SUMMARY STATEMENT

ITEM NO.  SUBJECT: In-Kind Support for Employee-Funded Charitable Giving and Fund-raising Campaigns

COMMITTEE: Executive Committee

COMMITTEE MEETING DATE: December 15, 2010

BOARD ACTION DATE: January 19, 2011

PROPOSAL: That the Board authorizes staff to continue to provide in-kind support for employee-funded charitable giving events/campaigns beginning in January, 2011.

Amount: A total estimated 38 hours per year of staff time from Customer Services & Community Relations, six (6) hours per year of staff time from Benefit Administration Department staff, four (4) hours per year of staff time from Public Safety and one (1) hour per year of Printing Services Department, plus materials.

Staff seeks Board approval to continue in-kind support for employee-funded charitable giving events/campaigns. Typically, the value of staff time for these events is no more than $1,500 annually, and under $10 in materials.

PURPOSE: To continue employee-funded annual charitable giving campaigns sponsored by various regional non-profits.

BACKGROUND: DRPA employees have a long history of charitable giving. At the request of various non-profit organizations, over the years, DRPA’s Customer Service & Community Relations and Benefits Administration Departments have presented DRPA/PATCO employees with opportunities to donate to various charitable campaigns throughout the year.

In the case of the Food Drives and the Veteran Stand Down, the selection of designated organizations may alternate between Pennsylvania and New Jersey each year. This is based on whether there are enough donations to share between two groups.
DRPA staff involvement involves collecting donated money or items from employee/donors, and presenting the donated checks or cash in a money order or Authority check to the organization.

Some campaigns involve collection of goods, as well as money. The collection of goods requires placement of the items in barrels at various Authority locations. Collected items are usually picked up by the organizations.

While some organizations provide informational flyers and posters, some cannot. In those cases, DRPA Printing Services Department copies or prints approximately 150 copies per year for all of the employee–funded charitable events for distribution to our facilities.

Additionally, DRPA and PATCO employees are notified of the events by the Authority’s group email system. The organizations provide receipts to donors upon request.

Past employee-funded charitable giving campaigns have included initiatives such as:

1) **Wear Red for Women – American Heart Association**

Held annually on a Friday in February, this campaign benefits the American Heart Association’s (AHA) efforts related to women’s heart disease. Employees who donate are asked to wear red on a specific day to show support for the cause. Employees are also permitted to wear blue jeans that designated Friday. The AHA supplies us with pins for donors and informational materials. In 2010, this effort raised approximately $500. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is six (6) hours and a total of $124.00 in salary cost.
2) Wear Jeans for Babies – March of Dimes (Camden County)

Held annually on a Friday in March, this campaign benefits the March of Dimes. Employees who donate are permitted to wear blue jeans a designated Friday. The March of Dimes supplies T-shirts for $10 donors and informational materials. In 2010, the event raised approximately $800 in employee donations. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is six (6) hours and a total of $124.00 in salary cost.

3) Daffodil Days – American Cancer Society (Camden County)

Held annually in the spring, this event benefits the American Cancer Society’s (ACS) research efforts. Employees can donate money or purchase daffodils. ACS provides materials and information. In 2010, the event raised approximately $400 in employee contributions. Estimated staff time is five (5) hours and a total of $103.00 in salary cost.

4) Wear Pink for the Cure – Susan G. Komen Foundation (National)

Held annually on a Friday in October, this campaign benefits the Susan G. Komen Foundation for Breast Cancer. Employees who donate are asked to wear pink on a specific Friday to show support for the cause. Employees who donate are also permitted to wear blue jeans that designated Friday. Komen supplies us with pins for donors and informational materials. In 2009, the effort raised approximately $900 in employee donations. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is six (6) hours and a total of $138.00 in salary cost. Due to Board approval requirements, we were not able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.
5) Veteran Stand Down (PA and NJ Veteran Groups)

Held annually around Labor Day, this campaign benefits local veteran support agencies that provide annual “stand downs” to encourage homeless vets to “stand-down” by coming in to local health and support agencies to receive available basic evaluation and services. Employees may donate new underwear and socks, toiletries and bottled water. In 2009, employees donated approximately five boxes of donated items and $50 cash. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is five (5) hours and a total of $103.00 in salary cost. Due to Board approval requirements, we were not able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.

