

2023 SECC Pledge Drive



Ambassador Training



Executive Order

SECC was created by Executive Order by Governor Fife Symington in 1992.



**SECC Chair
Governor
Katie Hobbs**



**SECC Co-Chair
ADOA Director,
Elizabeth Thorson**

Mission of the SECC

“To empower Arizona state employees and retirees to strengthen their communities through the funding and support of charities.”



SECC History

500 CHARITIES

30 YEARS

\$31 MILLION

This year's goal

\$750,000





SECC PLEDGE DRIVE

**Monday, October 2nd-
Friday, November 17th**

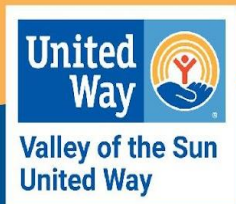
SECC Introduction & VSUW Partnership

Linda Stiles

SECC, Executive Director

Sam Leyvas

Valley of the Sun United Way



Creating
Mighty
Change
in Maricopa
County

Housing




Health



Education





Workforce Development

THANK YOU!

#MC2026

 /myvsuw

 @myvsuw

 @myvsuw

 /vsuw

 www.vsuw.org/mightychange



SECC 101

The Basics

Charity Application Process

Criteria for Independent Charities and Federations

IRS Charitable Organization 501(c)(3)	Completed 990
List of Current Board Members	Audit & CPA Opinion (over 500K)
Documentation of Services Provided	Letter from CPA (under 500K)
Location of Services Provided	Administrative Overhead 25% or less
Financial Statements	Signed Certifications Document

SECC Administrative Costs

SECC operates with up to 10% admin/overhead costs and at least 90% directly donated to SECC charities

If the SECC operations do not use the 10% allocation; the remaining is donated directly to SECC charities

Each charity is carefully vetted to ensure it meets the 25% admin/overhead costs maximum



SECC Login



EIN (9 digits):

Y.E.S Password:

Log In

Arizona State Employee Charitable Campaign



[HOME](#) | [INSTRUCTIONS](#) | [LOGO](#)

Welcome to the SECC Click and Give Site!

The Click N Give System allows you to electronically select the charities to whom you'd like to donate. You can choose to donate on the Click N Give System via Credit or Debit Card, or through payroll deductions.

- Click [here](#) to make your donation today!
- Click [here](#) to view your previous donations.

State Employees Charitable Campaign Pledge Card

Name _____	Employee Identification Number _____	Home Zip Code _____
State Agency _____	Email _____	

PAYROLL DEDUCTION CONTRIBUTION:

I choose payroll deduction (26 pay periods) of the following amount per pay period.

- ☐ \$ 25.00
 ☐ \$ 20.00
 ☐ \$ 15.00
 ☐ \$ _____ - other payroll deduction amount
 ☐ **\$38.47 – Leadership Giver**
☐ \$10.00
 ☐ \$5.00
 ☐ \$2.00
 ☐ \$ _____ - Super Giver (equals one hour of pay per pay period)

CASH or CHECK CONTRIBUTION:

I choose to make my onetime gift by: ☐ Check \$ _____ (amount) Check # _____
☐ Cash \$ _____ (amount)

*Any gift under \$1 per pay period must be given as a onetime cash or check donation

CREDIT CARD CONTRIBUTION:

I choose to make my onetime gift by: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex (\$25 minimum transaction required)

\$ _____ (amount) Account Number: _____ - _____ - _____ - _____ Exp. Date ____ / ____ Card Security Code _____

Authorization Signature _____ Date _____

*Authorizing Credit Card Charge

Charity Selection (Maximum selection 10 charity selections)

Direct my contribution to: See SECC website <https://secc.az.gov/charity-corner>

SECC Code _____	Charity _____	Total annual amount _____
SECC Code _____	Charity _____	Total annual amount _____
SECC Code _____	Charity _____	Total annual amount _____

☐ Undesignated **SECC highly encourages a charity designation, if undesignated SECC Executive Committee will select the 1-2 beneficiaries at campaigns end

☐ I am interested in being contacted to learn more about volunteer opportunities at my selected charity/charities.

By signing this form, I attest that the above payroll cash, check, or credit card donation was made by me for the stated charities.

Signature of Donor _____ Date _____ Phone _____

No goods and/or services were provided in connection with this donation.

