



*...And Beyond*

**Campaign Help Lines:  
Hartford 860-402-8430  
Norwich 860-887-5288**

**Campaign Fax :  
Norwich 860-859-4156**



# **2013 Connecticut State Employees' Campaign**

**website: [WWW.CSEC.CT.GOV](http://WWW.CSEC.CT.GOV)**

# **Returning Coordinator's Guide**

## Connecticut State Employees' Campaign

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Pledge card also available online at:

[www.dir.ct.gov/ccg/](http://www.dir.ct.gov/ccg/)

Directory available online at:

[www.csec.ct.gov](http://www.csec.ct.gov)



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# Campaign Coordinator Role & Responsibility

*Your role is to conduct the most effective CSEC possible.*



## WHAT IS A COORDINATOR?

**A CSEC COORDINATOR** is usually the primary organizer and cheerleader for the campaign. The coordinator gives direction to the campaign team, which develops a plan to ensure that all employees are contacted and given the opportunity to participate. As the CSEC coordinator for your state agency, you'll have the opportunity to educate your co-workers about a wide variety of charitable needs that can be met with your help. The coordinator is also the person who collects all pledge forms and money and tallies the information on the appropriate campaign reporting envelope, which is then given to the loaned employee assigned to your agency.

### FOLLOW THESE SIMPLE STEPS FOR A SUCCESSFUL & EASY CAMPAIGN:

- #1: **REVIEW** the results from the previous campaign.
- #2: **INVOLVE** your agency or department head.
- #3: **FORM** a campaign team.
- #4: **DEVELOP** an action plan.
- #5: **SELECT** a solicitation method that works best for your office.
- #6: **HOST** a kick-off rally.
- #7: **CONDUCT** employee meetings or one-to-one solicitations.
- #8: **REPORT** your campaign progress.
- #9: **SAY** "Thank You!"
- #10: **COMMUNICATE** with your co-workers on a year-round basis.



## *The Benefits of the State Employees' Campaign*

### ***CSEC is Efficient:***

Hundreds of volunteers are used.  
One campaign at the workplace instead of multiple campaigns.

### ***CSEC is Effective:***

Focuses on meeting local needs.  
Provides service rather than handouts.  
Offers inclusive package of services.  
Strengthens our community.

### ***Don't forget to let your co-workers know...***

- One campaign per year for all agencies assures more dollars for services.
- There is a variety of services offered through agencies.
- Each charity has met eligibility requirements established in state regulations.
- The Campaign minimizes duplication of services.
- Payroll deduction makes it easier to participate in charitable giving.
- The Campaign is a good way for state employees to meet local needs.
- Contributions are tax-deductible.
- The campaign is financially accountable; a state audit is conducted biennially.



## **A Word About Payroll Deduction**

All state employees are eligible to make their contribution to the Connecticut State Employees' Campaign through payroll deduction. Since payroll deduction has been made available, a growing number of employees have taken advantage of this easy way of giving. This has resulted in greatly increased contributions.

*Please contact each employee.  
Ask them to consider enrolling in the  
payroll deduction program.*

*Remind each employee that you aren't asking for anything now except the signed pledge form with the deduction for each pay period indicated.*

## Who, What, Why, Where, & When...

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### **Who is the CSEC?**

The Connecticut State Employees' Campaign (CSEC) is you, state employees who work in Connecticut.

### **What is the CSEC?**

The CSEC is the name of the only charitable giving program authorized for payroll deduction for certain state employees. The CSEC enacted legislation adopted in 1992, which can be found in Public Act 92-142 of the Connecticut General Statutes.

### **Why should I give?**

The CSEC is a direct way to reach out and touch the lives of those in need; to sustain local, national and international health, educational, environmental and social service organizations; to make a meaningful contribution to your community.

### **Where does my gift go?**

Your gift goes exactly where you designate it to go and no where else. You can designate one or more specific agencies or federations to receive your gift. Undesignated money is dispersed among all member agencies according to the percentage of designated money they receive. Associate agencies only receive designated money.

### **When will my payroll deduction begin?**

Your payroll deduction begins the first pay period in January and ends the last pay period in December.



*THE #1 REASON MOST  
PEOPLE DO NOT CONTRIBUTE IS  
SIMPLY BECAUSE THEY WERE  
NEVER ASKED.*

## *Special Events*

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**SPECIAL EVENTS** can be a fun way to add sparkle to the campaign. Your campaign kick-off is a great time to stage an event. Plan a series of events or follow the campaign with a closing event to mark your campaign's success. Here are some suggestions for events that others have used successfully:

- Organize a WALK/RUN for the CSEC.
- Post baby pictures for co-workers. Employees will try to match a colleague's name with the picture. Prizes can be awarded.
- Hold a scavenger hunt with a listing that includes items that can be obtained only by visiting CSEC supported charities.
- Set up a softball, touch football, soccer, or basketball game between management and employees. Volleyball is a popular coed sport.
- Hold a bake sale.
- Have a dress-down day on Friday(s).
- Hold a coin (penny) war with other departments in your office.
- Have an office-wide karaoke event.
- Hold a lobby golf tournament.
- Hold a Halloween costume contest.



### **PLEASE NOTE:**

Although special events are a great way to bring fun and excitement to the campaign, please **be careful about how many you do and how often**. Many employees will interpret participation in the special event as their contribution to the campaign. The CSEC hopes that employees will also consider filling out a pledge card and opt for payroll deduction.

