLY THIS NUMBER BY 26.

SPECIAL CAUTION: *Please DO NOT make any changes, cross out, write over or alter an employee's pledge card in any way. If you need to point out a problem, or have a question, please use a sticky note and staple it to the pledge form*.

One Time Gift Checks:

•In the **# of Gifts column**, please write the number of pledge cards submitted with a check. On the line (to the right) under **$ AMOUNT**, please write the total dollar value of the checks.

One Time Gift Cash:

•In the **# of Gifts column**, please write the number of pledge cards submitted with a cash gift.

•On the line (to the right) under **$ AMOUNT**, please write the total amount of cash.

Special Events Checks:

• In the **# of Gifts column**, please write "1".

•On the line (to the right) under **$ AMOUNT**, please write the total dollar value of the checks submitted in payment at the event.

Special Events Cash:

• In the **# of Gifts column**, please write "1".

•On the line (to the right) under **$ AMOUNT**, please write the total dollar value of cash submitted in payment at the event.

Sealed Envelopes: If you receive a sealed envelope from an employee, please do not open it. Please indicate that a sealed envelope has been included in the Reporting envelope by writing "1."

The Pledge Card Front

20____ CONNECTICUT STATE EMPLOYEES' CAMPAIGN FOR CHARITABLE GIVING

Employee Name: _____ **State Agency Name:** _____

EMPLOYEE NUMBER: *(REQUIRED)*

- Please fill in all boxes and circles completely using a pen or pencil.
- Write legibly and keep numbers within the appropriate lines.
- Your participation in this campaign is completely voluntary; coercive methods of solicitation are not sanctioned by the CSEC.
- You may put this card in a sealed envelope.

Thank you!

PREFERRED METHOD OF PAYMENT
For payroll deduction, please complete **Section A** and ***sign your card.***
For one time gift, please complete **Section B** only.

A. Easy Payroll Deduction...

I pledge the following **whole dollar amount PER PAY PERIOD**:

○ $3 ○ $5
○ $10 ○ $15
○ $25 ○ $50

Other **whole dollar amount** per pay period
(*i.e.:* $1, $2, $4, etc.): $_____.00

I hereby authorize the State Comptroller to withhold my charitable deduction listed above beginning at the start of the new year. **Minimum gift of $1 per pay period** required for payroll deduction. The CSEC has not provided goods or services as whole or partial consideration for any contributions made by payroll deduction.

SIGNATURE *(Required to authorize payroll deduction.)*

_____

B. One Time Gift...

I am making a one time gift in the amount of $ _____

Circle one: **CASH** *-or-* **CHECK**

Make checks payable to:

CONNECTICUT STATE EMPLOYEES' CAMPAIGN *-or-* **CSEC**

PLEASE MAKE A COPY OF THIS CARD FOR INCOME TAX PURPOSES

C. Acknowledgment

☐ Please share my name, workplace address, and pledge amount with the charities to which I have designated.

☐ I do not wish to receive an acknowledgment from the charities to which I have designated my pledge.

D. Designations

You may ONLY designate to charities listed in the current year's Directory.

Enter below total gift amount of designations:

I. For Payroll Deductions:

ANNUAL AMOUNT = Payroll Deduction Pledge x 26 pay periods.
CONSTITUTIONAL OFFICERS = Payroll Deduction Pledge x 24 pay periods.

II. For One Time Gifts, enter total amount of gift.

Undesignated amounts will be disbursed into the Campaign's general fund.

Charity Designations:
(Whole dollar amounts only)

CHARITY CODE	ANNUAL TOTAL AMOUNT
	$
	$
	$
	$
	$
	$
	$
	$

☐ **I do not wish to give at this time.**

The Pledge Card Back

RECOGNITION CONTRIBUTION FORM

(ACKNOWLEDGMENT ON REVERSE OF CARD)

(Print or type all information)

I, _____, am making a donation in memory of or in honor of:

PERSON'S NAME: _____

[ ] Send acknowledgment to the honoree *or*
[ ] To the family of C/O: _____

ADDRESS: _____

In the amount of $ _____

(Checks, payable to CSEC, or a payroll deduction).

Donation is made to the following organization:

Code #_____

I wish [ ] to be or [ ] not to be named on the confirmation message to the individual of this donation.

My Name: _____

Agency: _____ Employee #: _____

Agency Address: _____

E-mail Address: _____

Work Phone Number: ( ) _____

I understand that the enclosed check or my payroll deduction contribution will be sent to the organization I designated above and a letter will be sent to the individual that I am making the donation on behalf of to acknowledge my contribution.

