



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

May 1, 2001

Motion 11188

Proposed No. 2001-0230.2

Sponsors Pullen, Sullivan and Nickels

1 A MOTION authorizing the county executive to enter into
2 an agreement with United Way of King County to provide
3 administrative services for the 2001 King County employee
4 charitable campaign.

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6
7 WHEREAS, K.C.C. chapter 3.36 establishes one combined annual campaign for
8 charitable contributions from county employees, and

9 WHEREAS, K.C.C. chapter 3.36 provides for the selection of a campaign
10 administrator who shall be responsible for the administration of the campaign, under the
11 general oversight of the employee charitable campaign committee, and

12 WHEREAS, K.C.C. chapter 3.36 directs any contract with any entity to
13 administer and/or manage the King County employee charitable campaign is to be
14 approved by motion of the King County council prior to its execution by the county
15 executive, and

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

18 WHEREAS, the employee charitable campaign committee has recommended that
19 the county enter into an agreement with United Way of King County to provide certain
20 administrative services during the 2001 King County employee charitable campaign to be
21 reimbursed from the proceeds of the employee contributions as stipulated in K.C.C.
22 3.36.030;

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

24 The King County executive is authorized to execute an agreement with United

Motion 11188

25 Way of King County, substantially in the form attached, for the purpose of providing
26 staff and other administrative services to the employee charitable campaign committee
27 for 2001.
28

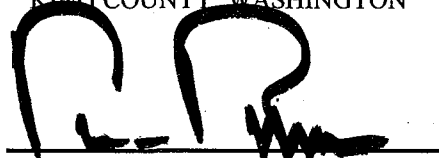
Motion 11188 was introduced on 4/23/01 and passed by the Metropolitan King County Council on 4/30/01, by the following vote:

Yes: 11 - Mr. von Reichbauer, Ms. Miller, Ms. Fimia, Mr. Pelz, Mr. McKenna, Ms. Sullivan, Mr. Pullen, Mr. Gossett, Ms. Hague, Mr. Thomas and Mr. Irons

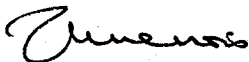
No: 0

Excused: 2 - Mr. Phillips and Mr. Nickels

KING COUNTY COUNCIL
KING COUNTY WASHINGTON


Pete von Reichbauer, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments A. 2001 King County Employee Charitable Campaign Agreement

11 188

ATTACHMENT A
2001 230

March 26 2001

Proposal for
Employee Charitable Campaign
Administrator

For The
2001 King County Employee
Charitable Campaign



UNITED WAY
of KING
COUNTRY
Your Community
Safety Net.



United Way of King County
107 Cherry Street
Seattle, WA 98104-2223

TASKS RETAINED BY ECCC

Committee members maintain exclusive and final authority to:

- Set the campaign budget, theme, goals and schedule
- Define campaign rules
- Solicit, screen and approve charitable organizations for Eligibility
- Name Campaign Chair (s)
- Hear complaints; decide appeals
- Recommend changes to County Ordinance
- All other policy issues

SERVICES UNITED WAY OF KING COUNTY PROVIDES AS CAMPAIGN ADMINISTRATOR

The role of a Campaign Administrator would be to serve and assist the King County Employee Charitable Campaign Committee members in their efforts to plan, prepare, conduct and complete the County Employee 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-on-one contact; assure proper distribution of all materials to all departments.
- assist committee to schedule and conduct specialized training of all campaign workers.
- recruit, train, manage, supervise and evaluate all 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.

A. OBLIGATIONS OF THE PARTIES

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:
 - Carry out Committee directives such as contracting people, preparing and distributing information;
 - 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;
 - Prepare and type all correspondence, reports, proposed legislation, applications for participation, etc.;
 - Prepare, mail-out and handle applications for charities 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 coordinators designated by each department, in accordance with the guidelines set forth by the ECCC, 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.

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:

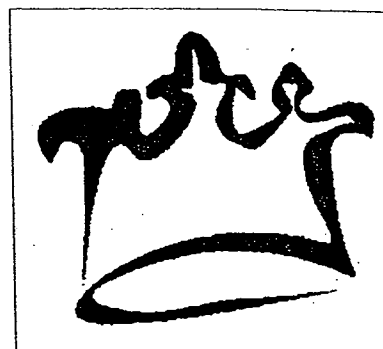
1. Recruit one senior manager and one elected official who shall serve as the County's Campaign Co-chairs for the Employee annual Charitable Contributions Campaign. The Co-chairs will be responsible for gaining support and endorsement from department heads, elected officials and other King County personnel.
2. Appoint a County Campaign Manager from the ECCC 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. Direct the implementation of training activities in accordance with the guidelines set forth by the ECCC.
 - 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. Direct the implementation of publicity activities in accordance with the guidelines set forth by the ECCC.
 - f. Direct the implementation of other campaign activities in accordance with the guidelines set forth by the ECCC.
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. Provide employee's pledge forms, after such pledge forms meet ECCC specifications.
5. Provide to United Way for catalog/listing a list of participating agencies, federations and their members along with required catalog information by May 15, 2001.
6. Conduct final campaign evaluation and prepare report after conducting debriefings with coordinators, loaned executives and participating charities.
7. Reimburse to United Way campaign expenses incurred and itemized no later than March 15, 2002 or 30 days after receipt of summary report of actual costs and other supporting documentation requested by the ECCC