## Drawings & Raffles



*The Campaign staff respectfully reminds you what your employer, the State of Connecticut, does NOT ALLOW its employees to do. If you are still unsure after speaking to the Campaign staff, please do not hesitate to call the CT Dept. of Consumer Protection, Gaming Division.*

**RAFFLES** are **NOT PERMITTED** in any state agency. A “drawing” where money is exchanged, directly or indirectly, for a ticket or coupon for entry to win a prize is considered a raffle and regulated by the CT Dept. of Consumer Protection, Gaming Division. **THIS IS NOT PERMITTED.**

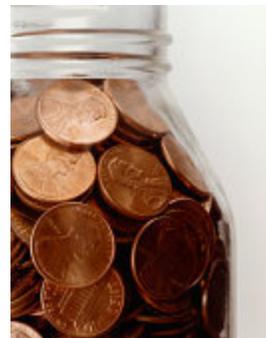
### WHAT YOU **CANNOT** DO:

-  •Money-wheel games
-  •“Fifty-fifty” coupon games
-  •Cow-chip raffles
-  •Teacup raffles
-  •Duck-race raffles



### WHAT YOU CAN DO:

- Dart games
- Golf games
- Bowling games
- Vendor sales
- Bake sales
- Silent auctions
- Coin Wars



## *Tips to Enhance your Campaign*

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**Be festive!** Use campaign materials provided by the CSEC to liven up your campaign meetings, report meetings, kick-off and victory events, etc. Posters, balloons, stickers and campaign buttons displaying the campaign theme and/or logo make your events more exciting and more visible.



**Utilize your agency head.** Get endorsements from them. Involve them in your major events to emphasize the importance of the campaign and its impact on your community.

**Make your events visible** by holding them in public places, on the lawn, in the cafeteria/break room, or at a public park.

**Publicize your campaign progress** with goal thermometers or other visible measurements and put them at the most prominent places around your facility.

**Have a Blitz Day with media coverage.** Begin with a kick-off and send volunteers to their departments to conduct employee meetings. Conclude with a reception at the end of the business day. Have a special recognition for the volunteer who secures the largest percentage increase in contributions or divide the volunteers into teams and award the highest producing team.

**The CSEC isn't just about raising and giving money;** it is about providing a helping hand. Hold an agency fair so employees can learn more about the charitable organizations and have the opportunity to volunteer with a charity of their choice.

**Recruit fellow employees** who have been served by a CSEC charitable organization, or serve as a charity volunteer, to share their story at campaign rallies or events. They can relate better than anyone on how CSEC contributions are used in the community.



## Special “Fun” Raising Events



**Host a coffee for your staff**—Serve danish or donuts. Introduce your agency coordinator and announce dates for your agency campaign.

**Commissioner or Deputy Commissioner prepares lunch**—A former Department of Insurance Commissioner made a big pot of chili and then donned an apron and served it to his staff. All proceeds were donated to the campaign. You could try a pasta dish with bread and salad.

**Donut sales**—Ask a local donut store to give you a discount on the purchase of several dozens of donuts. Sell them for .50 a piece. If you can, serve coffee for \$1 a cup.



**Dress Down Days**—Have dress down days on Fridays throughout the campaign. Charge \$2 or \$3 to participate. Or if you sign up for payroll deduction (*at least \$2/pay period*) an employee can participate in dress down Fridays for whatever number of weeks your agency deems appropriate.

**Slice of pizza sale**—A local pizza restaurant offered a discount for the purchase of several sheet pizzas. The agency sold the pizza by the slice.

**Pumpkin sales**—From a \$50 winning lottery ticket, a Dept. of Labor employee bought 100 pumpkins from a Greater Hartford area pumpkin farm. Several of her colleagues offered to paint Disney character faces and other well-known characters on the pumpkins. The pumpkins were priced according to size. Over \$3,000 was raised from the sale of the pumpkins.



**Unique boutique**—Employees brought in items they no longer need, *i.e.*: hats, jewelry, books, tapes, clothes, etc. and sold them for very low prices. The boutique was set up in a back room for a week.

**Ice cream social**—Ask a local ice cream business to donate or to provide you with ice cream cups at a discount rate. Sell them for a higher cost than the original price paid for them.



**Crazy stocking/sock day**—Along the lines of dress down day, wear crazy socks/stockings for a day. Pay \$1.00 to participate. Ask a local business to donate a prize (*gift certificate for lunch, a book, a tape, etc.*) The person who receives the most votes for the craziest socks wins the prize.

**Halloween contest**—One year, the Dept. of Transportation coordinated a Halloween costume contest. Employees dressed up in their favorite costumes. Judges were named and voted on what they felt were the best/most creative costumes. Prizes were donated by local businesses and awarded to the winners. Held in the lobby of the DOT building, employees crowded the area to watch the Halloween parade. The event brought awareness of the campaign during the mid-point of this fundraising drive.

# Special Event Ideas

## MERCHANDISE SALES

- Bake-offs
- Breakfast sale
- Pumpkin Sale
- Balloon-A-Gram
- Soft Ice Cream/Frozen Yogurt
- Flower sales
- Vintage Silent Auction  
(items donated by employees)
- Barbecue
- Employee Craft Sale
- Used Books & Records
- Pizza Party
- Tag sale



## OTHER

- Carnival – outside office
- Hula Hoop
- Lip Sync
- Limbo
- Halloween costumes
- Karaoke
- Lobby golf
- Crazy tie day



## MISCELLANEOUS

- Crazy Stocking Day
- Toga Party
- Candy Kiss Sale
- Softball Game
- Jeopardy
- Spelling Bee
- Office shoe shines



## NOVELTY

- Frisbee Golf
- Senior Management Car Wash
- Magazine Subscription Sales
- Entertainment Book Sales
- Volleyball Tournament

(between departments)

- Sports Day
- Baby Photo
- Talent Show
- Poster Contest
- Trivia Contest
- Games: Darts/Jump Rope
- Fun Run/Walk
- Dress Down Day
- In-House Miniature Golf Course
- Dunking Booth
- Longest Drive Contest (Golf range)
- Ice Cream Social
- Balloon Shaving
- Foul Shooting Contest
- Dress Up (instead of Dress Down)
- Talent Show

- Pumpkin carving and selling
- 60's Memorabilia sale
- Hawaiian Day
- International Luncheon
- Guess the number of M & M's
- Scavenger Hunt
- Monopoly Game

- Penny Wars (between departments)
- Remote Control Car Race
- Three-legged Race
- Egg Drop Contest
- Soap Box Derby
- Sand Castle Building contest
- Outside vendor sales

(part of proceeds are donated to the sponsoring state agency for the campaign)

- Tricycle Races
- Beach Party



## *Goodies & Give-Aways*

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The campaign office has the following materials available for your use:

