2020 Combined Charitable Campaign
Workplace Ambassador Handbook

Campaign Period
October 1 - November 20, 2020

Kick-Off & Ambassador Training
Wednesday, Sept. 23, 2020

Payroll Cards & Donations Due
Monday, Nov. 30, 2020
July 31, 2020

Dear City Family:

For more than 20 years, Give to LA, the City of Los Angeles Combined Charitable Campaign, has coordinated some of our City’s most respected and successful charitable agencies into a single employee fundraising endeavor. This is another way our remarkable public servants go above and beyond the call of duty to give back to our fellow Angelenos -- and with the COVID-19 pandemic upending lives and livelihoods, all of us are being asked to step up again in unprecedented ways.

Your commitment, your determination, your resolve and perseverance inspire me every day, and I am writing to encourage you to join this year’s Give to LA charitable campaign. The campaign kicks off on October 1st and will run through November 20th. Give to LA has set a goal this year to raise $275,000. You can help us reach that goal through a one-time donation to the nonprofit(s) of your choice or you can sign up for a recurring payroll deduction. The Give to LA family of charities provide a range of services, including life-saving treatments, programs to support youth education programs, actions to safeguard our environment, provide shelter and food to the homeless, and more.

Visit www.givetola.org to learn more about the participating charities and their work to improve the lives of Angelenos. Thank you for your continued investment in our City’s future.

Sincerely,

ERIC GARCETTI
Mayor
August 14, 2020

Dear Colleagues:

Yes, it’s that time of year again! Mayor Garcetti’s appeal to all City employees to enroll in the City’s Combined Charitable Campaign is in your inbox. In light of COVID-19 and the push for greater equity, supporting our communities means more than ever. Please join us in making the 2020 Give to LA campaign one of the most successful ones in L.A. history.

Give to LA – the City’s largest and longest standing payroll-based fundraising drive – needs the participation of all General Managers to energize your Departmental Coordinators and get the word out to all your employees. You and your staff can contribute directly to any of the charities in the Give to LA campaign, which includes educational programs, health charities, social programs, scholarships, and environmental charities. In the past, our generous giving has benefited tens of thousands of Angelenos and has likely affected someone you know.

Employees can most easily donate through payroll giving. Donations to our ten lead agencies in this year’s campaign will ultimately help over 400 charities continue their good works.

We are asking you to appoint a departmental coordinator who will serve as a liaison between your department, the Mayor’s Office, the Department on Disability, and our Community Partners. Their commitment of just a handful of hours on City time over the next 90 days will make a difference in the lives of so many of our friends and neighbors. Please join us in making this year’s campaign a major success. Contact Juliana.soto@lacity.org with the email and phone number for your Departmental Coordinator by August 26th. Of course, we would love for you to consider joining the Campaign yourself, where even the smallest payroll deduction can definitively change lives.

Thank you for Giving to L.A.!

Sincerely,

Stephen David Simon
Executive Director
Department on Disability
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## IMPORTANT DATES

**KICK-OFF & AMBASSADOR TRAINING**

- **Wednesday, September 23, 2020**
- **Session 1 (10:00am – 11:00am)**
- Zoom link

**CAMPAIGN PERIOD**

- **October 1 – November 20, 2020**

**PAYROLL CARDS & DONATIONS DUE TO LEAD CITY DEPARTMENT**

- **Monday, November 30, 2020**

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Campaign Period:
October 1 - November 20, 2020

www.GivetoLA.org
Dear Campaign Ambassadors:

The City of Los Angeles Give to LA: Combined Charitable Campaign (CCC) would like to thank you in advance for the dedication and enthusiasm you will contribute to the success of this year’s campaign, especially during these unprecedented times in the midst of Covid-19.

You as the Campaign Ambassador have a key role in the engagement and participation of all City employees; with your commitment you will make this campaign a wonderful experience for all those involved. Through the Give to LA CCC, employees will have the opportunity to contribute to the economic growth, safety within our city, provide a sustainable and livable environment, and contribute to building a better Los Angeles for all Angelenos.

The Give to LA Combined Charitable Campaign is dedicated to improving the City of Los Angeles and its communities. We can’t do this alone! Your contribution is greatly appreciated and together we can give back to LA!

