

County of Santa Cruz

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COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 4562123

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

February 17, 1999

AGENDA: February 23, 1999

BOARD OF SUPERVISORS

Government Center
701 Ocean Street
Santa Cruz, CA 95060

EMPLOYEE PRESENTATIONS: SECOND HARVEST FOOD DRIVE AND COMBINED GIVING CAMPAIGN

Dear Members of the Board:

As you are aware, your Board has established two programs that are enthusiastically supported by County employees--the Second Harvest Food Bank Holiday Food Drive and the Combined Giving Campaign. This letter summarizes the results of these programs and recommends that your Board acknowledge the departmental coordinators for their efforts.

Second Harvest Food Bank Holiday Food Drive

For the past eight years, SEIU Local 4 15, the Mid-Management Association and Executive Management have combined in a joint venture to support the Second Harvest Food Bank Holiday Food Drive. The Second Harvest Food Bank is a private nonprofit organization that distributes food to 100 charitable programs serving more than 36,000 people per month.

SEIU distributes donation bags to all of its members to assist employees in bringing in food donations and this year also contributed \$100. The Mid-Management Association contributed \$500 and Executive Management helped coordinate the barrel distribution and brown bag distribution to the other employees.

Again this year departmental coordinators took on the task of coordinating the Food Drive effort at the departmental level. While the County had set a goal of 20,000 pounds, the incredible generosity of County employees resulted in contributions totaling 27,475 pounds, which includes 8,374 pounds in direct food donations and \$6,367 in monetary donations that the Food Bank counts triple in pounds.

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EMPLOYEE PRESENTATIONS: SECOND HARVEST FOOD DRIVE AND COMBINED GIVING CAMPAIGN

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Combined Giving Campaign

During the past twelve years the County has conducted its charitable contribution efforts through a Combined Giving Campaign. The federations that participate in the County program are: Combined Health Appeal of California, Cultural Council of Santa Cruz County, Earth Share of California and United Way of Santa Cruz County. The federations represent hundreds of nonprofit agencies and allow our employees to direct their contributions to their preferred agencies.

Each year the federations work with the County Campaign Director (a department head), the County Campaign Coordinator (a designated staff member), and the departmental coordinators to organize the campaign. The departmental coordinators conduct departmental information meetings and process the donation/pledge registrations.

It is a pleasure to report that the 1998 Combined Giving Campaign was a tremendous success. This year County employees pledged/donated a total of \$69,133, an 18.8% increase over 1997's total of \$58,186. Additionally, we wish to thank the Human Resources Agency for providing the designated staff person to serve as the County Coordinator in recent years.

I am pleased to recommend that your Board present proclamations to:

1. Departmental coordinators who led the County to win a Gold Award for collecting 27,475 pounds of food to support residents of Santa Cruz County;
2. Departmental coordinators who led the County to an 18.8% increase in pledges/donations, for a total of \$69,133 for the 1998 Combined Giving Campaign; and
3. Combined Giving Campaign Coordinators and support staff who managed the campaign efforts from 1992-1997.

Very truly yours,



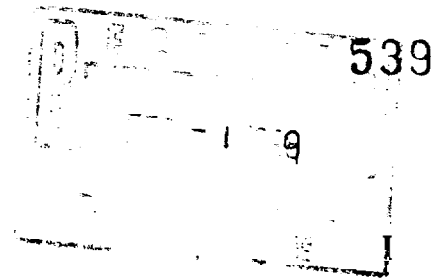
PAT BUSCH
Acting County Administrative Officer

PB:MNT:js/s:emppresentations

Attachments

- cc: Each Department Head
SEIU
Second Harvest Food Bank
Earth Share of California

- Mid-Management
Combined Health Appeal of California
Cultural Council of Santa Cruz County
United Way of Santa Cruz County



January 28, 1999

Madlyn Norman-Terrance
County Administrative Office
County of Santa Cruz Gov. Bldg.
701 Ocean Street Rm#520
Santa Cruz, CA 95060

Dear Madly-n and Santa Cruz County employees,


On behalf of the board, staff and member agencies of the Second Harvest Food Bank I would like to extend my deepest gratitude for your generous contribution to the 1998 Holiday Food Drive. The Holiday Food Drive was a huge success and we couldn't have done it without you.

