SECC FAST FACTS

• The SECC was established by Governor Jim Hunt in 1984.
• It is the only authorized charitable campaign in the state employee workplace. The Carolina Cares, Carolina Shares (CCCS) campaign is UNC- Chapel Hill’s campaign in support of the SECC. UNC-Chapel Hill is historically one of the largest statewide participants in the SECC.
• No state monies are used to run the campaign.
• More than $87 million raised for charities serving NC residents since 1985.
• The 2011 Campaign raised $4.18 million. CCCS raised over $782,400 alone, making this campus the top campaign of 2011 in terms of dollars raised.
Is it a United Way campaign?

No. The SECC is not a United Way campaign

- More than 1,000 charities are eligible for your donation, and *you choose where your gift goes* – or doesn’t go – by designating your gift to one or more specific charities that YOU want to support.

- The State of North Carolina must contract with a nonprofit organization to manage administrative needs of the SECC as “Statewide Campaign Organization,” and the United Way of North Carolina has served in this role since the SECC was created.
Important Dates

Campaign Dates
Oct. 1 – Nov. 9

First Email Release Date
Oct. 1

Packet Pick Up Begins
Oct. 4 – Every Thursday

Last Packet Pick Up
Nov. 8
Ten Team Captain Tips

1. Be an advocate.
2. Review last year’s campaign.
3. Meet with your Director/Top Manager to enlist his/her support.
4. Recruit a diverse and enthusiastic campaign team.
5. Develop strategies, a timeline and plans for this year’s campaign.
Ten Team Captain Tips

6. Work with your Division Leader to coordinate a special appeal for senior management.

7. Contact the SECC office to arrange for a charity speaker or charity fair.

8. Publicize the campaign to build awareness and enthusiasm.

9. Send out an endorsement letter or e-mail from the top manager or your CCCS team.

10. Personally give out the materials and ASK if your co-workers have questions about the CCCS.

Tar Heels give More!
The #1 reason for NOT giving is NOT BEING ASKED...

Most CCCS donors said they received their pledge forms in their mailbox

- Don’t presume that anyone “can’t” or “won’t” give.
- Educate and Inform – Teach vs. “Solicit.”
- Involve employees who care about Carolina Cares, Carolina Shares.
- Keep the asking and collecting timeframe short, highly energetic and informative.
- Make sure volunteers know they are appreciated by you and managers.
How will you “ask”?

*Group “Ask”:* Great to tag onto existing staff meetings.

*Individual “Ask”:* The best way to answer individual questions.

*Both:* Distribute forms at group meetings and volunteers follow-up.

HI! Don’t forget – The drawing is Friday for folks who turn in their CCCS pledge forms. Thanks for considering this great opportunity to give to causes you care about!
Increasing Participation

- Invite other employees to help on your campaign team.
- Involve top managers in showing visible support.
- Make the “Ask” positive and personal.
- Use CCCS stories and visuals.
- Use your own employees’ stories. Offer incentives to employees who participate in the campaign.
- THANK your donors!

Carolina Cares
Carolina Shares
WHO IS ASKING YOU TO GIVE?

The person who handed you this giving guide and pledge form is one of many state employee volunteers who are responsible for planning how and when you are asked to participate. When a volunteer asks you to consider a pledge, be or she is serving as a voice for the hundreds of thousands of people served by the eligible charities listed within this giving guide.

Words of support from these volunteers or anyone within state government are intended to encourage your consideration of this opportunity to choose something you care about and plan your charitable contributions. Your participation is voluntary and appreciated by the charities who receive your designated gift(s).

To search charities by keyword and read their descriptions, visit ncesec.org

INDEX

Alphabetical List of Charities 8-14
SECC FAQ 1
Charities Listed by Federation/Group 2
Independent Charities 3
America’s Charities 3
Community Health Charities of North Carolina 3
Earthscapes North Carolina 4
Global Impact 4
Independent Charities of America 4
North Carolina 4-H Development Fund 5
North Carolina Community Shores 5
North Carolina Cooperative Extension Service Foundation 6
Partners for a Better World 6
Smart Start – NC Partnership for Children 6
United Arts Council of Raleigh and Wake County 6
United Way of North Carolina 6

This giving guide provided thanks to our partners

SECU Foundation
People Helping People

Make a Difference give

Frequently Asked Questions about the SECC

Who can contribute?
Virtually all state employees and retiree’s are eligible to participate in the State Employees Combined Campaign. In addition to permanent full-time, part-time and time limited employees, temporary employees, interns & contract employees may participate. Temporary employees may give by check or credit card.