Special Instructions & Reminders

Make sure pledge cards are legible, make sure it is signed

If the credit card is selected, ensure the authorization signature has been completed

Campaign charity list can be accessed online and keyword searches can be performed in database

Remind employees that we cannot permit charity write-ins

Best option for giving – ONLINE through Click and Give System

Ask everyone to give and thank everyone even if they don't give

Credit Card & Sensitive Information Procedures

Manual Credit Card Donation

BE CAUTIOUS WITH PLEDGE CARDS!

- Develop a pledge card storage system

- Maintain adequate record of pledge cards received and pledge cards turned into SECC

- Ensure no pledge card with sensitive data is left out for open viewing at ANY TIME!



Cash and Check Handling Procedures



RESPONSIBILITY

The individual(s) charged with handling cash and donations are personally responsible and liable

Written procedures on all cashiering and cash control policies should be maintained by each agency

Cash must be properly safeguarded (safe, locked desk, locked file cabinet) and recorded.

All safe combinations and keys should be restricted to only a number of essential employees

Campaign Ambassadors

Make a hands on difference in your community

Encourage others to foster community responsibility

Strengthen relationships with your co-workers

Demonstrate your leadership skills

Sharpen your project management skills



- **YOU** make the difference
- **BE Personal**
- Understand “**WHY SECC?**”
- **DON'T** be afraid to **ASK**



Hold an ASK Meeting

- Virtual ASK Meetings
- Lunch and Learn
- Invite Charity Speakers that
would interest your employees



Attend HUDDLES!

Agency Leadership Involvement

Initiate contact with agency leadership

MAKE THE ASK! – We want their support

Develop an action plan with your agency leadership
– We want their buy in

Gain their commitment to help make the ASK

Involvement Ideas

Agency leadership attends and endorses SECC at ASK meetings

Agency leadership encourages SECC involvement in inner-agency communication

Rallying employees through inner-agency competition

Agency leadership works with Ambassador to host a special event

Agency leadership make a video

WEEKLY CAUSES

- Hunger and Homelessness
- Foster Children
- Seniors
- Veterans
- Companion Animals
- Environment
- Medical/Disabilities



VIRTUAL EVENTS

Photo Contest

Cooking Lesson

Private Concert

**Halloween Costume
Contest**

Trivia Competition

Silent Auctions

Lunch and Learn

Masked Singer

Funds Request Forms

Donated by: OneAz Credit Union



Ambassadors can request funds for ASK Meetings & Special Events

Funds can be requested for up to \$50

SECC office will review each request within 48 hours

Funds will be given in the form of a gift card.

Ambassadors will be required to send backup documentation and receipts on money spent to the SECC office

Donations of Good and/or Services

- You are responsible to keep all donated items safeguarded and locked
- Keep a record of the donation (vendor who donated, its purpose, how it was used, value of donation)
- At end of campaign, send final list to SECC office
- Keep SECC office informed throughout the campaign of vendors who donate so they can be listed on website

Special Events Procedures

Special Events Dollars

SECC funds may not be withdrawn from either the budget or pledges to reimburse setup costs

Reimbursements should be made prior to the funds being deposited into the SECC account at Chase Bank (Contact SECC office for account information)

Receipts need only be issued to individuals who ask for them



State Employees Charitable Campaign Special Event Deposit Form

(Please print clearly)

SECC Steering Committee Contact	SECC Ambassador Contact	ADOA SECC Office
Name	Name	Linda Stiles
Agency	Agency	Dept. of Administration
Address	Address	100 N. 15 th Ave Suite 401
		Phoenix, AZ 85007
Phone	Phone	602-542-7770
Date	Date	Date

CHARITY CHOICE

Direct my contribution to: See SECC link <https://secc.az.gov/charity-corner> for charity choices.

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

Description of Event and Date: _____

Amount enclosed: _____

☐ **Bank Deposit Slip enclosed**

Do **NOT** send cash or checks – Make deposit and attach original receipt to this form.
Send documentation to the SECC Office.

*****All special events must be approved by the SECC office if requiring the use of the fiscal agent 501(c)3 number*****

Event posters, flyers, emails or other written event notifications shall contain one of the following statements:

- Funds raised for no specific charity, the statement shall read: “All net proceeds benefit the SECC”
- Funds raised for a specific SECC approved charity, the statement shall read: “All net proceeds benefit (enter the name of the charity)”
- Upon approval of the event, all written SECC event notifications shall also contain the following statement: “The SECC Campaign is conducted in partnership with its fiscal agent, the Valley of the Sun United Way, 501(c)(3), 86-0104419”
- Upon completion of the event money shall be deposited in the SECC account at Chase Bank
- Special event documentation should be sent to the SECC office. It should be accompanied by the Chase Bank deposit receipt and the Special Event template form



Arizona Helping Hands

Bringing Hope to Children in Foster Care

AZHELPINGHANDS.ORG

Bethany Eggleston
VP of Marketing and Development



Arizona Helping Hands

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AZHELPINGHANDS.ORG



Learn more at
azhelpinghands.org

2023 Campaign Goals

Linda Stiles

What do
you
want to accomplish this year?

