



CHESAPEAKE BAY AREA COMBINED FEDERAL CAMPAIGN



Winter/Spring 2013 Newsletter

In This Issue

- **Be a Friend - Enter Our Spring Contest!**
- **Proposed Regulation Changes for CFC**
- **Letter From the Chair – Sally Good-Burton, Chair LFCC**
- **2012 Campaign Results**
- **2012 Campaign Award Winners**
- **Does My Small Donation Really Count? – A Personal Story**
- **Top 20 Charities Supported By CBACFC**

Be a Friend Enter our Spring Contest!

It's easy to participate in our Spring CFC Contest. First, go to the Campaign's Facebook page, <https://www.facebook.com/ChesapeakeBayAreaCFC> and "Like" us. Then, send the Campaign an email at info@cbacfc.org and write "I Just Liked You on Facebook!" Everyone who emails us will have their name put into a drawing - 1st prize, a vintage Ravens cap, signed by former Raven Chris Carr! Three other names will be drawn and each will receive a \$25 Restaurant.com certificates. It's that easy!

CBACFC's Facebook page is designed to give you the latest news regarding the campaign as it progresses, as well as year-round communication that lets our "Friends" know about an array of opportunities. During the year you'll hear about contests, volunteer days, and guided bus tours (that provide information and first-hand exposure to issues and needs facing certain neighborhoods within our communities.) You will also hear about ways your donations are making a difference and read testimony from those who have benefited.

OPM Proposes New Regulations to Govern the Solicitation of CFC

The Office of Personnel (OPM), which oversees the Combined Federal Campaign (CFC), established the CFC 50 Commission in 2012 in honor of the CFC's 50th anniversary to review the campaign and offer suggestions for improvement. OPM drafted new regulations based on the CFC 50 Commission feedback, and the proposed regulation changes were posted on April 8, 2013 for public comment (http://www.regulations.gov/#!documentDetail;D=OPM_FRDOC_0001-0762).

We appreciate your continued support of the CFC program and encourage you to read the proposed regulation changes and send comments to OPM at cfc@opm.gov or through the online Federal registry portal (<http://bit.ly/cfccomments>). Comments are due by **June 7, 2013**.



Letter From Sally Good-Burton, Chair LFCC

Dear Colleagues,

We have so much to celebrate as we highlight our 2012 campaign accomplishments and begin to look toward the 2013 campaign. Together, Federal employees in the Chesapeake Bay Area raised over \$6.7 million for over 2,900 charities, a serious chunk of change! My deepest gratitude goes out to all of the Federal employees who gave of their treasure, and of their time and talent, serving as coordinators and keyworkers, volunteering at CFC special events, and at local charities during our first-ever VolunteerFEST.

We have a very generous Federal workforce and they demonstrated that they continue to serve the public well beyond their day jobs. We also have wonderful non-profit organizations that provide the widest variety of services, and I am grateful that so many were able to share information about their work during CFC special events.

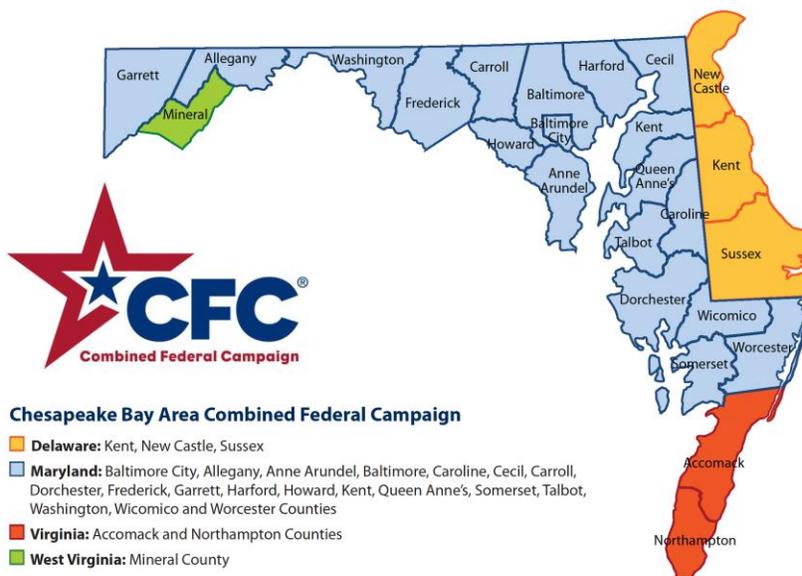
We also gladly and warmly welcome the Federal agencies and charities in the Western Maryland and Delaware regions, which are now a part of the Chesapeake Bay Area beginning with the 2013 campaign! Our Local Federal Coordinating Committee is growing and we would love to have additional members help us govern the campaign. Interested Federal employees (current or retired) should contact me for more information.

