



2017 Commonwealth of Virginia Campaign

September 26 - December 20

Department Resource Guide



LIVE ◀ LEARN ▶ WORK



Goal: \$350,000



Dear Colleagues,

Thank you for agreeing to serve in this very important role. I'm pleased to serve alongside you as this year's honorary chair. The funds we raise here at Virginia Tech through our annual participation in the Commonwealth of Virginia Campaign (CVC) make a tremendous difference in the lives of our colleagues and neighbors.

Since 2010, Virginia Tech employees have donated more than \$2 million to local charities in the New River Valley and across the state through the Commonwealth of Virginia Campaign.

- ▶ **2016** – 1,444 employees raised \$344,013
- ▶ **2015** – 1,581 employees raised \$319,664
- ▶ **2014** – 1,566 employees raised \$318,656
- ▶ **2013** – 1,558 employees raised \$311,445
- ▶ **2012** – 1,307 employees raised \$285,193
- ▶ **2011** – 1,187 employees raised \$272,695
- ▶ **2010** – 1,004 employees raised \$235,143

The 2017 CVC will begin on September 26 and close on December 20. Again, this year, we are encouraging employees to give via the online pledge system at cvc.hr.vt.edu. Those who would like to give via a paper pledge card are still able to do so as well. A copy of the pledge card is enclosed in this packet and is available at the website. The goal for this year's campaign is \$350,000.

As you know, the CVC is administered by the university's Department of Human Resources and is led by a steering team made up of representatives from across the university. Please call on the steering team designee for your area (the list is included in this packet) if you have questions or need assistance.

Thank you again for your service and all that you do to make Virginia Tech a great place to work, and our community a great place to live.

Sincerely,
Kelly Oaks

Honorary Chair of 2017 CVC,
Assistant Vice President for Equity and Accessibility



Commonwealth of Virginia Campaign (CVC) Kick-off Luncheon

September 26, 2017

AGENDA

11 a.m. Registration

Visit the charity displays

11:30 a.m. Welcome and Lunch

Rick Hiller, Hospital Administrator,
Veterinary Medicine Teaching Hospital
and Chair, 2017 CVC

12:15 p.m. Honorary Chair Welcome

Dr. Kelly Oaks, Assistant Vice President for Equity
and Accessibility and Honorary Chair, 2017 CVC

12:25 p.m. 2016 Campaign Award Presentation

12:30 p.m. Guest Speakers

Chris Blankenship, NRV Senior Services

Sheila Roop, Intellectual Disabilities Agency
of the NRV

Juli Dellorso, NRV CARES

1 p.m. Closing

ABOUT

The Commonwealth of Virginia Campaign (CVC) is a workplace-giving program that allows state employees to designate a financial gift to any of more than 1,000 participating charities. Types of charities include health and human services, animal welfare, environmental conservation, and medical research.



2016 AWARDS

The following awards for the 2016 campaign will be distributed at the kick-off luncheon.

Award	Senior Management Area
Outstanding Achievement: Total Contributions	College of Agriculture and Life Sciences
Distinguished Achievement: Highest Percentage Increase in Participation 2015 to 2016	Office of the President
Distinguished Achievement: Highest Increase in Dollar Contributions 2015 to 2016	College of Business
Significant Achievement: Exceeding 25 percent Participation and Meeting Target Monetary Goal	College of Business College of Veterinary Medicine Executive Administration Vice President for Administration Vice President for Finance and CFO

STEERING TEAM MEMBERS

The CVC at Virginia Tech is administered by the university's Department of Human Resources and is led by a steering team made up of representatives from across the university. Meetings are coordinated by Amanda Lucas.

Major Area	Team Member	Email
CVC Steering Team Sponsor	Lisa Wilkes	lwilkes@vt.edu
CVC Coordinator/Event Coordinator	Amanda Lucas	alucas4@vt.edu
CVC Steering Team Chair	Richard Hiller	rhiller@vt.edu
College of Agriculture & Life Sciences	Tom Thompson	thomas.thompson@vt.edu
College of Architecture & Urban Studies	Justina Sumpter	justinas@vt.edu
College of Business	Gina French	gfrench@vt.edu
College of Engineering	Dave Cox	dfcox@vt.edu
College of Liberal Arts & Human Sciences	Debra Stoudt	dstoudt@vt.edu
College of Science	Amber Robinson	hamber08@vt.edu
College of Veterinary Medicine	Richard Hiller	rhiller@vt.edu
College of Natural Resources and Environment	Arlice Banks	arbanks@vt.edu
University Libraries	Ed Lener	lener@vt.edu
Executive Administration/Athletics	Carmela Smith	casmith@vt.edu
Executive Vice President and Provost	Nannette Jimenez Gordon	njimenez@vt.edu
Office of the President	Cheryl Peterson	cpeterson@vt.edu
Vice President for Outreach & International Affairs	Jane Swan	jswan@vt.edu
Vice President for Advancement	Wynoka Price Cathy Lally	wynokea@vt.edu clally@vt.edu
Vice President for Information Technology	Marc DeBonis	marcd@vt.edu
Vice President for Student Affairs	Rhonda Rogers	rogersr@vt.edu
Vice President for Administration	Chris Willey	cnwilley@vt.edu
Vice President for Research	Lynn Byrd	byrd@vt.edu
Vice President for Finance & CFO	Nancy Meacham	nsmeacha@vt.edu
Vice President for Graduate Education	Misti Acosta	macosta@vt.edu
Vice President for Human Resources	Rachel Wilson	rachelw7@vt.edu