- **Campaign letterhead**
- **Balloons**
- **Campaign logo stickers**
- **Campaign pins**
- **Pencils**
- **Computer Sticky Calendars**
- **Posters**
- **Pens**



# *Application Process for Charitable Organizations*

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## APPLICATION PROCESS FOR CHARITABLE ORGANIZATIONS

The Connecticut State Employees' Campaign (CSEC) is governed by state regulations 5-262. To be eligible for approval to participate in the CSEC, a federation (*i.e. America's Charities, EarthShare New England, United Way*) and its participating member agencies must meet certain criteria. Some of the criteria include:

- ✓ Be incorporated or authorized to do business in the State of Connecticut as a private non-profit organization and registered with the Department of Consumer Protection
- ✓ Be engaged in the delivery of charitable and public health, welfare, environmental, conservation or service purposes
- ✓ Maintain a 501 (c) (3) tax exempt status
- ✓ File an IRS form 990
- ✓ Not expend more than 25 percent of its annual revenue for administrative and fundraising expenses
- ✓ Have a stated policy of non-discrimination and be in compliance with all requirements of the law and regulations respecting non-discrimination
- ✓ Demonstrate a history of service of not less than 12 months prior to the date of application to participate in the CSEC
- ✓ Disclose to the CSEC if any of its directors, officers or employees are subject to any investigation. (*See State Statutes 5-262-3 for complete list of criteria*)

The regulations governing the campaign **DO NOT** allow individual charitable organizations the opportunity to apply for participation in the CSEC. Interested individual non-profit organizations should contact one of the nine federations listed on pages 29 & 30 of this coordinator's guide regarding their application guidelines.

A new federation (*a charitable organization with 10 member agencies or more*) application must be received on or before **January 15** annually for consideration in that year's campaign. Applications from federations that participated in the prior year's CSEC campaign must be received by **April 15**.

*All applications are reviewed and approved by the fifteen member CSEC campaign committee.*



- **THE CONNECTICUT STATE EMPLOYEES' CAMPAIGN FOR CHARITABLE GIVING (CSEC)** is an annual fall event allowed by Public Act 93-182. It is the once a year opportunity for Connecticut State Employees to contribute to non-profit charities at the workplace.

- Secretary of the State Denise Merrill has been appointed as the Statewide Chair for the 2013 Campaign. She succeeds Lieutenant Governor Nancy Wyman, the 2012 Campaign Chair.

- Over the past seventeen years, State Employees have contributed millions of dollars to the campaign. In 1996 and 1997, the campaign made history when more than \$2 million was received from over 10,000 state employees. Thank you state employees and retirees for donating:

**\$1,064,000 in 1996 - \$1,037,044 in 1997**  
**\$1,205,969 in 1998 - \$1,331,833 in 1999**  
**\$1,444,183 in 2000 - \$1,613,855 in 2001**  
**\$1,734,149 in 2002 - \$1,581,832 in 2003**  
**\$1,725,561 in 2004 - \$1,873,849 in 2005**  
**\$1,860,050 in 2006 - \$2,006,555 in 2007**  
**\$2,070,251 in 2008 - \$1,782,578 in 2009**  
**\$1,723,459 in 2010 - \$1,507,980 in 2011**  
**\$1,403,752 in 2012**

*Some highlights from the 2012 campaign:*

- The campaign received generous support from more than 5,800 state employees and retirees.
- Over one hundred people attended the "Thank YOU Luncheon" at Connecticut Valley Hospital in Middletown.
- Close to one hundred enthusiastic and committed agency coordinators volunteered for the 2012 campaign.
- Seventeen State Loaned employees were secured to assist with the statewide campaign.

**THROUGH THE CAMPAIGN, WHICH RUNS FROM JULY 26TH THROUGH DECEMBER 7TH, STATE EMPLOYEES CAN MAKE A SINGLE GIFT TO HELP PEOPLE LOCALLY, THROUGHOUT THE NATION, AND AROUND THE WORLD.**

## *Fact Sheet (continued)*

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The contributions made by state employees make possible a wide range of vital services—food for the hungry; protection of the environment; research for cures of diseases; care for both children and seniors; to name just a fraction of the services the more than 700 charities provide to thousands of people each year.

Connecticut State Employees own the campaign. State employees set the policy for the campaign, review the charities that apply and oversee the distribution of funds.

A group of state employees, representing various agencies, departments and organized labor, have been appointed by the Governor, Comptroller, Legislative Management, Legislature and Department of Administrative Services Commissioner to oversee the administration of the campaign.

- The Chair of the Campaign Committee is Capt. Timothy Newton, Department of Correction.
- The Vice Chair is Peggy Gray from the Office of the State Comptroller.

The campaign committee selects a participating organization to act as the Principal Combined Fundraising Organization (PCFO) to manage the CSEC.

- The PCFO for 2013 is Community Health Charities of New England.

Nine federations, representing over 700 charities, will benefit from the campaign in 2013.

They are:

- **America's Charities**
- **Community Health Charities of New England**
- **Connecticut United Ways**
- **Greater Hartford Arts Council**
- **EarthShare New England**
- **Global Impact**
- **Independent Charities of America**
- **Neighbor To Nation**
- **Partners for a Better World**

There are people available to assist you throughout the campaign. Please use the Help line numbers listed on all campaign materials if you have any questions, comments or concerns.



**CAMPAIGN HELP LINES: 860-402-8430 - Hartford -or- 860-887-5288 - Norwich**  
**CAMPAIGN E-MAIL ADDRESS: jan.gwudz@po.state.ct.us; jlebaron@chcofne.org**  
**CAMPAIGN FAX #: 860-951-5961 – Rocky Hill -or- 860-859-4156 - Norwich**  
**CAMPAIGN WEB SITE: WWW.CSEC.CT.GOV**





## ***Brief Overview of the Connecticut State Employees' Campaign (CSEC)***

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***In May 1992, the Connecticut General Assembly passed legislation (Public Act No. 92-142) providing Connecticut State employees the opportunity to contribute to a multitude of charities through the convenience of payroll deduction.***

**THE CSEC IS THE ONLY APPROVED CHARITABLE PAYROLL DEDUCTION SOLICITATION OF STATE EMPLOYEES.**

The campaign supports the work of approved charitable agencies and organizations. These agencies fight disease, make life more meaningful for the young and elderly population, assist the impoverished and help people to become economically self-sufficient.

