Important Dates

Volunteer Training and Official Kick-Off
Monday, September 28
8:00 - 9:30 a.m. at the McNamara Alumni Center

Community Fund Drive
Friday, October 16 to Friday, November 13

Give to the Max Day
Thursday, November 12

Prize Drawings
Prize drawings occur weekly on Wednesdays throughout the campaign. Winners for the grand prizes will be chosen on November 16. All winners will be notified via email and posted online. Check back here for updated prize information and winners. All employees who pledge their support are eligible to win prizes.

Frequently Asked Questions

1. **What is the theme of the Community Fund Drive?**
   
   *Do good. Feel good.* Whether you have a passion for feeding the hungry and homeless, finding cures for diseases, making higher education more affordable, or preserving the environment, there’s a community organization that needs your help. Your donation makes a difference in your own life too. When University employees give their money, time, and energy to others in need, they are also boosting their own health and wellbeing.

2. **Why should employees give to the Community Fund Drive?**
   Donations made through the Community Fund Drive are a cost efficient way for federations and nonprofits to raise funds. Workplace giving, especially payroll deduction, provides a stable stream of income for nonprofit organizations which can help reduce future fundraising costs and better leverage resources.

3. **How do people pledge?**
   Donating online is an easy way to improve our community. Your online gift will be deducted from your paycheck automatically.

   1. **Go to** [www.umn.edu/cfd](http://www.umn.edu/cfd) **and click “Donate Now”** and then pick "Donate to the Community" to pledge a gift to one of the partner federations or "Donate to the UofM" to give directly to the UM Foundation. Each site links to the other, so you can give to all the federations online. Look for instructions on each site including how to get a record of your donation.

   2. You will need three things to give online—your name, employee ID number, and internet ID.
      
      On the “Donate to the Community” eWay site, eligible employees should use their internet ID (x.500) as your account name. The password is plus “um” followed by your seven-digit employee ID number (such as, um1111111). ID numbers are on the front of the UCard and in MyU under the “My Info” tab on the top right. You will be asked to change your password after you log-in the first time.

   3. **Choose how often you want to give.** If you give from each paycheck, your donations will be taken out starting on January 6, 2016. One-time gifts will be deducted on February 3, 2016.

   You can change your online donation until the campaign close on November 13, 2015.

   Paper donation forms are available online at [www.umn.edu/cfd](http://www.umn.edu/cfd) to print for colleagues without computer access. Complete the form and return it to:
Cash donations from events, such as a bake sale, can be made using the paper form. Complete the form and submit a check for the amount of cash received and attach it to the pledge form and send it to the address above. Cash donations from events will be entered into the system as a group donation—please do not provide the names of each person in the department. People who want to show their support for the campaign who donated at an event can go online using the “Donate to the Community” site and select that they want to show their support can select “I can’t give financially but want to be entered into the prize drawing” on the pledge information screen.

4. **What should employees know about using their donation for tax purposes?**

Pledges are not taken out of pre-tax dollars, so donations are tax deductible.

Employees should save their online receipt or a copy of your paper pledge form. If they pledge online to "Donate to the Community," they will be asked if they would like their gift acknowledged by the federation or nonprofit and will receive an email acknowledgment. Donations to the University of Minnesota Foundation will be acknowledged by the Foundation.

Employees who want to claim their donation on their taxes can use the following for documentation:

- Pay stub or statement
- W-2 form, Wage and Tax Statement
- The donation confirmation page and/or email from eWay or the University of Minnesota Foundation

If an employee **makes a single contribution of $250 or more by payroll deduction**, the pledge card or other documentation from the organization must also include a statement to the effect that the organization does not provide goods or services in whole or partial consideration for any contributions made to the organization by payroll deduction. Each payroll deduction amount of $250 or more is treated as a separate contribution for purposes of the $250 threshold requirement for written acknowledgments. So, an employee who donates $200 per pay period will not automatically receive a statement from the federation or nonprofit unless they ask to have their gift acknowledged. Another employee who pledges $251 for each pay period will receive a statement.
Talking Points

