



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 4, 2011

TO: Mayor and Councilmembers

FROM: Administration, Fire Department

SUBJECT: 2011 Annual Charitable Giving Campaign

RECOMMENDATION:

That Council receive a report on the City's 2011 Annual Charitable Giving Campaign.

DISCUSSION:

The City of Santa Barbara is beginning its 2011 Annual Charitable Giving Campaign. As part of the campaign, the Santa Barbara United Way Agency sponsored its 20th Annual Day of Caring, which was held this year on Saturday, September 17, 2011. In total, over 1,700 people volunteered for the event. Individuals from local businesses, community parishes and non-profit organizations, as well as families, volunteered as "teams." The current economic environment continues to affect the level of volunteers from various organizations; however, the overall number of volunteers exceeded last year's number in large part due to a higher number of families and friends participating.

City employees have historically supported this event in both spirit and with their "helping hands," and continued the tradition this year with 37 employees and members of their families volunteering to work in teams at various volunteer locations. Employee participation was up 10% from last year. This year's City team volunteered at the following sites: Bohnett Park, the United Boys and Girls West Clubhouse and the Horticulture Demonstration Gardens at Santa Barbara City College. City employees assisted with painting, weeding, trash pickup, carpentry, cleaning, planting seedlings, and general yard work at these locations.

A great deal of work was done by Day of Caring volunteers in our City Parks. At Bohnett Park, located in the 1200 block of San Pascual Street, 50 volunteers from the SBCC International Student Society, helped weed and clean the main pathways and paint park fixtures. They then assisted at the nearby United Boys and Girls clubhouse. At Shoreline Park, many Cottage Health Care Systems volunteers cleared weeds, pruned flowers and added mulch to planters around the playground. In our economic environment, when

financial resources available to non-profit organizations are much scarcer, the efforts of these volunteers are greatly appreciated and more important than ever.

The 2011 Charitable Giving Campaign will be held from October 11 through December 13, and will involve presentations in all City departments. The goal of the City's Charitable Giving campaign will be to ensure that each City employee is afforded the opportunity to contribute to one of more charitable organizations of their choosing.

PREPARED BY: Andy DiMizio, Fire Chief
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APPROVED BY: City Administrator's Office