

2009 Campaign Results and 2010 Plan

DOD Operations Meeting August 23, 2010

OPM Innovator Award Recipient 2003-2009



**Combined
Federal
Campaign
of the
National
Capital Area**

Final 2009 Results

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- **\$66,535,844 raised** representing a **\$3.8 million increase** over 2008
- Exceeded 2009 goal by **\$2.5 million**
- 41.2% participation rate; **146,810 donors**
- **\$453** average gift
- **7.5%** administrative cost ratio
- Received **OPM Innovator Award** for the 7th consecutive year

Snapshot of CFCNCA and Nationwide CFC Results

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Campaign Results	Nationwide CFC	CFCNCA
Increase in Total Pledge Dollars (2009 vs. 2008)	2.4%	6.1%
Participation Rate	27.0%	41.2%
Percent of New Dollars	43.2%	56.8%
Administrative Cost Ratio	10.2%	7.5%

DoD Sets the Pace

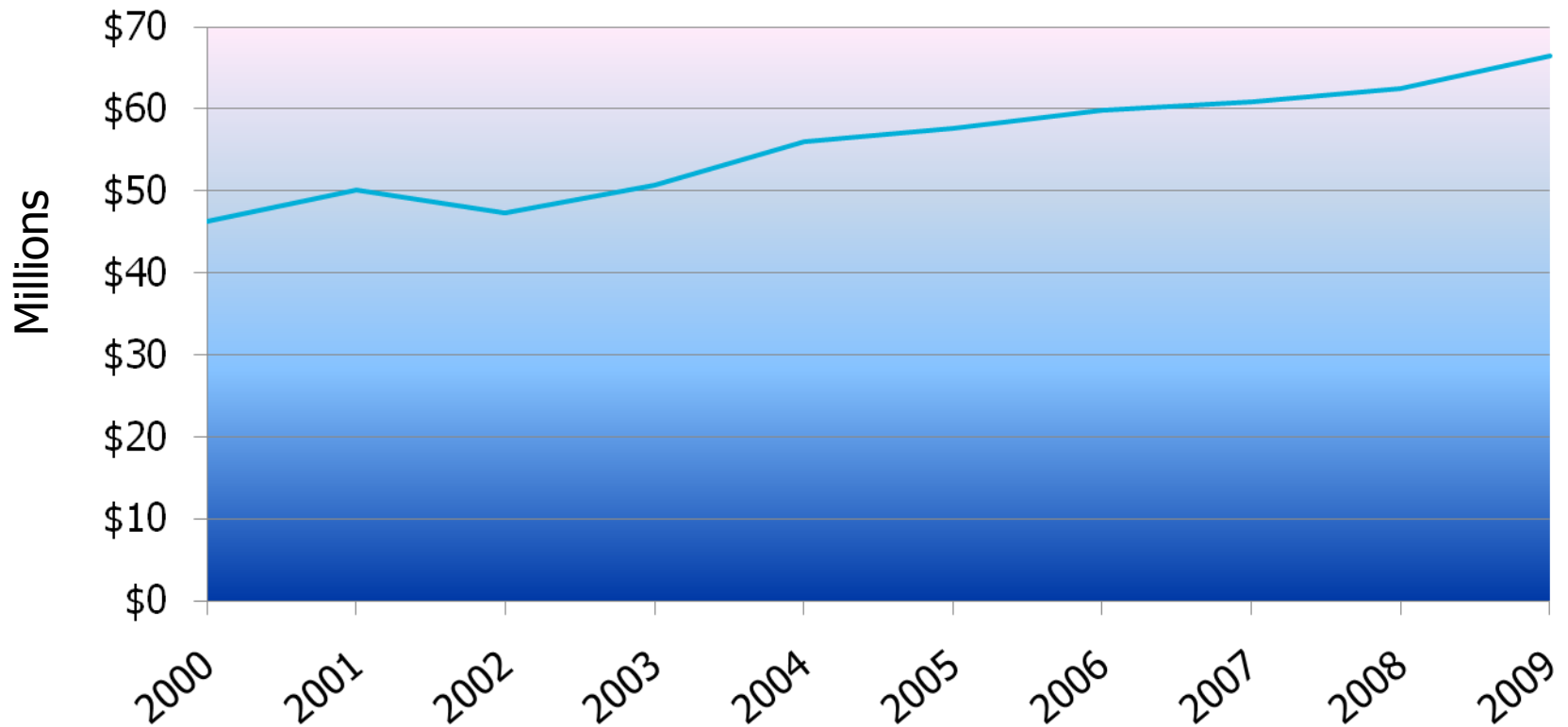
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- Fuels the growth engine for CFCNCA
 - \$17,428,410 pledged in 2009
 - \$1,019,448 new dollars, up 6.2 percent
 - 26 percent of CFCNCA total results and new pledges
- Public service commitment leads the way
 - 45 percent participation rate
 - Exceeds national (27%) and CFCNCA (41%) rates

