



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 7/20/2021

To: Sonoma County Board of Supervisors
Department or Agency Name(s): Office of Equity
Staff Name and Phone Number: Alegría De La Cruz, 707-565-8709
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:

2021 Sonoma County Combined Fund Drive

Recommended Action:

- A) Recognize the leadership team for the 2021 County of Sonoma Combined Fund Drive as Alegría De La Cruz, Office of Equity, Chair, and Christina Cramer, Human Resources and Andrew Smith, Agriculture/Weights & Measures, as Co-Chairs;
- B) Delegate the Chair and Co-Chairs the authority to conduct the Combined Fund Drive in partnership with United Way of the Wine Country;
- C) Delegate authority for the Chair to sign the Memorandum of Understanding (MOU) with United Way of the Wine Country for the administration of the Combined Fund Drive;
- D) Approve up to \$10,000 in General Fund to cover the Combined Fund Drive expenses for fiscal year 2021-2022.

Executive Summary:

The Sonoma County Combined Fund Drive Steering Committee requests the Board's approval to conduct the 31st Annual Combined Fund Drive in partnership with the United Way of the Wine Country. This year's campaign theme will be "United We Rise", the campaign will run the month of September, and the campaign goal is \$250,000. The Committee is assuming a virtual start of the campaign with a tail end outside in person event for 2021 and plans to bring awareness with creative virtual outreach and activities. The Committee requests \$10,000 to support the campaign's costs, which includes a variety of locally purchased raffle prizes to incentivize contributions.

Discussion:

Last year's theme was "Sonoma We Are Stronger Together". The Combined Fund Drive Steering committee navigated through the Pandemic Shelter in Place (SIP) orders and implemented a successful, all digital, and all virtual campaign experience. Committee meetings, special events, ECL trainings and the Kick-Up event were all virtual. The campaign featured a virtual Give and Groove Kick-up event and numerous department organized events and fundraisers. In addition, SCERA expanded the retiree outreach to include all retirees versus just those who had retired within the past 5 years, increasing donations and attracting new donors. The campaign period was the full month of September. Even with SIP, the 2020 Combined Fund Drive campaign raised \$268,245 with almost 400 nonprofit organizations throughout the County and beyond benefitting. In last year's campaign, the following are the top 10 nonprofits receiving contributions from the campaign:

	Nonprofit Organization	CFD 2020 Designation
1.	United Way of the Wine Country	\$68,656
2.	Redwood Empire Food Bank	\$14,562
3.	Sonoma County Regional Parks Foundation	\$11,642
4.	Valley of the Moon Children's Foundation	\$6,649
5.	Sonoma Humane Society	\$6,428
6.	Redemption Hill Church	\$5,200
7.	Sonoma County Public Library Foundation	\$5,162
8.	United Way of the Wine Country - Equity in Education	\$5,000
9.	Food for Thought	\$4,700
10.	American Cancer Society - Redwood Empire Region	\$4,147

Given we are not out of the COVID-19 pandemic yet, this year’s Steering Committee is anticipating the need for a hybrid campaign drive. Virtual marketing and virtual campaign activities will be planned with in-person events following COVID safe guidelines. We have decided this year to collaborate further with United Way and jointly use the slogan “United We Rise”. United Way has been a leader in Sonoma County around equity efforts in philanthropy. Working together, the Office of Equity and United Way propose to create a new giving federation focused on equity. The federation will be curated by using specific criteria to support organizations and leaders who advance equity in Sonoma County.

The campaign will run from September 1, 2021 to September 30, 2021. The team will focus on retention of the current contributions and an increase in new employee and retiree contributors, with a campaign goal of \$250,000. A budget of \$10,000 is requested to cover the costs associated with campaign activities. The campaign will include training costs, campaign incentives, and an active communication strategy. The requested amount of \$2,000 more than last year’s budget will allow for more expenses related to video production and incentives, and will support purchases from local businesses that have been hit hard by the pandemic. The increase can be absorbed within the existing Non-Departmental budget.

Prior Board Actions:

The Board has approved County participation in the Combined Fund Drive every year since 1990.

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses		\$10,000	
Additional Appropriation Requested			
Total Expenditures		\$10,000	
Funding Sources			
General Fund/WA GF		\$10,000	

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State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources		\$10,000	

Narrative Explanation of Fiscal Impacts:

The Combined Fund Drive Steering Committee’s Fiscal Year 2021-2022 requested budget is \$10,000. It is included in the Non-Departmental budget, and will be used to cover expenses associated with training, marketing, outreach and incentives.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

None.

Related Items “On File” with the Clerk of the Board:

Memorandum of Understanding with County of Sonoma and United Way of the Wine Country.