

May 8, 1991
CJ:1a

INTRODUCED BY: AUDREY GRUGER

PROPOSED NO.: 91 - 383

MOTION NO. 8324

A MOTION authorizing the King County executive to enter into an agreement with United Way of King County to provide administrative services for the 1991 Combined Charitable Giving Campaign.

WHEREAS, King County Ordinance 8575 established one combined annual campaign for charitable contributions from county employees, and

WHEREAS, King County Ordinance 8575 provides for the selection of a campaign manager who shall be responsible for the administration of the campaign operation, under the general oversight of the Employee Charitable Campaign Committee, and

WHEREAS, King County Ordinance 9090 directed that any contract with any entity to administer and/or manage the King County Employee Charitable Campaign was to be approved by motion by the King County council prior to its execution by the county executive, and

WHEREAS, as agreement has been prepared under which United Way of King County will provide certain staff and other administrative services to the county, and

WHEREAS, the Employee Charitable Campaign Committee has recommended the county enter into an agreement with United Way of King County to provide certain administrative services during the 1991 Combined Charitable Campaign to be reimbursed from the proceeds of the employee contributions as stipulated in King County Ordinance No. 8575 and K.C.C. 3.36.030;

NOW, THEREFORE, BE IT MOVED by the Council of King County:

The King County executive is authorized to enter into an agreement with United Way of King County for the purpose of providing staff and other administrative services to the Employee Charitable Campaign Committee, provided that the agreement is substantially the same as the draft attached hereto as Exhibit 1.

PASSED this 1st day of July, 1991.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

Lois North
Chair

ATTEST:

Guadalupe A. Peltier
Clerk of the Council

8324



United Way
of King County

**PROPOSAL
FOR
CAMPAIGN SUPPORT SERVICES**

**KING COUNTY EMPLOYEES'
CHARITABLE CAMPAIGN**

INTRODUCTION

In 1988, King County Council voted to establish a new charitable campaign system for County employees. This system was designed to provide access to workplace payroll deduction giving for many federations of charitable organizations, in addition to the United Way, which has coordinated the County's workplace campaign for more than 30 years.

The Employees' Charitable Campaign Committee (ECCC) now faces the challenge and responsibility of running a fundraising effort that supports Federations of the tax exempt charitable cases to reach more than 6,000 County employees.

The key components of this task are:

- maintain control over campaign strategies and policy.
- rules and eligibility
- publicity and materials development
- recruitment of campaign workers
- building top management level support
- training
- special events
- employee presentations and solicitation
- results tracking/progress reports
- administrative tasks/data processing
- thank you's and recognition
- final critique and review
- ongoing assessment of employees advice and direction

To achieve these tasks the Employees Combined Committee (ECCC) must hire or contract for support services that committee members themselves are unable to provide.

TASKS RETAINED BY ECCC

Committee members maintain exclusive and final authority to:

- Set the campaign theme, goals and schedule
- Define campaign rules
- Solicit, Screen and Approve Federations for Eligibility
- Name Campaign Chairman
- Hear complaints; decide appeals
- Recommend changes to County Ordinance
- All other policy issues

SERVICES UNITED WAY PROVIDES AS CAMPAIGN ADMINISTRATOR

The role of a Campaign Administrator would be to serve and assist the King County Employees' Campaign Committee members in their efforts to plan, prepare, conduct and complete the County Employees' Charitable Campaign.

This support includes the following:

- provide fund-raising advice, consultation, guidance and ideas. Assist in developing a campaign strategy complete with objectives and deadlines. Analyze historical giving information and recommend campaign goals.
- with committee approval, coordinate the development of materials for effective education, solicitation, collections and training.
- assist committee to develop strategies to reach all employees in all departments and offices through group meetings or one-to-one contact; assure proper distribution of all materials to all departments.
- assist committee to schedule and conduct specialized training of all campaign workers.
- provide, manage and supervise Loaned Executives to assist department coordinators and conduct employee briefing sessions.
- implement controls and audit trail to tabulate campaign receipts, route checks and ensure accuracy of all pledge and report forms. Data process designation information and provide final reports to Campaign Committee.
- monitor the campaign's progress daily and report weekly to the King County Campaign Committee.
- help plan events to mark the success of the campaign and to provide recognition to contributors and volunteers.
- assist with publicity, speakers and tours, etc.
- evaluate the campaign and make recommendations for the following year.

KING COUNTY EMPLOYEE CHARITABLE CAMPAIGN AGREEMENT

THIS AGREEMENT is entered into by King County (hereinafter referred to as the "County") as represented by the Employee Committee on Charitable Contributions (hereinafter the "ECCC") established pursuant to County Ordinance No. 8575, and United Way of King County (hereinafter referred to as "United Way") located at: 107 Cherry Street, Seattle, Washington, 98104.