The campaign strives to ensure that the largest possible percentage of contributions donated to the campaign is used to help those in need. Only 14 percent of the total dollars pledged are used to cover the administrative cost of the CSEC.

Contributors are encouraged to designate their pledges to any of the approved agencies listed in the campaign directory. There are strict guidelines and application procedures, which must be met in order for a Federation and its member agencies to participate in the CSEC. Each year all interested Federations and their agencies must apply to participate in the CSEC. Applications for participation in the CSEC are given to Federations with ten or more agencies and not to individual agencies.

The Campaign Manager's office (Principal Combined Fundraising Organization) remits designated agency contributions to the appropriate organization. All undesignated funds are distributed among the participating agencies in the same percentage as designated funds.

For more information about any of the Federations and their member agencies, please visit the CSEC web site at

**[www.csec.ct.gov](http://www.csec.ct.gov)**

## 2013 Participating Federations

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**America's Charities** Its three-part mission is to provide charities with funds to serve needy people; donors with diverse charitable choices that accurately reflect their interests; and employers with top quality charities and low-cost campaign services for their employee giving campaign. Since 1980, America's Charities has raised millions of dollars for its members. Our members meet crucial needs in the areas of health, education, human services and human rights. Services are provided in thousands of local communities, improving the lives of millions of people. In this way, America's Charities proudly continues our nation's tradition of giving and caring.



**Community Health Charities of New England (CHC)** is dedicated to raising funds and awareness through workplace giving campaigns for the state's most crucial health charities. These member charities bring vital programs and services to residents throughout the state. Each charity is committed to providing support, treatment, education, research and cures for a healthier New England. Through our Workplace Health Promotion Division and in partnership with our member charities, CHC of NE serves as a valuable resource for members of the business community interested in promoting mental and physical wellness among their employees.



**Earth Share New England** is a statewide- and regionally-based federation of environmental protection and conservation organizations in the state of Connecticut. Member organizations work to protect our environment, our natural resources, public health, wildlife, and the natural areas critical for its survival. All gifts designated to Earth Share are shared among the member organizations to support all of these vital issues that affect us in our state, nationally and internationally.



**Global Impact** is focused on making a tangible difference in the lives of the world's most vulnerable citizens. Founded in 1956, Global Impact represents 50 of the most respected U.S.-based international development and relief charities. Every year, Global Impact charities touch over 206 million lives in virtually every developing country through disaster relief, education, health training and economic programs that promote self-sufficiency. Global Impact charities get results by providing the tools for people to help themselves.



**Greater Hartford Arts Council (GHAC)** provides vital support for 150 arts and heritage organizations and programs that inspire young people throughout the Greater Hartford region each year. The Arts Council's funding encompasses school programs for kids, festivals for families, and historic places that preserve our rich heritage. Music, art, dance, theater, museums – they give us an exceptional quality of life, educational opportunities for every member of our families, and dynamic entertainment options. Programs supported by the Arts Council give our children productive and creative ways to learn, both during and after school, often providing meals and adult role models.

## 2013 Participating Federations (continued)



**Independent Charities of America** Feeding the hungry. Sheltering the homeless. Protecting the children. Healing the sick. Advancing research. Preserving the environment and conserving our natural resources. Delivering disaster relief around the world. Educating the young here at home. Your donation provides immediate aid to those in need and helps make ready assistance for the future. Join with America's finest independent charities working together with you.

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**Neighbor To Nation** represents national non-profit organizations in workplace fundraising drives. We are "People in deed serving people in need" locally and worldwide. Our participating organizations support people in crises by providing the following services and more to Connecticut residents and abroad: assisting children, providing counseling, helping disabled people, providing disaster relief, providing economic relief and development, providing education and training, providing services to the elderly, working with the military, providing health services, granting wishes to adults, working to eradicate hunger, conducting and supporting medical research, providing services internationally, and working with religious charities that are providing human needs.



**Partners for a Better World** In a bad-news world, we support organizations whose work is good news for the young, the poor & the vulnerable both at home & abroad.



### Connecticut United Ways

Volunteers distribute gifts among member agencies in their communities through an allocation process based on community needs.

Middlesex United Way  
United Way of the Central & Northeastern CT (*Hartford*)  
United Way of Coastal Fairfield County (*Greater Norwalk & Bridgeport areas*)  
United Way of Greater New Haven  
United Way of Greater Waterbury  
United Way of Greenwich  
United Way of Meriden and Wallingford  
United Way of Milford  
United Way of Naugatuck & Beacon Falls, Inc.  
United Way of Northwest Connecticut (*Torrington & Winsted areas*)  
United Way of Southeastern Connecticut (*New London County*)  
United Way of Southington  
United Way of West Central Connecticut (*Bristol & Plainville*)  
United Way of Western Connecticut (*Northern Fairfield County areas*)  
Valley United Way  
Windham Region United Way

## 2013 Committee Members

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## *Awards & Honors*

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### **WILLIAM PHILIE MOST OUTSTANDING LOANED EMPLOYEE AWARD**

This award is named in honor of the campaign's very first loaned employee. Bill Philie was a member of the campaign committee when he died suddenly. To keep his memory and involvement with the campaign alive an award is given out to a person who did an exceptional job in working with agency coordinators from the community where they chose to volunteer.

### **SHERBIE WORTHEN VOLUNTEER RECOGNITION AWARD**

The award that is named in honor of a former Senior V.P. with the United Way of Connecticut who was one of the founding members of the campaign and one of the original writers of legislation that governs the campaign. This award is given to a state agency or an individual that has drive, enthusiasm, and the time and effort to put into an employee campaign.

### **BERNARD MCLOUGHLIN SPIRIT AWARD**

Bernie McLoughlin is a retired state employee and a former chair and campaign committee member. He worked for the campaign as a campaign manager in most parts of the state, except Hartford and New London County. His award is given to a person or agency that serves goes out of his/her way to promote the campaign in their agency.