_____

Employee signature and date

PARTICIPATING FEDERATIONS

America's Charities
Community Health Charities of New England
Connecticut United Ways
Earth Share New England
Global Impact
Independent Charities of America
Neighbor To Nation
Partners for a Better World

***CAMPAIGN WEB SITE:* WWW.CSEC.CT.GOV**

How to Complete the Pledge Card

EMPLOYEE IDENTIFICATION NUMBER REQUIRED FOR PROCESSING

- In order to process your pledge, the (6) digit employee number is required. You can find this number on your pay stub or by calling your payroll office.
-

PAYROLL DEDUCTION

- Please sign your name in the signature box so we can authorize the State Comptroller's Office to process your pledge.
- Use the Campaign Directory or visit the campaign website at **WWW.CSEC.CT.GOV** to select the 4 digit charity code you wish your contribution to be sent to. Fill in the whole dollar, annual amount of your pledge (I.E.: *If you pledge $3 per pay period for a total of $78 a year, and you give it 3 different charities, the annual amount would be $26 for each of the 3 charities*).

ONE TIME GIFT

- Circle if you have enclosed cash or a check.
- Please make the checks payable to Connecticut State Employees' Campaign or CSEC
- If you wish to designate your contribution to one or more charitable organizations, please fill in the charity code (*listed in the campaign directory or available on the campaign web site at* **WWW.CSEC.CT.GOV**) and the amount of your one-time donation that you would like to go to the charities.
- If you wish to designate your gift in recognition or memory of someone please fill out the back of the pledge card where you will find the RECOGNITION CONTRIBUTION FORM.
-

AN ACKNOWLEDGEMENT OF YOUR DONATION

- If you wish to receive a letter of receipt from the charity (ies) that you made a pledge to, please fill in the top bubble. Note: the dollar amount of your pledge will be released to the charity.

DONATION RECEIPT

- Please make a copy of your pledge card for income tax purposes.

FAQ's – Most Freguesntly Asked Questions About the Connecticut State Employees' Campaign (CSEC)

WILL THE CONTRIBUTION I MADE LAST YEAR AUTOMATICALLY ROLL OVER INTO THIS YEAR'S CAMPAIGN WITHOUT ANY ACTION ON MY PART? No. Any employee who wishes to make a contribution to this year's campaign must either give a one-time gift or SIGN and COMPLETE a new pledge card for this year.

CAN I DESIGNATE THROUGH THE CSEC TO A CHARITY NOT LISTED IN THE DIRECTORY? No. All charities listed in the directory are carefully screened by a volunteer group of state employees who are appointed to serve on the Connecticut State Employees' Committee. If you wish to contribute to the campaign and designate to a specific agency, the charity must be listed in this year's directory.

HOW MANY PAY PERIODS ARE THERE EACH YEAR? 26 pay periods.

CAN I OPT TO HAVE MY PAYROLL DEDUCTION TAKEN OUT JUST ONCE? No. Unfortunately, the Central Payroll Office in Hartford processes all payroll deduction pledges made to the CSEC and it is very difficult for them to arrange any number less than 26, in terms of payroll deduction.

WHEN DOES MY PAYROLL DEDUCTION PLEDGE BEGIN? The first pay period in January and concludes with the last pay period in December, for 26 deductions.

WHAT IS THE MINIMUM AMOUNT I CAN PLEDGE THROUGH PAYROLL DEDUCTION? One dollar.

CAN I RECEIVE A RECEIPT FOR MY CONTRIBUTION? If it is over $250, made in one lump sum, the Internal Revenue Service requires that the campaign send you a receipt. If you are doing payroll deduction, your last pay stub will serve as your record of money contributed throughout the year. However, we also encourage you to make a copy of your pledge cared for income tax purposes.

HOW DO I USE THE RECOGNITION CONTRIBUTION FORM ON THE BACK OF THE PLEDGE CARD? This form is used to make a contribution in recognition of someone (I.E. *birthday, promotion, anniversary, etc.*) or IN MEMORY of someone. If you are donor to the campaign and wish to receive AN ACKNOWLEDEGEMENT (*not the same thing as RECOGNITION*) for your contribution, please check off the first bubble in Section C on the FRONT of the pledge card.

IF YOU HAVE ANY OTHER QUESTIONS,
PLEASE CALL THE CAMPAIGN HOTLINES AT

860-402-8430 *-OR-* 860-887-5288

www.csec.ct.gov

Make a Difference in the Lives that Follow

Leave something in your Will for a cause that is important to you.

Leave a Legacy to any of the almost 700 charitable organizations listed in the directory.

A state wide collaboration of nonprofit organizations, grant makers, professional advisors and other community leaders …

Leave a Legacy Connecticut

was established to promote public interest in charitable giving. If you have a financial planner, a lawyer, accountant, or insurance agent, they can help you to get started. If you need assistance in finding a professional advisor, contact Infoline at 211.

Connecticut State Employees' Campaign

24 Stott Avenue
Norwich CT 06360

CONTACT INFO:
Jan Gwudz, CAMPAIGN DIRECTOR: **860-402-8430** -or- **860-887-5288** jan.gwudz@ct.gov
Joyce LeBaron, CAMPAIGN COORDINATOR: **860-595-7775** -or- **860-859-3111** jlebaron@chcofne.org

Dear State Employee:

Check out the Campaign website at:

www.csec.ct.gov

for listings of special events and offers, such as the BJ's membership promotion offered 4 times a year.

Thank you!

Produced by the
CONNECTICUT STATE EMPLOYEES' CAMPAIGN
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