Sincerely,

The Give to LA CCC Committee

For over 20 years, the City of Los Angeles Combined Charitable Campaign (CCC) has pooled the efforts of many of the most respected and successful charitable agencies in Los Angeles into a single City employee fundraising endeavor. Our goal is to improve the quality of life for all people in all communities of this great City.

The 10 Charitable Agencies that participate in the Give to LA campaign raise funds for over 400 member charities that offer a variety of programs assisting everyone from the newborn to the elderly. The member charities fund needed social services, healthcare programs, environmental programs and provide scholarships. These charities and their programs positively impact your communities, your neighbors, and perhaps even you and your family.

Every year, City of LA employees are offered the opportunity to contribute to making Los Angeles and the surrounding communities a better place for everyone. The Give to LA Campaign provides a convenient and efficient opportunity for City employees to give to the charity of their choice through payroll deduction.

Please Give to LA by supporting all or the charity of your choice!
The following best practices highlight the key elements of any successful fundraising effort. Following these actions will help ensure that your department runs the best campaign possible.

✓ **Give Before You Ask** – How can you ask others to make a commitment that you have not made yourself? Also sharing with others why you donate can make a powerful statement!

✓ **Ask**! – The #1 reason people don’t give? THEY WEREN’T ASKED! Please ask each and every co-worker to participate.

✓ **Suggested Giving Guideline** – Whatever the donor feels comfortable giving. In general, suggesting a donation equivalent to one hour’s pay per pay period is a good guideline to use.

✓ **Train Department Campaign Ambassadors** – Offering training will help raise awareness about community needs and ease the anxiety many have about asking others for money. It can also generate enthusiasm and excitement about the campaign.

✓ **Ensure that Peers ask Peers for a Gift** – Building a Campaign Committee comprised of individuals from various divisions and levels within your department will help to ensure a peer-to-peer solicitation of all employees. This helps to ensure that everyone is comfortable with the ask.

✓ **Develop a Timeline** – Identify a starting date and an ending date for your department/division campaign. Keep the timeline short – three weeks is usually enough time to ensure that all employees are personally asked and have had an opportunity to turn in their Payroll Deduction Forms.

✓ **Build a Case for Supporting the Community** – Use the information and brochures the Charitable Agencies have supplied. Educating your department’s employees about the needs of the community and the solutions offered by the different Charitable Agencies is a critical component of a successful campaign.

✓ **Schedule Speakers at Your Next Staff Meeting** – it can help to hear directly from the Charitable Agencies about their work and the impact of employee giving on the lives of people in the City. Let the Charitable Agencies help you make that case! Fill out a Speaker Request form today to get started (on page 12)!

✓ **Say “THANK YOU”** – Offering recognition and thanking donors will reinforce the message that their gift makes a difference in our community.
FREQUENTLY ASKED QUESTIONS

Q: My favorite charity isn’t a member of any of the participating Charitable Agencies. Why should I give to you? You don’t fund any charities with locations where I live. Why should I give if none of my money goes to help in my community?

A: We fund charities in nearly all communities. However, you may designate any qualified nonprofit 501(c)(3) of your choice. Just fill out the Special Instruction Section II of the Payroll Giving Form.

Q: Isn’t it cheaper for me to just give directly to the charity of my choice? That way I avoid your overhead?

A: This campaign provides you with a convenient service by directing your gifts to a number of charities by deducting the amount from your paycheck – allowing you to possibly contribute more than you might be able to with a one-time gift and giving you a chance to make a bigger difference for people in the Los Angeles community.

Q: Is my donation tax-deductible? Is it pre- or post-taxed?

A: Yes, your donation is tax-deductible. It is post-taxed.

Q: How soon will my donation start coming out of my paycheck?


Additional FAQ’s are posted at: http://www.givetola.org/faqs.html

PLEASE NOTE: Each of these answers is short and sweet, and to the point. Always give a direct answer (“yes,” “no,” or “I don’t know”) whenever possible. If you need assistance answering a question, please feel free to contact one of the Charitable Agencies (located on page 11).
AMBASSADOR TALKING POINTS

The Give to LA Combined Charitable Campaign makes it easy for City employees to help people and positively impact our communities through payroll deduction and/or one-time gifts to charities of their choice.