The wonderful support we received throughout the community enabled the Food Bank to top our goal of 200,000 pounds with an amazing 265,484 pounds! We are sincerely appreciative of our County employees for your commitment to the community by donating 27,475 pounds of food and food equivalent. You're all truly amazing! A big thanks Madlyn, for your help coordinating the County Food Drive and making sure you reached the top! And you did!

As you know, the Holiday Food Drive is our largest food and fund raising event each year. We hope it increases public awareness of hunger within our population of unemployed, underemployed, disabled, homeless and those in need of temporary help. Your valuable support made it possible to address this need by providing a holiday meal as well as high quality, shelf stable foods throughout the winter months.

We couldn't thank everyone enough for your help in alleviating hunger and malnutrition. Have a wonderful and prosperous New Year!

Sincerely,


Bertha Fierro
Events Manager

SC County Holiday Food Drive				
	1/14/99	HFD	scco	
Department	Food	Cash	Cash X3	Total Pounds
Assessors Office	1478	1601	480	19581
Auditor	122	25	75	197
Board of Supervisors	612	160	480	1092
CAO	122	310	930	1052
County Clerk	208	355	10651	12731
County Counsel	1151	251	75	190
Courts	2591	1301	390	6491
District Attorney	1093	0	0	1093
Environmental Health	1341	0	0	134
General Services	357	101	303	660
Health Services Agency	1079	2065	61951	72741
Human Resources Agency	713	10091	3027	3740
Information Services	139	151	4531	592
Middle Management	0	5001	1500	1500
Parks	261	25	75	101
Personnel	326	215	645	971
Planning	258	394	1182	1440
Probation	657	10	30	687
Public Works	276	120	360	636
Redevelopment	111	297	891	1002
SEIU	0	100	300	300
Sheriff	751	25	75	150
Transportation	0	110	330	330
Treasurer/TaxCollector	116	80	240	356
Weights & Measures/ Ag.	98			98
	8374	6367	19101	27475

EIGHTH ANNUAL HOLIDAY FOOD DRIVE DEPARTMENTAL COORDINATORS

<u>Denartment</u>	<u>Coordinator(s)</u>
Administrative Office	June Strodder Madlyn Norman-Terrance
Agricultural Commissioner	Henry Cleveland
Assessor	Cathy Drozdenko Cindy Vandiver
Auditor	Stanley Umney
Board of Supervisors	Terry Dorsey
Co. Clerk/Treasurer/Elections	Deborah Lauchner
County Counsel	Avis Letner
Courts	Tess Lowell
District Attorney	Jeanne Rodriguez
General Services	Roy Holmberg
Health Services Agency	Leslie Scanagatta Gail Buckner Jamie Dean Ruben Chavez Bobbie Herndon
Human Resources Agency	Adella Ruvalcaba Lynn Miller Paul Bellerjeau
Information Services	Joanie Birmingham
POSCS	Tim Lane
Personnel	Gail Kugel
Planning	Nancy McCollum
Probation	Craleen Colvin Sharon Bozzie
Public Works	Misty Sousa
Redevelopment	Dorothy Malpass
Sheriff-Coroner	Kathy Samms Laura Hernandez
Transportation Commission	Cathy Crowe




STAFF DEVELOPMENT
 Mail P.O. Box 1320, Santa Cruz, CA 95060-1320
 1020 Emcline Avenue
 Santa Cruz, CA 95060
 (831) 454-4098
 Fax: (831) 454-4092

COUNTY OF SANTA CRUZ
 INTER-OFFICE CORRESPONDENCE

Date: January 15th, 1999

To: Susan A. Mauriello, County Administrative Officer
 Cecilia Espinola, HRA Administrator
 Combined Giving Campaign Coordinators

From: Sean McAdam, Staff Development Trainer/County Coordinator 

Subject: 1998 Combined Giving Campaign

It is a pleasure to report the completion of the 1998 Combined Giving Campaign for Combined Health Appeal of California, The Cultural Council of Santa Cruz County, Earth Share of California, and the United Way of Santa Cruz County. This year County employees pledged/donated a total of **\$69,133.12** - an 18.8% increase from the 1997 total of \$58,186.