### **PALUEL FLAGG CHAIRMAN'S AWARD**

Pal was serving as committee chair when he died unexpectedly. Pal was committed to the success of the campaign through his leadership. He was driven to make sure that everyone in state government knew about the campaign.

### **MARGARET DIACHENKO ACHIEVEMENT AWARD**

Presented to a state employee or agency for their outstanding commitment and support of the campaign. The award is named in honor of a retired state employee who served as a committee member and chair. Marge was among the first group of state employees appointed to serve on the campaign committee.

### **THE CAROL CARNEY APPRECIATION AWARD**

This award was presented for the first time in Spring, 2010. It is given to an employee or state agency for their tireless energy and support of the campaign. Carol is a retired state employee, who also served on the campaign committee from 1994 –2009. She is a former chair of the campaign committee. Carol was a cheerleader for the campaign while employed at the Department of Labor.

### **THE BURT GOLD DEDICATION AWARD**

This award is named for the longest serving retired committee member, who retired from the committee in December 2012. Gold was first appointed to the committee by the State Comptroller this award was presented for the first time in May 2013. The award named in his honor will be presented each year to a state agency or campaign volunteer(s) for significantly adding to the campaign contribution total. Burt worked in the finance department while employed by the State Comptroller's Office.

### **DEPARTMENT OF CHILDREN AND FAMILIES AWARD**

An award is given annually to a Department of Children and Families Regional office that has the highest contribution total. Since the award was created, the Norwich DCF location has captured the #1 office title.

**TWO CORRECTION DEPARTMENT AWARDS:** one is to the facility with the highest % of participation and the other is to the facility with the highest dollar amount raised.

### **PER CAPITA GIFT AWARD**

An award is also given to the agency with the highest per capita gift.

## *Top 10 Reasons to Give...*

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10. You can say *"I gave at the office"* with pride and know that you have done something to help make things a little better for the people in our community and around the world.

9. Your work and life have new meaning. Every minute of your work and every dollar of your pay help someone in need.

8. Payroll deduction is an extended, time-release formula for philanthropic action.

7. You can see the results every day in the community through co-workers and in the news.

6. You can make a difference. A little money each month can go a long way.



5. You choose the charities and causes and your donation only goes to the agencies you choose.

4. It's guaranteed. All of the agencies are screened for accountability.

3. It offers easy, one-stop shopping and is conveniently available in the workplace.

2. The CSEC is like a department store for charities. Virtually every cause is represented.

### ***...and the #1 Reason to Give:***

**The CSEC is *YOUR* campaign,  
created for State Employees,  
and overseen by State Employees.**



## *How Your Gift Cares for People in Connecticut and Beyond*

---



### **\$1 per pay period provides:**

- Can help distribute 100 missing children posters.
- Trains 6 people in Africa how to check for ear infections that cause deafness.
- Provides 300 landowners with educational brochures describing how they can permanently conserve farms, forests, habitat and other cherished open spaces.



### **\$2 per pay period provides:**

- 100 students with a visit to an art museum.
- A scholarship for 1 inner city child to participate in a summer camp.
- Provides a village school with a blackboard, furniture, books or athletic equipment.
- Ensures that 15 newborns are not brought home to a household of smokers and second hand smoke through the "Protect Little Lungs" program.
- Purchase 1,000 tree seedlings & planting equipment for a community in the important buffer zone around Costa Rica's & Panama's La Amistad Biosphere Reserve.

### **\$3 per pay period provides:**

- Immunization to 150 children against measles.
- 30 hot dinners for a hungry family of 4.



### **\$5 per pay period provides:**

- AIDS education and care for 12 children and their families.
- Agricultural training and tools for a small farming community in Indonesia.
- Can help bring a waiting American child together with a loving, lifetime family.
- Provides 346 cancer patients and their families with treatment services & information.
- Provide posters, postcards and other educational material at two national park sites to inform park visitors about the threat air pollution poses to our national parks.



### **\$10 per pay period provides:**

- Information to 500 custodial parents on their rights and how to obtain child support.
- Support of 100 volunteers in maintaining 60 miles of hiking trails for a year.
- Provides information and support to 250 caregivers of individuals with Alzheimer's disease.

## *Sample Letter of Endorsement from Agency Executives*

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September 2013

Dear \_\_\_\_\_ :

You and I are part of this community. We make our living here and we want it to be a good place in which to live, work and raise a family.

As people, many of us have problems – some more serious than others. Help is needed when children or adults are disabled, ill, need food, clothing or housing, need words of sound advice and guidance.

In trying to cope, people look to themselves and others for help – which is why we support the Connecticut State Employees' Campaign (CSEC). It's the best way for people to help themselves and their neighbors.

This office believes in the CSEC. We want it to do well because it's ours. It helps our people. Local people – volunteers – like you and I run it.

It needs us as volunteers but it also needs our money to help meet the needs of this area's people.

I'm counting on you to join me in giving your pledge through payroll deduction or a one time gift.

Thanks for your whole-hearted support of the campaign.

Sincerely,

*Head of Agency*  
(Agency Head's name and title)

## PowerPoint Presentation for eMail Distribution

The CSEC staff is pleased to electronically provide you with a

### PERSONALIZED POWERPOINT PRESENTATION

about the campaign that is suitable for emailing to everyone in your department or area.

### Q & A:

#### 1. WE CAN ONLY USE OUR EMAIL FOR WORK-RELATED ACTIVITIES.



This timed, 5 minute presentation is **allowed viewing** as the campaign is a State of CT sanctioned activity. The Committee has obtained a ruling that this material **is approved for employees to view during working hours** on State emails since it is about initiatives of interest to Connecticut. **It is not to be considered email from an outside source**, or as prohibited use of email. The only exception is if YOUR particular agency does not allow distribution. **Please obtain permission from your agency executive** before sending this

department-wide. Or better yet, ask if it could be distributed in his/her name. It can be posted on your agency's Intranet.

