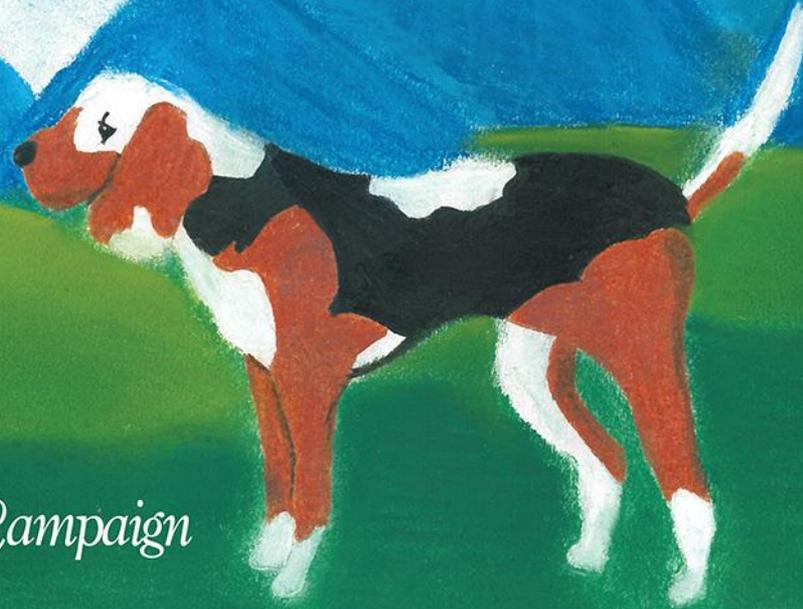


2014 CVC Charity Orientation and Updates

*Virginia is for Givers!*



2014

*Commonwealth of Virginia Campaign*

# Virginia



is for

# GIVERS!

**2014** Commonwealth of Virginia Campaign

# Today's Agenda

- Application for CVC membership Overview
- Designations & Disbursements
- Administrative Fees vs. Uncollected Pledges
- Marketing your Charity
- Answer Questions



# Why have a Workplace Giving Program?

- When a CVC campaign is successful, employee morale is higher
- Charity Fairs give employees a chance to put a face with a cause
- Employees working together on an event to build teamwork and leadership skills
- Employees like to give back to their communities
- Energizes employees



# Learning Objective:

By the end of this training you will have the tools to:

- Discover the components of a CVC application and how to submit updates during the year
- Identify marketing opportunities
- Learn the guidelines for communication with state employees
- Discover how to participate in a charity fair for maximum benefit



# Anticipated Results for the 2014 Campaign

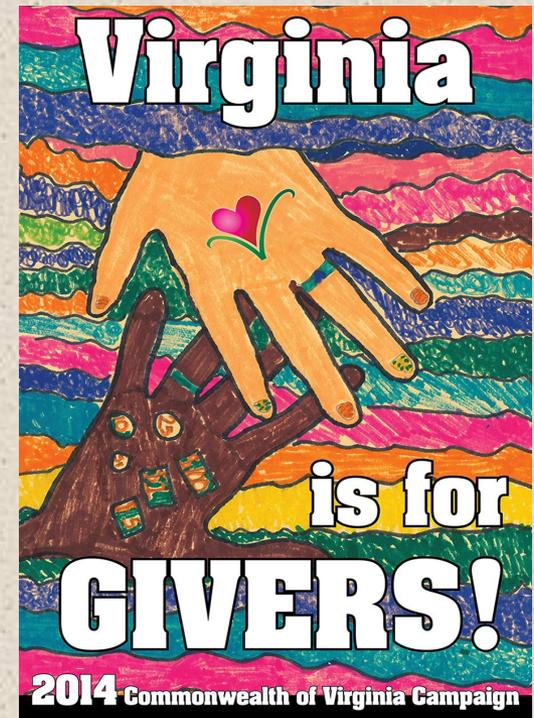
- Increase employee awareness of the needs of their neighborhoods, across the Commonwealth, and around the world
- Instill a sense of volunteerism by providing employees with opportunities to serve charities
- Improve communication among state CVC representatives and charities
- Increase donations



# The 2014 Campaign Theme



**Virginia is for Givers**



# 2013 Campaign totaled \$3.6 Million



**Over \$41 Million since 1997**



# 2014 Campaign Goal



**+ 2%**



# Diversity of Charities

With over **1,000 charities** to pick from, there is something for everyone and every interest.