WHEREAS, County Ordinance No. 8575 and K.C.C. 3.36 establishes one combined annual campaign for charitable contributions from County employees; and

WHEREAS, Ordinance No. 8575 and K.C.C. 3.36 provides for the selection of a Campaign Manager who shall be responsible for the details of the campaign operation under the general oversight of the Employee Committee on Charitable Contributions; and

WHEREAS, the ECCC has designated a committee member to serve as the Campaign Manager, and

WHEREAS, the County desires to contract with United Way to serve as the Campaign Administrator for the combined annual charitable contribution campaign and to provide certain staff and administrative services, beginning April 1, 1991 and ending March 31, 1992.

NOW THEREFORE, in consideration of payments, covenants and agreements hereinafter mentioned, to be made and performed by the parties hereto, the parties covenant and agree as follows:

I. OBLIGATIONS OF THE PARTIES

A. United Way

United Way shall serve as Campaign Administrator for the combined annual campaign for charitable contributions and shall assist the employee committee with the details of the campaign operation under the general oversight of the ECCC's Campaign Manager and campaign steering committee. Its duties shall include the following:

1. Assist the ECCC and Campaign Manager in coordinating and implementing campaign plans, strategy and schedule as well as planning special events.
2. Provide a committee staff support person to support and assist the committee to:
 - Receive and handle all telephone calls, mail, and personal inquiries;
 - Arrange for meetings;
 - Prepare and mail agendas;
 - Attend meetings and take minutes;
 - Prepare and mail minutes;
 - Maintain official files;

- Carry-out Committee directives such as contacting people, preparing and distributing information;
 - Prepare and type all correspondence, reports, proposed legislation, applications for participation, etc.;
 - Prepare and distribute newsletter;
 - Prepare and process annual administrative contract;
 - Prepare, mailout, and handle applications for federation participation. Check for completeness and give to Eligibility Committee for their review;
 - Process bills for payment. Track costs against annual budget;
 - Assist in coordinator recruitment, training, distribution, and collection of pledge forms;
 - Develop and put up visual displays;
 - Coordinate payroll deduction process with finance department;
 - Prepare and distribute all campaign awards certificates and plaques;
 - Provide clerical support and telephone coverage for County Loaned Executives during Campaign.
3. Assist Campaign Manager in soliciting department coordinators and obtaining support of department directors.
 4. Prepare special forms for year-round new employee orientations, do presentations at these monthly meetings and as needed by departments who do their own orientations, distribute forms and review for accuracy before submitting to payroll.
 5. Provide training to loaned executives and coordinators designated by each department, in accordance with the guidelines set forth by the campaign steering committee, to orient them to campaign goals, policies and procedures, as well as to facilitate the distribution of materials, scheduling of presentations, and collection of pledge forms connected with the campaign.
 6. In coordination with ECC Committee and Federations design, develop and distribute publicity materials, including but not limited to campaign posters and notices of special events.
 7. Design, develop and distribute to County employees (6,600) one copy each of a consolidated campaign brochure/catalog listing all federations and their members.
 8. Print and provide the County with 7,000 pledge forms in a form approved by the ECCC and distribute pledge forms and labels to County agency coordinators.
 9. Coordinate presentations by trained presenters to County employees during the designated campaign period according to a schedule approved by the ECCC and subject to the approval of department directors and of any independent elected officials whose offices are involved. All presentations will be unbiased and give equal exposure to all federations.
 10. Plan and implement special events under the direction of the committee (i.e. Information Fair, Awards Ceremony).

11. Collect campaign reports and pledge forms from department coordinators, verify accuracy of numbers and enter data into data processing system. Provide reports by department as well as designations by federation to the campaign steering committee weekly. In early December produce one mag tape for payroll use and transmit same to King County for payroll deduction. King County shall then transmit designated contributions to the federations. All information is confidential and will only be seen by necessary accounting and data entry personnel and no payroll information shall be retained by United Way.
12. Forward all checks made out to federations or their members directly to the recipient federation within 15 working days of receipt by United Way's accounting department.
13. Assist the ECC to prepare a final report of the campaign year and conduct a survey/critique to receive feedback from coordinators, federations, and committee members on the conduct, strengths, and weaknesses of the campaign.
14. Conduct all its activities under this contract in a neutral manner, without exhibiting any preference or favoritism on behalf of its own, or any other participating federation or charitable organization.
15. United Way of King County will not be responsible for the fiduciary functions of routing and delivery of payroll deduction proceeds. Access to contributor forms and summary report sheets shall be confidential and limited to data processing personnel assisting in processing these documents.

