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# MEMORANDUM

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Date: December 4, 2012

To: The Honorable Chairman and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator

A handwritten signature in black ink, appearing to read "C.H. Huckelberry", is written over the typed name and title.

Re: **Pima County Employee Combined Appeal Program**

For nearly 25 years, Pima County employees have had an annual opportunity to donate or pledge to local charities through United Way of Tucson and Southern Arizona. Their generosity, coupled with the service they provide through their work, makes a significant contribution to our community's wellbeing and enhances the County's image.

County employees who participated in the recent month-long Employee Combined Appeal Program (ECAP) campaign support charities they choose through a one-time donation during the campaign or payroll deduction through the 2013 calendar year. About 200 local nonprofit organizations were listed in this year's ECAP directory, and employees may direct their donation or pledge to unlisted organizations that qualify. All of the funds pledged or donated go to the charities the employee designates. This encourages charitable giving by employees who do not want the funds they contribute to pay for the program's administrative expenses.

Pima County makes this possible by contracting with United Way to:

1. Screen potential recipient charities and organizations for nonprofit status;
2. print posters, training manuals for the County's volunteer ECAP coordinators and solicitors, the annual directory of charities and organizations, donation forms and other materials; and
3. distribute the donations quarterly to the employee-designated charities and organizations.

The County pays a 15 percent administrative fee for these services.

This year, Pima County ECAP raised \$466,735.62 – nearly \$27,000, or 6.1 percent, more than the \$439,748.76 pledged or donated last year. Paying the administrative fee brings the contributions of the County and its employees to about \$535,000 this year.

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In addition to County employees who volunteer as coordinators and solicitors, the County relies on employees who volunteer as ECAP Steering Committee members. Shelley Rose, a recreation program coordinator at Ellie Towne Flowing Wells Community Center, has chaired the Pima County ECAP Steering Committee since 2009.

Last year, Pima County employees ranked as the third-most generous donor group behind the federal employees' campaign and IBM's employee campaign in total donations in 2011/12. The organizations employees donated or pledged the most support to last year were:

<b>Organization</b>	<b>Amount</b>
Community Food Bank of Southern Arizona	\$31,149.16
Humane Society of Southern Arizona	24,106.24
Casa de Los Niños	20,173.98
Gospel Rescue Mission	16,141.50
Planned Parenthood Arizona	13,349.80
Youth on their Own	11,406.84
United Way of Tucson & Southern Arizona	9,354.00
100 Club of Arizona	8,859.10
American Cancer Society of Southern AZ	7,718.78
Casa Maria Free Kitchen	7,009.00

Through ECAP, Pima County employees have donated nearly \$8 million to local nonprofit organizations over the years.

More information about ECAP, including the Steering Committee members and photos of the campaign's launch and awards ceremonies, is available at [www.pima.gov/ECAP](http://www.pima.gov/ECAP).

CHH/mjk

c: Shelley Rose, Chair, Pima County Employee Combined Appeal Program