

Kaiser Permanente
Community Giving Campaign

I care. I give.



Compassion. Commitment. Community. KP Cares.



- Kaiser Permanente is committed to making our communities better places to live and work.
- One important way we serve our communities is through our annual Kaiser Permanente Southern California Community Giving Campaign.



- The Kaiser Permanente Southern California Community Giving Campaign gives KPSC staff and physicians an opportunity to contribute to non-profit community organizations of their choice, either by payroll deductions or one-time contributions.
 - Payroll deductions
 - Electronic check
 - Credit card

Bilingual paper forms are available upon request. Please contact Duke.X.Keshishian@kp.org



Why Give through the KP Community Giving Campaign?

- 100% of your donation goes to your chosen organization
 - Kaiser Permanente Community Benefit underwrites United Way of Greater Los Angeles' administrative fees for all donations.
- Be a leader in giving
 - Become a Leadership Donor with an annual contribution of 1% of your salary or a contribution of \$1000 or more to the charity or charities of your choice.



Giving is easy and convenient using the secure, Kaiser Permanente-branded online site.

Log in for physicians, employees, and Program Office and KP IT executives:

1. Go to: <http://www.kpcgc.org>
2. User ID: **Your NUID number**
3. Password: **kaiser12**
4. Select: **Login**



You may donate to any of Kaiser Permanente's partner Federations, to any of the Federations' 300 or more member charities, to United Way, **or to any other qualified 501(c)(3) organization or organizations you choose.**

100% of your donation goes to your chosen organization. Kaiser Permanente Community Benefit in Southern California underwrites the 4% United Way administrative processing fee.

- Asian Pacific Community Fund
- Brotherhood Crusade
- Community Health Charities
- EarthShare of California
- Hispanic Scholarship Fund
- United Way of Greater Los Angeles
- Arrowhead United Way
- Corona-Norco United Way
- Inland Empire United Way
- Orange County United Way
- United Way of the Desert
- United Way of the Inland Valleys
- United Way of Kern County
- United Way of San Diego County
- United Way of Ventura County
- **Charity of your choice**



Become a LEADER of CHARITABLE GIVING.

Be a Leadership Donor with an annual contribution of 1% of your annual salary or a donation of \$1000 or more to the charity or charities of your choice.

1% of annual salary

\$ 20,000 = \$ 200

\$ 50,000 = \$ 500

\$ 70,000 = \$ 700

\$100,000 = \$1,000

Per pay period

\$ 8.33

\$ 20.83

\$ 29.16

\$ 41.66



What your contributions can do?

- **\$2 per month (\$24 yr)**
Provide notebooks, pens and pencils for two students for a semester
- **\$5 per month (\$60 yr)**
Help protect one acre of tropical rainforest
- **\$10 per month (\$120 yr)**
Offer a program to help 20 teens stop smoking
- **\$15 per month (\$180 yr)**
Provide a month of clean water for 40 refugees
- **\$20 per month (\$240 yr)**
Support 10 weeks of therapeutic aquatics for four people with Multiple Sclerosis
- **\$25 per month (\$300 yr)**
Supply textbooks for one college student for one year
- **\$30 per month (\$360 yr)**
Provide surgical kit containing essential instruments to carry out emergency examinations and basic surgery in the field
- **\$50 per month (\$600 yr)**
Sponsor 10 children to attend the Books and Basketball Camp
- **\$84 per month (\$1008 yr)**
Emergency medical supplies to aid 5,000 disaster victims for an entire month
- **\$100 per month (\$1200 yr)**
Register an at-risk youth in a year-round after school program
- **\$125 per month (\$1500 yr)**
Provide one reclining wheelchair
- **\$150 per month (\$1800 yr)**
Offer emergency food and shelter for 25 disaster victims for one day
- **\$200 per month (\$2400 yr)**
Deploys one Emergency Response Vehicle and drivers to a disaster relief operation
- **\$250 per month (\$3000 yr)**
Provides one Emergency Response Vehicle with yearly maintenance and fuel