- The Community Fund Drive is the U’s annual charitable giving campaign.
- Each year the University partners with six federations.
  - Federations include: Community Health Charities of Minnesota, Open Your Heart to the Hungry and Homeless, Community Shares of Minnesota, Greater Twin Cities United Way, United Negro College Fund (UNCF), and the Minnesota Environmental Fund. These federations have all been vetted and are legitimate organizations.
  - They fund different focus areas: environment, food shelves, education, affordable housing, and community health.
  - There are nearly 500 charities within the six federations that can be chosen, or you can designate to any 501(c)3 (IRS tax-exempt charity).
- New this year, you can direct a contribution to your favorite cause at the U through the University of Minnesota Foundation.
- Giving through the Community Fund Drive is easy and safe.
- Payroll deduction saves time and administrative costs for the nonprofit organization.
- These charities count on the University of Minnesota as our donations represent a significant portion of the federations’ income.
- This year’s goal is for our University to hit 35% participation and raise $1.3 million. Every little bit counts—small gifts really do add up. Colleges and units are asked to increase their 2014 participation by 10 percent.
- Contributions through the Community Fund Drive on Give to the Max Day will not be charged a 4.5% administrative fee, which GiveMN.org takes from gifts. However, gifts to nonprofits and federations on Give to the Max Day will not count toward any matching grants.

Marketing and Events

Communications and events create enthusiasm and inspire your colleagues to donate. The goal of any event is to raise money, so focus the activity on pledging. Have extra paper pledge forms or a laptop at your event so employees can pledge right there. Don’t forget to take pictures of your events and send us copies! Send photos to Kari Nolan at nola0058@umn.edu.

Prizes

- Promote prizes to motivate colleagues to give.
- A list of prizes for this year will be posted on the website starting October 16 at www.umn.edu/cfd under the prizes tab.
- Any employee who turns in a pledge is eligible for prize drawings regardless if they contribute funds.

Printed Materials

A small brochure with a pledge form will be sent to all employees through campus mail by mid-October. Posters are available at the kick-off event to hang in high traffic areas. For additional materials, contact Nicole Salm at salm0078@umn.edu.

Communication Ideas

- Send email messages to your staff and faculty colleagues about why you and others in your unit give. Or, share a story of someone helped by a CFD federation. Emails can be weekly and thank employees who have already donated.
- Place notes attached to candy on your co-workers’ desks, work areas, or in mailboxes with information about the Community Fund Drive.
- Use the customizable poster on the CFD website to promote events.
• Connect with the communications team in your area to promote your events and goals through your college or unit’s e-newsletter and social media.
• Identify a faculty volunteer who can encourage other faculty to give.
• Hold a kick-off event in your department.
• Give paper donation forms to all faculty and staff.
• Look for ways to collaborate with other departments in your college, unit, or even partner to create a larger event.
• Put handprints on the wall saying, “I Gave!” with names of employees who have participated in the campaign.
• Visit each office and workstation in your college or unit and tell them personally about the Community Fund Drive. You leave a pledge form.

Event Ideas

Request a Speaker
Invite a speaker from one of the charities/agencies supported by the six federations to talk about the impact of giving. A form entitled “federation speaker request form” is available at: http://z.umn.edu/cfdresources.

Kickoff Breakfast or Lunch
Kick off your campaign with a staff breakfast or lunch and invite a federation speaker. Other ideas include:

• Chili cook-off and asking people to donate to enter or to eat
• Pancake breakfast
• Potluck luncheon
• Dessert cart

Pass the Flamingo
Find a large blow up pink flamingo and put it in a co-worker’s office or cubicle. They need to donate to the campaign to be able to pass it on to another co-worker.

Candy Gram
Sell daisies or candy bars for your colleagues to send to other colleagues to show appreciation.

Wage Penny Wars
Each group would have a large jar in a common area of their department. Every penny counts as one point, but silver coins/change will count against you, i.e., minus five for a nickel, minus 25 for a quarter, etc. Teams win by putting the most number of pennies in their own jar while slowing down their competitors by putting nickels, dimes and quarters in someone else’s jar. Winners enter a drawing or receive a prize.

Gift Baskets
Create a silent auction-style fundraiser by asking groups to create a “theme basket” for a fun activity, such as gardening, gourmet food, movie night, or spa experience. Hold a drawing to give away the baskets, or ask people to bid on them.