#### 2. OUR STAFF IS NOT GOING TO BE INTERESTED IN THIS PRESENTATION.

People pay attention to specific, personalized information that pertains to their agency, geographical location or interest. They enjoy seeing photos of themselves and workmates. The CSEC staff will personalize this PowerPoint® presentation. This can be done by including you or your agency executive's photo and a short message on the opening and closing slides. We can insert your phone number and contact information, or include charity statistics of interest to your agency's mission or geographical area. We can include your Agency statistics from Campaign 2010 or info and photos about any fundraisers. Or, why not have included a photo of your building or location? Please contact Joyce at [jlebaron@chcofne.org](mailto:jlebaron@chcofne.org) with your specific information and/or photos, or for more suggestions and information.



**3. THE PRESENTATION IS A GREAT IDEA. I CAN MAKE THE NECESSARY CHANGES OR I CAN DESIGN ONE MYSELF.** Please **do not modify** the presentation; the **program is copyrighted** and has been approved by the CSEC Committee. So, changes **must be made through the CSEC office only**. Further, approved campaign materials, including the PowerPoint® presentation, must be obtained from the CSEC office since it must include certain official information. If you are concerned about receiving your PowerPoint® presentation right away, please be assured that since everything can be handled via email, the turnaround time for changes is kept to a minimum. We are here to listen to your ideas and can make a personalized presentation based on your suggestions.

**PLEASE NOTE TWO CHANGES ON THE ENVELOPE:** Under **Special Events**, checks and cash contributions are to be listed separately . The address has changed to Rocky Hill.

Campaign Year 20\_\_

BATCH NUMBER (OFFICE USE ONLY)
--------------------------------

## CONNECTICUT STATE EMPLOYEES' CAMPAIGN FOR CHARITABLE GIVING

35 Cold Spring Road Suite 412 • Rocky Hill CT 06067 • [www.csec.ct.gov](http://www.csec.ct.gov)

CAMPAIGN HELPLINES: 860-402-8430 -or- 860-887-5288

### CAMPAIGN REPORTING ENVELOPE



**PROCEDURES FOR USING THIS ENVELOPE:**

1. Encourage employees to return pledge card, which can be collected weekly.
2. Please ask a co-worker to verify the cash/check total enclosed in this envelope.
3. Call your Local Campaign Manager or CSEC Helpline to arrange for pick up of completed envelope.
4. The employees' six-digit employee number must be on all cards.
5. All payroll deductions **MUST BE SIGNED** by the employee.
6. Copy this reporting envelope for your files.

COORDINATOR NAME \_\_\_\_\_ YOUR PHONE # \_\_\_\_\_

AGENCY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, ZIP \_\_\_\_\_

# OF EMPLOYEES AT THIS AGENCY LOCATION \_\_\_\_\_

**TO BE COMPLETED BY COORDINATOR:**

RECAP OF CONTRIBUTIONS ENCLOSED IN THIS ENVELOPE

	# OF GIFTS	\$ AMOUNT
PAYROLL DEDUCTIONS	_____	\$ _____
ONE TIME GIFT CHECKS	_____	\$ _____
ONE TIME GIFT CASH	_____	\$ _____
SPECIAL EVENTS CHECKS	_____	\$ _____
SPECIAL EVENT CASH	_____	\$ _____
SEALED ENVELOPES	_____	_____
TOTALS (KNOWN)	_____	\$ _____

\_\_\_\_\_  
COORDINATOR'S SIGNATURE

\_\_\_\_\_  
INITIALS OF 2ND VERIFICATION FOR CHECK/CASH GIFTS

**SHADED AREA FOR OFFICE USE ONLY**

DATE ENVELOPE RECEIVED
------------------------

**FOR AUDITOR ONLY**

I DO NOT AGREE WITH THE INFO ORIGINALLY REPORTED. MY COUNTS ARE REFLECTED BELOW:

# OF GIFTS	\$ AMOUNT
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

[Suitable for photocopy reproduction.]

FOR AUDITOR: IF ABOVE DATA IS CORRECT, PLACE CHECK MARK TO THE RIGHT (OF # AND \$).  
I AGREE WITH THE INFO AS REPORTED ABOVE.

\_\_\_\_\_  
AUDITOR'S INITIALS                      DATE

# How to Complete the Pledge Envelope

## NOTE:

Pledge card also available online at: [www.dir.ct.gov/ccg/](http://www.dir.ct.gov/ccg/)  
Directory available online at: [www.csec.ct.gov](http://www.csec.ct.gov)



**PLEASE MAKE A COPY OF YOUR COMPLETED ENVELOPE BEFORE TURNING IT IN.**

## COORDINATOR INFORMATION

Please provide **YOUR FIRST AND LAST NAMES, AND OFFICE PHONE #** on the first line of the envelope. Please also provide the name of the state agency where you are employed, the state agency address, city and zip code. Please don't forget to include the number of employees at your agency location.

## CONTRIBUTIONS - TO BE COMPLETED BY COORDINATOR

### Number of Cash Gifts:

In the # of Gifts column, please write the number of pledge cards submitted with cash. On the line (to the right) under amount, please write the total dollar value of the cash gifts.

### Number of Checks:

In the # of Gifts column, please write the number of pledge cards submitted with a check. On the line (to the right) under amount, please write the total dollar value of the check(s).

### Payroll Deductions:

In the # of Gifts column, please write the number of payroll deduction pledge cards received. On the line (to the right) under amount please write down the total value of the payroll deductions. To arrive at this figure, please ADD UP THE PAYROLL DEDUCTION AMOUNTS IN SECTION A ON THE PLEDGE CARDS AND THEN MULTIPLE THIS NUMBER BY 26. Put this figure on the amount line. Please DO NOT use the figures in Section D, Charity Designations. **Special Caution: PLEASE DO NOT MAKE ANY CHANGES, CROSS OUT, WRITE ON OR ALTER AN EMPLOYEE'S PLEDGE CARD IN ANY WAY.** If you need to point out a problem or have a question, please use a sticky note and staple or clip it to the pledge form.

### Special Events:

**Please note a change on the envelope:** Checks and cash contributions are to be listed separately. In the # of Gifts column, please indicate the number of special events that were held. On the line (to the right) under amount, please write the total amount of the special event money that has been collected.

