



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 9/27/2022

To: Board of Supervisors

Department or Agency Name(s): Human Services

Staff Name and Phone Number: Angela Struckmann, 707-565-5800

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

2022 Sonoma County Combined Fund Drive

Recommended Action:

- A) Recognize Angela Struckmann, Director of Human Services, as Chair for the 2022 County of Sonoma Combined Fund Drive ("Chair");
- B) Delegate to the Chair 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 with United Way of the Wine Country for the administration of the Combined Fund Drive;
- D) Approve up to \$5,000 in General Fund to cover the Combined Fund Drive expenses for fiscal year 2022-2023.

Executive Summary:

The Sonoma County Combined Fund Drive (CFD) Steering Committee requests the Board's approval to conduct the 32nd Annual Combined Fund Drive in partnership with the United Way of the Wine Country. This year's campaign theme will once again be "United We Rise", and the campaign will run during the month of October with the goal of raising \$275,000. The Committee is planning to focus efforts on an online campaign this year, engaging employees with creative virtual outreach messages and videos. The CFD Committee requests \$5,000 to purchase raffle prizes and other donation incentives, as well as creating materials to post in County buildings.

Discussion:

Last year's Combined Fund Drive theme was "United We Rise", which symbolized our collective efforts to support each other and to help our most hard-hit communities recover from the effects of the pandemic. Given that we continue to face many of the same challenges this year and not everyone in our community has the supports they need to fully recover, we are again using the theme of "United We Rise" for this year's CFD.

The efforts of the CFD Steering Committee continue to be challenged by the pandemic, so the campaign planning and fund drive will again be held virtually this year. Committee meetings, staff engagement activities, and ongoing communication to County employees will be conducted primarily online. Various avenues of online communication will be used to share information about community needs and highlight the significant positive impact the CFD has on our community.

Even in the midst of the pandemic, the 2021 CFD campaign raised \$277,472, which touched 316 nonprofit organizations throughout the county and beyond. In last year's campaign, the following were the top 10 organizations receiving contributions from the campaign:

| | Nonprofit Organization | CFD 2021 Total Designated |
|-----|---|----------------------------------|
| 1. | United Way of the Wine Country- United We Rise Fund | \$66,487 |
| 2. | Redwood Empire Food Bank | \$17,473 |
| 3. | Sonoma County Regional Parks Foundation | \$14,840 |
| 4. | Valley of the Moon Children's Foundation | \$11,740 |
| 5. | Family Justice Center Sonoma County | \$9,819 |
| 6. | Sonoma County Public Library Foundation | \$6,056 |
| 7. | Sonoma Humane Society | \$5,201 |
| 8. | United Way of the Wine Country- Pride United | \$5,056 |
| 9. | Dogwood Animal Rescue Project | \$4,515 |
| 10. | Habitat for Humanity of Sonoma County | \$4,480 |

The campaign will run from October 3, 2022 to October 31, 2022 with a fundraising goal of \$275,000. A budget of \$5,000 is requested to cover expenses including the purchase of raffle prizes and other donation incentives, as well as the printing of materials to post in County buildings. Raffle prizes will be purchased from local businesses, and other donation incentives will consist of additional funds being donated to the raffle winner's organization of choice.

Strategic Plan:

N/A

Prior Board Actions:

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

FISCAL SUMMARY

| Expenditures | FY 22-23 Adopted | FY 23-24 Projected | FY 24-25 Projected |
|------------------------------------|-----------------------------|-------------------------------|-------------------------------|
| Budgeted Expenses | \$5,000 | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | \$5,000 | 0 | 0 |
| Funding Sources | | | |
| General Fund/WA GF | \$5,000 | | |
| State/Federal | | | |
| Fees/Other | | | |
| Use of Fund Balance | | | |

Agenda Date: 9/27/2022

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|----------------------|----------------|----------|----------|
| Contingencies | | | |
| Total Sources | \$5,000 | 0 | 0 |

Narrative Explanation of Fiscal Impacts:

The CFD Steering Committee's Fiscal Year 2022-23 requested budget is \$5,000. Funds are included in the Non-Departmental adopted budget, and will be used to cover the purchase of raffle prizes and other donation incentives, as well as printing expenses.

| 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:

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

Related Items "On File" with the Clerk of the Board:

None