



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 6/11/2019

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Sonoma County Regional Parks

Staff Name and Phone Number: Bert Whitaker, (707) 565-3064

Vote Requirement: Majority

Supervisorial District(s): All

Title:

2019 Sonoma County Combined Fund Drive

Recommended Actions:

- A) Recognize the leadership team for the 2019 County of Sonoma Combined Fund Drive as Bert Whitaker, Regional Parks, Chair and Deva Proto, Clerk-Recorder-Assessor and Kathleen Pozzi, Public Defender, as Co-Chairs;
- B) Delegate the Chair and Co-Chairs the authority to conduct the Combined Fund Drive in partnership with the 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 \$6,500 in General Fund to cover the Combined Fund Drive expenses.

Executive Summary:

The Sonoma County Combined Fund Drive Steering Committee requests the Board's approval to conduct the 29th Annual Combined Fund Drive in partnership with the United Way of the Wine Country. This year's theme will be "A Walk in the Park: Find Your Path to Helping the Community" with a campaign goal to raise \$300,000.

Discussion:

Last year's theme, "Laissez les bons temps rouler!" (i.e. "Let the Good Times Roll!") referenced our community emerging from recent troubling times related to area disasters and conveyed the sense of returning to normalcy. The campaign featured a cake-off competition, a tricycle race, and numerous department organized events and fundraisers. The 2018 Combined Fund Drive campaign raised \$279,929 for 403 different nonprofit organizations throughout the County of Sonoma and beyond the county borders.

With the past track record of giving and generosity from Sonoma County employees and retirees, this year's Fund Drive has a clear path to success. In last year's campaign, the following are the top 20 nonprofits receiving contributions from the campaign:

1. United Way of the Wine Country	\$71,899
2. Redwood Empire Food Bank	\$15,473
3. Sonoma County Regional Parks Foundation	\$8,889
4. Sonoma Humane Society	\$7,706

5. Food for Thought \$6,370
6. Valley of the Moon Children's Foundation \$5,861
7. American Cancer Society - Redwood Empire Region \$4,533
8. The Living Room Center, Inc. \$3,927
9. Pacific Northwest US Lifesaving Association \$3,780
10. St. Jude Children's Research Hospital (ALSAC) \$3,766
11. Dogwood Animal Rescue Project \$3,341
12. Council on Aging \$3,274
13. Sonoma County Public Library Foundation \$3,234
14. Catholic Charities of Diocese of Santa Rosa \$3,181
15. Yosemite Fund Yosemite Conservancy \$3,040
16. Social Advocates for Youth \$2,753
17. Sonoma County Animal Services \$2,409
18. American Red Cross California Northwest Chapter \$2,375
19. Calvary Chapel the Rock Inc. \$2,340
20. Hope Chapel \$2,212

The 2019 Combined Fund Drive will run from September 9, 2019 through October 31, 2019. A budget of \$6,500 is requested to cover the costs associated with the campaign activities. The campaign will include the Annual Tricycle Race and Kick-Up Lunch event, campaign incentives, an active communication strategy, and training costs.

An enthusiastic and committed steering committee and group of departmental campaign leaders and excellent partnership with the United Way are the lifeblood of the Fund Drive, and knowing the generosity of Sonoma County employees and retirees, 2019 will be a success!

Prior Board Actions:

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

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	6,500		
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF	6,500		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	6,500		

Narrative Explanation of Fiscal Impacts:

The Combined Fund Drive Steering Committee's Fiscal Year 2019-2020 budget is \$6,500. It is included in the Non-Departmental budget, and will be used to cover expenses associated with the kick-up lunch event, marketing and outreach, and incentives.

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

Memorandum of Understanding