King County Employees Charitable Campaign 2000 Proposed Budget

United Way of King County	2000 Proposed	2000 Actual	Variance	2001 Proposed	
Revenue					
Kick-off Sponsorship (MPCCU) Shirts	(3,000.00)	(3,000.00)	-	(3,000.00)	Anticipated sponsorship
Crown Share Moments (KCCU) mugs, pens, books	(3,000.00)	(3,000.00)	-	(3,000.00)	Anticipated sponsorship
Kick-off Sponsorship Pemco	(5,000.00)	(6,500.00)	1,500.00	(6,500.00)	Anticipated sponsorship
	(11,000.00)	(12,500.00)	1,500.00	(12,500.00)	Total sponsorship
Professional Staff 5110000, 5210000	49,000.00	49,522.62	(522.62)	50,465.00	Administrator, equal to 1FTE, includes benefits
Accounting Services 5120000, 5220000	7,000.00	7,000.00	-	7,500.00	Designations, audit, Data Entry
Clerical Staff 7900000	4,500.00	4,750.25	(250.25)	4,800.00	MIS, accounting staff
Telephone 6500100, 6500200, 6500300	1,500.00	1,112.32	387.68	750.00	Staff line, cell phone service share of fax line and LE ass't line and modem, Staff line
Duplicating 6400000	750.00	305.00	445.00	750.00	Per copy direct expense
Postage 6602000	150.00	151.12	(1.12)	150.00	Federation/Charity mailings for designations, donor acknowledgement, eligible
Messenger 6700000	25.00	25.00	-	25.00	Proofs to vendor printer
Office Supplies 6300300	1,000.00	130.46	869.54	1,000.00	Photocopy paper, transparencies, envelopes, batteries, laptop accessories, etc.
Staff Mileage, Parking, Other 850XXXX	800.00	222.33	577.67	700.00	Account calls and campaign related travel
	64,725.00	63,194.30	1,530.70	66,160.00	
Subtotal UWKC Operations					
Program Supplies 6300100	14,000.00	12,086.06	1,913.94	15,000.00	Catalog, pledge and report forms, shopping bags, training materials, banners
Awards and Recognition 7600100	7,500.00	10,650.18	(3,150.18)	7,500.00	Pens, mugs, post-it-note trays (\$3,000 in Sponsorship money)
LE Supplies 6300300-142613107	300.00	301.23	(1.23)	300.00	Sales and marketing tools, color charts, graphs, misc. visuals
LE Travel 7500100-142613107	150.00	257.98	(107.98)	200.00	
Campaign Films 7300100	500.00	80.00	420.00	500.00	Used previous years video
Publicity and Public Notice 7310000	250.00	250.00	-	250.00	Publication of RFP, eligibility opening notice
Camp Kick-off 6100000	11,000.00	10,023.58	976.42	11,000.00	Offset by sponsorship
Camp Kick off Fees 4050000-142613132	(4,000.00)	(2,353.00)	(1,647.00)	(4,000.00)	Anticipated fees from shirt sales
Executive Breakfast	50.00	665.93	(665.93)	700.00	Unbudgeted Executive Breakfast/approved by ECCO
LE Fund	50.00	50.00	-	50.00	
Website	1,000.00	1,000.00	-	1,000.00	Reduced printed paper publicity/professional web development/proposed print
	30,750.00	31,961.96	(1,211.96)	32,590.00	
Subtotal Direct Campaign Exp					
Total UWKC Expense					
	95,475.00	95,156.26	318.74	98,660.00	
Net Expense UWKC					
	84,475.00	82,656.26	1,818.74	86,160.00	
Printed Materials	3,000.00	3,234.02	(234.02)	3,000.00	Posters, certificates/ Misc. Marketing materials from County print shop
Coordinator Expense	1,500.00	705.62	794.38	1,500.00	Dept. Campaign Events/incentives funding
Award Ceremony	750.00	750.00	-	750.00	Celebration food, plaques, volunteer recognition mementos
Committee Expense (Retreat lunch, misc.)	500.00	500.00	-	500.00	Planning Retreat food, printed materials, misc.
Camp Coord Training (refreshments, printed materials)	1,200.00	1,446.50	(246.50)	1,500.00	Includes Food, Supplies, certificates
	6,950.00	6,636.14	313.86	7,250.00	
ECC Direct Paid Expense					
	91,425.00	89,292.40	2,132.60	93,410.00	
Grand Total					

KING COUNTY EMPLOYEE CHARITABLE CAMPAIGN

**KCECC
Five Year Giving History
103 Accounts**



Year	# Emps	# Givers	Emp \$	Firm \$	Total \$
2000	13,489	3,680	\$943,540	\$0	\$943,540
1999	13,130	3,636	\$911,694	\$0	\$911,694
1998	12,688	3,707	\$835,111	\$0	\$835,111
1997	12,078	3,380	\$772,165	\$0	\$772,165
1996	11,752	3,412	\$588,041	\$0	\$588,041
1995	11,784	3,501	\$608,780	\$0	\$608,780