B. King County

The County's primary role in each annual campaign shall be to permit the Campaign Administrator (United Way) to conduct its activities in accordance with Ordinance No. 8575 and as regulated by the ECCC, and to facilitate County employees in making any charitable contributions they wish to make as a result of each annual campaign. To this end, the County shall:

1. Appoint a senior manager selected by the County Executive who shall serve as the County's Campaign Chair for the combined annual charitable contributions campaign. The chair will be responsible for gaining support and endorsement from department heads, elected officials and other King County personnel.
2. Appoint a County Campaign Manager from the Employee Committee who, with the assistance of United Way, will oversee, review or approve the following activities:
 - a. Contact with all Executive Departments and other branches and departments of County Government to notify them of the schedule and plans for the campaign and encourage the appointment of departmental coordinators to coordinate activities with the Campaign Administrator (United Way).

- b. Scheduling of all coordinators to attend pre-campaign training sessions.
 - c. Work with the Campaign Administrator to develop a schedule for presentations to all participating departments.
 - d. Request representatives of labor unions, where appropriate, to be actively included in the presentations and to endorse the campaign to their members.
 - e. Distribution and collection and collection of campaign materials.
3. Encourage all County employees to attend one of the charitable campaign presentations conducted within the time allotment established by rules developed by the ECCC.
 4. Personalize employee's pledge forms (by providing labels), after such pledge forms meet County specifications.
 5. Provide to United Way for catalog/listing a list of participating federations and their members along with required catalog information by May 15, 1991.
 6. Conduct final campaign evaluation and prepare report after conducting debriefings with coordinators, loaned executives and participating federations.
 7. Reimburse to United Way campaign expenses incurred and itemized no later than March 31, 1992.

C. 1991 Campaign Budget

The following budget reflects United Way's estimate of costs that will be incurred on behalf of the King County Charitable Campaign for 1991. The United Way agrees to provide the County with a report of actual costs incurred by February 15, 1992. The United Way also agrees not to exceed the proposed budget total by more than 10% without prior approval documented by the ECCC.

United Way does not make a profit on services provided to Combined Campaigns. No percentage is added to costs to bring extra dollars to United Way.

United Way requests only reimbursement for actual costs for professional, clerical, audit and data processing personnel time spent on County Campaign assignments, as well as any supplies, printing, and office costs incurred on the County Campaign's behalf.

Any materials purchased or any printing costs would be paid directly by the County, or reimbursed to United Way for actual expenses.

1991 PROPOSED CAMPAIGN BUDGET

<u>PERSONNEL</u>	<u>1990 ACTUAL</u>	<u>1991 BUDGET</u>
Audit/Data Processing (Duties as Described in Contract Section I.A.8,9,10)	\$3,816.57	\$4,000
Committee Administrative Assistant (Duties as Described in Contract Section I.A.2)	\$5,600	\$11,250 ⁽¹⁾
Professional Staff Services (Duties as Described in Contract Section I.A)	\$6,645	\$8,145 ⁽²⁾
Two full-time Loaned Executives (September-November)	No Charge	No Charge
	_____	_____
Total Staff Expenses	\$16,361.57	\$23,395

(1) Increase due to expansion of duties as prescribed by ECCC in contract for year-round support.

(2) Increase due to additional duties assigned by ECCC in contract.

DIRECT CAMPAIGN EXPENSES

Direct Actual Costs to be reimbursed by the campaign⁽³⁾. Costs to be pre-approved before being incurred by the Committee or its designee.

PRINTING

Brochure Printing (6,600)
Pledge (7,000) and Report Forms
Posters
Letterhead Printing

OFFICE COSTS

Photo Copying
Telephone
Postage
LE Supplies
Office Supplies
Training Supplies
PC Rental (4)

EVENTS AND RECOGNITION

Information Fair
Awards Ceremony
Certificates and Plaques
Donor Pins
Video

- (3) All printed materials designs, prices, and items purchased for the campaign would be approved by the Committee or its designee.
- (4) PC for word processing by administrative assistant.

Provided by United Way at No Additional Charge:

- Office furniture and space
- Copy machine, computer printers
- Campaign materials storage, inventory control, and distribution
- Meeting room space for Campaign and Eligibility Committees
- Telephone equipment
- Mail handling
- Mainframe computer usage time
- Filing cabinets for records
- Loaned Executive recruitment, training, and evaluation
- Hiring, training, supervision, and evaluation of administrative support staff

We, the representatives of the following organizations, accept and approve the preceding Contract and budget for the 1991 King County Employees' Combined Charitable Campaign.

KING COUNTY:

UNITED WAY OF KING COUNTY:

signature

signature

name

name

title

title

ATTEST;

ATTEST:

Director, Department of
Administration

Vice President, Finance and
Administration

Approved As to Form:

Deputy Prosecuting Attorney for
Norm Maleng, King County Prosecuting Attorney