FUNDRAISING GOALS

The total goal for 2017 is \$350,000. The goals listed below are determined by the number of salaried employees in each senior management area, as of the July 1, 2017 payroll.

Senior Management Area	2017 Target Goal
College of Agriculture and Life Sciences	\$44,111
College of Architecture and Urban Studies	\$10,111
College of Business	\$11,111
College of Engineering	\$48,111
College of Liberal Arts and Human Sciences	\$25,111
College of Science	\$21,111
College of Veterinary Medicine	\$11,111
College of Natural Resources and Environment	\$9,111
Dean of Libraries	\$5,111
Vice President National Capital Region	\$11,111
Executive Administration	\$12,111
Executive Vice President and Provost	\$12,111
Office of the President	\$1,611
Vice President for Outreach and International Affairs	\$6,111
Vice President for Advancement	\$10,111
Vice President for Information Technology	\$16,111
Vice President for Student Affairs	\$20,111
Vice President for Administration	\$11,111
Vice President for Research	\$31,111
Vice President for Finance and Chief Financial Officer	\$1,111
Vice President Graduate School	\$1,611
9LFH3UHVLGHWIRUPD5HVRUE HV	\$,111
Total Campaign Goal	\$350,000

DEPARTMENT REPRESENTATIVE RESPONSIBILITIES

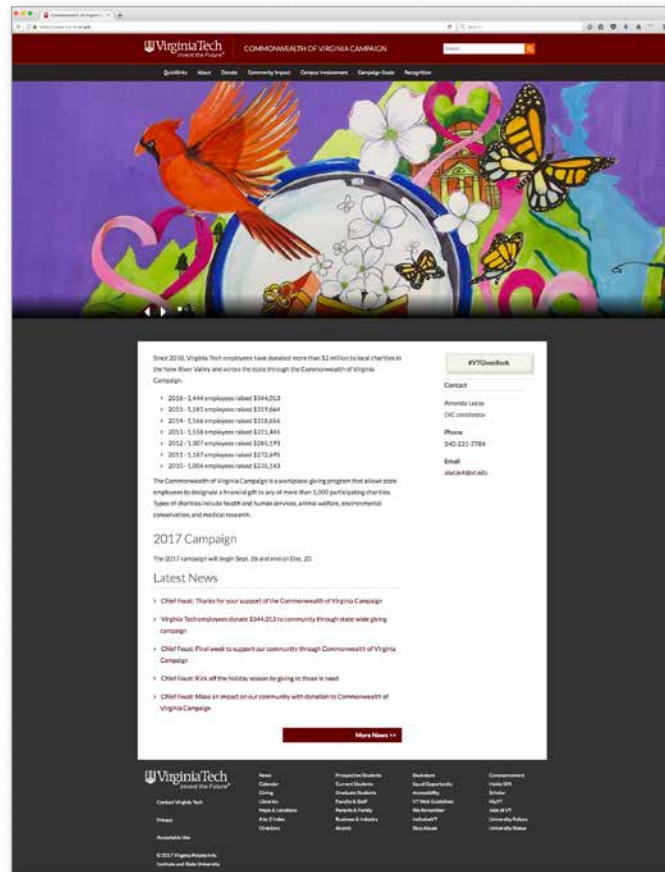
KICK-OFF (SEPTEMBER 26):

As a department representative your responsibilities include:

- ▶ Familiarizing yourself with the online pledge system at cvc.hr.vt.edu. Your CVC steering team representative can also visit individual departments in order to familiarize employees with the system and to demonstrate using the website. Please help get the word out about this easy and convenient way to give. The online system can be used for bi-monthly payroll deduction or for a one time payroll deduction (January 16, 2018).
- ▶ Build awareness within your department by:
 - ▶ Creating graphs and charts to keep track of total donations and post them in common areas.
 - ▶ Create competitions within areas of your department.
- ▶ Sending an email to your department sharing the link to the CVC website and online pledge form.
- ▶ Scheduling a meeting with your individual departments to discuss this year's campaign.
- ▶ Considering hosting a department-wide fundraiser to increase participation and dollars raised in your department.