The total gifts raised this year for each participating federation are:

United Way/Other Nonprofit	\$36,202.12
Combined Health Appeal	\$15,530.00
Earth Share	\$10,310.00
Cultural Council	\$ 7,091.00
T O T A L	\$69,133.12

On the attached pages you will find a breakdown of results by department for this year and the two preceding years; as well as a similar breakdown by federation. The figures are total figures, representing continuing pledges as well as those that were submitted in December. The final attachment provides a breakdown by department and federation of this year's campaign.

I would like to express that working with all of you on the campaign was an enjoyable experience. I also wish to thank all of the Department Coordinators and Campaign Chair Cecilia Espinola for the efforts they put into making this campaign so successful.

1998 COMBINED GIVING CAMPAIGN

Campaign Chairperson: Cecilia Espinola, HRA Administrator
Campaign Coordinator: Sean **McAdam**, Human Resources Agency
Assistant Campaign Coordinator: Margie Childers, HRA

Departmental Coordinators:

Administrative Office	June Strodder
Agricultural Commissioner	Henry Cleveland
Assessor	Bob Petersen
Auditor	Stanley Umney
Board of Supervisors	Terry Dorsey
Co. Clerk/Treasurer/Elections	Deborah Lauchner
County Counsel	Kim Baskett
Courts	Fran Doubleday
District Attorney	Don Rhodes
General Services	Lynne Riccio
Health Services Agency	Pat Ellerby
Human Resources Agency	Margie Childers
Information Services	Joanie Birmingham
Parks	Janette Sargent-Hamill
Personnel	Jo Warley
Planning	John deCourcy Jennifer Hutchinson
Probation	Joanne Myall
Public Works	Patrick Mathews
Redevelopment	Marie Klimek
Sheriff-Coroner	Kathy Samms Laura Hernandez
Transportation Commission	Pat Dellin

COUNTY OF SANTA CRUZ
RESULTS OF 1996, 1997 and 1998 COMBINED GIVING CAMPAIGNS

<u>DEPARTMENT</u>	<u>96 TOTAL</u>	% Change <u>FROM 95</u>	<u>97 TOTAL</u>	% Change <u>FROM 96</u>	<u>98 TOTAL</u>	%Change <u>FROM 97</u>
Ag Commissioner	\$ 516.00	5	\$ 540.00	5	\$ 1,080.00	100
Assessor	2,364.00	14	2,352.00	(1)	2,664.00	13
Auditor-Controller	528.00	26	956.00	81	1,146.00	20
Board of Supervisors	1,075.00	(9)	1,315.00	22	1,704.00	30
CAO/Clerk of the Board	3,796.00	3	3,244.00	(14)	4,081.00	26
County Counsel	479.00	(52)	340.00	(29)	849.00	150
courts	1,104.00	(13)	1,152.00	4	1,200.00	4
District Attorney	1,776.00	(2)	1,920.00	8	2,156.00	12
General Srvs/Emergency Srvs	2,741.00	22	2,520.00	(8)	1,584.00	(37)
Health Services Agency	10,398.00	30	11,628.00	12	15,309.00	32
Human Resources Agency	9,435.00	(20)	10,531.00	12	14,299.00	36
Information Services	2,196.00	(15)	2,153.00	(2)	2,148.00	0
Parks	1,287.00	17	1,504.00	17	1,392.00	(7)
Personnel	1,692.00	(22)	1,850.00	9	1,735.00	(6)
Planning	3,590.00	13	3,446.00	(4)	3,808.00	11
Probation	1,452.00	(22)	2,098.00	44	1,941.12	(9)
Public Works	6,025.00	16	6,221.00	3	7,182.00	15
Redevelopment	891.00	(41)	1,062.00	19	1,841.00	73
Sheriff/Coroner	954.00	(20)	894.00	(6)	866.00	(3)
Transportation	1,956.00	5	1,956.00	0	1,644.00	(16)
Treasurer/Recorder/Elections	576.00	9	504.00	(12)	504.00	0
TOTAL	\$ 54,831.00	(.36%)	\$ 58,186.00	6%	\$69,133.12	19%

