2013 State Employee Charitable Campaign
What is SECC?

The State Employee Charitable Campaign (SECC) was created by legislation in 1993. The first campaign was run in 1994, and raised $2,027,751.

Committees of state employees govern the SECC at two levels – statewide and locally. The committees ensure the campaign is conducted fairly and equitably under a strict set of guidelines which give donors confidence in both the charities that benefit and the methods used to solicit.
At the state level, a committee of state employees called the State Policy Committee (SPC) provides governance and oversight. Four members are appointed by the Governor and three each by the Lt. Governor and the Comptroller of Public Accounts. They are responsible for a campaign plan, a budget, and ensuring the eligibility of statewide organizations. The SPC also hires a state campaign manager to administer the campaign.
What is SECC?

At the local level, Local Employee Committees (LECs) provide similar oversight. The State Policy Committee appoints the LEC chair, which then recruits a local committee of up to 10 members. They also hire a local campaign manager to administer the campaign locally.

Each fall state employees are given the opportunity to learn about the charities in the SECC, choose which ones they wish to help, and then fill out a pledge form to indicate how much they wish to donate to which groups.

The official campaign dates are September 1 through October 31.
One of the greatest benefits of the SECC is the wide variety of charities and causes represented – there’s something for everyone. They range from local organizations to large and well-known national and international groups.

Giving to a favorite charity through the SECC is an easy, effective and cost-efficient way to give. These contributions help improve the quality of life for people in communities locally, across the country and around the world.
Organizations in the SECC

Those charities that wish to participate must meet stringent legal requirements, and then be reviewed in great detail by teams of state employees to ensure:

- They are recognized by the IRS as 501 © (3) nonprofit organizations and registered with the Secretary of State.
- They are audited (or reviewed) annually by an accountant in accordance with generally accepted auditing standards.
- They provide direct or indirect health and human services.
- They spend no more than 25% of funds raised on administration and fund raising – unless they quality for an exception due to special circumstances.
How Does It Impact?

- **CASA of the South Plains** – provided volunteers who advocated for 901 abused and neglected children to help secure permanent placement in safe and caring environments.

- **Catholic Family Service’s Emergency Assistance Program** – provided dentures, medicines, hearing aids, eye glasses and transportation for 400 low income people 60 years and older.

- **Literacy Lubbock** – helped 433 adults learn to read and improve skills through individual tutoring, per-GED classes and English as a Second Language classes.

- **Lubbock Rape Crisis Center** – served 342 sexual assault victims with medical and legal advocacy, accompaniment and peer counseling services. Fielded 4,747 hot line calls and reached 7,761 in educational speeches.

- **The Salvation Army** – assisted 1,843 people with family services, gave 3,010 people food and shelter and served 29,899 daily meals.

- **Volunteer Center of Lubbock** – served 3,409 individuals through volunteer promotion, referral and recognition, nonprofit management assistance, workshops and consultations. 10,056 youth were involved in volunteerism and civic engagement.

- **Women’s Protective Services** – provided services to 3,419 individuals. Also, presented education programs reaching 18,633 individuals.
SECC Video
http://www.depts.ttu.edu/secc/media/what.wmv
GREATER WEST TEXAS RESULTS

$980,963.65 in 2012
HOW DO WE FIT INTO THE GREATER WEST TEXAS SECC GOAL?

- TTU $431,865.16
- TTUHSC $267,198.91
- TTUS $53,043.79
- State Agencies $228,855.79

- Total for GWT SECC $980,963.65
At the core of every worthwhile endeavor are those whose caring and personal leadership establish a powerful example for others. Leadership giving provides such an opportunity, for those wishing to maximize the impact of their charitable gift through the SECC in 2012.

An SECC leadership gift will provide far-reaching opportunities for favorite charitable organizations, enabling them to address a wider range of health and human services issues due to increased generosity.
Please accept my contribution of $__________ for
Lone Star Gold
or Circle One
Lone Star Black
For the 2013 HSC State Employee Charitable Campaign

NAME__________________________________________________
PHONE_______________ ADDRESS/MAIL STOP______________
EMAIL ADDRESS_________________________________________

This form must be completed and returned with your SECC authorization form to your departmental coordinator.