Examples of estimated value of what you contribute provided by the Hispanic Scholarship Fund, Brotherhood Crusade, EarthShare of California, Community Health Charities of California, Los Angeles Regional Food Bank, Red Cross, and Doctors Without Borders



Campaign Ambassadors Roles and Responsibilities

- Set a campaign goal.
- Invite campaign motivational speakers to your staff meetings.
- Coordinate information/tabling events at your facility.
- Display campaign visuals such as banners, posters, and flyers.
- Ensure that colleagues who do not have computer access or require the information in Spanish receive a bilingual paper pledge form.

“The time is always right to do what is right.”

- Dr. Martin Luther King, Jr.



Suggested Campaign Strategies

- Form a committee of volunteers
- Set goals (dollars raised, percent of participation, etc.)
- Identify campaign strategies
 - Federation/Agency speakers, tabling events, volunteer projects
- Engage leadership
- Display campaign flyers and posters
- Distribute literature to department managers and admin staff
- Always check with your medical center's local Public Affairs Office, department/building managers, or administrators before displaying flyers and posters



Suggested Campaign Strategies

- Staff information tables or set up displays in employee areas, such as the cafeteria, break rooms, and lobbies
- Host brown bag lunches with speakers from local area agencies that KP supports, such as a community clinic, food pantry, etc.
- Have fun and encourage co-workers to give, emphasizing:
 - The importance and personal satisfaction of charitable giving
 - The convenience and confidentiality of giving through KPCGC's online giving tool
- When the campaign is over:
 - Share the success and final results of the campaign with everyone
 - Recognize and thank those who helped you



Donation Processing and Handling of Check Donations

- Ensure that donor information on paper forms remains secure and confidential, and that all procedures for the protection of private information and the depositing of funds are followed
- When you receive a check donation
 - Check that contact information in the top right corner of the donation form is filled out legibly and completely.
 - Record all check donations on donation log.
 - Make sure the total of your checks equals the total on your donation log.
 - Send a copy of the log with the checks and other submitted paper pledge forms in a sealed, clearly labeled inter-office envelope to the following address:

Walnut Center - Pasadena

Permanente HR Systems – 3rd floor

Attention: Duke Keshishian



What if a Donor Wants a Refund or to Initiate a Change?

- Change
 - When a donor has a payroll question or wants to cancel, change or increase the payroll deduction, contact Duke Keshishian at 626.405.3661
- Refund
 - Immediately contact Duke Keshishian in Permanente Human Resource Systems at 626.405.3661
 - The donor must have a receipt and proof of the cancellation.
 - Refunds only apply to the current campaign year.
 - Any requests for refunds should be received prior to the conclusion of the annual campaign period and processing by United Way.



KP Policies and Procedures

- **Conflicts of Interest (National Compliance)**

http://kpnet.kp.org/national/compliance/policies/policy_topic.htm

- **Principals of Responsibility**

<http://kpnet.kp.org/national/compliance/principles/index.html>

- **KP Policy Library**

<http://npl.kp.org/pl/do/public/category>

- **Policy on Solicitation and Acceptance of Contributions
Board Resolution on Handling, Accounting and Reporting for Receiving Contributions**

NATL.FIN.ACCT.3.L – Appendix A

- **Recognition, Awards, Gifts and Celebrations Human Resources**

NATL.HR.020

- **Handling, Accounting and Reporting for Receiving Contributions**

NATL.FIN.ACCT.3.L

“... Kaiser does not accept or solicit contributions from vendors or suppliers who may have a real or perceived conflict of interest.”



“We cannot seek achievement for ourselves and forget about progress and prosperity for our community.”
—Cesar Chavez

- Thank you for your support and interest in the Kaiser Permanente Community Giving Campaign (KPCGC).
- To volunteer or request support and campaign promotional materials please, contact:
Duke Keshishian at 626-405-3661 / tie-line 335