Do I need to fill out another pledge form for this year’s pledge if I have given in the past?
Yes. A new form or online pledge (if pledged) must be completed every year.

Are contributions tax-deductible?
Yes. You must meet documentation to support your contribution depending on the amount you pledge. Consult with your accountant or tax advisor for details.

What happens to my contribution if I do not designate to a specific charity?
The campaign regulations specify that all undesignated gifts are proportionally distributed to those charities receiving designations. If Charity A receives 3% of designations pledges, then Charity A will also receive 3% of undesignated pledges.

How are charities approved for the Giving Guide?
All charities listed in the SECC Giving Guide must apply for designation annually and meet the campaign eligibility criteria established by regulations that govern the State Employees Combined Campaign. The criteria that the charities must meet can be found on our website at www.ncesec.org under the SECC Charities category.

Isn’t it better for me to give directly to the charity?
Sure you pledge and pay your gift is definitely a personal decision. Giving through the SECC provides you convenience, accountability and the ability to pay your gift through payroll deductions.

Charities appreciate gifts through the SECC because:
- Most charities spend a great deal of time and money to solicit and acknowledge gifts. On the other hand, charities devote minimal time and resources to apply to and participate in the SECC.
- They can budget for pledged contributions from a report they receive from the SECC in late February/early March.
- They receive payments instantly (usually within one to two weeks) for all SECC donations with no fees to process individual donations, another cost savings to the charity.
- They are able to apply SECC contributions toward areas where they need the most, stretching their value through their existing budget for programs and services.

What is the campaign’s overhead?
In 2012, the campaign’s administrative costs were less than 10%. SECC regulations require that no more than 10% of the prior year’s campaign total may be used to support the campaign expenses.

What is the duration of my payroll deduction and when does it begin?
Deductions begin January 2013 and continue through December 2013.
### 2012 Pledge Form

#### Carolina Cares Carolina Shares

---

**Make a Difference**

**2012 CAMPAIGN**

<table>
<thead>
<tr>
<th>First Name</th>
<th>MI</th>
<th>Last Name</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Department/University</th>
<th>Division/Academic Unit</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Home Address (Optional)</th>
<th>City, ST</th>
<th>Zip Code</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Daytime Phone</th>
<th>Email</th>
</tr>
</thead>
</table>

### MY SECC PLEDGE

- **Payroll Deduction** (Deductions begin Jan. 2013):
  - Deduct $____ per pay period (5% per month minimum)
  - I am paid 17 24 26 times a year.

- **Employee ID** (Payroll Deduction/BEACON # if applicable): [ ]

- **Signature** (Required for payroll deduction pledges only): [ ]

### MY TOTAL PLEDGE

<table>
<thead>
<tr>
<th>$</th>
</tr>
</thead>
</table>

---

**Thank You!**

#### GIFT DESIGNATION(S)

Please designate your gift - Choose the charities you wish to support

Approved SECC charities are listed in the 2012 SECC Giving Guide or can be found using the charity search form on the ncsecc.org website. Any pledge left undesignated, or designated to a charity NOT listed, will automatically be deemed UNDESIGNATED funds. A minimum of $10 per year, per charity is required for designations.

- **CHECK HERE IF YOU WISH TO KEEP YOUR GIFT ANONYMOUS TO THESE CHARITIES.** If you check this box, the SECC will NOT include your name on the list of donors given to the charities you designate.

<table>
<thead>
<tr>
<th>2012 SECC Code</th>
<th>Charity Name</th>
<th>TOTAL Amount Designated</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

---

**Search charities online!** FIND MORE INFO AT [www.ncsecc.org](http://www.ncsecc.org)

Your SECC contribution is tax deductible to the extent allowed by law. For tax purposes, nothing of substantial value was given in return for this contribution. Retain a copy of your pledge form and either your cancelled check, credit card statement or year-end payroll deposit slip as proof of your contribution.