THANK YOU FOR YOUR CONTRIBUTION!
Goal: An essential ingredient for any charitable campaign is the recognition of donor generosity. The Lone Star Club, through its two levels, will recognize those who contribute at one of the suggested giving levels.

How to Qualify: Those contributing 1% or 1 hour pay per month of their annual salary will qualify for the Lone Star Club.

LEVELS
Lone Star Gold = A minimum contribution of 1% of one’s annual salary.
Example: Annual salary $30,000 x .01 = $300.00 annual contribution

$300.00 ÷ 12 months = $25.00 per month

Lone Star Red & Black = A minimum contribution of 1 hour’s pay per month
Example: Annual salary $20,800 ÷ 2,080 = $10.00 hourly rate

$10.00 x 12 = $120.00 annual contribution

Donor Recognition: Those contributing at the Lone Star level will receive a distinctive Lone Star Mug

The Lone Star Club is a suggested guide to giving
What an individual chooses to contribute is voluntary and ALL contributions are appreciated
Coordinator Duties

- Distribute campaign materials to co-workers
- Educate your co-workers about the SECC
- Promote payroll deduction as an easy and efficient method of giving
- Coordinate, plan, and host employee meetings
- Coordinate with the HSC campaign coordinator to utilize agency speakers
- Collect pledge forms and complete summary reports
- Deliver summary reports and completed pledge forms to the HSC campaign coordinator
Campaign Best Practices

- Educate yourself as much as possible
- Know your resources
- Make your pledge first
- Make it fun!
- Contact each individual personally
- Encourage payroll deduction
- Make the ask
- Say “THANK YOU”!
Pledge Form

Donor Information

Use R# in place of SSN

Agency Name/Number: TTUHSC 739
Important:
One of the three options needs to be selected.

Acknowledgement Section

Must be filled out to be acknowledged on Leadership/Lone Star Donor Lists
Important:

The first two numbers of the charity code must match if they are in the same vertical column.

Designation Information

Must contain at least one charity code or gift will default and be split amongst all charities.
Pledge Form

Payment Options

Payroll Deduction (Signature Required) or One-Time Gift
Resources

- www.ttuhscc.edu/relations/secc
- www.depts.ttu.edu/secc/links.asp
- www.secctexas.org
- www.facebook.com/pages/Greater-West-Texas-State-Employee-CharitableCampaign/103542263037744
- www.unitedway-lubbock.org
- Online resources
  - Mini directory of Charities
  - Directory of Charities
  - Online pledge forms
  - Online Lone Star Forms
  - Online Report Forms
  - 2012 Results and Annual Report
- 2013 Progress Reports
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, August 29</td>
<td>Lubbock Area United Way Campaign Kick-Off</td>
<td>Lubbock Civic Center</td>
<td>11:45 a.m. – 1:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, September 3</td>
<td>Agency Fair</td>
<td>West Club Level, Jones AT&amp;T Stadium</td>
<td>3:00 – 5:00 p.m.</td>
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<tr>
<td>Friday, September 13</td>
<td>SECC Report Date #1</td>
<td></td>
<td>4:00 p.m.</td>
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<td>Friday, September 27</td>
<td>SECC Report Date #2</td>
<td></td>
<td>4:00 p.m.</td>
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<td>Friday, October 11</td>
<td>SECC Report Date #3</td>
<td></td>
<td>4:00 p.m.</td>
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<td>Thursday, October 17</td>
<td>Mid-Campaign Report Luncheon</td>
<td>Civic Center</td>
<td>11:45 a.m. – 1:00 p.m.</td>
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<td>Friday, October 25</td>
<td>SECC Report Date #4</td>
<td></td>
<td>4:00 p.m.</td>
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<td>Friday, November 1</td>
<td>SECC Report Date #5</td>
<td></td>
<td>4:00 p.m.</td>
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<td>Friday, November 15</td>
<td>FINAL Day to Submit Forms</td>
<td></td>
<td>5:00 p.m.</td>
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<tr>
<td>Tuesday, December 3</td>
<td>United Way Victory Report</td>
<td>Lubbock Civic Center</td>
<td>11:45 a.m. – 1:00 p.m.</td>
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We couldn’t do it without YOU!

THANKS!