

2024 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

31 YEARS

\$30 MILLION

Whose Logo
is it anyway?



United Way



St. Jude's Research Hospital



Ronald
McDonald
House
Charities



Big
Brothers
Big
Sisters



American Heart Association

4-H





St. Mary's Food Bank



SECC

SECC PLEDGE DRIVE

Monday, October 7th -
Friday, November 22nd

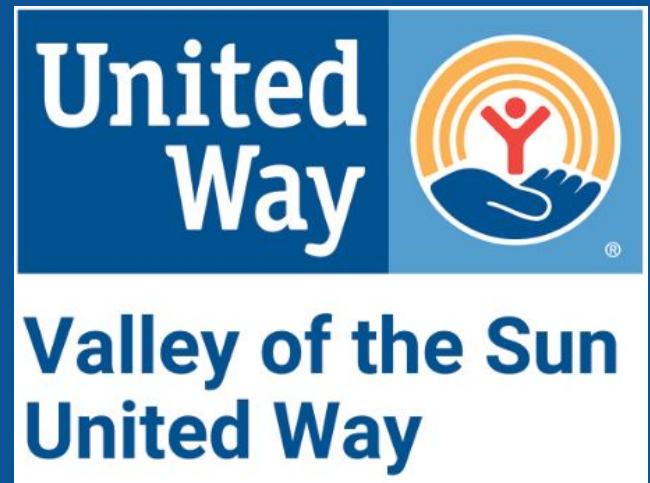


This year's goal



WELCOME

Summer Perez



Mighty Change

Valley of the Sun
United Way



Who We Are and What We Do

Valley of the Sun United Way envisions a community where every child, family and individual is healthy, has a safe place to live and has every opportunity to succeed in school, in work and in life. As we implement MC2026, our plan for **Mighty Change** in Maricopa County, we're leveraging our network of partners across the Valley to focus our aid on the areas that need it most.

DIVERSITY, EQUITY, ACCESS AND INCLUSION

Education

Housing
and
Homelessness

Health

Workforce
Development

ADVOCACY, PUBLIC POLICY, AWARENESS AND ENGAGEMENT

Our Aspirations

Education

Close opportunity gaps to ensure children read at grade level by 3rd grade and youth are prepared for educational success and employment.

Housing & Homelessness

Ensure everyone has a safe home to call their own.

Health

Remove barriers to ensure everyone in our community is healthy, with a focus on access to food and health care.

Workforce Development

Open pathways to better paying jobs.

Valley of the Sun
United Way



Education **Mighty Goal**



Increase 3rd grade
reading proficiency
by **25%**

Only 43% of third graders are proficient readers, although reading is a foundational skill for all future learning. Achieving reading proficiency by the end of third grade is a crucial milestone in a child's academic success.

Make **healthcare** accessible
 to **100,000**
more people

15% of individuals lack access to affordable health care. This lack of access has a number of negative consequences. Uninsured individuals are less likely to receive preventive care and less likely to seek care as quickly when they are sick or injured. This can lead to worse health outcomes and higher costs in the long run.

Workforce Development **Mighty Goal**



Increase preparation of individuals for a **living wage job** by **33%**

51% of Maricopa County residents lack the skills and training necessary to secure living-wage jobs. Postsecondary education is a required first step for many in-demand and growing jobs, such as teachers, nurses, doctors and engineers. A postsecondary degree provides access to better-paying jobs with more opportunities for advancement.

Housing & Homelessness **Mighty Goal**



Reduce
homelessness by **50%**

The growing number of people experiencing homelessness can be attributed to several compounding issues such as housing affordability and the lack of available funding for transitional and permanent supportive housing. This leaves neighbors behind and has a significant impact on health care resources, crime and safety, the workforce, and the use of tax dollars.



Thank you

Summer Perez

Corporate Relations

Manager

sperez@vsuw.org

Mobile: 480.769.2356



MAKING

Choices



Making Choices

How will you invest your resources?

If you had a "15-credit budget" to spend every month how would you spend it? What would your family's priorities be?

The Credit Bank represents your monthly budget of 15 credits.