• Endorsed by the Mayor, the City Council, and the Department of General Managers, the campaign is led by ten reputable Charitable Agencies who together fund more than 400 member charities.

• These charities provide local access to social, educational, environmental, and healthcare services to friends, family, co-workers, and neighbors in need throughout our diverse communities. Employees may choose to make a difference by giving directly to the Charitable Agencies, to their member charities, or to any qualified 501(c)(3) nonprofit.

• During the annual campaign window, employees may use a simple form to make a new or change existing payroll deduction. Total deduction must be at least $2 per pay period.

• Giving through payroll deduction is the most efficient and effective way to help the charities of your choice and the people and communities they serve.

• Your Give to LA Campaign primary philanthropic agency partners are:
  
  o Asian Pacific Community Fund
  o Brotherhood Crusade
  o City of Hope
  o Community Health Charities
  o EarthShare California
  o LAFA/Meals on Wheels
  o United Latinx Fund
  o United Negro College Fund
  o United Way of Greater Los Angeles
  o Variety the Children’s Charity of Southern California

• For more information about the campaign and participating charities, please visit our website at www.givetola.org.

Together, we can build a Greater City! THANK YOU!
WHAT YOUR DONATION DOES

Thanks to the generosity of Give to LA Donors...

• **Asian Pacific Community Fund** is able to help Asian and Pacific Islanders access language appropriate services in 27 Asian languages plus English and Spanish.

• **Brotherhood Crusade** is able to provide free community based programs that enrich the lives of youth and families through education, employment, health and advocacy.

• **Community Health Charities** raises awareness and resources for health and wellness by connecting more than 2,000 of the most trusted health charities across the United States with more than 17 million caring employees.

• **City of Hope** – 100% of your donation goes directly to support City of Hope’s programs to support cancer research, treatment and prevention.

• **EarthShare California** is focused on solving environmental issues such as climate change, energy, water conservation, environmental education and social justice to ensure a healthy environment and quality of life for current and future generations.

• **Los Angeles Foundation of Aging** can take care of our Grandparents, Mothers, and Fathers.

• **United Latinx Fund** funds community programs and initiatives that promote jobs, housing, quality education and the well-being of Latinx in Los Angeles.

• **United Negro College Fund** can enable more than 300 first generation students to attend college.

• **United Way of Greater Los Angeles** is able to help break the cycle of poverty in Los Angeles County.

• **Variety the Children’s Charity of Southern California** can inspire hope, enrich lives, and build a better future for children in need in our community by funding life changing programs in Health Care, Education and Mobility.
PAYROLL DEDUCTION FORM

PAYROLL DEDUCTION Form - Give to LA

SECTION 1 - Employee Information. Please complete this section.

<table>
<thead>
<tr>
<th>Employee ID #</th>
<th>Department Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>Middle Initial</td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>Day Phone</td>
</tr>
<tr>
<td>Home Address</td>
<td>City, State, Zip</td>
</tr>
</tbody>
</table>

SECTION 2 - Select One-Time Donation Payment and the Charities You Would Like to Support

The Deduction is a Charitable Contribution. Federal Law P.L. 93.579 Section 7 re: Federal Privacy Act and Use of Social Security Numbers. This law requires you be informed when asked for your Social Security Numbers, that it must be provided for use in employment, personnel, and payroll processes. Authority for requiring this information is based upon provisions of the city’s payroll and personnel candidate processing system operational prior to January 1, 1975 and applicable Federal Law.

Date: ____________________ Signature: ____________________

☐ New payroll deduction donation
☐ Change – this amount will replace existing donation
☐ Cancel – please cancel my current payroll deduction

SELECT THE CHARITY OF YOUR CHOICE WITH THE AMOUNT OF THE DEDUCTION PER PAY PERIOD

TOTAL DEDUCTION MUST BE AT LEAST $2 PER PAY PERIOD.

