



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073
 (831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

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

February 1, 2000

BOARD OF SUPERVISORS
 County of Santa Cruz
 701 Ocean Street
 Santa Cruz, CA 95060

EMPLOYEE PRESENTATION: COMBINED GIVING CAMPAIGN

Dear Members of the Board:

As you are aware, your Board has established the Combined Giving Campaign that is enthusiastically supported by County employees. This letter summarizes the results of the program and recommends that your Board acknowledge the departmental coordinators for their efforts.

During the past thirteen years the County has conducted its charitable contribution efforts through a Combined Giving Campaign. The federations that participate in the County program are: Community Health Charities 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.

This year the federations worked with the County Campaign Director, John Rhoads, the County Campaign Coordinator, Sean McAdam, 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 1999 Combined Giving Campaign was a tremendous success. This year County employees pledged/donated a total of \$77,957.12, a 12.8% increase over 1998's total of \$69,133.12.

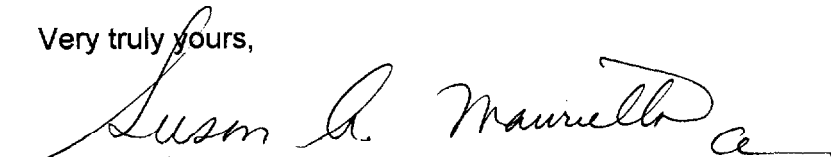
BOARD OF SUPERVISORS -2-

AGENDA: February 15, 2000

EMPLOYEE PRESENTATION: COMBINED GIVING CAMPAIGN

I am pleased to recommend that your Board present proclamations to Departmental coordinators who led the County to a 12.8% increase in pledges/donations, for a total of \$77,957.12 for the 1999 Combined Giving Campaign.

Very truly yours,



SUSAN A. MAURIELLO
County Administrative Officer

SAM/AJH:mt\ts:\empcombined giving

Attachments

cc: Each Department Head
Community Health Charities of California
Cultural Council of Santa Cruz County
Earth Share of California
United Way of Santa Cruz County



**HUMAN
RESOURCES
AGENCY**
COUNTY OF SANTA CRUZ

STAFF DEVELOPMENT
Mail P.O. Box 1320, Santa Cruz, CA 95060-1320
1020 Emeline Avenue
Santa Cruz, CA 95060
(83 1) 454-4098
Fax: (83 1) 454-4092

0369

COUNTY OF SANTA CRUZ
INTER-OFFICE CORRESPONDENCE

Date: January 14th, 2000

To: Susan A. Mauriello, County Administrative Officer
John Rhoads, Chief Probation Officer/Campaign Chair
Combined Giving Campaign Coordinators

From: Sean McAdam, Staff Development Trainer/County Coordinator *SM*

Subject: 1999 Combined Giving Campaign

It is a pleasure to report the completion of the 1999 Combined Giving Campaign for Community Health Charities 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 \$77,957.12 - a 12.8% increase from the 1998 total of \$69,133.12

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

United Way/Other Nonprofit	\$40,388.12
Community Health Charities	\$18,000.00
Earth Share	\$11,193.00
Cultural Council	\$ 8,376.00

TOTAL \$77,957.12

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 my thanks to the folks at the Auditor-Controller (especially MO Schillinger) for assisting me with clarifications and remedying an error caused by my oversight. I also wish to thank the Department Coordinators and Campaign Chair John Rhoads for the efforts they put into making this campaign as successful as it was. Lastly, but not least, are the thanks and praises due to staff who so generously reached out to make this a true success.

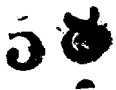
Department Coordinators:

0370

Henry Cleveland, Ag Commissioner
Mary Lou Nicoletti, Ag Commissioner
Robert Petersen, Assessor
Stan Umney, Auditor-Controller
Laura **Guerrero**, Board of Supervisors
Alan Hiromura, **CAO/Clerk** of the Board
Dwight Herr, County Counsel
Fran Doubleday, Courts
Michaela Scott, Courts
Madlyn **Norman-Terrance** , District Attorney
Sharon Jennings, District Attorney
Barbara Davis, General Services/Emergency Services
Kathy **Cytron**, Health Services Agency
Karolin Schwartz, Health Services Agency
Esther Phillips, Health Services Agency
Debbie Taylor, Human Resource Agency
Joanie **Birmingham**, **Information Services**
Jo **Warley** , Personnel
Diane **Gerbrandt** , **Planning**
Rob Dennis, Parks
Joanne **Myall**, **Probation**
Rose **Bayles**, Public Works
Valerie **Epperson**, Public Works
Marie **Klinek**, Redevelopment
Laura **Hernandez**, Sheriff-Coroner
Debbie Hale, Transportation
Deborah **Lauchner** , **Treasurer/Recorder/Elections**

