



Kaiser Permanente Community Giving Campaign

Ambassador and Champion Toolkit

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Thank you for providing support, answering questions, and serving as the on-site resource for your medical center, facility, or department.

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Good News for Donors

- 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.
- We recognize Leadership Donors.
 - 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 secure.
 - Donations may be made online by electronic check, payroll deductions and credit card.
- Bilingual paper pledge forms are available.
 - Contact Duke.X.Keshishian@kp.org

Campaign Timeline

Ambassadors/Physician Champions recruit facility and department campaign volunteers	June – August
Ambassadors and KPCGC Steering Committee schedule KPCGC tabling events	June – August
Schedule Community Giving Campaign speakers for staff meetings	June – October
Distribution of campaign materials and Tool Kit	August
KPCGC begins	September 1
Deadline to submit all paper pledge forms	October 30
Campaign ends	October 31
De-brief, recognition and appreciation	November

KPCGC Goal

Our Kaiser Permanente Community Giving Campaign goal is to boost donor satisfaction and increase donations to the charitable giving campaign.



Roles and Responsibilities of Ambassadors and Physician Champions

- Recruit medical office building and department ambassadors
- Complete the KPCGC Campaign Tool Kit training online
- Set a campaign goal and encourage leadership at your medical center to promote campaign
- Develop a relationship with your Federation partners to assist with campaign tabling events
- Post banners and posters in approved areas
- Distribute paper forms to departments where employees do not have computer access

You are a valuable part of the
Community Giving Campaign.
We can't achieve our regional goal
without your enthusiastic support.

Roles and Responsibilities of Facility and Department Ambassadors

- Complete the KPCGC Tool Kit training
- Work with your Medical Center Ambassador or Regional Coordinator to arrange for tabling events in areas where physicians and employees congregate
- Distribute materials and information you receive from your Medical Center Ambassador or Regional Coordinator
- Post flyers/posters in break rooms, cafeterias (approved areas)
- Promote campaign within your facility or department
- Send out e-mail reminders to your department (Do not use “send-alls” without authorization)

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Community Giving Campaign.
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without your enthusiastic support.

Suggested Campaign Strategies

- Form a committee of facility and department volunteers
- Set goals (dollars raised, percent of participation, etc.)
- Identify campaign strategies
 - Agency speakers, tabling events, volunteer projects
- Engage leadership
 - One way is to use a cascading communications strategy
- 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: In 'Heat' of Campaign...Spread these Words!

- 100% of a donor's donation goes to his or her chosen organization.
- Everyone may become a Leadership donor with an annual contribution of \$1000 or more or 1% of the donor's salary.
- There is a bilingual pledge form available for download at kpcgc.org
- One time payroll and one time check donations may be made using the online site, kpcgc.org

Suggested Campaign Strategies: Take Action from Beginning to End

- 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

New Centralization of Purchases

- Kaiser Permanente is now centralizing all purchases of promotional materials (giveaways, recognition gifts, posters and banners) at Regional Offices. Physician Human Resources will purchase campaign materials and distribute to each medical center and regional facility prior to the campaign launch on September 1. This has been done in order to:
 1. Improve the efficiency and effectiveness of the campaign
 2. Keep the campaign cost effective, uniformly branded, and “green”
- For questions or additional information or materials, please contact: Duke.X.Keshishian@kp.org.

New Process for Purchases and Event Expenditures

- Questions regarding the account code and re-charges should be directed to Duke Keshishian
- Only expenditures and re-charges with prior written approval from Physician Human Resources will be reimbursed. The account code will be given to you at that time
- Only vendors pre-approved by accounting
- Maintain a copy of your pre-approved re-charges for your records
- Submit pre-approved expenses to Cynthia Domaguing at Cynthia.L.Domaguing@kp.org or interoffice to:

Walnut Center, Pasadena
Physician Human Resources, 3rd floor
Attention: Cynthia L. Domaguing

Web-based Donations: Safe, Secure, Easy

- The campaign is paperless. No more pre-populated forms. Bilingual paper forms (English/Spanish) available upon request.
- Methods of Web-based payments:
 - One-time payroll deductions
 - One-time check donations
 - Regular Payroll Deductions
 - Charge (MasterCard, VISA, Discover, American Express)

Leadership Donors: Take the challenge and become a Leadership Donor with an annual contribution 1% of your salary or contribution of \$1,000 or more.