Pledge Amount Trend

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CFCNCA raised \$19.3 million more in 2009 than in 2002

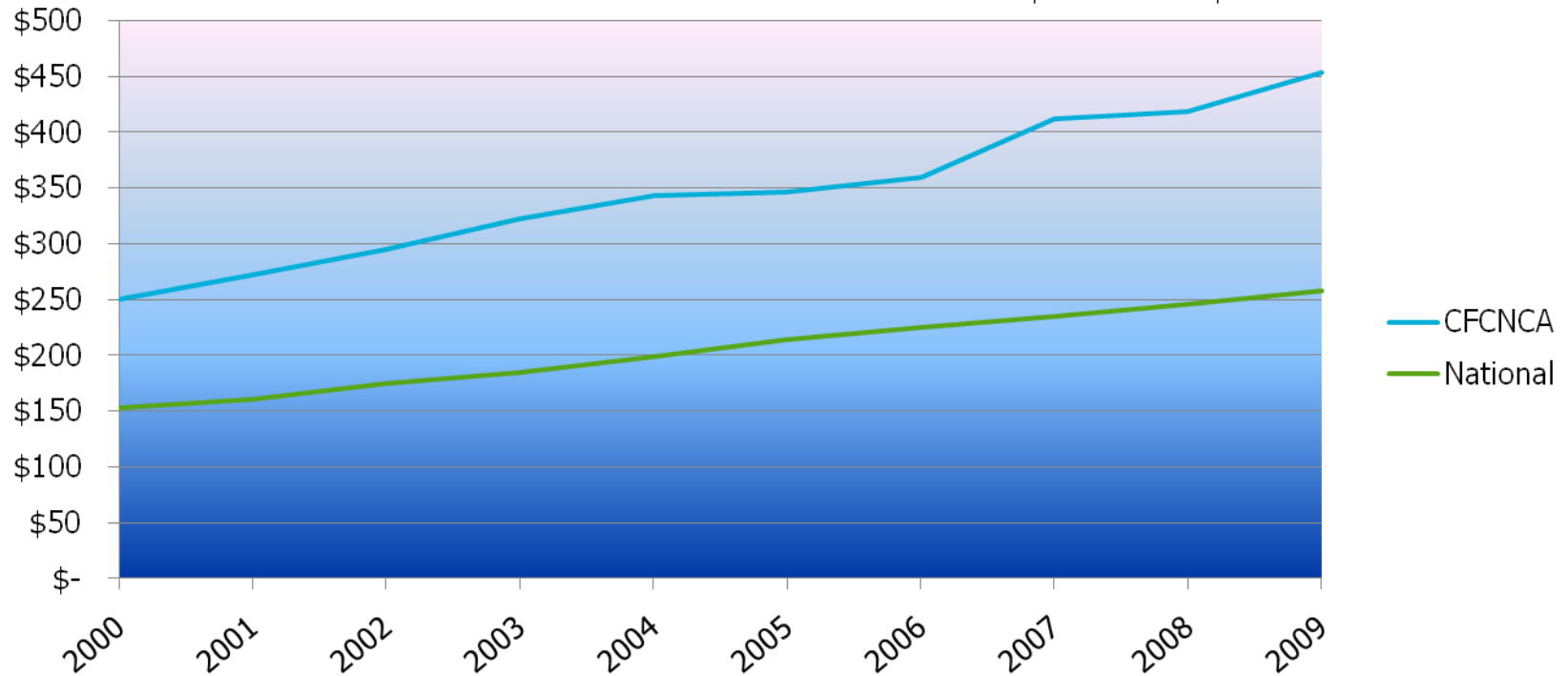


CFC Average Gift

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CFCNCA average gift increased by 8.1% over last year and continued to be significantly higher than national average