2023 Campaign Goals

Raising more dollars or more
donors?

Reaching out to millennials?

Holding in person or virtual
competitions?

A young boy with short brown hair and a nasal cannula is climbing a wooden playset staircase. He is wearing a blue t-shirt with a white graphic that says 'Make-A-Wish'. He is holding onto a yellow handrail. The background is a lush green lawn with some trees and a bird flying in the distance.

***I wish
to have
a
playset***

Sebastian, 3
cancer

Three light blue stars of different sizes are arranged in a cluster in the upper right corner of the page.

Make-A-Wish[®]
ARIZONA

**Transform lives, one
wish at a time.**

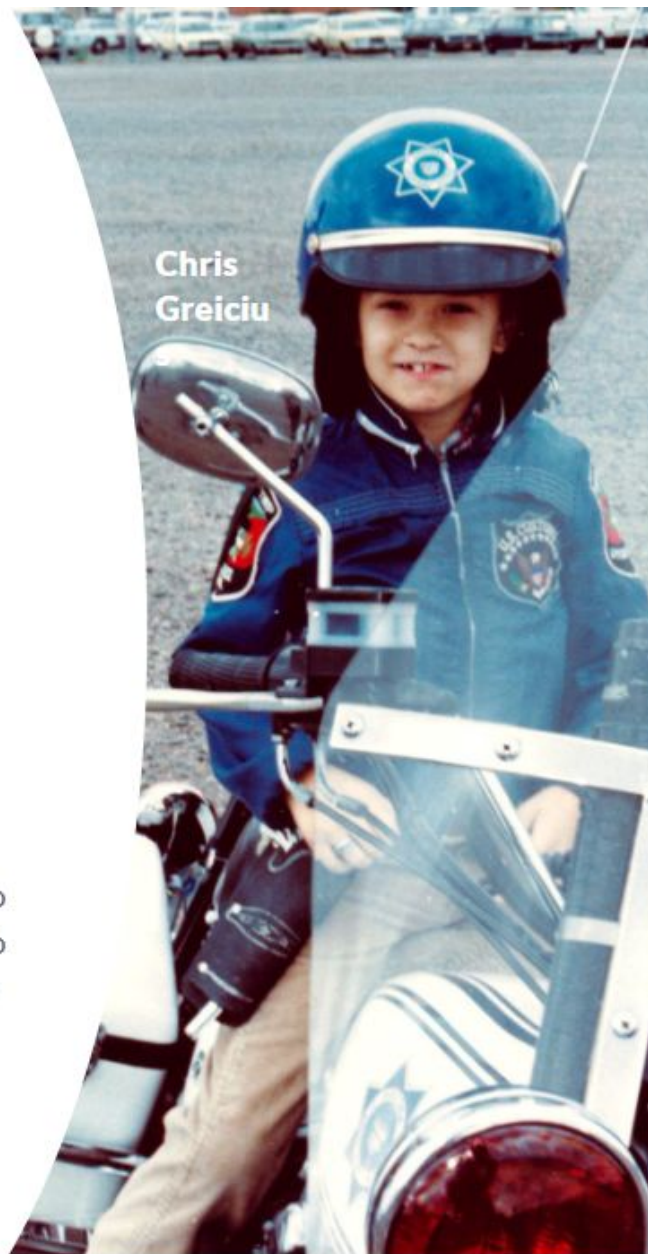
OUR HISTORY

“It’s been years since my son Chris received his wish, and I am still amazed and inspired how one little boy’s dream to be a policeman has touched the lives of so many thousands of people.”

- Linda Pauling
Chris’ mother

Make-A-Wish® traces its inspiration to Christopher James Greicius, an energetic 7-year-old boy battling leukemia who always wanted to be a police officer. In 1980, his Phoenix community came together to help him become just that. Little did Chris know that his experience would create a movement that would transform millions of lives.

Many of those volunteers involved in that life-changing day wanted to do the same for other children with critical illnesses. Thanks to Chris’ inspiration and joyous spirit, his volunteers and loving family created Make-A-Wish.