COUNTY OF SANTA CRUZ
RESULTS OF 1996, 1997 and 1998 COMBINED GIVING CAMPAIGNS

<u>FEDERATION</u>	<u>96 TOTAL</u>	% Change <u>FROM 95</u>	<u>97 TOTAL</u>	% Change FROM 96	<u>98 TOTAL</u>	%Change FROM 97
Combined Health Appeal	\$10,390.00	3.5%	\$10,802.00	4.0%	\$15,530.00	43.8%
Cultural Council	\$ 3,038.00	116.8%	\$ 3,942.00	29.8%	\$ 7,091.00	79.9%
Earth Share	\$ 7,767.00	0%	\$ 8,168.00	5.2%	\$10,310.00	26.2%
The Progressive Way	\$ 3,886.00	.9%	\$ 3,831.00	(1.4%)	N/A	N/A
United Way/Other Nonprofit	\$29,750.00	1.3%	\$31,443.00	5.7%	\$36,202.12	15.1%
TOTAL	\$54,831.00	(.4%)	\$58,186.00	6.1%	\$69,133.12	18.8%



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AIDS Agencies

Alliance for Technology Access
 ALS Association (Lou Gehrig's Disease)
 Alzheimer's Association
 AMC Cancer Research Center
 American Diabetes Association
 AIDS Research Foundation (AmFAR)
 American Liver Foundation
 American Lung Association
 Arthritis Foundation
 Association for Retarded Citizens
 California State Hospice Association
 Cancer Research Institute
 Children's PKU Network
 Cien of Hope
 Crohn's and Colitis Foundation of America
 Cystic Fibrosis Foundation
 The Denzel Health Foundation
 Easter Seal Society
 Eldersity Foundation of America
 Fenigold Association of the United States
 Firefighters Pacific Burn Institute
 Goldman Institute on Aging
 Hemophilia Council of California
 Heyman's Foundation International
 Huntington's Disease Society of America
 Hydrocephalus Association
 Juvenile Diabetes Foundation International
 Leukemia Society of America
 Lupus Foundation of America
 Muscular Dystrophy Association
 National Kidney Foundation
 National Multiple Sclerosis Society
 National Neurofibromatosis Foundation
 National Royal's Syndrome Foundation
 National Tuberosclerosis Foundation
 Parkinson's Institute
 Planned Parenthood
 Prevent Blindness America
 Retinas Program International
 Sickle Cell Disease Association of America
 St. Jude Children's Research Hospital
 Agency participation varies by County

January 26, 1999

Susan Mauriello
 County Corporate Officer
 County of Santa Cruz
 Santa Cruz, CA 95134

Dear Susan.

On behalf of over 40 non-profit health agencies, Combined Health Appeal of California and the people that have benefited from your help, we want to thank County of Santa Cruz, it's employees and especially you for your leadership, support and effort that your team coordinators demonstrated for our 1999 charitable giving campaign.

With enthusiastic support like yours we are able reach the largest network of agencies that provide research, education, and, patient services to those that are disable, elderly, and frail. With support like yours and the generosity demonstrated in this campaign CHA through our agencies will help to improve the quality of life for those in our community.

Please except this gift as a token of our appreciation.

We invite your comments on CHA and rhe campaign process. If there is something more that we can do to help, please let us know.

Again, thank you for your efforts.

Sincerely,

Harold Pyle
 Executive Director



February 4, 1999

Susan Mauriello
County Administrative Officer
701 Ocean Street, Rm. 520
Santa Cruz, CA 95060

SPECTRA Arts in Education
Marketing/Technical Assistance
Open Studios • Grant Awards
Facilities Development

President Re: County Combined Giving Campaign

Gina Koshland

Senior Vice President

Jeanne MacLaren

Vice Presidents

Lorri Kershner
Bonnie Thurston

Secretary

Michael Rubin

Treasurer

Zee Zaballos

Immediate Past President

Sue Struck

Executive Director

Lynn Magruder

Members

- Katherine Beiers
- John Biondi
- Jim Boyle
- Laura Brown
- Shirlee Byrd
- Sabrina Eastwood
- Anita Maria Elliott
- Stephanie Golino
- Thomas Griffin
- Gabriella Gutierrez y Muhs
- Edward Houghton
- Lowell Hurst
- Sally Jorgensen
- David Kashtan
- Ann Morhauser
- Carole Mulford
- David Myers
- Patricia Noel
- Barbara Zeitman Olsen
- Shelly Pearson
- Trink Praxel
- Ellen Primack
- Rowland Rebele
- Barbara Schatan
- Hal Seiander
- Lee Slaff
- Bonnie Weaver
- Rachel Wedeen
- Mardi Wormhoudt
- Judy Babcock Wylie
- Mark Zimmer