### Sealed Envelopes:

An employee may hand you a pledge card in a sealed envelope. Please do not open it as this employee wishes his/her contribution to remain confidential. If you receive any of these envelopes please note it under # of Gifts. The CSEC staff will let you know if the total value of your contribution envelope changes.

### Totals:

Please tally the # of Gifts and Amounts columns for a grand total of contributions and contained in the envelope.

### Signature and Initials:

Please sign and date the envelope once it is completed. If checks/cash were submitted please have a second person in your office verify the check/cash total and put their initials on the line below your signature.

**PLEASE MAKE A COPY OF YOUR COMPLETED ENVELOPE BEFORE TURNING IT IN.**

**20** \_\_\_\_\_ **CONNECTICUT STATE EMPLOYEES' CAMPAIGN FOR CHARITABLE GIVING**

Employee Name: \_\_\_\_\_ State Agency Name: \_\_\_\_\_

**EMPLOYEE NUMBER:** \_\_\_\_\_ (Required)

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*Thank you!*

- Please fill in all boxes and circles completely using a pen or pencil.
- Write legibly and keep numbers within the appropriate lines.
- Your participation in this campaign is completely voluntary; coercive methods of solicitation are not sanctioned by the CSEC.
- You may put this card in a sealed envelope.

**PREFERRED METHOD OF PAYMENT**  
 For payroll deduction, please complete **Section A** and *sign your card*.  
 For one time gift, please complete **Section B** only.

**D. Designations**

You may **ONLY** designate to charities listed in the current year's Directory.

**A. Easy Payroll Deduction...**

I pledge the following **whole dollar amount PER PAY PERIOD**:

- |                            |                            |
|----------------------------|----------------------------|
| <input type="radio"/> \$3  | <input type="radio"/> \$5  |
| <input type="radio"/> \$10 | <input type="radio"/> \$15 |
| <input type="radio"/> \$25 | <input type="radio"/> \$50 |

Other **whole dollar amount** per pay period  
 (i.e.: \$1, \$2, \$4, etc.): \$ \_\_\_\_\_ .00

I hereby authorize the State Comptroller to withhold my charitable deduction listed above beginning at the start of the new year. **Minimum gift of \$1 per pay period** required for payroll deduction. The CSEC has not provided goods or services as whole or partial consideration for any contributions made by payroll deduction.

**SIGNATURE** \_\_\_\_\_ (Required to authorize payroll deduction.)

**B. One Time Gift...**

I am making a one time gift in the amount of \$ \_\_\_\_\_

Circle one: **CASH** -or- **CHECK**

Make checks payable to:

**CONNECTICUT STATE EMPLOYEES' CAMPAIGN** -or- **CSEC**

**PLEASE MAKE A COPY OF THIS CARD FOR INCOME TAX PURPOSES**

**C. Acknowledgment**

- Please share my name, workplace address, and pledge amount with the charities to which I have designated.
- I do not wish to receive an acknowledgment from the charities to which I have designated my pledge.

**Enter below total gift amount of designations:**

**I. For Payroll Deductions:**

**ANNUAL AMOUNT** = Payroll Deduction Pledge x 26 pay periods.

**CONSTITUTIONAL OFFICERS** = Payroll Deduction Pledge x 24 pay periods.

**II. For One Time Gifts, enter total amount of gift.**

Undesignated amounts will be disbursed into the Campaign's general fund.

**Charity Designations:**

(Whole dollar amounts only)

CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]
CHARITY CODE [ ][ ][ ][ ]	ANNUAL TOTAL AMOUNT \$ [ ][ ][ ][ ]

I do not wish to give at this time.

[Suitable for photocopy reproduction.]

***Pledge Card Back —Recognition of Contribution on Behalf of Someone Else***

**RECOGNITION CONTRIBUTION FORM**

(ACKNOWLEDGMENT ON REVERSE OF CARD)

*(Print or type all information)*

I, \_\_\_\_\_, am making a donation in memory of or in honor of:

PERSON'S NAME: \_\_\_\_\_

[ ] Send acknowledgment to the honoree or

[ ] To the family of C/O: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

In the amount of \$ \_\_\_\_\_

*(Checks, payable to CSEC, or a payroll deduction).*

Donation is made to the following organization:

Code # \_\_\_\_\_

I wish [ ] to be or [ ] not to be named on the confirmation message to the individual of this donation.

My Name: \_\_\_\_\_

Agency: \_\_\_\_\_ Employee #: \_\_\_\_\_

Agency Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Work Phone Number: ( ) \_\_\_\_\_

**I understand that the enclosed check or my payroll deduction contribution will be sent to the organization I designated above and a letter will be sent to the individual that I am making the donation on behalf of to acknowledge my contribution.**

\_\_\_\_\_  
*Employee signature and date*

**PARTICIPATING FEDERATIONS**

*America's Charities*

*Community Health Charities of New England*

*Connecticut United Ways*

*Earth Share New England*

*Global Impact*

*Greater Hartford Arts Council*

*Independent Charities of America*

*Neighbor To Nation*

*Partners for a Better World*

**CAMPAIGN WEB SITE: WWW.CSEC.CT.GOV**

# How to Complete the Pledge Form

## DONOR INFORMATION

Please provide your **FIRST AND LAST NAMES**. Please tell us the **NAME OF THE STATE AGENCY** where you are employed.



## EMPLOYEE IDENTIFICATION NUMBER— REQUIRED FOR PROCESSING

In order to process an employee's pledge, the **(6) SIX-DIGIT EMPLOYEE NUMBER IS REQUIRED**. You can find this number on your pay stub or by calling your payroll office.

## EMPLOYEE CONTRIBUTION INFORMATION

### PAYROLL DEDUCTION

- If you give through payroll deduction, please bubble in the **whole dollar** amount that you wish to contribute or fill in another **whole dollar** amount in the boxes provided.
- Please **SIGN YOUR NAME** in the signature box so we can authorize the State Comptroller's Office to process your pledge.
- Use the campaign directory or visit the campaign web site at [www.csec.ct.gov](http://www.csec.ct.gov) to select the 4-digit charity code you wish your contribution to be sent to. Fill in the **whole dollar, annual amount** of your pledge (*i.e.*, if you pledge \$3 a pay period for a total of \$78 a year, and you give it to 3 different charities, the annual amount would be \$26 for each of the 3 charities).