	<u>2008</u>	<u>2009</u>
CFCNCA:	\$419	\$453
National:	\$246	\$258

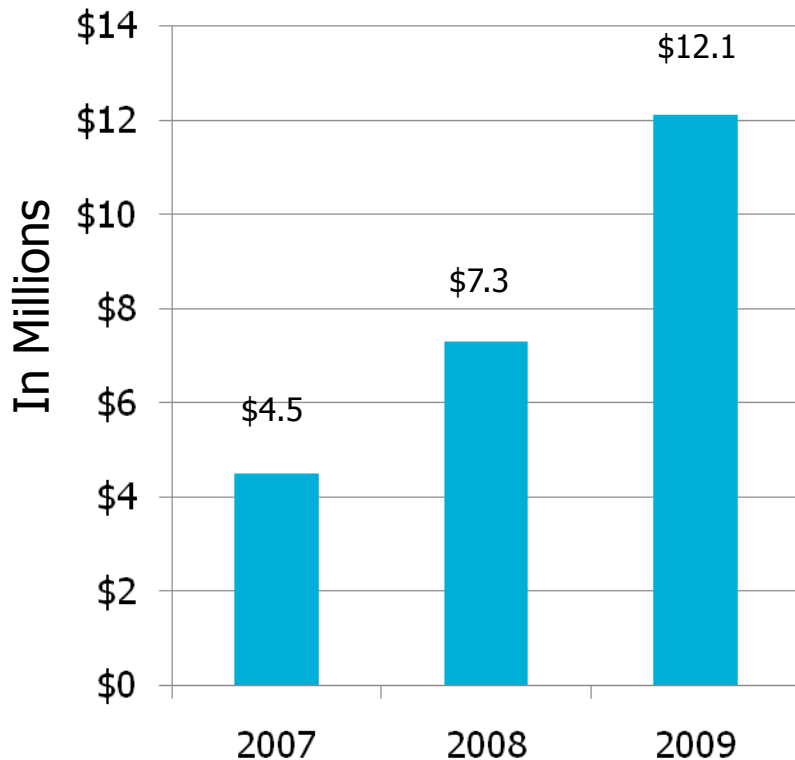


e-Giving Trends

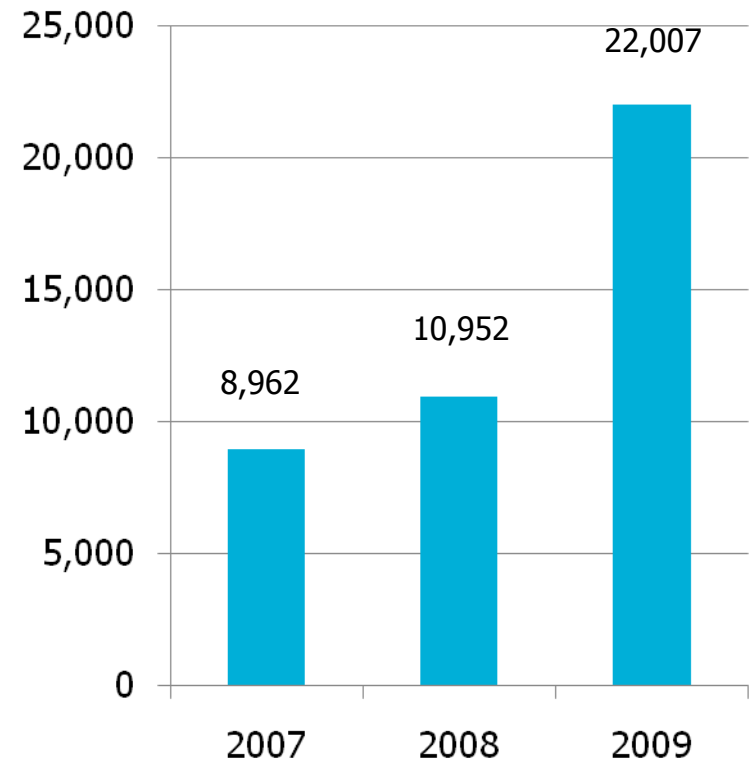
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e-Giving has continued to increase