*How do you connect with state employees?*



# Diversity of Charities

Addiction and Substance Abuse – Adoption - Aging - Animal Protection and Services Arts Child and Youth Development - Civil Rights and Liberties - Community Improvement - Conservation - Disabilities - Disaster Relief - Disease and Disease Research - Domestic Violence - Education - Emergency Relief and Shelter - Employment - Environmental Beautification and Horticulture Environmental Preservation - Faith-Based Services - Health - Health Care Facilities and Programs - Health Education - Health Research - Historical Preservation - Homeland Security - Homeless - Housing - Human Rights Hunger - International Development and Relief - International Human Rights International Peace and Security - Jails/Prisons - Legal Services - Libraries Literacy - Mental Health - Museums - Natural Disasters and Catastrophes Needy Families - Peace - Performing Arts - Poverty - Preparation or delivery of meals - Public Safety - Recreation and Sports - Rural Concerns – Safety and Security - Services to Military/Veterans - Social Services Transportation - Women's issues

Over 50 categories of services provided by  
CVC Charities



# **“My favorite charity is not included in the directory! What Happened?”**

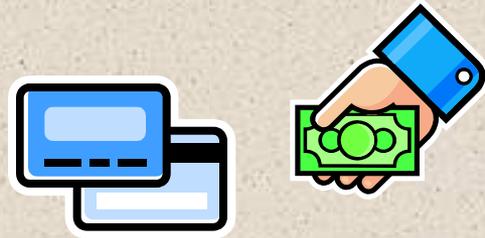
*When we get this question from an employee, we tell them it is because:*

1. The charity did not re-apply  
*(everyone must reapply every year between March 1 and April 30)*
2. The charity received less than the minimum designations last year  
First year minimum designation is \$250 with \$750 there after.
3. The charity did not meet financial expense standards
4. The charity may have changed names or DBA.
5. The charity may have entered an incorrect or incomplete application that could not be processed.

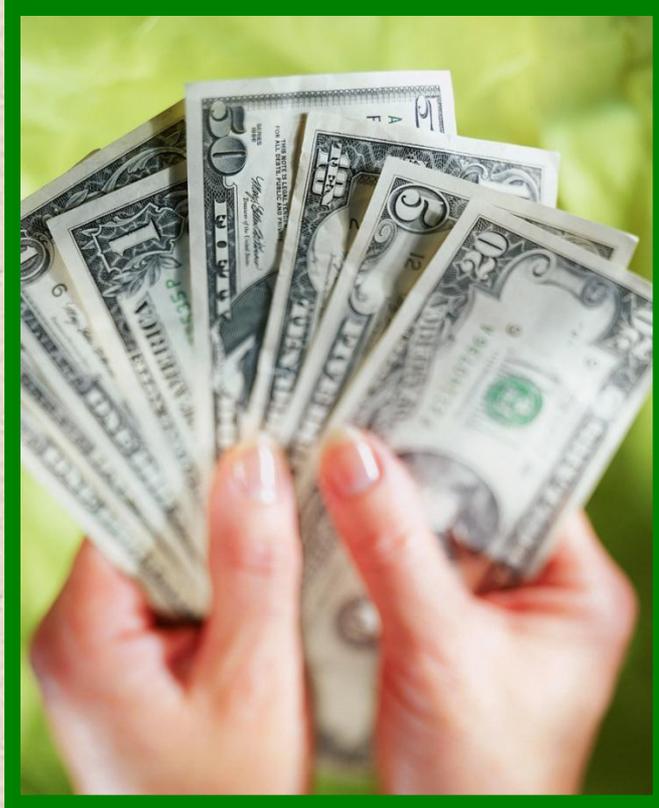


# CVC makes it easy and flexible and available to all employees

- Cash or Check
- Payroll Deduction
- Credit Card
- Donation of Stock
- Online Giving
  - Statewide system through Employee Direct
  - University Systems – VCU, UVA, VT



# CVC does not take an administrative fee from designated gifts



100% of  
your  
designated  
giving goes  
to your  
specified  
charity or  
charities.



# How Employees Designate

- Designate a **Single**, Specific Charity
- Designate **Multiple Specific** Charities
- Designate a **specific region** of the state (to include all charities who serve that region)
- They may leave their gift as “**undesignated**” and it will be distributed among all charities who received at least the minimum designation level, after campaign expenses.