Games
Check out these games from game shows Minute to Win It and The Tonight show with Jimmy Fallon.
Rules and Guidelines

Check out the CFD volunteer toolkit for guidelines to ensure drawings are legal. If you plan to have a bake sale check to make sure your goodies are safe.
About Federations and Fundraising

Helpful terms:

- **Federations** are umbrella organizations representing many charitable agencies with similar missions.
- **Agencies** are federation member charity organizations (e.g., Will Steger Foundation, Minnesota Coalition for Battered Women) that carry out the work/mission/serve the need in our community.
- **Designations** are gifts directed through the federations to a specific agency or charity.
- **Write-in Donations/Other Donations** are gifts to designated agencies or charities that are not affiliated with any of the federations listed.
- **Administrative and Fundraising Expense** is the percentage of annual income that the federations spend on administration and fundraising in their overall activities as reported to the IRS (see table below).
- **Affiliated Agency Designation** is the amount that is retained by the federation to cover the expense of processing a gift. The federations may also use these funds for programs or services for the affiliated agencies (see table below).
- **Requesting an Acknowledgment** ensures that your name gets passed along to the designated agency to confirm receipt and list the donor in the annual report or other donation lists.

Federation Administrative and Fundraising Expenses

The federations that partner with the University of Minnesota on the Community Fund Drive use your gift to carry out a charitable mission. While most of your gift goes to the cause or causes you identify, a small portion will be used for administrative expenses. Federation expenses include the cost of processing the donation, education programs, staff, marketing costs, and day-to-day expenses such as rent and utilities.

More details on Federation Administrative Expenses for 2015 are on the website (umn.edu/cfd)

Reports

Lead volunteers and those designated by their leads will be able to access the online reporting dashboard for the eWay site, which processes donations to the “Community Federations” for this year’s fund drive.

Lead volunteers will see a summary report for their individual college or unit with data down to the department level, including the number of eligible employees, number of responses and donors, total dollars donated, and average gift amount. The totals reported on the public Community Fund Drive website [website](#) will include the totals for each college or unit with any additional gifts for the University of Minnesota Foundation.

For more information

- General campaign questions: contact Nicole Salm at 612-625-8018 or [salm0078@umn.edu](mailto:salm0078@umn.edu)
- Questions on the eWay site: contact [ewayhelp@gtcuw.org](mailto:ewayhelp@gtcuw.org)
2015 Community Fund Drive Administrative Processing Fees

The federations that work together with the University of Minnesota on the Community Fund Drive pass along your gift to carry out a charitable mission. While most of your gift goes to the cause or causes you identify, a portion will be deducted by the federation for administrative processing fees, if you designate an agency represented by the federation.

Both one-time gifts (via check or payroll deduction) as well as recurring payroll deductions, will have a federation administrative processing fee deducted, if you have designated an agency represented by a federation.

**Federation Administrative Processing Fees**

<table>
<thead>
<tr>
<th>Federation</th>
<th>Administrative Processing Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Health Charities MN</td>
<td>14%</td>
</tr>
<tr>
<td>Community Shares of Minnesota</td>
<td>15%</td>
</tr>
<tr>
<td>Greater Twin Cities United Way</td>
<td>14.9%*</td>
</tr>
<tr>
<td>Minnesota Environmental Fund</td>
<td>12%</td>
</tr>
<tr>
<td>University of Minnesota Foundation</td>
<td>0%-1%</td>
</tr>
</tbody>
</table>

*12.4% for cash and check one-time gifts.

Open Your Heart to the Hungry and Homeless and United Negro College Fund (UNCF) do not have administrative processing fees because they do not have member agencies or accept designations.

In addition to the federation administrative processing fees above, see individual federation and agency websites to learn about an organization’s administrative expenses as a portion of its budget. Federation administrative expenses include the cost of processing the donation, education programs, staff, marketing costs, and day-to-day expenses such as rent and utilities.

**Processing Fees for Gifts to 501(c)3 Charities Not Affiliated with a Community Fund Drive Federation (Write-In Gifts)**

Gifts made to a 501(c)3 charity with no affiliation to the above federations will be distributed by the Greater Twin Cities United Way at 7% no additional fee.