How to Make Online Donations

Physicians

1. Go to: kpcgc.org
2. User ID: Your NUID
3. Password: kaiser10
4. Then select: Login

Employees

1. Go to: kpcgc.org
2. User ID: Your NUID
3. Password: kaiser10
4. Then select: Login

Non-physicians Program Offices KP-IT Execs

1. Go to: kpcgc.org
2. User ID: Your NUID
3. Password: kaiser10
4. Then select: Login

Donation Processing and Handling of Non-Web Based Donations

Confidentiality and
Compliance:
Your Responsibility

- 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 non-web based donation
 - Check that contact information in the top right corner of the donation form is filled out legibly and completely.
 - Record all cash and check donations on donation log.
 - Make sure the total of your cash and checks equals the total on your donation log.
 - Send a copy of the log with the cash and/or 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

Frequently Asked Questions

- **Q: How many pay periods for employees and physicians?**
A: 24-pay periods for both.
- **Q: What is the minimum payroll deduction?**
A: \$1.00 per pay period.
- **Q: Is it possible to make one-time donations on line?**
A: Yes. One-time payroll deductions, check, and credit card donations may be made on kpcgc.org.
- **Q: Who does a donor make their check out to?**
A: Make hard copy checks payable to the agency that you are donating to.
- **Q: What about checks inadvertently made out to Kaiser Permanente?**
A: They will be deposited to the Cashier's office following the above procedure for cash deposits.
- **Q: What if a donor wants their payroll deduction to continue as is?**
A: Contributions roll over automatically unless you cancel online or choose cancel on form.
- **Q: Does a donor have to choose exclusively from the list of agencies listed?**
A: You may write-in any Tax-Exempt Organization 501©(3), many of which are listed online at kpcgc.org.

What if a Donor Wants a Refund or 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.

KPCGC Regional Steering Committee

David Brook Campaign Committee Chair	David.X.Brook@kp.org Physician Human Resources	626.405.3612
Duke Keshishian Campaign Co-Manager	Duke.X.Keshishian@kp.org Physician Human Resources	626.405.3661
Carla Fields Steering Committee Member	Carla.L.Fields@kp.org Permanente Board Support	626.405.5708
Leslie Dodson Steering Committee Member	Leslie.C.Dodson@kp.org SCPMG Communications	626.405.6613
Boyce Miller Steering Committee Member	Boyce.W.Miller@kp.org Public Affairs - Communication	626.405.6408
Di Wilson Steering Committee Member	Diane.K.Wilson@kp.org Human Resources	626.405.6992
Patrick Burkhardt Steering Committee Member	Patrick.W.Burkhardt@kp.org Public Affairs	626.405.5346

KPCGC Federations

<p>Asian Pacific Community Fund Clara Chiu 1145 Wilshire Blvd. 1st floor Los Angeles, CA 90017 213.624.6400, Extension 3 "Clara Chiu" <cchiu@apcf.org></p>	<p>Hispanic Scholarship Fund Raquel Sanchez 55 Second Street, Ste. 1400 San Francisco, CA 94105 213.327.9020 rsanchez@hsf.net</p>
<p>Brotherhood Crusade Tyrone Smith & Will Harris 200 East Slauson Los Angeles, CA 90011 323.846.1649 tsmith@brotherhoodcrusade.org wharris@brotherhoodcrusade.org</p>	<p>Reach Out and Read – Kaiser Permanente Gale 393 East Walnut, 2nd floor Public Affairs Pasadena, CA 91188 626.405.5514 Gale.M.Ivie@kp.org</p>
<p>Community Health Charities of California Chris Baca 5777 W. Century Blvd. Ste. 1230 Los Angeles, CA 90045 310.216.9495 cbaca@healthcharitiescal.org</p>	<p>EarthShare of California Pat Smith 3655 South Grand Avenue, Ste. 280 Los Angeles, CA 9007 617.281.7285 pat.smith@earthshareca.org</p>

United Way Partners: A Federated Campaign

United Way of Greater Los Angeles

Dale Evans
523 West Sixth Street
Los Angeles, CA 90014
213.630.2307
devans@unitedwayla.org

Arrowhead United Way

Knea Hawley
646 North D Street
San Bernardino, CA 92401
909.884.9441 Extension 224
kneah@ahuw.org

Corona-Norco United Way

Solomon Shapiro
815 West 6th Street, Ste. 160
Corona, CA 92882
951.736.0620
Solomon@cunitedway.org

Inland Empire United Way

Dawn Kasnick
9644 Hermosa Avenue
Rancho Cucamonga, CA 91730
909.980.2857 x 214
dkasnick@ieuw.org

Orange County United Way

Tabbatha Bennett
18012 Mitchell Avenue South
Irvine, CA 92614
949.263.6111
TabbathaB@UnitedWayOC.org

United Way of the Desert (Palm Springs)

Jeff Thiry
PO Box 1990
Palm springs, CA 92263
760.323.2731
psunitedway@aol.org

United Way of Inland Valleys (Riverside)

John Roberts
6215 Rivercrest Drive, Suite B
Riverside, CA 92507
951.697.4707
jroberts@uwiv.org

United Way of Kern County, Inc.