- You will need to decide how to spend your budget.
- You will need to determine your priorities.
- Make the best possible choice in each category to determine how your family will live.
- You have to make a choice for each category. You cannot skip any category!
- Place the desired number of credits in each category to indicate your spending choices.

CREDIT BANK

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CATEGORY	A (1 Credit)	B (2 Credits)	C (3 Credits)
Housing	Studio apartment, 1 bath, no patio/deck/backyard, street parking only, no covered parking space <input type="checkbox"/>	2 bedroom, 1 bath apartment, covered patio, 1 covered parking space <input type="checkbox"/>	3 bedroom, 2 bath house, small yard, 2-car garage, and dishwasher <input type="checkbox"/>
Healthcare	No health insurance, you pay for all health related costs <input type="checkbox"/>	Health insurance for you through your employer but no health insurance for your family members <input type="checkbox"/>	Health insurance for you and your family through your employer <input type="checkbox"/>
Food (per-person)	1 meal a day <input type="checkbox"/>	2 meals a day <input type="checkbox"/>	3 meals a day + snacks <input type="checkbox"/>
Transportation	Walk or bike everywhere, no public transit available <input type="checkbox"/>	Walk, bike or take public transit <input type="checkbox"/>	Own your own car <input type="checkbox"/>
Childcare	You rely on family and friends for childcare <input type="checkbox"/>	Childcare for two days a week <input type="checkbox"/>	Childcare for five days a week <input type="checkbox"/>
Technology Access	No computer No Internet Prepaid phone <input type="checkbox"/>	Loaned computer Internet Cell Phone <input type="checkbox"/>	Owned computer Internet Smartphone <input type="checkbox"/>
Laundry Facilities	Laundromat <input type="checkbox"/>	Shared laundry room in apartment complex <input type="checkbox"/>	Washer/dryer in your home <input type="checkbox"/>
Shopping	1 big box store (i.e. Walmart, Fry's, Food City) within 10 miles <input type="checkbox"/>	Grocery store across the street from your home and a big box store within a mile <input type="checkbox"/>	2 grocery stores nearby and a big box store within walking distance <input type="checkbox"/>

Choice #1

Your family has a limited budget and only 15 candies to spend.

Review your categories and options.
Make a choice for each category; being sure to leave no rows blank.



Choice #2

Your landlord notifies you that starting next month your rent will increase by 15%.

You cannot find affordable housing alternatives at such short notice.

Remove 2 credits.
(13 total credits)



Choice #3

You just found out your spouse was laid off from work; with no severance.

Your “emergency funds” are barely existent and will be spent quickly.

Remove 4 credits.
(9 total credits)