# Focused Campaign

The campaign runs from the first Wednesday in October (October 1 in 2014) through December 31.

Some events happen during the calendar year as specific fundraisers associated with charity drives.



Governor Terry McAuliffe is the  
Honorary Chairman of the  
Campaign.



**The CVC campaign is the only  
official workplace giving campaign  
authorized by the Governor.**

- Limits outside contacts by charities with employees
- Focuses the main campaign on a 3-4 month period
- Restricts off-season collections except for direct giving and special relief drives



# How far do a few dollars go?

- \$2/week means 20 people will receive first aid training materials
- \$3/week provides 20 hours of mental health counseling for one teen
- \$5/week will give 30 full days of planned activities for adults 60 or older
- \$10/week will give 120 nights of lodging for a homeless man, woman, or child

Submit items for the webpage as it relates to your charity ([CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov))



# **Super CVC Website:** **[www.cvc.virginia.gov](http://www.cvc.virginia.gov)**

- Easy Navigation
- Online CVC member application
- Download art, EBA forms, and more
- View the campaign video
- Many resources for charities
- Searchable directories



# CVC Website

- *Making a Difference* – featuring actual stories from the charities
  - Submit your article, photo, and logo
  - Third person success story
  - Tahoma font, single spaced, 250 words or less
  - True stories, but can change names
- Artwork
- Quotes related to giving
- *Volunteer Opportunities* – featuring charities volunteer needs and upcoming Run/Walk events
  - Submit your organization's upcoming volunteer or run/walk events to [CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov)



# Children's Poster Art Contest

- A Partnership with the Department of Education and Art Instructors in Grades K-12 throughout the state
- Satisfies some SOL requirements for art and social studies
- Conducted in February-March
- Private school and home schooled children may submit art
- Artwork is used to create the campaign poster for each year



# Getting Started

- **New Charities**
  - **IRS 501(c)(3) or (c)(4) status**
  - **Registered with Va. Dept. of Agriculture and Consumer Services (annual unless granted exempt status)**
  - **1990 form or 1990-EZ**
  - **Electronic Business Agreement**
  - **PIN Number and CVC code**
  - **Complete CVC application by April 30 each year**

*Refer to the "How to become a CVC Charity" guide online at:  
<http://www.cvc.virginia.gov/charities/howtoapply.pdf>*



# Getting Started

- **Returning Charities**

- **Registered with Va. Dept. of Agriculture and Consumer Services (annual unless granted exempt status)**
- **I990 form or I990-EZ**
- **Electronic Business Agreement (when CEO changes)**
- **PIN Number and CVC code**
- **Complete CVC application by April 30 each year**

Apply online at  
[www.cvc.virginia.gov/charities](http://www.cvc.virginia.gov/charities)



# Staying on Course

## **The *Guide for Charities:***

will keep you in compliance with policies, standards and guidelines

## **It is updated annually-**

the current copy is posted on the website at  
<http://www.cvc.virginia.gov/charities/CharityProcedures.pdf>

# Marketing Your Charity

- Put the CVC logo and your CVC code on materials
- Participate in Charity Fairs (you must be invited)
  - Giveaways and chocolate work well
  - Colorful but simple displays work well
  - Small brochures or handouts
  - Keep the booth manned at all times with a knowledgeable representative
  - Have a well monitored email address on your application ad that is where email invitations are sent
  - Not all regions and not all agencies want to host a fair



# Marketing Your Charity

- Be ready to have a guest speaker if you checked this on your application.
- Smaller agencies might invite a speaker instead of hosting a fair
- Submit articles and pictures for “Making a Difference” with a success story that will touch their heart
- Play by the rules – do not solicit an agency or employees directly; do not come uninvited to a CVC event
- Send volunteer opportunities (not notices of fund raisers) to [CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov) where it will be forwarded or posted if it meets guidelines



# Acknowledging Donors

- You will get a list ONE TIME in late March of the donors who wished to be acknowledged with their mailing address.
- Thank them ONE TIME, within 30 days of receiving the listing.
- If you are a member of a federation, contact them for the list of donors for your charity or ensure they are providing thank you notes.
- DO NOT send subsequent mailings to employee donors. You may include a note on the one and only mailing that if they want to be on a mailing list for newsletters, they need to contact. They need to be able to opt-in and not have to opt-out.



# Questions and Concerns?

Email Us:  
[CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov)