MAKE-A-WISH

MYTHS & TRUTHS

MYTH

A wish through Make-A-Wish is typically a child's last wish.

MYTH

A wish is a singular event, a one-time boost for a child, family and donor with limited benefits.

MYTH

A wish is a nice-to-have for a child, not a need-to-have.

MYTH

Wishes are paid for by someone else: a resort park, an airline, a celebrity...

TRUTH

Most children whose wishes we grant go on to live healthy lives and grow into adulthood.

TRUTH

A wish is an enduring journey that benefits everyone involved, physically and emotionally, for months and years.

TRUTH

Research shows that the wish experience contributes substantially to physical, mental and emotional health.

TRUTH

Wishes are made possible primarily through the generous support of donors.

TRANSCENDING THE MOMENT: IT'S ALL ABOUT IMPACT

In a recent survey conducted by Make-A-Wish, wish kids, alumni, parents and medical providers pointed to the life-changing benefits of a wish experience.



**9 out of 10
wish kids**

reported that the wish experience relieved them from traumatic stress.

Emotional & Mental Well-Being



**9 out of 10
wish
parents**

saw their child's emotional well-being improve with a wish.



**9 out of 10
wish kids**

reported that they feel more joyful, confident and hopeful for their future.



**8 out of 10
medical
providers**

reported that a wish is a necessary part of a child's treatment journey.



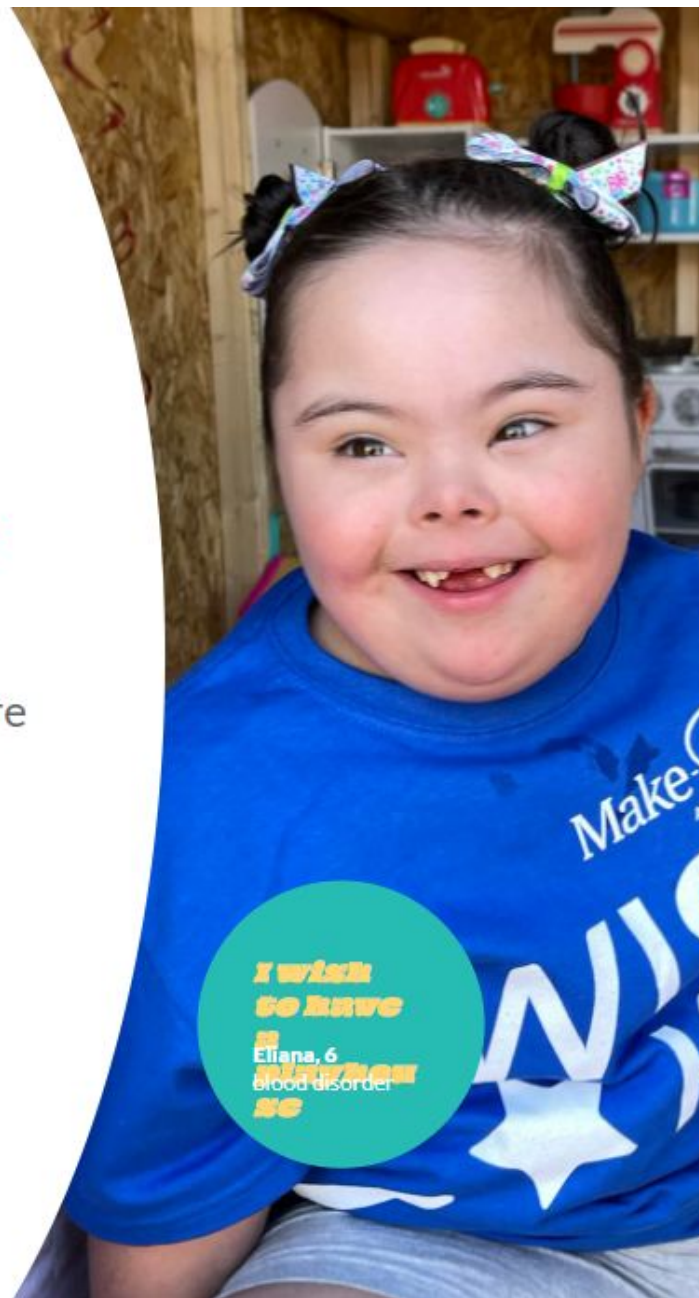
**9 out of 10
medical
providers**

observed that the wish experience has a positive impact on a child's physical well-being and overall quality of life.