As you peruse this newsletter, you will read about wonderful Federal agency coordinators who embodied the spirit of giving, creatively stirring up enthusiasm for the campaign. Their hard work enabled thousands of agency employees to connect with and support their communities through the CFC. Don't miss the article that provides a glimpse into the dramatic impact that even a small donation can have on someone dealing with a challenging situation.

Together we accomplish amazing things for our community and I am proud to serve along side each of you! Thank you for your service and let's look ahead to an extraordinary 2013 campaign!

Sincerely,
Sally Good-Burton

New CBACFC Regional Map



2012 Campaign Results

- Total Raised - **\$6,757,303!**
 - Total number of Federal Employees Solicited – **90,910**
 - Total number of Donors – **15,668**
 - Participation Rate – **17.23%**
 - Average Gift - **\$431**
 - Estimated Campaign Expense – **7.12%**
 - National Charities Receiving Donations – **1,654**
 - International Charities Receiving Donations – **270**
 - Local Charities Receiving Donations – **1,019**
-

2012 Campaign Award Winners

On March 7, 2012 CBACFC held an event at Fort Meade, MD and on April 12 at Wallops Island, VA to thank volunteers who worked so hard to make this year a success. Those honored were coordinators and their teams whose efforts stood out, resulting in an outstanding campaign. This year the Campaign added three new awards: giving the campaign the opportunity to acknowledge the efforts of cross-agency teams, our keyworkers, and outstanding contributions of an individual.

Spirit of the Community Award

Presented to an agency exhibiting exceptional creativity in conducting special events, developing strategies used to increase participation, and/or in the cultivation of leadership

Fort Meade – Award Winner

The Fort Meade Coordinators, **SFC Seymore, CW2 Staton, and CW2 Canady** pooled their unique talents, skills, and energy along with those of a cadre of unit coordinators and magnified them to the full benefit of the CFC. Results were produced by building upon the successes of recent years, applying 2011 best practices, and improving base-wide organization and management of the campaign. As a result, Fort Meade surpassed their total raised last by over \$35,000, representing the largest dollar and percentage increase among the eight largest agencies in our campaign.

Several of the Fort Meade unit coordinators “took it up a notch” this year by actually tracking and reporting their progress toward the 100% ask which led to improved results. In addition, units that did not participate in last year's campaign were contacted early in the campaign and brought into this year's campaign.

Fort Meade leadership, coordinators, military and civilians were awarded the Spirit of the Community Award in recognition of their outstanding leadership and unrelenting support to the Combined Federal Campaign charities and those in our community, nation, and world who benefit through the generosity of Fort Meade employees.

Nominees for Spirit of the Community Award

NASA – Wallops Island

CMS

Coordinator of the Year Award

Presented to an individual who shows exceptional inspiration and leadership in the adoption of new best practices



Maj Gay Williams – Award Winner
Maryland National Guard

Under Major Gay Williams' leadership, this year the Maryland National Guard was one of the very few agencies to see growth in participation in 2012 – up to **21.8%**. And, the agency exceeded what they raised last year by **27%** - up to **\$66,774!** Maj Williams was successful in achieving some agency firsts: having the largest kickoff attendance; the largest charity participation; and the largest number of trained keyworkers.