MIGHTY

Families



WELCOME

Josue Escamilla
Branch Manager



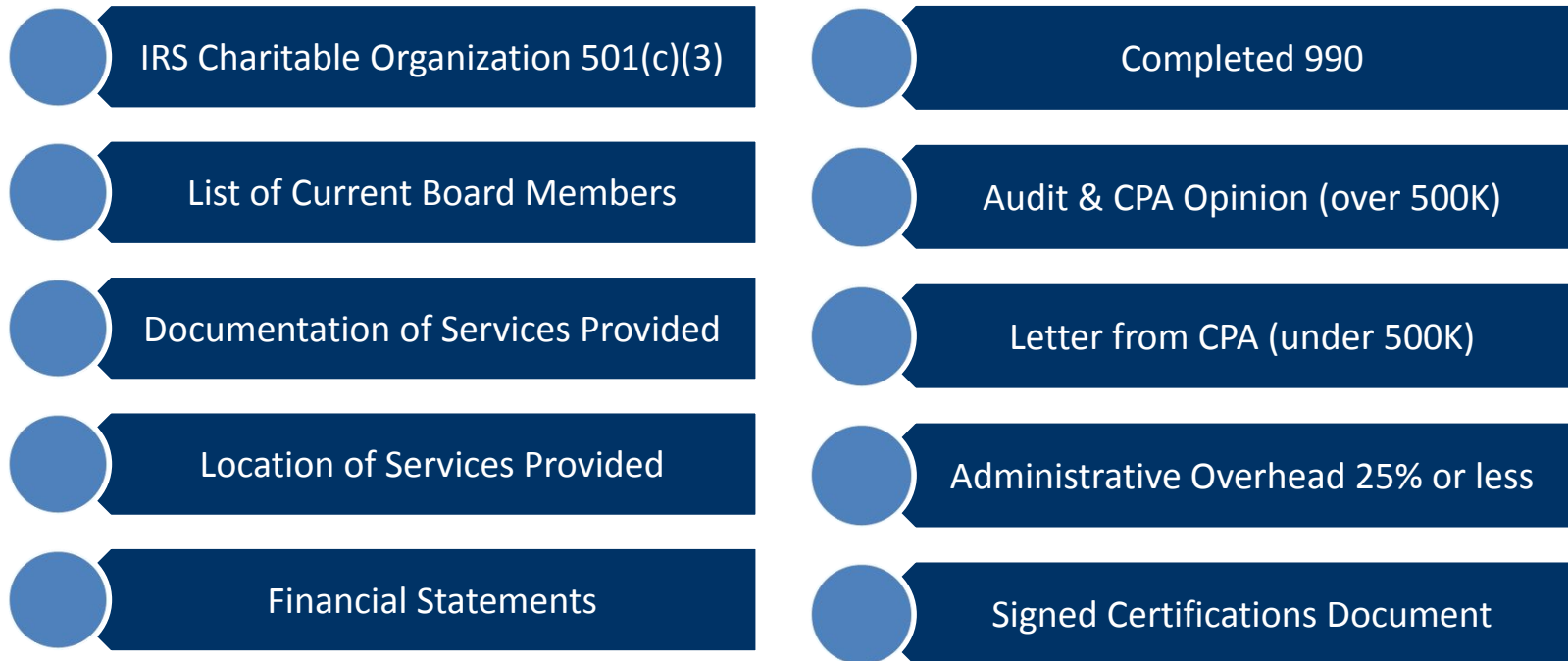
SECC 101

The Basics



CHARITY APPLICATION PROCESS

Criteria for Independent Charities and Federations



SECC ADMINISTRATION 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

HOW TO

**Make Your
Pledge**



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.

Thank you for supporting the 2018 SECC Campaign!

- 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 HANDLING INSTRUCTIONS

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

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

The logo features the word "Just" in a blue, rounded, sans-serif font with a white outline, positioned above the word "ask!" in a larger, red, rounded, sans-serif font with a white outline. The exclamation point is also red and outlined in white. The entire logo is set against a light green, slightly tilted rectangular background.

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

The logo features the word "Just" in a blue, rounded, sans-serif font with a white outline, positioned above the word "ask!" in a larger, red, rounded, sans-serif font with a white outline. The exclamation point is also red and outlined in white. The entire logo is set against a light green, slightly tilted rectangular background.

HOLD AN ASK MEETING

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

Just
ask!

Attend
HUDDLES!

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 THEMES

**Hunger and
Homelessness**

Seniors

Veterans

Environment

Foster Children

Medical/Disabilities

Companion Animals

VIRTUAL EVENTS

Photo Contest

Cooking Lesson

**Halloween Costume
Contest**

Private Concert

Trivia Competition

Silent Auction

Masked Singer

Lunch and Learn

FUNDS REQUEST FORMS

Donated by: OneAz Credit Union



Ambassadors can request funds for ASK Meetings & Special Events

Funds can be requested for up \$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 GOODS AND 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



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. 15th 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

WELCOME

**Dean
Scheinert**





justa
center
We Expect Miracles



MISSION

The Mission of Justa Center is to provide life-sustaining resources, services, and support to assist homeless seniors on their paths to housing and supportive services to help prevent seniors from entering homelessness.