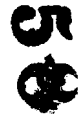
Assistant County Coordinator:Stephanie **Tully**, Human Resources Agency

Attachments

cc: **Each** Department Head

COUNTY OF SANTA CRUZ
RESULTS OF 1997, 1998 and 1999 COMBINED GIVING CAMPAIGNS

<u>DEPARTMENT</u>	<u>97 TOTAL</u>	<u>% Change FROM 96</u>	<u>98 TOTAL</u>	<u>% Change F R O M</u>	<u>99 TOTAL</u>	<u>%Change FROM 8</u>
Ag Commissioner	\$ 540.00	5	\$ 1,080.00	100	\$ 240.00	(78)
Assessor	2,352.00	(1)	2,664.00	13	1,968.00	(26)
Auditor-Controller	956.00	81	1,146.00	20	1,080.00	(6)
Board of Supervisors	1,315.00	22	1,704.00	30	1,332.00	(22)
CAO/Clerk of the Board	3,244.00	(14)	4,081.00	26	4,148.00	2
County Counsel	340.00	(29)	849.00	150	725.00	(15)
courts	1,152.00	4	1,200.00	4	1,105.00	(8)
District Attorney	1,920.00	8	2,156.00	12	3,084.00	43
General Srvs/Emergency Srvs	2,520.00	(8)	1,584.00	(37)	1,724.00	9
Health Services Agency	11,628.00	12	15,309.00	32	17,930.00	17
Human Resources Agency	10,531.00	12	14,299.00	36	17,930.00	25
Information Services	2,153.00	(2)	2,148.00	0	2,676.00	25
Parks	1,504.00	17	1,392.00	(7)	1,560.00	12
Personnel	1,850.00	9	1,735.00	(6)	3,200.00	84
Planning	3,446.00	(4)	3,808.00	11	3,422.00	(10)
Probation	2,098.00	44	1,941.12	(9)	2,311.12	19
Public Works	6,221.00	3	7,182.00	15	7,921.00	10
Redevelopment	1,062.00	19	1,841.00	73	2,079.00	13
Sheriff/Coroner	894.00	(6)	866.00	(3)	798.00	(8)
Transportation	1,956.00	0	1,644.00	(16)	2,220.00	35
Treasurer/Recorder/Elections	504.00	(12)	504.00	0	504.00	0
TOTAL	\$58,186.00	6%	\$69,133.12	19%	\$77,957.12	12.8%



COUNTY OF SANTA CRUZ
RESULTS OF 1997, 1998 and 1999 COMBINED GIVING CAMPAIGNS

<u>FEDERATION</u>	<u>97 TOTAL</u>	<u>% Change FROM 96</u>	<u>98 TOTAL</u>	<u>% Change FROM 97</u>	<u>99 TOTAL</u>	<u>%Change FROM 98</u>
Community Health Charities	\$10,802.00	4.0%	\$15,530.00	43.8%	\$18,000.00	15.9%
Cultural Council	\$ 3,942.00	29.8%	\$ 7,091.00	79.9%	\$ 8,376.00	18.1%
Earth Share	\$ 8,168.00	5.2%	\$10,310.00	26.2%	\$11,193.00	8.6%
The Progressive Way	\$ 3,831.00	(1.4%)	N/A	N/A	N/A	N/A
United Way/Other Nonprofit	\$31,443.00	5.7%	\$36,202.12	15.1%	\$40,388.12	11.6%
TOTAL	\$58,186.00	6.1%	\$69,133.12	18.8%	\$77,957.12	12.8%



Community Health Charities

WORKING FOR A HEALTHY CALIFORNIA

Member Agency Listing
 AIDS Agencies
 AIDS Research Foundation (amfAR)
 Alliance for Technology Access
 ALS Association
 Alzheimer's Association
 AMC Cancer Research
 American Diabetes Association
 American Liver Foundation
 American Lung Association
 American Tinnitus Association
 The Arc
 Arthritis Foundation
 California State Hospice Association
 Cancer Research Institute
 Children's PKU Network
 City of Hope
 Crohn's & Colitis Foundation of America
 Cystic Fibrosis Foundation
 Dental Health Foundation
 Easter Seals
 Epilepsy Foundation
 Feingold Association of the United States
 Firefighters' Pacific Burn Institute
 Goldman Institute of Aging
 Hemophilia Council of California
 Hepatitis Foundation International
 Huntington's Disease Society of America
 Hydrocephalus Association
 Juvenile Diabetes Foundation International
 Leukemia Society of America
 Lupus Foundation of America
 March of Dimes
 Muscular Dystrophy Association
 Myasthenia Gravis Foundation
 National Hemophilia Foundation
 National Kidney Foundation
 National Multiple Sclerosis Society
 National Neurofibromatosis Foundation
 National Reye's Syndrome Foundation
 National Tuberculosis and Respiratory Disease Association
 Parkinson's Institute
 Planned Parenthood
 Prevent Blindness America
 Retinitis Pigmentosa International
 Ronald McDonald House
 Sickle Cell Community Health Network
 Sickle Cell Disease Association of America
 Sudden Infant Death Syndrome
 St. Jude Children's Research Hospital
 United Cerebral Palsy
 Membership varies by county.