Gifts made in the 2015 Community Fund Drive will be distributed in June, September, and December of 2015 and no later than March 15, 2016.

**For More Information**

A list of the charities represented by each federation is available on [www.umn.edu/cfd](http://www.umn.edu/cfd). For more information on average administrative fees for nonprofits, visit [CharityNavigator.com](http://CharityNavigator.com).


CFD fee disclosure 10 7 15 FINAL
### 2014 Community Fund Drive College and Unit Results

*Use your 2014 results as a reference to set 2015 goals*

<table>
<thead>
<tr>
<th>College/Unit</th>
<th>Goal</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture Experiment Station</td>
<td>93.33%</td>
<td>$43,490.00</td>
</tr>
<tr>
<td>Academic Affairs</td>
<td>35.66%</td>
<td>$18,980.50</td>
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<td>Academic Health Center</td>
<td>7.36%</td>
<td>$15,146.00</td>
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<tr>
<td>Athletics</td>
<td>22.54%</td>
<td>$6,796.00</td>
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<td>Audits</td>
<td>100%</td>
<td>$3,156.00</td>
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<tr>
<td>Auxiliary Services</td>
<td>70.53%</td>
<td>$39,063.01</td>
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<tr>
<td>Biological Sciences</td>
<td>19.55%</td>
<td>$20,756.00</td>
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<tr>
<td>Board of Regents</td>
<td>100%</td>
<td>$1,812.00</td>
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<tr>
<td>Capital Planning/Project Management</td>
<td>57.14%</td>
<td>$3,566.00</td>
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<tr>
<td>Continuing Education</td>
<td>48.03%</td>
<td>$14,336.00</td>
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<tr>
<td>Controller’s office</td>
<td>84.12%</td>
<td>$18,320.60</td>
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<tr>
<td>Dentistry</td>
<td>20.62%</td>
<td>$23,869.50</td>
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<td>Design, College of</td>
<td>37.50%</td>
<td>$15,759.98</td>
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<tr>
<td>Education &amp; Human Dev</td>
<td>32.77%</td>
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<td>Equity and Diversity</td>
<td>22.5%</td>
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<td>Extension, U of M</td>
<td>35.12%</td>
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<td>Facilities Management</td>
<td>54.05%</td>
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<td>Food, Ag/Natural Resources</td>
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<td>$66,090.98</td>
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<td>General Counsel</td>
<td>74.29%</td>
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<td>Global Programs/Strategy Alliance</td>
<td>34.33%</td>
<td>$7,527.00</td>
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<td>Graduate School</td>
<td>57.14%</td>
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<tr>
<td>Health Sciences</td>
<td>20.89%</td>
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<td>Human Resources</td>
<td>34.09%</td>
<td>$1,037.98</td>
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<td>Humphrey Institute</td>
<td>63.46%</td>
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<td>Information Technology</td>
<td>29.18%</td>
<td>$3,758.20</td>
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<td>Law School</td>
<td>49.16%</td>
<td>$38,882.00</td>
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<td>Liberal Arts</td>
<td>39.18%</td>
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<td>Libraries</td>
<td>24.85%</td>
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<td>Medical School</td>
<td>8.91%</td>
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<td>Nursing</td>
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<td>President, Office of</td>
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<td>Public Health</td>
<td>44.16%</td>
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<td>Public Safety</td>
<td>19.77%</td>
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<td>Research</td>
<td>59.71%</td>
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<td>Science &amp; Engineering</td>
<td>40.41%</td>
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<td>Student Affairs</td>
<td>51.12%</td>
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<td>Undergraduate Education</td>
<td>30.98%</td>
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<td>University Finance</td>
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<td>University Health and Safety</td>
<td>18.84%</td>
<td>$3,044.00</td>
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<td>University Relations</td>
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<td>University Services VP</td>
<td>51.16%</td>
<td>$20,886.00</td>
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<tr>
<td>Veterinary Medicine</td>
<td>16.17%</td>
<td>$32,462.00</td>
</tr>
</tbody>
</table>
Committee Contact Information

Committee members are available to answer questions or provide assistance for a successful campaign.

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