6) Animal Rescue “Yard Sale” (PA and NJ “no kill” Shelters)

Held annually, this campaign benefits local no-kill animal shelters. Employees may donate items that are tagged and sold to employee “shoppers” at a lunch time “yard sale” held at OPC. In 2009, this event raised $300 which was split between two shelters. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is four (4) hours and a total of $83.00 in salary cost. Due to Board approval requirements, we were not able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.
7) Food Drives – PA and NJ

Held annually in the weeks before Thanksgiving and Easter, this campaign benefits social services agencies in PA and NJ. Past campaigns have benefited City Team in Chester and Heart of Camden. Employees may donate canned and dry goods that are then distributed in the community by the organizations. In 2009, employees contributed goods filling a large barrel to each of the agencies. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is six (6) hours and a total of $124.00 in salary cost. Due to Board approval requirements, we were not able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.

8) Veteran’s Hospital Holiday Outreach (VA Hospital & Nursing Home, Philadelphia, PA)

Held annually around the December holidays, employees may contribute used and new decorations that VA staff use to decorate the rooms and corridors of the VA Hospital and Nursing home. Additionally, employees and their families may write personalized greeting cards that are delivered by hospital staff to patients in need. Blank cards and writing materials are also donated by employees. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is two (2) hours and a total of $42.00 in salary cost. Due to Board approval requirements, we were not able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.
9) **Adopt a Family – PA and NJ Social Services Agencies**

Held annually in the weeks the December Holidays, this campaign benefits needy families in the past, employees from HR selected needy families from recommendations provided by requesting social service organizations. Staff from participating DRPA departments then select a family for which they will shop based on the family’s “wish list.” Employees are notified of the campaign via the Authority’s email system. Estimated staff time is four (4) hours and a total of $83.00 in salary cost. Due to Board approval requirements, we have not been able to launch this program in time for the 2010 campaign. However, we are seeking Board approval to participate in the 2011 campaign.

10) **Holiday Toy Drive (NJ and PA)**

Organized by the Authority’s Public Safety Department, this event is held annually in the weeks before the December Holidays. In 2009, this campaign benefited children from social service agencies in NJ and PA. Employees may donate unwrapped, non-violence-promoting gifts that are then distributed in the community by the above organizations. In 2009, employees contributed goods filling a large barrel to each of the agencies. Employees are notified of the campaign via the Authority’s email system. Estimated staff time is 4 hours and a total of $96.00 in salary cost. *Due to Board approval requirements, we have not been able to launch this program in time for the 2010 campaign.* However, we are seeking Board approval to participate in the 2011 campaign.
SUMMARY STATEMENT
Executive 1/19/11

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Staff is seeking Authorization to continue to participate in these and other similar employee-funded charitable giving campaigns beginning in January 2011, and continuing into the future.

**SUMMARY:**
- **Amount:** Approximately $1,500.00 per year, based on staff hourly rates. Cost of materials: under $10.00
- **Source of Funds:** Operating Budget (if necessary)
- **Capital Project #:** N/A.
- **Operating Budget:** YES (if necessary)
- **Master Plan Status:** N/A
- **Other Fund Sources:** N/A
- **Duration of Contract:** N/A
- **Other Parties Involved:** Authority staff; various regional non-profit organizations
RESOLUTION

RESOLVED: That the Board authorizes the Authority RPA to continue providing in-kind support for the employee-funded charitable giving campaigns as outlined herein or for similar campaigns in the future, beginning in January, 2011, and continuing into the future.

SUMMARY: Amount: Approximately $1,500.00 per year, based on staff hourly rates. Cost of materials: under $10.00
Source of Funds: Operating Budget
Capital Project #: N/A
Operating Budget: Approximately $1,500.00, plus less than $10 in materials
Master Plan Status: N/A
Other Fund Sources: N/A
Duration of Contract: N/A
Other Parties Involved: Authority staff; various regional non-profit organizations