- Every member has the right to be treated with dignity and respect
- Every member has the right to feel safe
- Every member has the right to have shelter, food, clothing, and the basic amenities found in the average home. They should have their own place to call home, if they so desire
- Every member served must partner in the commitment to improve his/her life
- Every member should have access to opportunities for growth mentally, physically, and spiritually

SERVICES



- SERVE SENIORS 55+ WHO ARE EXPERIENCING HOMELESSNESS
- DAY CENTER
 - LAUNDRY
 - SHOWERS
 - 2 MEALS A DAY (3 MEALS JUNE - SEPTEMBER)
 - HEAT RELIEF CENTER (JUNE – SEPTEMBER)
 - OPEN 7 DAYS A WEEK
 - M – Su 7:00 – 2:30 (7:00 – 7:30 JUNE - SEPTEMBER)
 - S – SU 7:00 – 12:30 (7:00 – 7:30 JUNE - SEPTEMBER)
 - PRO BONO SERVICES
 - MONDAY – LEGAL SERVICES
 - TUESDAY – SOCIAL SECURITY
 - WEDNESDAY – RESUME SERVICES
 - THURSDAY – DES (AHCCCS/FOOD STAMPS)
 - HOUSING SERVICES INCLUDING NEW TRANSITIONAL HOUSING PROGRAM
 - CASE MANAGEMENT SERVICES
 - COMPUTER LAB/CLASSES
 - NURSES OFFICE
 - FOOD PANTRY
 - TECHNOLOGY CHARGING STATION



Contact

US

Dean Scheinert – Executive Director –
dean@justacenter.org

Rudy Soliz – Director of Operations –
rudy@justacenter.org

Bob Mason- Housing Manger - bob@justacenter.org

Address: 1001 W Jefferson Street Phoenix, AZ 85007

Main Number: 602-254-6524

General Email: info@justacenter.org

Website: www.justacenter.org



2024 CAMPAIGN GOALS

What do YOU want to accomplish this year?

**Raising more dollars or
more donors?**

Reaching out to millennials?

**Holding in person or virtual
competitions?**

Kicks off October 7th



**SECC
VIDEO FAIR**



SECC Virtual Charity Fair

B *I* U  

Welcome to the SECC Virtual Charity Fair! Please let us know which charities you visited! If you view four or more charity videos during the first week of the pledge drive, October 7th - October 11th, you will be entered into a drawing for a chance to win some cool prizes. For more information, go to secc.az.gov.

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

Email *

Valid email

.....



**Arizona
Charitable
Tax Credit**

SPECIAL EVENTS

The background features a repeating pattern of yellow line-art icons for various sports equipment, including a football, a basketball, a tennis ball, a baseball, and a soccer ball, set against a dark blue background.

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



SECC GOLF TOURNAMENT

Join the
PAR-TEE!

**Wed.,
Sept. 11th**

Silverado Golf
Course
Scottsdale

**PROCEEDS BENEFIT
PHOENIX RESCUE
MISSION**



**ARIZONA
STATE FAIR**



**SECC Day at the State Fair
Thurs., Oct. 24th**



It's Back!
Mon. Oct. 28th

The SECC
**CLAY TARGET
FUN SHOOT**

Save the Date

SECC Charity Walk in the Parks

March 29, 2025

ARIZONA
STATE PARKS & TRAILS

ADOT



Rockin' River Ranch
State Park - Camp Verde



Oracle State Park



Lake Havasu State Park

CAMPAIGN INCENTIVES

What's New



WIN YOUR DREAM VACATION

**2 Southwest Airlines Tickets
and \$2000 cash-
so that you can pick your
own destination**

Restrictions and Limitations Apply

WEEKLY PRIZE GIVEAWAY

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.

Weekly Prizes

Week 1 – Grocery Store Gift Certificate (value \$400)

Week 2 – Apple Watch or GoPro Camera

Week 3 – Southwest Airlines Gift Certificate (value \$400)

Week 4 – Restaurant Gift Certificates (value \$400)

Week 5 – Amazon Gift Card (value \$400)

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.



Prizes may vary

PLATINUM SPONSOR



OneAZ
CREDIT UNION

CAMPAIGN CALENDAR

August 22nd	Training and Preparation for campaign season
September 11th	SECC Golf Tournament, Silverado Golf Course
October 7th	Campaign Launch & Video Charity Fair Kick-off
October 24th	SECC Day at the State Fair
October 28th	Clay Target Fun Shoot
November 22nd	Campaign Pledge Drive Ends
December 5th	Legislative Talent Showcase
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 bokeh background of colorful 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, creating a festive and celebratory atmosphere.

**THE
WINNER
IS...**

THANK YOU

THANK YOU

THANK YOU

SECC RESOURCES

secc.az.gov