One of the challenges that Major Williams faced was managing 28 Keyworkers that were located at 21 different Field Units throughout the Chesapeake Bay region. This was no small accomplishment, but her energy, enthusiasm, determination, communication and organization won the day!

Maj Williams was recognized not just for the campaign's accomplishments, which are significant, but also for the time and passion she put into her efforts. With support of her leadership, the Maryland National Guard had one of the most successful campaigns in all CBACFC.

Nominees for Coordinator of the Year Award

Patrice Hoggard – DISA

Richard Rosa – Federal Air Marshal Service

Tarnya Allgood – CMS

Lindsay Simmons – VA Baltimore Regional Office

YN3 Andrea Parker – USCG – Sector Baltimore

Keyworker of the Year Award

Presented to an individual who goes beyond their duties of making the one-on-one ask, telling the CFC story and soliciting contributions for the campaign



Thomas Rich – Award Winner
Internal Revenue Service

Thomas Rich of the IRS is being awarded Keyworker of the Year for his dedication and hard work that resulted in the best campaign ever for his office. He went above and beyond the typical role of the keyworker (acting as the lead keyworker for the call center) to ensure that each employee had the opportunity to donate to CFC. Thomas firmly believes in the CFC and has personally witnessed the fine work done by a number of the participating charities.

Through Mr. Rich's efforts, the participation rate and donated dollar amount for his office increased more than 15% over the previous year. He boosted participation and donations by heightening awareness through several special events. For the kickoff, he arranged an appearance by Mrs. Debbie Phelps (mother of Michael Phelps). She gave a powerful speech to the audience, and posed for a photo with each person who attended at the event, with each employee receiving a copy of their photo.

The call center's campaign was successful because each employee was individually solicited to donate several times. Mr. Rich or one of his key workers met with every employee (over 350 employees) on four different occasions. One way he accomplished this was by attending four different staff meetings for every work team (18 teams) in the call center. Using another best practice, Thomas attended a training class for new hires to introduce the CFC. Over 25% of the new hire class chose to donate!

Nominees for Keyworker of the Year Award

SMSgt Miguel Laboy – Maryland National Guard

Nicole Jones – CMS

LT Erik Brown – Fort Meade/Cybercom

***Large Dept. (2,500+ employees); Medium Dept. (101-2,499 employees); Small Dept. (100 or Fewer employees)**

Eagle Award

Presented to a large, medium and small agency* with the highest increase in employee donations, per capita

Large Agency: **Fort Meade** – 7.3% increase

Medium Agency: **USCG – Sector Baltimore** – 194% increase

Small Agency: **Assateague Island National Park** – 355% increase

Stars and Stripes Award

Presented to a large, medium and small agency *with the highest growth in participation

Large Agency: **Social Security Administration** – .5% increase

Medium Agency: **USCG – Sector Baltimore** – 33% increase

Small Agency: **DCMA Elkridge** – 72% increase

Cross-Agency Team of the Year

Presented to a group of agencies that worked together, exhibiting exceptional efforts in conducting their campaigns through training, competition and special events.

Award Winners

- **Assateague Island National Park**
- **USCG Chincoteague**
- **NOAA Wallops**
- **NASA Wallops**

Four of CBACFC's agencies on the Eastern Shore made big strides in participation and total dollars compared to 2011. Coordinators relied largely on making the one-on-one ask and managed, as a group, to more than double the number of donors and more than triple their collective contributions (328%).

Nominees for the Cross-Agency Team of the Year Award

**Fallon Building
City Crescent Building**

Million Dollar Club

Presented to an agency that has raised \$1million or more.