6A ☑ Asian Pacific Community Fund $______ 65 ☑ Brotherhood Crusade $______
6H ☑ City of Hope $______ 68 ☑ Community Health Charities $______
8E ☑ EarthShare California $______ 8M ☑ LAFA/Meals on Wheels $______
5V ☑ Variety the Children's Charity Southern California $______ 6U ☑ United Latinx Fund $______
69 ☑ United Way of Greater Los Angeles Southern California $______ 74 ☑ United Negro College Fund $______

SECTION 3 – Special Designated Donations: To give to a charity not listed above, select one of the participating agencies below and list the charity of your choice. Must be a 501(c)(3).

☐ Asian Pacific Community Fund ☑ Brotherhood Crusade ☑ EarthShare CA
☐ LAFA / Meals on Wheels ☑ United Latinx Fund ☑ United Way of Greater L.A.

List Charity of Your Choice:

Name of Charity

Address

City/ST/Zip

SECTION 4 - To opt out of receiving any correspondence or acknowledgement, check box below

☐ Please do not send any correspondence or acknowledgement
# ONE TIME DONATION FORM

## ONE-TIME DONATION Form - Give to LA

### SECTION 1 - Employee Information. Please complete this section.

<table>
<thead>
<tr>
<th>Employee ID #</th>
<th>Department Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>Middle Initial</td>
</tr>
<tr>
<td>Email</td>
<td>Day Phone</td>
</tr>
<tr>
<td>Home Address</td>
<td>City, State</td>
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</table>

### SECTION 2 - Select One-Time Donation Payment and the Charities You Would Like to Support

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Date: __________________________ Signature: __________________________

Total one-time donation of $________ will be paid in the following manner:
- [ ] Check (Make check payable to Give to LA)
- [ ] Cash

**SELECT THE CHARITY OF YOUR CHOICE WITH THE AMOUNT OF YOUR DONATION:**

| 6A | Asian Pacific Community Fund $______ | 65 | Brotherhood Crusade $_____ |
| 6H | City of Hope $______ | 68 | Community Health Charities $_____ |
| 6E | EarthShare California $______ | 8M | LAFA/Meals on Wheels $_____ |
| 5V | Variety the Children’s Charity, Southern California $______ | 6U | United Latino Fund $ _____ |
| 69 | United Way of Greater Los Angeles $______ | 74 | United Negro College Fund $_____ |

### SECTION 3 – Special Designated Donations: To give to a charity not listed above, select one of the participating agencies below and list the charity of your choice. Must be a 501(c)(3).

- [ ] Asian Pacific Community Fund
- [ ] LAFA / Meals on Wheels
- [ ] Brotherhood Crusade
- [ ] United Latino Fund
- [ ] EarthShare CA
- [ ] United Way of Greater Los Angeles
- [ ] United Negro College Fund

**List Charity of Your Choice:**

<table>
<thead>
<tr>
<th>Name of Charity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
</tr>
<tr>
<td>City/ST/Zip</td>
</tr>
</tbody>
</table>

### SECTION 4 - To opt Out of Receiving Any Correspondence or Acknowledgement, Check Box Below

- [ ] Please do not send any correspondence or acknowledgement

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**Campaign Period:**

October 1 - November 20, 2020

**www.GivetoLA.org**
CONTACT INFORMATION

2020 Campaign Lead Agency – United Latinx Fund
VICTOR CRUZ, JR. (213) 784-7919
1125 East Broadway Suite 258,
Glendale, CA 91205
vcruz@unitedlatinxfund.org

City Lead Department – The Department on Disability
JULIANA SOTO (213) 202-2764
201 N. Figueroa St. #100, Los Angeles, CA 90012
juliana.soto@lacity.org

Give to LA Charitable Agencies

Asian Pacific Community Fund
DEBBIE CHUN
1145 Wilshire Blvd., Suite 105
Los Angeles, CA 90017
(213) 624-6400 x1
dchun@apcf.org

Brotherhood Crusade
STACY HILL-WILLIAMS
200 E. Slauson Ave.
Los Angeles, CA 90011
(323) 725-9404
swilliams@brotherhoodcrusade.org

City of Hope
RAQUEL SÁNCHEZ
1500 E. Duarte Road
Duarte, CA 91010
(626) 218-5411
raqsanchez@coh.org

Community Health Charities
KRYSSTIE SCULL
Los Angeles Satellite Office
(925) 521-6522
kscull@chimpact.org