DURING THIS YEAR'S CAMPAIGN (SEPTEMBER 26 – DECEMBER 20):

- ▶ Check-in with colleagues frequently to see if there are any questions regarding the campaign.
- ▶ Consider identifying a location where employees who do not have access to a computer on a regular basis can use a computer to make an electronic pledge.



- ▶ Consider holding a meeting with your department's employees during which you can demonstrate the online pledge system.
- ▶ Assist employees who need to use a paper pledge form with downloading needed materials.
- ▶ Send out a communication near the end of the campaign to remind employees that the close of this year's campaign is December 20.
- ▶ Encourage employees to monitor the total dollars raised by visiting cvc.hr.vt.edu regularly.

DEPARTMENT FUNDRAISERS

Hosting department-wide fundraisers are a great way to build awareness, increase participation, and increase dollars raised while building team spirit and having fun.

EXAMPLES TO RAISE MONEY

Bake sale:

- ▶ Find volunteers to bring in goodies
- ▶ Set up in central location and sell brownies or cookies
- ▶ Departments, or treat providers, can designate up to four charities to receive proceeds

Jelly bean/M&M/bean count:

- ▶ Fill jar with candy, beans, or whatever (remember to count)
- ▶ Pay to guess total number (\$1 per entry)
- ▶ Winner gets jar and can designate the charity to receive proceeds

Halloween costume contest:

- ▶ Find volunteers to dress up and carry a donation cup
- ▶ People vote for best costume by putting money in cup
- ▶ Winner is the one who receives the most donations
- ▶ Winner can designate up to four charities to receive proceeds

Baby picture ID contest:

- ▶ Solicit baby photos of coworkers
- ▶ Number photos and post in central location



- ▶ People make a minimum \$1 donation to guess who's who
- ▶ Whoever guesses the most correctly wins
- ▶ Winner designates charity to receive proceeds

Chili cook-off:

- ▶ Find volunteer chefs to bring in chili
- ▶ Charge a donation per bowl
- ▶ Have "judges" determine winner
- ▶ Winner gets small prize
- ▶ Chefs can designate charity to receive proceeds

Silent auction:

- ▶ Solicit craft items, gently used household items, or whatever you want
- ▶ Participants bid and buy
- ▶ Department can designate up to four charities to receive proceeds

DEPARTMENT FUNDRAISERS *Continued*

PROCEDURES

- ▶ Departments are responsible for entering their fundraising events into the online pledge system (cvc.hr.vt.edu).
- ▶ The staff member responsible for entering events must contact Amanda Lucas, CVC coordinator, at alucas4@vt.edu to gain access to the CVC administrative site.
- ▶ Departments must enter the Virginia Tech ID number of each employee who participates for the department to be credited for participation.
- ▶ The system will recognize the Virginia Tech ID number of an employee who has previously made an individual pledge and will not double-count them since their participation was captured by their individual pledge.
- ▶ Events entered using ID numbers will not be reflected as a noted event on the SMA report.
- ▶ Events may be entered as purely an event without reflecting individual participation. You need to just enter the department and name of the event.
- ▶ After the event, a department representative should deliver the funds (currency and/or checks only – no coins please) to the CVC coordinator in Burruss Hall, room 201R (contact Amanda Lucas at 540-231-7784 prior to dropping off funds).
- ▶ All funds must be in a sealed envelope and include a completed pledge card and event funds log. Please print SMA and the name of the person delivering funds on the outside of the envelope.
- ▶ Departments may designate up to four participating charities to receive their contributions if they so choose.

- ▶ The CVC coordinator will verify the amount received and enter the total dollar contribution into the online pledge system.
- ▶ Contributions will reflect on the Senior Management Area Report (available from the administrative portion of the CVC website) after the amount has been verified and entered into the system by the CVC coordinator.

OTHER

- ▶ Remember to announce your activities well in advance and immediately following the event (within a day or two), send a brief write up and photographs to Laura Neff-Henderson (lauranh@vt.edu) for publication in VT News and on the CVC website.

DONATE

The Commonwealth of Virginia Campaign (CVC) is a voluntary, charitable donation program for state employees. It is a convenient method for employees to voluntarily support a wide range of not-for-profit health and human services organizations. Through payroll deduction, check or cash donations, state employees may contribute to a better community.

You can select to which of the charities you'd like to contribute, or you may donate to the general fund.