---

**TOP & MIDDLE COPY – SECC OFFICE**

**BOTTOM COPY – DONOR**

THE FEDERAL TAX ID (EIN) FOR THE NC SECC IS 56-0564547
## CHARITY EVENT FORM

**Date:**

<table>
<thead>
<tr>
<th>Event Coordinator Name</th>
<th>Type of Event (bake sale, walk-a-thon, silent auction, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Department/University</td>
<td>Division/Institution/Academic Unit</td>
</tr>
<tr>
<td>Work Email</td>
<td>Work/Daytime Phone</td>
</tr>
</tbody>
</table>

### EVENT INFORMATION

| $ | Cash | Obtain free money order from any State Employees Credit Union or call the SECC to schedule a pick-up. Personal checks, in exchange for cash received, are not permitted. |
| $ | Check | Made payable to NC SECC |
| $ | TOTAL RAISED |

### EVENT DESIGNATIONS

If you choose to designate your special event proceeds, please list the charity code found in the 2012 SECC Giving Guide. Please make sure all employees know which SECC charity will receive the proceeds before the event occurs.

A minimum of $10 per year, per charity is required for designations. NO WRITE IN CHARITIES ALLOWED.

<table>
<thead>
<tr>
<th>2012 SECC Code</th>
<th>Charity Name</th>
<th>Total Amount Designated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

Report prepared by: ___________________________ (Coordinator Name Printed Clearly) ___________________________ (Date) ___________________________ (Phone)

Report audited by: ___________________________ (Event Supervisor) ___________________________ (Date)

For tax purposes, nothing of substantial value was given in return for this contribution.

DO NOT USE THIS AS AN INDIVIDUAL PLEDGE FORM
## 2012 SECC Report Form

### Current Information
Please make the necessary changes at the top.

State Department/University
Instit/Div/Academic Unit
Phone
Mailing Address
City, State, Zip

Note Corrections Here

State Department/University
Instit/Div/Academic Unit
Phone
Mailing Address
City, State, Zip

---

### Make a copy of this report form before submitting your campaign packet to the SECC office.

If an individual contributed through payroll deduction and cash, check or credit card, please count the employee only ONCE as a contributor in the payroll column. Record the payroll, cash, check or credit card dollar amounts as given.

**DO NOT INCLUDE PREVIOUSLY REPORTED or ePledge CONTRIBUTIONS IN THESE TOTALS.**

**DO NOT USE THIS FORM FOR EVENTS.**

**DO NOT SEND CASH – EXCHANGE FOR A FREE MONEY ORDER AT YOUR LOCAL STATE EMPLOYEES CREDIT UNION**

---

### Column A
**Type of Pledge**
**Number of Contributors**
**Column A**
Credit Card, Cash & Check Pledges

### Column B
**Column B**
**Payroll Pledges**

### Column C
**Total Pledges**

<table>
<thead>
<tr>
<th>TYPE OF PLEDGE</th>
<th>NUMBER OF CONTRIBUTORS</th>
<th>COLUMN A</th>
<th>COLUMN B</th>
<th>COLUMN C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Deductions</td>
<td></td>
<td>Total Payroll $</td>
<td>Total Payroll $</td>
<td></td>
</tr>
<tr>
<td>Credit Card</td>
<td></td>
<td>Total Credit Card $</td>
<td>Total Credit Card $</td>
<td></td>
</tr>
<tr>
<td>Cash (Exchange for a money order at your local State Employees Credit Union)</td>
<td></td>
<td>Total Cash $</td>
<td>Total Cash $</td>
<td></td>
</tr>
<tr>
<td>Checks</td>
<td></td>
<td>Total Check $</td>
<td>Total Check $</td>
<td></td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>Total Contributors</td>
<td>Total Credit Card, Cash &amp; Check Pledges $</td>
<td>Total Payroll Pledges $</td>
<td>GRAND TOTAL $</td>
</tr>
</tbody>
</table>

Report prepared by: ________________________________________ (Please print clearly) __________/________/________ (Date) __________/________/________ (Phone ###-####)

Report audited by: ________________________________________ (State Campaign Organization Staff) __________/________/________ (Date)
November 9 is here...

✓ Complete your last* Campaign Report.
✓ Announce campaign results and thank employees.
✓ Evaluate the campaign’s strengths and weaknesses and make recommendations.

*Submit campaign results in batches - it helps!

PLEASE SUBMIT THE FINAL BATCH BEFORE NOVEMBER 15.

We’ll continue to accept “late pledges” through December 31, but they will not be counted towards the awards program.

Carolina Cares
Carolina Shares
Award Structure

2012 Goal of $1 Million
Every Dollar Counts

The Davie Poplar Award
Presented to Divisions reaching the 30% employee participation level.

The GIVE MORE Award
Presented to the most improved department in percentage participation.

Carolina Cares
Carolina Shares
Celebration and Recognition Event

January 15
2 p.m. to 4 p.m.
Carolina Club

Tar Heels
give
More!
Thank you!

Carolina Cares
Carolina Shares