EarthShare California
PATRICIA SMITH
P.O. Box 3949
Montebello, CA 90640
(323) 725-9404
pat.smith@earthshareca.org

LAFA/Meals on Wheels
ELIZABETH FRANCO
221 N. Figueroa St., Suite 500
Los Angeles, CA 90012
(213) 808-2366
donate2lafa@gmail.com

United Latinx Fund
VICTOR CRUZ, JR.
1125 E. Broadway #258
Glendale, CA 91205
(213) 784-7919
vcruz@unitedlatinx.org

United Negro College Fund
HARRY FULMORE
3699 Wilshire Blvd., Suite 675
Los Angeles, CA 90010
(213) 639-3800
harry.fulmore@uncf.org

United Way of Greater Los Angeles
CHRISTINE NGUYEN
1150 S. Olive St., Suite T500
Los Angeles, CA 90015
(213) 808-6611
christine.nguyen@unitedwayla.org

Variety the Children’s Charity of Southern California
ELIZABETH O’NEIL
4601 Wilshire Blvd., Suite 260
Los Angeles, CA 90010
(323) 655-1547 Voice
elizabeth@varietysocal.org

Campaign Period:
October 1 - November 20, 2020

www.GivetoLA.org
## 2020 Give to LA Charity Liaisons Assignments

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<th>Charity Liaison</th>
</tr>
</thead>
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<td>Airports, Los Angeles World</td>
<td>Asian Pacific Community Fund, Dept. on Disability</td>
</tr>
<tr>
<td>Animal Services</td>
<td>Community Health Charities</td>
</tr>
<tr>
<td>Building &amp; Safety</td>
<td>Community Health Charities</td>
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<tr>
<td>Chief Legislative Analyst</td>
<td>Community Health Charities</td>
</tr>
<tr>
<td>City Administrative Officer, Office of the</td>
<td>Variety the Children’s Charity of Southern California</td>
</tr>
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<td>City Attorney</td>
<td>Community Health Charities</td>
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<tr>
<td>City Clerk, Office of</td>
<td>EarthShare California</td>
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<tr>
<td>Controller, City</td>
<td>United Latinx Fund</td>
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<tr>
<td>Convention Center &amp; Tourism Development</td>
<td>Variety the Children’s Charity of Southern California</td>
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<tr>
<td>Cultural Affairs</td>
<td>Community Health Charities</td>
</tr>
<tr>
<td>Department of Aging</td>
<td>Los Angeles Foundation on Aging/Meals on Wheels</td>
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<tr>
<td>Department of Water &amp; Power</td>
<td>Asian Pacific Community Fund, City of Hope</td>
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<tr>
<td>Disability, Department on</td>
<td>Asian Pacific Community Fund, Dept. on Disability</td>
</tr>
<tr>
<td>Economic and Workforce Development</td>
<td>Brotherhood Crusade</td>
</tr>
<tr>
<td>El Pueblo de Los Angeles Historical Monument</td>
<td>United Latinx Fund</td>
</tr>
<tr>
<td>Emergency Management</td>
<td>United Negro College Fund</td>
</tr>
<tr>
<td>Employee Relations Board</td>
<td>United Way of Greater Los Angeles</td>
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<td>Ethics Commission</td>
<td>United Way of Greater Los Angeles</td>
</tr>
<tr>
<td>Finance, Office of</td>
<td>Asian Pacific Community Fund</td>
</tr>
<tr>
<td>Fire &amp; Police Pension</td>
<td>City of Hope</td>
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<tr>
<td>Fire Department</td>
<td>United Negro College Fund</td>
</tr>
<tr>
<td>General Services</td>
<td>United Negro College Fund, United Latinx Fund</td>
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<tr>
<td>Harbor Department</td>
<td>United Way of Greater Los Angeles</td>
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<tr>
<td>Housing &amp; Community Investment Dept.</td>
<td>Variety the Children’s Charity of Southern California</td>
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<td>Housing Authority</td>
<td>United Way of Greater Los Angeles</td>
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<tr>
<td>Hyperion Treatment Division</td>
<td>United Negro College Fund, Brotherhood Crusade</td>
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<td>Information Technology Agency</td>
<td>Brotherhood Crusade</td>
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<tr>
<td>L.A. City Employee’s Retirement System</td>
<td>City of Hope</td>
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<tr>
<td>Library</td>
<td>City of Hope</td>
</tr>
<tr>
<td>Mayor, City of Los Angeles</td>
<td>Asian Pacific Community Fund</td>
</tr>
<tr>
<td>Neighborhood Empowerment</td>
<td>Brotherhood Crusade</td>
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</tbody>
</table>
### City Department | Charity Liaison
---|---
Office of Public Accountability | Community Health Charities
Personnel | United Way of Greater Los Angeles
Planning Department | EarthShare California
Police Department | Community Health Charities, LAFA/Meals on Wheels
Public Works / Bureau of Contract Administration | United Latinx Fund
Public Works / Bureau of Engineering | Los Angeles Foundation on Aging/Meals on Wheels
Public Works / Bureau of Sanitation | United Way of Greater Los Angeles
Public Works / Bureau of Street Services | EarthShare California, LAFA/Meals on Wheels
Public Works, Accounting Services | United Negro College Fund
Public Works, Street Lighting | EarthShare California
Recreation and Parks, Department of | EarthShare California, Variety the Children’s Charity of Southern CA
Transportation, Department of | City of Hope, Variety the Children’s Charity of Southern California
Zoo, Los Angeles | The L.A. Trust for Children’s Health

