



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** November 8, 2016

**TO:** Mayor and Councilmembers

**FROM:** Administrative Services Department

**SUBJECT:** 2016 Annual Charitable Giving Campaign

**RECOMMENDATION:**

That Council receive a written report on the City's 2016 Charitable Giving Campaign.

**DISCUSSION:**

The City of Santa Barbara has begun its annual Charitable Giving Campaign for 2016. For many years, the City has allowed employees to give to various charitable organizations through payroll deduction.

Since 1993, at the direction of City Council, the City has held a unified Charitable Giving Campaign in October of each year working closely with the United Way of Santa Barbara County (United Way) and a committee of City employees. Employees may give directly to the United Way to support its own programs and initiatives. They may also give to Community Health Charities and/or Earth Share through the United Way without an administrative charge. Alternatively, employees may give through the United Way to the 501(c)3 non-profit organization of their choice, subject to a 13% administrative fee related to the collection and distribution of the funds to their preferred organization. City employees pledged over \$47,500 through the Charitable Giving Campaign last year.

The annual Charitable Giving Campaign includes events and communication designed to let employees know about their options for giving, and encourage their participation. These include a raffle for employees who turn in their pledge cards, education sessions, and various fundraising events to benefit the United Way, such as department picnics and silent auctions.

City employees also volunteer their time to various United Way sponsored events. This year, employees participated in the 26<sup>th</sup> Annual Day of Caring on Saturday, on September 17, 2016, assisting non-profits, schools, beaches, and parks throughout Santa Barbara County performing coastal clean-up, painting, cleaning, landscaping, gardening and general repairs. In addition, during the summer, and more recently on

Thursday, October 27, 2016, a group of City employees volunteered their lunch hour for the popular Lunch Bunch professional mentoring event at Harding Elementary School.

Staff value the Charitable Giving Campaign, not only because the organizations and programs that receive funding often complement and enhance the City's own human service and environmental protection efforts, and provide services that may have secondary benefits to City programs (e.g. law enforcement), but also for the employee wellness and engagement benefits that supporting workforce philanthropy and volunteerism can bring. In the coming year, employee benefits staff plan to work with an employee philanthropy committee to determine whether there are ways to improve support for our employees' future volunteer and charitable endeavors.

The City's 2016 Charitable Giving Campaign runs from October 17 through November 11, 2016.

**BUDGET/FINANCIAL INFORMATION:**

The City provides support to the Charitable Giving Campaign through the use of City staff time and resources to conduct the campaign, and some modest direct printing and mailing costs (totaling less than \$500 in 2016). Local businesses support the Charitable Giving Campaign through in-kind donations for the campaign's raffle and fundraising events.

**SUBMITTED BY:** Kristy Schmidt, Administrative Services Director  
(2016 Charitable Giving Campaign Chair)

**APPROVED BY:** City Administrator's Office