Dollars Pledged

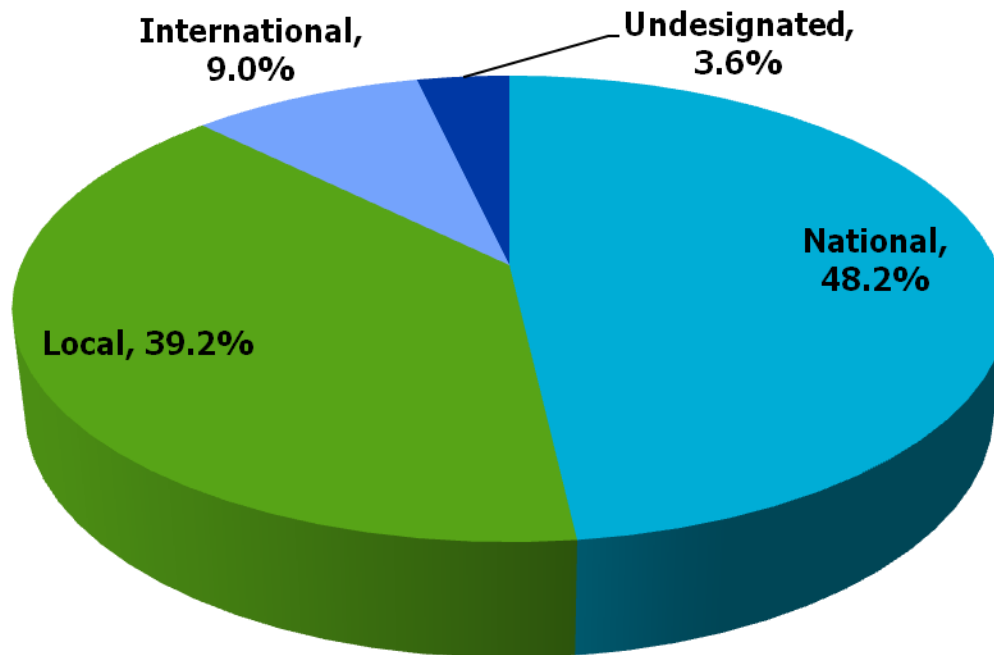


Number of Donors



Recipient Charities

Nearly 4,000 charities received CFCNCA funds in 2009



Total: 3,954

■ National ■ Local ■ International ■ Undesignated

2010 Goals

- Increase total funds raised from \$66.5 million to **\$67 million**
- Increase participation to **42.0 percent** (+ 2,900 donors*)
- Double the number of donors using **electronic pledging methods**

* Depending on size of the Federal workforce

Ways to Give

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- Paper Pledge Form
 - Payroll deduction begins January 2011 and runs through December 2011
- e-Giving
 - Paperless: credit/debit, electronic check, onetime or monthly
 - Print & Submit form: payroll deduction, cash/check gifts

2010-2011 Schedule

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DATE	EVENT	LOCATION
August 2-5	Loaned Executive Training	Marriott Renaissance
August 6, 9-13	Charity Tour/Software Training	CFCNCA
August 23	DoD Leadership Conference	VCMO
September 1	Official Kickoff of Public Campaign*	
September 8	Leadership Conference	Marriott Renaissance
October 26	Progress Report Lunch	Grand Hyatt
December 15	Official End of Public Campaign*	
February 16, 2011	Campaign Finale	Grand Hyatt

Questions?