### City Council District | Charity Liaison
---|---
Council District 1 | Community Health Charities
Council District 2 | EarthShare California
Council District 3 | Los Angeles Foundation on Aging/Meals on Wheels
Council District 4 | Asian Pacific Community Fund
Council District 5 | Asian Pacific Community Fund
Council District 6 | United Negro College Fund
Council District 7 | City of Hope
Council District 8 | United Way of Greater Los Angeles
Council District 9 | Brotherhood Crusade
Council District 10 | Brotherhood Crusade
Council District 11 | Brotherhood Crusade
Council District 12 | Variety the Children’s Charity of Southern California
Council District 13 | United Latinx Fund
Council District 14 | Community Health Charities
Council District 15 | United Negro College Fund

*Should you need any assistance during the campaign or have any questions, please feel free to contact your Charity Liaison (or any other Charitable Agency) – see Contact Information on page 11. We are all here to help you have the best campaign possible!*

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**Campaign Period:**
October 1 - November 20, 2020

SPEAKER REQUEST FORM

CITY OF LOS ANGELES  
GIVE TO LA COMBINED CHARITABLE CAMPAIGN

CITY DEPARTMENT: ________________________________

AMBASSADOR:____________________________________ Phone: __________________________

EMAIL ADDRESS: _________________________________________________________________

DATE OF EVENT:__________________________ NUMBER OF ATTENDEES: ____________

TIME MEETING BEGINS:_________ AM / PM  TIME MEETING ENDS:_________ AM / PM

LENGTH OF SPEAKER’S PRESENTATION: ______________________________

TYPE OF EVENT:
○ Employee Meeting  ○ Agency Fair  ○ Training  ○ Other ________________

CONTACT PERSON:________________________ Phone:______________ FAX:__________

If different from “coordinator” listed above

PLATFORM USED FOR VIRTUAL SPEAKER ENGAGEMENT:

Circle one- WebEx, Microsoft Team, ZOOM, Ring Center or Other

____________________________________

Feel free to invite all Charities, but please select at least 3 below:

☐ Asian Pacific Community Fund  ☐ LAFA / Meals on Wheels

☐ Brotherhood Crusade  ☐ United Latinx Fund

☐ City of Hope  ☐ United Negro College Fund

☐ Community Health Charities  ☐ United Way of Greater Los Angeles

☐ EarthShare California  ☐ Variety the Children’s Charity of Southern California

*Please allow 5 working days for scheduling

Please e-mail completed form to Victor Cruz at vcruz@unitedlatinxfund.org

Campaign Period:  
October 1 - November 20, 2020  

www.GivetoLA.org
Thank You
City of Los Angeles Employee Ambassadors for Your Ongoing Support!

Campaign Period:
October 1 - November 20, 2020

www.GivetoLA.org