February 1, 2000

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

Dear Susan:

Now that the campaign is over Community Health Charities of California would like to extend a well-deserved thanks for the support the County of Santa Cruz has shown each year.

With leadership like yours and a strong commitment from the staff and most importantly, the employees, Santa Cruz County campaign has grown each year; from 1995 to present there has been an increase of over 25% in total contributions.

Your continued support helped save thousands of lives and has given hope to millions more.

Pursuant to IRS regulations the County of Santa Cruz received no goods or services for their support. Your support was done in the spirit of making a healthier community.

Again, thank you for your support.

Yours truly,



Karen Barbara
 Development Director



0374

January 25, 2000

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

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

Re: Combined Giving Campaign -- Thank You!

President
Lee Slaff

Senior Vice President
Lorri Kershner

Vice Presidents
Trink Praxel
Anita Maria Elliott

Secretary
Stephanie Golino

Treasurer
Lee Zaballo

Past President
Gina Koshland

Executive Director
Lynn Magruder

Members
Mary Altier
Sol Aquino
Gary Beveridge
Jim Boyle
Laura Brown
Shirlee Byrd
Sabrina Eastwood
Tim Fitzmaurice
Sayo Fujioka
Thomas Griffin
Gabriella Gutierrez y Muhs
Teresita Hinojosa-Pereira
Edward Houghton
Sally Jorgensen
David Kashtan
Jeanne MacLaren
Don Maxwell
David Myers
Shelly Pearson
Ana Ventura Phares
Ellen Primack
Rowland Rebele
Nigel Sanders-Self
Barbara Schatan
Hal Selander
Bonnie Thurston
Edda Tusinac
Rita Wadsworth
Rachel Wedeen
Mardi Wormhoudt
Judy Babcock Wylie
Mark Zimmer

Dear Susan:

On behalf of the Cultural Council, I want to thank you and the employees of the County of Santa Cruz for supporting this year's Combined Giving Campaign. Because you allow us to make in-person presentations to your departments, the Cultural Council saves printing and mailing expenses during our annual fundraising campaign. We have to raise our entire budget each year and can put these savings directly into programs such as SPECTRA.

We especially appreciate the work of each department's volunteer coordinator.

Thank you again.

Lynn Magruder
Executive Director





Earth ShareSM
OF CALIFORNIA

January 28, 2000

Susan Mauriello
C.O.A.
County of Santa Cruz
701 Ocean St.
Santa Cruz, CA 95060

Dear Susan:

Thank you for your dedicated participation in this 1999 Charitable Giving Campaign! With your guidance, County of Santa Cruz employees raised funding for essential environmental efforts throughout California, across the nation and globally. Regionally, some of the Earth Share of California member groups that will benefit greatly from the funds raised through your campaign include: Bay Area Ridge Trail Council, California Oak Foundation, Ecology Center, League to Save Lake Tahoe, and California Native Plant Society.

It is gratifying to work with such enthusiastic individuals such as the employees of County of Santa Cruz that demonstrate their environmental concerns by seeking solutions. Earth Share of California staff would be happy to provide everything from information, referral services and volunteer opportunities via our Earth Stars program. Please feel free to contact us at anytime.

We cannot thank you enough for your personal participation this year. By facilitating a smooth and efficient campaign you have made a most valuable personal donation. On behalf of Earth Share of California, we would like to express our deepest appreciation to you for allowing us to participate in this year's campaign. Have a wonderful holiday season, and we look forward to working with you again in the near future.

With Sincere Gratitude,

Kara Stevens
Director of
Northern California
Operations

Teresa Matazzoni
Campaign Manager

Melissa Mate
Campaign Manager

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

printed on recycled/non-chlorinated paper



United Way
of Santa Cruz County

122041st Avenue
Post Office Box 1458
Capitola, CA 95010
Phone 831 4795466
FAX 831 4795477

January 25, 2000

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

Dear Susan,

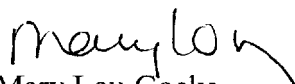
On behalf of the United Way of Santa Cruz County, I would like to thank you and the employees of the Santa Cruz County Offices for your generous support of our 1999-2000 Campaign. As you know, the County Office's Combined Giving Campaign raised a total of \$77,957 for our community, which is a 12.8% increase over last year. United Way is receiving \$40,388 of these gifts for an 11.6% increase over last year.

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

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

Thank you again for the tremendous support you and the employees of the County Offices give to our United Way each year. Your organization's continued concern and support are deeply appreciated.

Sincerely,


Mary Lou Goeke
Executive Director