

SUMMARY STATEMENT

ITEM NO.: DRPA-16-123

SUBJECT: In-Kind Support for
Employee-Funded Charitable Giving and
Fund-raising Campaigns

COMMITTEE:

Finance Committee

COMMITTEE MEETING DATE:

November 2, 2016

BOARD ACTION DATE:

November 16, 2016

PROPOSAL: That the Board authorizes staff to continue to provide in-kind support for *employee - funded* charitable giving events/campaigns beginning in January, 2017.

Amount: A total estimated 40 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 six (6) hours per year of staff time from HRS Administration Department staff, 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 Department 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 initiatives in support of veterans, 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 the groups.

DRPA staff involvement includes collecting donated money or items from employee/donors, providing each employee who donates with a receipt 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 are unable to. In those cases, the 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 DRPA with pins for donors and informational materials. 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. 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. Since 2015, candy bars have also been available for purchase for \$1.

3) 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 DRPA with pins for donors and informational materials. 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.

4) Food Drives – PA and NJ

Held annually in the weeks before Thanksgiving and Easter, this campaign benefits groups in PA and NJ. Employees may donate canned and dry goods that are then distributed in the community by various organizations to be vetted by the Department of Community Relations and approved by the CEO. 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.

5) Adopt a Family – PA and NJ Social Services Agencies

Held annually in mid to late December, 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.

6) 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. This campaign benefits needy children in NJ and PA. Employees may donate unwrapped, non-violence-promoting gifts that are then distributed in the community by the above organizations. 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.

7) Sunshine Foundation

The Sunshine Foundation is the oldest wish granting organization, established in Philadelphia in 1976 by Bill Sample, a then Philadelphia Police Officer. Their policy of not using their donor's money on a large advertising budget began with Bill Sample back in 1976 and continues through today. They believe that the donors who contribute to the Sunshine Foundation do so to answer the dreams of the chronically ill, seriously ill, physically challenged and abused children they serve, not to pay for advertising. They report this is why 83% of each dollar donated is spent to answer the dreams of the special children who require their services in Philadelphia/New Jersey and through the United States. Events such as the Benjamin Franklin Bridge Lighting serve as a means of getting the Sunshine

Foundation's name out to the public, while attracting donors to help children.

On November 18, 2016, the Sunshine Foundation will celebrate its 40th Anniversary, having answered the dreams of over 39,000 children since its origination.

Employees without uniform restrictions would also be allowed to have wear jeans on a Friday in April 2017 and make a donation of \$5 five dollars for this charity.

Staff is seeking authorization to continue to participate in these and other similar employee-funded charitable giving campaigns beginning in January 2017, and continuing into the future.

SUMMARY:	Amount:	Approximately \$1,500.00 per year, based on of 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

DRPA-16-123
Finance Committee: November 2, 2016
Board Date: November 16, 2016
In-Kind Support for Employee-Funded
Charitable Giving and Fund-raising Campaigns

RESOLUTION

RESOLVED: That the Board authorizes the Authority 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 2017, and continuing into the future.

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