Welcome!

GiveToLA
2020 Kick-off & Ambassador Training

www.GivetoLA.org
Welcome!

Victor Cruz
United Latinx Fund

2020 Lead Charitable Agency

www.GivetoLA.org
Charity Representatives

- Asian Pacific Community Fund
- Brotherhood Crusade
- City of Hope
- Community Health Charities
- EarthShare California
- Los Angeles Foundation on Aging

- United Latinx Fund
- United Negro College Fund **2020 Co-Lead**
- United Way of Greater Los Angeles
- Variety The Children’s Charity

www.GivetoLA.org
City Lead Department
Department on Disability

Stephen David Simon
General Manager

Juliana Soto       Luis Mata

www.GivetoLA.org
2019 Campaign Overview

Total Funds Raised: $236,135

Breakdown of Funds Raised:

Continuing Payroll Deductions: $221,686
New Payroll Deductions: $11,256
One Time Cash Donations to Charities: $3,193
### 2019 Campaign

**Awards & Recognition**

<table>
<thead>
<tr>
<th>Outstanding Achievement</th>
<th>Outstanding Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One Time Donations</strong></td>
<td><strong>New Payroll Deductions</strong></td>
</tr>
<tr>
<td><strong>1st Place</strong></td>
<td></td>
</tr>
<tr>
<td>LACERS</td>
<td>Public Works/Contract Administration</td>
</tr>
<tr>
<td>$1,268</td>
<td>$6,348</td>
</tr>
<tr>
<td><strong>2nd Place</strong></td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>CAO</td>
</tr>
<tr>
<td>$1,050</td>
<td>$3,048</td>
</tr>
<tr>
<td><strong>3rd Place</strong></td>
<td></td>
</tr>
<tr>
<td>Street Services</td>
<td>GSD</td>
</tr>
<tr>
<td>$875</td>
<td>$1,824</td>
</tr>
</tbody>
</table>
Opportunity
Spin

SPINNING
SPIN
THE
WHEEL

www.GivetoLA.org
How Your Donations Impact the Greater Los Angeles Area

www.GivetoLA.org
“Give to LA” 2020 Ambassador Training

www.GivetoLA.org
Why Give through the Combined Charitable Campaign?

• Provides a convenient way to give

• Allows you to give to the charities or causes you care about

• GTLA charities are vetted and reputable charities

• Charities provide critical services to our communities
Benefits of *Payroll Deduction*

Cost-effective method benefitting:

- **Employers** – efficiency, credibility, accountability
- **Donors** – convenience, choice, community impact
- **Charities** – low cost outsourced fundraising, steady income, expanded impact area

- Easy, convenient and FUN!
- Creates year-round, reliable funding source for charities
- Undesignated funds to provide more services
- Your dollars support the greater Los Angeles community
Things YOU Can Do!

- Share information with staff about the campaign and the charities.
- Make 100% Ask (Ask everyone to join you and give and tell them why)
- Keep the Campaign Visible:
  ✓ Send e-mail reminders to staff
  ✓ Talk up the Campaign daily
  ✓ Host a virtual charity fair
  ✓ Have a Kickoff and invite charity representatives

- Leverage the “GivetoLA Website:
  - www.givetola.org
  - Videos
  - The Charity Representatives are your Resources
  - Forms
  - FAQs
  - Contact information

The #1 reason why people don’t give is because they were not asked.
Virtual Campaign Kits

www.GivetoLA.org
Virtual Ambassador Campaign Kit Contents:

1. Electronic Ambassador Handbook
2. Electronic Payroll Deduction Form
3. Electronic Donation Form
4. Electronic Poster (To promote via e-mail the Campaign in your department and at meetings)
5. Ambassador Remittance Form
6. Electronic Give to LA Campaign Brochure

www.GivetoLA.org
1. Giving Matters 365
2. Payroll Pledge Form
3. One Time Donation Form

www.GivetoLA.org
1. Giving Matters 365

What is Giving Matters 365 and how do I use it?

https://givetola.healthcharities.stratuslive.com
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>Email</td>
<td></td>
</tr>
<tr>
<td>Home Address</td>
<td>City, State</td>
</tr>
</tbody>
</table>

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

This document can also be found on the website at www.givetola.org and you will also receive this fillable form in your Ambassador Kit!

2. Payroll Deduction
3. One-Time Donation

This document can also be found on the website at www.givetola.org and you will also receive this fillable form in your Ambassador Kit!
Ambassador Remittance Form

Campaign Window: October 1 – November 20, 2020

Please complete all information below. Thank you!

Ambassador Name:

Telephone Number: E-mail:

Department Name:

Division (if applicable):

Address:

City: Zip:

Total Number of Payroll Deduction Forms Enclosed: 

Total Number of One-Time Donation Forms Enclosed: 

Total Amount Collected (Cash): $ ____________

Total Amount Collected (Checks): $ ____________

Total Amount Collected Cash & Checks: $ ____________

Please return this form with all donations and payroll forms collected to:

2020 Campaign Lead Charity, United Latinx Fund
Attn: Victor Cruz
1125 East Broadway, Suite 258
Glendale, CA 91205
Questions: Victor Cruz (213) 784-7919 or vcruz@unitedlatinxfund.org

THIS ENVELOPE IS DUE:
NO LATER THAN November 30, 2020

www.Givetola.org
Where do I send the Ambassador Form again?

2020 Campaign Lead Department

United Latinx Fund
Attn: Victor Cruz
1125 East Broadway, Suite. 258
Glendale, Ca 91205
Speaker Request Form
“Virtual Engagement”

www.GivetoLA.org
SPEAKER REQUEST FORM

CITY DEPARTMENT: ___________________________ DATE OF EVENT: / / 

COORDINATOR: ___________________________ Phone: ___________ FAX: ___________

EMAIL ADDRESS: ___________________________________________________________________

DATE OF EVENT: ___________________________ NUMBER IN AUDIENCE: ___________

Please provide information on your Virtual Meeting/Conference Call etc. ZOOM/WebEx/Microsoft Teams etc. Attach the link for the meeting if a Virtual Meeting or write conference information here:

If Conference call: Number __________________ Access Code __________________ Other __________________

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

IMPORTANT - Please circle AM or PM. IMPORTANT - Please circle AM or 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.

Feel free to invite all Charities, but please select at least 3-4 below:

□ Asian Pacific Community Fund □ LAFA / Melas on Wheels
□ Brotherhood Crusade □ United Latinx Fund
□ City of Hope □ United Negro College Fund
□ Community Health Charities of California □ United Way of Greater Los Angeles
□ EarthShare California □ Variety The Children's Charity

SPECIAL INSTRUCTIONS:

REMEMBER: Our speakers are in great demand – please allow 5 working days for scheduling.
Please e-mail completed form to Victor Cruz at vcruz@unitedlatinxfund.org

All charity representatives are available for virtual or conference meetings!

Speaker Request Forms can be e-mailed to Victor Cruz at vcruz@unitedlatinxfund.org

www.GivetoLA.org
Incentives

✓ Submit your virtual speaker request form now!

✓ **First 5** Ambassadors to host a virtual speaking opportunity

✓ Receive a **$25.00** Gift certificate.

www.GivetoLA.org
Overview of the GivetoLA Website
2020 Campaign Window:

**October 1 – November 20, 2020**

Final date to turn in Ambassador Remittance Form and Envelopes:

**November 30, 2020**

www.GivetoLA.org
Questions?

Don’t be shy!
Virtual Opportunity Drawings

www.GivetoLA.org
Employees of the City of Angels CARE!