OUR CHAPTER

- ★ Make-A-Wish Arizona is the **founding** chapter of Make-A-Wish and was established in **1980**
- ★ In our 40+ history, we have **granted more than 7,500 wishes**
- ★ More than **560 wish kids eligible** for future wishes
- ★ Approximately **550 volunteers** statewide who support our mission

Make-A-Wish
ARIZONA



TYPES OF WISHES

When asked that one simple question, **“if you could have one wish, what would it be?”**, a child is able to dream and imagine their future. Wishes are limited only by a child’s imagination. While they typically fall into five categories, they all have one thing in common: wishes can be game changers.



Make-A-Wish[®]

ARIZONA

The Parsons Wish House
2901 North 78th Street
Scottsdale, AZ 85251

P: 602-395-WISH (9474)
TF: 800-324-WISH (9474)

wish.org/arizona



@MakeAWishAZ

@MakeAWishArizona

@MakeAWishAZ



Make-A-Wish Arizona



Make-A-Wish Arizona





SECC PLEDGE DRIVE October 2nd Kickoff



Virtual Charity Fair



SECC PASSPORT

SECC Virtual Charity Fair

Welcome to the SECC Virtual Charity Fair! TRAVEL (Virtually) around the Fair and let us know which charities you stopped in to visit! If you view four or more charity videos during the first week of the pledge drive, October 2nd - October 6th, you will be entered into a drawing for a chance to win a QT or Shell Gift Card to help with your real travels.

For imore information, go to secc.az.gov.

(Prizes will be awarded by our platinum sponsor, OneAZ Credit Union.)



*SPECIAL
EVENTS!*

The background features a repeating pattern of yellow-outlined sports balls on a dark brown background. The balls include a football with laces, a basketball with a grid pattern, and several soccer balls with different panel designs.

**SECC AND THE ARIZONA
CARDINALS – DISCOUNTED
TICKETS ARE BACK**



SECC Night at the Phoenix Suns



Join the
PAR-TEE!

**Wed.,
Sept. 13th**

Silverado Golf
Course
Scottsdale

Proceeds benefit Phoenix
Rescue Mission



SECC Day at the State Fair

Thurs., Oct. 26th



It's Back!
Mon. Oct. 30th

The SECC
CLAY TARGET
FUN SHOOT

2023 Campaign Incentive Program

Linda Stiles

SECC, Executive Director

What's New?

WIN YOUR DREAM VACATION



SECC PLATINUM SPONSOR

Lisa Day



Weekly Prize Give Away

Presented by: OneAz Credit Union



Prizes awarded each of the first 5 weeks of the campaign

Eligible employees must donate \$52 or more and submit their pledge either online or through the paper pledge form to the SECC office by close of business on Friday of each week.

The weekly prizes will be as follows:

Week 1 – QT or Shell Gift Certificate

Week 2 – Southwest Airlines Gift Certificate

Week 3 – Yeti Cooler or GoPro Camera

Week 4 – Restaurant Gift Certificates

Week 5 – Amazon Gift Card

Prizes are subject to change based on availability. The winners will be drawn by an audited selection process via a random number generator. The winners must be a State of Arizona employee or retiree at the time of the drawing.



SECC CAMPAIGN CALENDAR

- September 8th- Training, Preparation for campaign season, Schedule donor meetings, Schedule special events**
- September 13th- SECC Golf Tournament**
- October 2nd- Campaign Launch & Video Charity Fair Kick-off**
- October 6th - Week One Prize Drawing: Gas Station Gift Certificate**
- October 13th - Week Two Prize Drawing: Southwest Airlines Gift Certificate**
- October 20th - Week Three Prize Drawing: Yeti Cooler or GoPro Camera**
- October 26th - SECC Day at the State Fair (with Goat Milking Contest)**
- October 27th - Week Four Prize Drawing: Restaurant Gift Certificate Package**
- October 30th- Clay Target Fun Shoot**
- November 3rd - Week Five Prize Drawing: Amazon Gift Card**
- November 17th - Campaign Pledge Drive Ends**
- December TBD - Drawing for Dream Vacation**
- December 31st - Remaining Special Event Forms Due**

All Year host agency special events!

A person's hands are holding a white rectangular sign in front of a blurred background of colorful bokeh lights. The sign has the text "THE WINNER IS..." written in a bold, dark red, sans-serif font. The background consists of out-of-focus circles of light in various colors including yellow, orange, green, and blue.

**THE
WINNER
IS...**

THANK YOU
THANK YOU
THANK YOU