

Background:

General

The Day of Caring Planning and Combined Fund Drive Committees request the Board's approval of the 11th consecutive year of participation in the United Way Day of Caring event.

The annual Day of Caring includes employees from various public and private employers who participate during their workday for one day doing jobs such as painting, yard cleanup, minor construction work, and gardening to support non-profit organizations or their clients. Each year, approximately 175 County employees have volunteered their workday or lunch breaks to plan and ultimately complete the Day of Caring projects.

This community-wide event is timed to highlight, compliment, and coincide with the annual United Way campaign, including the County of Sonoma Employee Combined Fund Drive. This year, the Combined Fund Drive campaign will officially begin on September 9, 2009, with the Day of Caring.

Both the Day of Caring event and the Combined Fund Drive place focus on needs of the community and reflect the goodwill that is produced in the community through the donation of a day's labor through the Day of Caring and the donation of funds through the County's Combined Fund Drive.

Organizing the Day of Caring is a joint effort with the City of Santa Rosa who has traditionally supported the event. As in years past, the County Day of Caring Committee will work closely with the City of Santa Rosa to select or develop projects that will build a better community. The County/City Project Team will work to identify community projects and conduct preliminary site visits to determine resources needed for each potential project location. In many cases the work performed by County staff who dedicate their time benefit County departments and community service agencies with County contracts. Applications received from County employees who wish to participate during their workday will be examined by a team of County employees to ensure that team member time and skills are effectively and efficiently utilized.

Attachments: Resolution

On File With Clerk:

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

Background: (Continued)

In addition to the regular Combined Fund Drive Campaign, initiated by the Day of Caring event, this year's Campaign leadership is proposing a Leadership Giving Campaign in advance of the general employee campaign. This focused precursor effort to engage management staff of the County will provide an opportunity for County managers to "kick start" the general campaign, demonstrate leadership in addressing community financial needs, and help set the bar for the level of support we hope to attain from all employees. Managers will be able to make their donations to the campaign on the on-line contribution website (eWay) a week in advance of the general campaign. Asking managers to participate in this front end effort will also increase their level of awareness and participation in the events associated with the Combined Campaign and with Day of Caring.

The Day of Caring and Combined Fund Drive Committees are enthused about this year's campaign and recommend the approval of the 2009 Day of Caring and Employee Combined Fund Drive. It is extremely important during this difficult economic period that the County and its employees continue to show the leadership and compassion that has been demonstrated to the community in the past and provide the time and the dollars that in many cases make a key difference in individual people's lives. It is during these tough times that employees need an outlet to support the community and feel good about their involvement. With this in mind the Day of Caring Committee has committed to a 30% budget reduction while continuing our tradition of "Giving Back to the Community".

REQUESTED BOARD ACTION:

Adopt a Resolution:

Authorizing County employee participation in the United Way Day of Caring on September 9, 2009; and recognizing the Day of Caring as the official commencement of the 2009 Employee Combined Fund Drive.