Dear Susan:

On behalf of the Cultural Council I want to convey my thanks to you and the County's staff for the support you gave to us during the Combined Giving Campaign this year. As you know, our major program SPECTRA is in the public schools . During our visits to various County departments, it is always a thrill to meet the parents of children who have had SPECTRA artists in their classroom.

Your willingness to allow these presentations saves us thousands of dollars in printing and postage costs that we would have to incur to raise this money for our programs. It also allows us to talk directly to the people who use our programs and to answer their questions.

We appreciate all the volunteer help we received from your employees as well. They are great people!

Thank you again.

Sincerely,

Lynn Magruder
Executive Director



Earth ShareSM
OF CALIFORNIA

February 4, 1999

Ms. Susan Mauriello
CAO
Santa Cruz County Offices
701 Ocean Street, Room 520
Santa Cruz, CA 95060

Dear Susan:

Thank you for your outstanding work on this year's Charitable Giving Campaign! Under your leadership, employees raised funding for vital environmental concerns affecting all of us here in the Bay Area, throughout California and across the nation. Regionally, some of the Earth Share of California member groups that will benefit greatly from the funds raised through your campaign include: San Jose Conservation Corps, California Native Plant Society, Santa Clara Valley Audubon Society, hidden Villa, Sierra Club, and Semperviren Fund.

It is particularly gratifying to work with organizations, like Santa Cruz County, that demonstrate their environmental concerns by seeking solutions. Please know that we stand ready to work with you to provide everything from information, referral services and volunteer opportunities via our new Earth Stars program. We believe that the potentially powerful alliance between business and the environmental movement is still growing. Please let us know if we can be of assistance in any way.

Please remind your payroll department that Earth Share of California relocated its offices to 49 Powell St, Ste 510, San Francisco, CA 94102.

By enabling this year's giving campaign to run smoothly and efficiently, you made a most valuable personal donation. On behalf of Earth Share of California I want to express our deepest appreciation to you for allowing us to participate in this year's campaign.

With,sincere gratitude,

Kara Stevens
Director of Northern California Operations

E A R T H S H A R E O F C A L I F O R N I A

49 Powell Street, Suite 510, San Francisco, CA 94102 (415) 981-1999 Fax: (415) 981-3773 esca@earthshareca.org

11340 West Olympic Boulevard, Suite 246, Los Angeles, CA 90064-11612 (310) 966-9466 Fax: (310) 966-9499

926 "J" Street, Suite 612, Sacramento, CA 95814 (916) 442-4994

Web Address: www.earthshareca.org

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United Way
of Santa Cruz County

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Capitola, CA 95010
Phone 8314795466
FAX 831 4795477

January 1999

Susan Mauriello
Santa Cruz County Offices
701 Ocean Street Room 520
Santa Cruz, CA 95060

Dear Susan,

On behalf of the United Way of Santa Cruz County, I thank you and Santa Cruz County Offices for your generous support of our 1998 Campaign.

As you know, our United Way continues to use contributions to fund 35 member agencies that provide critical services to those who need it most, right here in Santa Cruz County. Your help allows our agencies to provide emergency food and shelter, counseling services, affordable quality child care, job training, and so much more. Your generosity impacts the quality of life of all Santa Cruz County residents, particularly our seniors, children, and the disabled.

Giving through our United Way is still the most effective way for you to support our community. Before they allocate any funds, our trained Allocation Volunteers ensure that our member agencies are providing quality cost effective services that are making a difference in people's lives.

Your organization's continued concern and support are deeply appreciated. Thank you for giving through our United Way.

Sincerely,


Mary Lou Goeke
Executive Director

MLG:te

For all you do!

