

March 15, 1994
CG

Introduced by: BRIAN DERDOWSKI

Proposed No.: 94 - 176

MOTION NO. 9291

1
2 A MOTION authorizing the King County
3 Executive to enter into an agreement with
4 United Way of King County to provide
5 administrative services for the 1994
6 Combined Charitable Giving Campaign.

7 WHEREAS, King County Ordinance 8575, as amended,
8 establishes one combined annual campaign for charitable
9 contributions from county employees, and

10 WHEREAS, King County Ordinance 8575, as amended, provides
11 for the selection of a campaign administrator who shall be
12 responsible for the administration of the campaign operation,
13 under the general oversight of the employee charitable campaign
14 committee, and

15 WHEREAS, King County Ordinance 8575, as amended, directs
16 that any contract with any entity to administer and/or manage
17 the King County Employee Charitable Campaign is to be approved
18 by motion of the King County council prior to its execution by
19 the county executive, and

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

23 WHEREAS, the employee charitable campaign committee has
24 recommended the county enter into an agreement with United Way
25 of King County to provide certain administrative services
26 during the 1994 Combined Charitable Campaign, to be reimbursed
27 from the proceeds of the employee contributions as stipulated
28 in King County Ordinance 8575, as amended, and K.C.C. 3.36.030;

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

30 The King County executive is authorized to enter into an
31 agreement with United Way of King County, substantially in the

1 form attached hereto as Exhibit 1 for the purpose of providing
2 staff and other administrative services to the employee
3 charitable campaign committee.

4 PASSED this 31st day of May, 1994.

5
6 Passed by a vote of 10-0.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

7
8 Kent Pullen
Chair

9 ATTEST:

10 Gerald A. Peterson
11 Clerk of the Council

12 Attachment: Exhibit 1 - Proposal for Campaign Support Services



King County Executive
GARY LOCKE

CONTRACT

June 13, 1994

Mr. Richard J. Thompson, President
United Way of King County
107 Cherry Street
Seattle, WA 98104-2223

Dear Mr. Thompson: *Dick*

Please find enclosed the signed agreement with United Way of King County for support services to the King County Employee Charitable Campaign (ECC).

I would request that all communications and appointments pertaining to the King County Employee Charitable Campaign be routed through Kathy Gehring, ECC Chairperson.

We are looking forward to another successful campaign with your participation and support.

Sincerely,

Gary Locke
Gary Locke
King County Executive

Encl. (1)

cc: Kathy Gehring, ECC Chairperson
Curt Leiser, Metro ECC Member

GL:kmg

ECCEXC.doc



United Way
of King County

MAY 12, 1994

**PROPOSAL FOR
CAMPAIGN SUPPORT SERVICES**

FOR THE 1994

**METROPOLITAN KING COUNTY
EMPLOYEE CHARITABLE CAMPAIGN**

1.

Main Office
107 Cherry Street
Seattle, Washington 98104-2223
Phone 206 461-3700
FAX 206 461-4872
TDD 206 461-3700

East King County Office
13010 Northup Way
Building C-3
Bellevue, Washington 98005
Phone 206 869-0980
FAX 206 869-0602

South King County Office
1851 South Central Place
Suite 202
Kent, Washington 98031
Phone 206 854-4200
FAX 206 854-4498
TDD 206 854-4200





United Way
of King County

May 12, 1994

**PROPOSAL FOR
CAMPAIGN SUPPORT SERVICES
FOR THE 1994
METROPOLITAN KING COUNTY EMPLOYEE CHARITABLE CAMPAIGN**

INTRODUCTION

In 1988, the 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 Employee Charitable Campaign Committee (ECCC) now faces the challenge and responsibility of running a fund raising effort that supports Federations of the tax exempt charitable class to reach more than 11,000 Metro 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
- on-going assessment of employees advice and direction

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

2.

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South King County Office
1851 South Central Place
Suite 119
Kent, Washington 98031
Phone 206 854-4200
FAX 206 854-4498
TDD 206 854-4200

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 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 Metro 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.
- 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.

**METROPOLITAN KING COUNTY EMPLOYEE CHARITABLE CAMPAIGN
AGREEMENT**

This AGREEMENT is entered into by Metropolitan 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 Administrator 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 former Metropolitan Employee Combined Community Campaign Committee voted on March 17, 1994 to consolidate with the King County Employee Charitable Campaign 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 February 1, 1994 and ending January 31, 1995.

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:
 - 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 and distribute newsletter;
 - Prepare and process annual administrative contract;
 - Prepare, mail-out, 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 Metro County employees (11,000+) one copy each of a consolidated campaign brochure/catalog listing all federations and their members.
 8. Print and provide the County with 11,000+ 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 mag tapes for payroll use and transmit same to respective Metro King County payroll departments for Payroll deduction. Metro 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 ECCC 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. Metropolitan 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 Employee 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 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, 1994.
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 February 28, 1995.

C. 1994 Campaign Budget

The following budget reflects United Way's estimate of costs that will be incurred on behalf of the Metro King County Charitable Campaign for 1994. The United Way agrees to provide the County with a report of actual costs incurred by February 15, 1995. 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.

1994 Proposed Budget For Metropolitan King County

PERSONNEL	1993 Actual	1994 Proposed Metro King County
Audit/Data Processing/Clerical (Duties as described in contract Section I.A.8,9,10)	\$3,509.19	\$6,805.00
Professional Staff Support (Duties as described in contract section I.A.2)	\$29,000.00	\$34,175.00 (1)
Two full-time Loaned Executives (September-November)	No Charge	No Charge
Total Staff Expenses \$32,614.69 \$40,980.00

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

1994 Campaign Budget

Direct Actual Costs to be reimbursed by the campaign (2). Costs to be pre-approved before being incurred by the Committee or its designee.

PRINTING

Brochure Printing (7,200)	
Pledge Form (7,200)	
Report Form (500)	
Letterhead	
Newsletter (7000 + X 2)	
Sales Tax & Delivery	1994 Estimate \$9,672

OFFICE COSTS

Duplicating & Training Material	
Telephone	
Postage	
Loaned Executive Supplies	
Office Supplies	
	1994 Estimate \$2,585

EVENTS & RECOGNITION

Information Fair/Kick-off	
Award Ceremony	
Certificates and Plaques	
Donor Recognition Item	
Campaign Video	1994 Estimate \$2,158

CAMPAIGN COMMITTEE MAILING AND EXPENSES

	1994 Estimate \$6,200
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Total Estimate	\$61,595
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- (2) All printed materials, designs, prices, and items purchased for the campaign would be approved by the Committee or its designee.
- (3) PC for word processing by administrative assistant during campaign period.

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 1994 Metropolitan King County Employee Charitable Campaign.

METRO KING COUNTY:

UNITED WAY OF KING COUNTY:

.....
Signature *Gary Locke*

.....
Signature *R. J. Thompson*

.....
Name Gary Locke

.....
Name Richard J. Thompson

.....
Title King County Executive

.....
Title Chief Professional Officer

Attest:

Attest:

.....
Director, Exec. Administration *L. Stephens*

.....
Vice President, Finance & Administration *M. D. Fulgham*

Approved As to Form:

.....
Deputy Prosecuting Attorney for
Norm Maleng, King County Prosecuting Attorney