### ONE TIME GIFT

- Please fill in the dollar amount of your one time gift on the lines provided.
  - Circle if you have enclosed cash or a check.
  - Please make checks payable to **CONNECTICUT STATE EMPLOYEES' CAMPAIGN** or **CSEC**.
  - If you wish to designate your contribution to one or more charitable organizations, please fill in the charity code (*listed in the campaign directory or available on the campaign web site at [www.csec.ct.gov](http://www.csec.ct.gov)*) and amount of your one-time donation that you would like to go to the charity (ies).
- If you wish to designate your gift in **recognition or memory of someone** please fill out a campaign pledge card and the recognition form (*an example of which is found on [page 36](#)*).

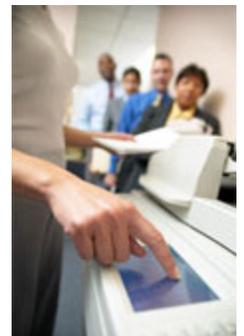


### AN ACKNOWLEDGMENT OF YOUR DONATION

- Please fill in the top bubble in the acknowledgment box if you wish to receive a letter of receipt from the charity (ies) that you made a pledge to. Please note that the dollar amount of your pledge will be released to the charity (ies).
- **IF YOU DO NOT WISH** your name, work address and dollar amount of your pledge released to the charity(ies) you have designated your gift to, please fill in the bottom bubble in the acknowledgment box. This bubble means that the campaign staff will keep your pledge confidential and will not release any information about your donation to the charity or charities that you selected on your pledge form.

### DONATION RECEIPT

- **Please make a copy of your pledge card for income tax purposes.**



## FAQ's - Most Frequently Asked Questions

### About the Connecticut State Employees' Campaign (CSEC)



**WILL THE CONTRIBUTION I MADE LAST YEAR AUTOMATICALLY ROLL OVER INTO THIS YEAR'S CAMPAIGN WITHOUT ANY ACTION ON MY PART?** No. Any employee who wishes to make a contribution to this year's campaign must either give a one time gift or SIGN AND COMPLETE the dollar amount in the payroll deduction section of the card.

**CAN I DESIGNATE THROUGH THE CSEC TO A CHARITY NOT LISTED IN THE DIRECTORY?** No. All charities listed in the directory are carefully screened by a volunteer group of state employees who are appointed to serve on the Connecticut State Employees' Campaign committee. If you wish to contribute to the campaign, and designate to a specific agency, the charity must be listed in the directory.

**HOW MANY PAY PERIODS ARE THERE IN THE YEAR?** 26 pay periods.

**CAN I OPT TO HAVE MY PAYROLL DEDUCTION TAKEN OUT JUST ONCE?** No. Unfortunately, the Central Payroll Office in Hartford processes all payroll deduction pledges made to the CSEC and it is very difficult for them to arrange one, or any number less than 26, in terms of payroll deduction.

**WHEN DOES THE CAMPAIGN END?** The CSEC runs through December 2. However, any late contributions will be accepted through April 2013.

**WHEN DOES MY PAYROLL DEDUCTION PLEDGE BEGIN?** The first pay period in January and concludes the last pay period in December.

**WHAT IS THE MINIMUM AMOUNT I CAN PLEDGE THROUGH PAYROLL DEDUCTION?**  
One dollar.

**CAN I RECEIVE A RECEIPT FOR MY CONTRIBUTION?** If it is over \$250, made in one lump sum, the Internal Revenue Service requires that the campaign send you a receipt. If you are doing payroll deduction, your last pay stub will serve as your record of money contributed throughout the year. However, we also encourage you to make a copy of your pledge card for income tax purposes.

**HOW DO I USE THE RECOGNITION CONTRIBUTION FORM ON THE BACK OF THE PLEDGE CARD?**  
This form is used to make a contribution **IN RECOGNITION OF** someone (*i.e. birthday, promotion, anniversary, etc.*) or **IN MEMORY OF** someone. If you are a donor to the campaign and wish to receive **an acknowledgment (not the same thing as RECOGNITION)** for your contribution, please check off the first bubble in **Section C** on the front of the pledge card.



IF YOU HAVE ANY OTHER QUESTIONS,  
PLEASE CALL THE CAMPAIGN HOTLINES AT  
**860-402-8430 -OR- 860-887-5288**



# Connecticut State Employees' Campaign



[WWW.CSEC.CT.GOV](http://WWW.CSEC.CT.GOV)

*Make a Difference in the Lives that Follow*

*Leave a Legacy Connecticut*

- Leave something in your Will for a cause that is important to you.
- Leave a Legacy to any of the more than 700 charitable organizations listed in the directory.

A statewide collaboration of nonprofit organizations, grant makers professional advisors and other community leaders

*Leave a Legacy Connecticut*

was established to promote public interest in charitable giving. If you have a financial planner, a lawyer, accountant, or insurance agent, they can help you get started. If you need assistance in finding a professional advisor, contact Infoline at 211.

## Connecticut State Employees' Campaign

30 Laurel Street  
Hartford CT 06106

Rocky Hill 860-402-8430 -or fax- 860-951-5961  
Norwich 860-887-5288 -or fax- 860-859-4156

### Campaign Contacts:

**JAN GWUDZ**, DIRECTOR: 860-887-5288 -or- cell 860-402-8430 [Jan.Gwudz@po.state.ct.us](mailto:Jan.Gwudz@po.state.ct.us)  
**JOYCE LEBARON**, CAMPAIGN COORDINATOR: 860-859-3111 -or- cell 860-595-7775 [JLeBaron@chchofne.org](mailto:JLeBaron@chchofne.org)



*Dear State Employee:*

*You may wish to check the Campaign web site frequently for listings of special events and special offers, such as the BJ's promotion that takes place four times a year.*

*Thank you!*  
**www.csec.ct.gov**



*Pledge card also available online at:*

**www.dir.ct.gov/ccg/**

*Directory available online at:*

**www.csec.ct.gov**

