

NUSAC

Northwestern University Staff Advisory Council

Date: June 19, 2001

To: Henry Bienen, President
Eugene Sunshine, Senior Vice President for Business and Finance
Guy Miller, Vice President for Human Resources

From: Suneetha Vaitheswaran, Chair

Re: Combined Charities Campaign

cc: Mike Doyle, PIFI
NUSAC Council

The Northwestern University Staff Advisory Council met with Mike Doyle of the Public Interest Fund of Illinois on May 2, 2001. The PIFI is a federation of diverse non-profit community organizations and the managing and fiscal agent for the Combined Charities Campaign.

The Combined Charities Campaign enables employees to choose from more than 450 agencies (United Way among them) at the local, regional and international level. By completing a simple enrollment form, faculty and staff select the amount and recipient of their charitable donation, and may distribute funds among multiple organizations.

Mr. Doyle described the CCC workplace charitable giving program, distributed literature, and answered the questions and concerns of NUSAC members. Based on that discussion and our follow-up research, NUSAC endorses the Combined Charities campaign as the recipient of the University's payroll deduction program for charitable giving:

1. CCC provides employees with much more choice in giving: being able to express personal preferences may lead to increased participation.
2. CCC enables the United Way as a recipient: employees may direct United Way funds to specific UW agencies or sites
3. The program features the ease of payroll deduction while removing the work: CCC manages the distribution of donations from individual employees to multiple organizations.
4. Employees who give on their own to certain charities may appreciate the convenience of being able to accomplish this through payroll deduction.

NUSAC was impressed with the experience of PIFI in managing charitable campaigns at other colleges and universities, and for school districts and public employers. PIFI provides campaign materials such as posters, buttons, and pledge cards to assist each institution with its campaign. Employees receive a booklet listing agency descriptions, and may contact the PIFI to suggest that other charitable organizations be added to the list. While gifts are verified, donors may

NUSAC

Northwestern University Staff Advisory Council

remain anonymous to their charities, having the assurance that their names will not be sold to other groups. Finally, administrative costs are underwritten by the participating charities, all of which are certified by the Illinois Comptroller as qualified to participate in payroll deduction programs.

NUSAC encourages the University's administration to adopt the CCC in place of the current charitable giving program as soon as possible. We believe that the stature of Northwestern in the community will only be enhanced by such an initiative, and that the diverse employees of Northwestern will be able to express their financial support for causes of most interest to them.