National Security Agency – Central Security Service

Congressional Cup

Presented to the Congressional office that has the highest percentage of staff participation

Congressional Office of Senator Barbara Mikulski

Outstanding Service Award

A new category for 2012, given to an individual who made a significant contribution to the campaign by volunteering their time and talent. This year's award winner set the bar by producing CBACFC's 2012 Video.



SGT Billy Brothers
DINFOS

Does my small donation really count?

This question gets asked a thousand times during every campaign! Every donation counts, every donation helps someone in need...maybe you some day.

My personal story Ramona Conroy, NIH/NIDA

In 2002 my daughter, Amy, was diagnosed with a blood cancer and given one year to live. How could this be... things like this happen to other people, not us? We were both scared, her for her two-year old son, me for my beautiful young daughter that had just started her journey as a Mom.

Well we approached this diagnosis head on. Gathering all the information available, since we all know that knowledge is power. They immediately started chemo and the side affects started after her first treatment. We were told to contact an organization that would help us with the physical and emotional affects. They took us in immediately. We were supplied with a free wig, hats, scarves, tips on how to apply makeup to look better during treatments and an illustrated book to share with her son that explained that Mommy was sick and that her looks would change.

As for her son who was just 2-years old, he went to work with the electric clippers and helped his Mom with a new "hair do"... I think it was called "the buzz". They laughed and had so much fun because he was now the master of Mom's new looks. Just as the book from this organization said, make them a part of the changes, which made him part of the journey.

Amy fought for many years...and those doctors gave her a year...they didn't know this family. We made so much of those years, when she was feeling good we made every minute count by going on vacations, camping and boating. And when she was sick we sat beside her bed giving her love and hope.

I once told her that I would not lose her to this battle with cancer, but it did give me the opportunity to tell her how much I loved and admired her as a person. And that the cancer had built bridges of courage, strength and love within our family. She was not only my daughter, but my dear sweet friend and that I couldn't imagine my life without her.

However, after a 2 month stay in the hospital, sadly she lost her battle with cancer on May 9, 2009. But a few weeks before she passed away this same organization was having a "Daffodil Day Fund Raiser" in the hospital lobby. When they found out we were there they brought us daffodils. I found it so amazing that the very organization that helped us start this journey with their selfless giving seven years earlier would be there at the end of our journey.

Those daffodils have bloomed every year since then, a bitter sweet reminder of when someone reaches out to you; it can leave you with a life time of gratitude.

Never think that your donations don't make a difference. Because somewhere someone is fighting their own battle in life, sometimes alone until one of the organizations step in to help them in some way. We all have a passion for many things; let your life story be a part of something or someone's journey in life. Small gestures return big results.

Top 20 Charities supported By CBACFC

Charity	Total Designated
American Red Cross (National)	\$250,449
St. Jude Children's Research Hospital	\$158,094
Wounded Warrior Project	\$105,160
Catholic Charities of Baltimore	\$104,574
The Maryland Food Bank	\$102,409
American Cancer Society (National)	\$96,243
Catholic Relief Services - USCCB	\$78,771
Fisher House Foundation	\$71,103
Doctors Without Borders USA	\$62,050
ASPCA: American Society for the Prevention of Cruelty to Animals	\$50,835
Susan G. Komen For the Cure, Maryland Affiliate	\$47,197
American Red Cross of the Chesapeake Region	\$45,869
American Heart Association (National)	\$43,247
St. Jude Children's Research Hospital, Maryland	\$39,660
Disabled American Veterans Charitable Service Trust	\$39,612
USO	\$38,067
United Way of Central Maryland	\$36,675
Susan G. Komen For the Cure (National)	\$36,053
National Public Radio	\$33,206
United Negro College Fund	\$33,118

Visit [www.cbacfc.org/ root/index.php?content_id=5289](http://www.cbacfc.org/root/index.php?content_id=5289) for the full list of charities who received pledges in the 2012 CBACFC.