Marina Garza
5405 Stockdale Highway, Suite 200
Bakersfield, CA 93309
661.834.1580
Marina.g@uwkern.org

United Way of San Diego County

Holly Baughman
4699 Murphy Canyon Road
San Diego, CA 92123
858.636.4157
Hbaughman@uwsd.org

United Way of Ventura County

Eve Liebman
1317 Del Norte Rd. Ste. 100
Camarillo, CA 93010
805.485.6288 x 243
eliebman@vcunitedway.org

Ambassadors and Physician Champions

<p>Baldwin Park Angie DeSanchez Chandra Heyman 626. 851.6206 Chandra.D.Heyman@kp.org Victor Cheng M.D. 626.968.1389 Victor.C.Cheng@kp.org</p>	<p>Bellflower Nellie Tillman Kaiser Ride Share 562.461.4332 Nellie.F.Tillman@kp.org</p>	<p>Fontana Brenda Wilson 909.427.7204 Brenda.X.Wilson@kp.org</p>	<p>Kern County Eva Ramirez 661.334.2088 Eva.X.Ramirez@kp.org Kristin Weirather 661.334.2033 Kristin.N.Weirather@kp.org</p>
<p>Los Angeles Gail Koretz Gov. and Comm. Relations 323.783.8110 Gail.D.Koretz@kp.org Ric Hyett 323.783.4066 Ric.R.Hyett@kp.org</p>	<p>Orange County Alison McClure, M.D. Orange County Medical Center Pediatrics 714.279.4488 Alison.McClure@kp.org Adriene Cuba 714.748.6282 Adriene.Cuba@kp.org</p>	<p>Panorama City Amy Wiese Community Benefits 818.375.2217 Amy.c.Wiese@kp.org Eve Newton-Gill Eve.L.Newton-Gill@kp.org</p>	<p>Riverside/Coachella/Moreno Valley Danette Buoye Administration – Medical Group 951.353.4452 Danette.Buoye@kp.org</p>
<p>San Diego Tana Lorah Community Benefits Health Manager 619.528.6783 Tana.M.Lorah@kp.org Shreya Sasaki Public Affairs 619.528.7283 Shreya.S.Sasaki@kp.org</p>	<p>South Bay Lisa Clancy-Kaline Administration, Medical Center 310.517.2518 Lisa R Kaline@kp.org</p>	<p>West Los Angeles Rosemary Wilson 323.857.2385 Rosemary.X.wilson@kp.org</p>	<p>Woodland Hills/West Ventura Cassia Soldano Public Affairs 818.719.2810 Cassia.M.Soldano@kp.org Linda Garcia Community Benefit 818.819.4122 Linda.Z.Garcia@kp.org</p>

Walnut Center and Regional Facilities

Walnut Center

Duke Keshishian

626.405.3661

Duke.X.Keshishian@kp.org

Region – Annandale (1 & 2)

Stephen Beebe

323.259.4538

Stephen.E.Beebe@kp.org

Other Regional Facilities

Burbank	Green Street
Corona/Corona Call Center	Los Robles
Dalen	Ontario
Downey/Independence Park	Parsons (East & West)
Electronics Place/Optical Lab	Sherman Way
Educational Outreach	Watts

KP Policies and Procedures

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

- **Kaiser Permanente Policies and Procedures**
Recognition, Awards, Gifts and Celebrations
Human Resources, NATL.HR.020 - <http://npl.kp.org>
- **Conflicts of Interest (National Compliance)**
http://kpnet.kp.org/national/compliance/policies/policy_topic.html
- Handling, Accounting and Reporting for Receiving Contributions
<http://ppl.crdc.kp.org>
- **Principals of Responsibility**
<http://kpnet.kp.org/national/compliance/principles/index.html>
- **Policy on Solicitation and Acceptance of Contributions**
Board Resolution on Handling, Accounting and Reporting for Receiving Contributions - <http://ppl.crdc.kp.org>

Order Form for Promotional Items

Item	Area or facility	Contact name	Interoffice address	Quantity
Banners				
Posters/large				
11 x 17 posters				
Giveaways (Eco-friendly/healthy)				
Thank you gifts				
Paper pledge forms				
Other				

Interoffice Mailing Label

From: _____

INTEROFFICE

Route to:

Community Giving (KPCGC)

Walnut Center – Pasadena

Permanente HR Systems, 3rd floor

Attention: Duke Keshishian

**TIME SENSITIVE
CONFIDENTIAL**

Community Giving Campaign Cash/Check Log (Include all cash and checks)

Medical Center _____ Facility _____

Area Coordinator or Facility or Department Manager _____

Please total before sending to make sure log and cash and check amounts are the same. Maintain a copy for your records.

Take this log, along with your cash and checks inadvertently made out to Kaiser Permanente, to your cashier's office and deposit in account #0808-82301-0000-21740 (old number 08-990-0000-3403) and send a copy of the log and all the paper forms to the address below, or send completed forms, log and checks and cash to:

Community Giving, Permanente HR Systems, Walnut Center, 3rd Fl, Pasadena, CA
Attention: Duke Keshishian

ENTITY	DONOR NAME	CHECK NO.	CASH	AMOUNT
			TOTAL	

Great Resources on Charity Navigator's Web Site

- [Tips for Giving in Times of Crisis](#)
- [Six Questions to Ask Charities Before Donating](#)
- [A Donor's Bill of Rights](#)
- [What to Do When a Charity Calls](#)

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

Thank You!

**The time is always right to do what is right.
—Dr. Martin Luther King, Jr.**

Thank you for your support and interest in the Kaiser Permanente Community Giving Campaign (KPCGC).

To become a campaign ambassador, champion or to designate someone in your department, or to request support and campaign promotional materials, contact:

Duke Keshishian 626-405-3661 (tie-line 335)