Donate Online

The simplest way to give is through an online payroll deduction. You decide how much you want to give and a calculator determines how much to deduct each pay period. Or, you can elect to make your entire contribution at once. Details about how to use the pledge system are available at cvc.hr.vt.edu/donate/.

Traditional Donation

There are other options, too, including cash, check and even stock gifts. To donate in any of these ways, fill out a pledge form and return it by campus mail to Amanda Lucas (0147) or United States mail to Amanda Lucas, CVC coordinator, Burruss Hall, room 201R, 800 Drillfield Drive, Blacksburg, VA 24061.

Tax Deductions

All charitable donations made through CVC via payroll deduction, cash, check, or stock donation are eligible for tax deduction status. (if no goods or services were received in exchange for the gift).

Virginia Tech does not provide receipts. Actual receipts for tax deduction purposes are provided by the charities.

IRS Guidelines

Complete information available at: www.irs.gov/pub/irs-pdf/p526.pdf – starting on page 17)

DESIGNATE

You can choose up to four charities. The “Directory of Charities” is available at cvc.hr.vt.edu, or ask the CVC representative in your department for a copy. Please Note: Charities must re-apply each year and only participating charities for this year’s campaign are listed in the directory and on the website.

Record the selected charity’s “Code No,” annual amount, and name. If you do designate, one hundred percent of your gift will go to the charity you select. If you do not designate a charity a portion of your gift will be used to cover administration cost. The remainder is distributed proportionally to all of the participating charities.

Additional pledge forms are available at cvc.hr.vt.edu. Instructions are listed below, and followed by the pledge form.

STEP ONE: Your Information

- ▶ Enter your name and Virginia Tech ID number.

STEP TWO: Method of Payment

- ▶ **Payroll Deduction:** Record the amount you wish to give per pay period then multiple by 24 to determine the “Annual Gift” total. Unfortunately, payroll deduction is not available for wage employees, and they may contribute by cash or check.
- ▶ **Cash:** Record the amount in the “Annual Gift” column next to “Cash” and include the cash with the pledge card.
- ▶ **Check:** Record the amount in the “Annual Gift” column next to “Check,” make check payable to CVC and attach.

STEP THREE: Designation

- ▶ Choose up to four charities per pledge card. The “Directory of Charities” is available at cvc.hr.vt.edu, or ask the CVC representative in your department for a copy. **Please Note:** Charities must re-apply each year and only participating charities for this year’s campaign are listed in the directory and on the website.
- ▶ Record the selected charity’s “Code No,” annual amount, and name. If you do not designate a charity a portion of your gift will be used to cover administration cost. The remainder is distributed proportionally to all of the participating charities. If you do designate, **one hundred percent of your gift will go to the charity you select.**

STEP FOUR: Authority and Acknowledgment

- ▶ All pledge forms must be signed.
- ▶ If you would like for your charity to send a receipt for tax purposes, you must check “Yes” and include an address in the space provided.
- ▶ Return your pledge form by campus mail to Amanda Lucas (0147) or United States mail to Amanda Lucas, CVC Coordinator, Burruss Hall, room 201R, 800 Drillfield Drive, Blacksburg, VA 24061.
- ▶ For more information visit cvc.hr.vt.edu, or contact Amanda Lucas at 540-231-7784.

Agency : <u>Virginia Tech</u> Code: <u>208</u>	1 Employee ID# _____ Employee Name (Last, First, Middle Initial) _____	The Commonwealth of Virginia Campaign www.virginia.edu/cvc	
2 Method PAYROLL DEDUCTION		Annual Gift \$ _____ per pay period x 24 \$ _____ \$ _____ one-time deduction \$ _____	OTHER Cash (attach) \$ _____ Check (payable to CVC and attach) \$ _____
4 AUTHORITY AND ACKNOWLEDGMENT Date: _____ I authorize this contribution to the CVC (Signature of Employee) <input type="checkbox"/> YES: I wish to receive confirmation of my pledge. Please share my name, address and gift amount with the charities I have selected for acknowledgment and tax-filing purposes (provide address below). <input type="checkbox"/> NO: I wish my gift to be anonymous.		Street: _____ State: _____ Zip: _____ City: _____	
3 Designation <input type="checkbox"/> I DO WISH to designate my gift to one or more specific charities. <input type="checkbox"/> I DO NOT wish to designate my gift to a specific charity. (Consult the list of CVC-approved charities and enter the proper code numbers and dollar amounts here. The CVC accepts pledges for CVC-approved charities only.)		Code No. _____ Annual Amount _____ Name of Charity _____	Code No. _____ Annual Amount _____ Name of Charity _____



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