



EMPLOYEE COMBINED CAMPAIGN

What is the Employee Combined Campaign (ECC)?

Our annual internal fundraising campaign. As a nonprofit health system, we rely on donations to support mission-driven services and employee assistance programs. Our employees are our biggest supporters and have contributed more than \$6.6 million since we started this campaign 24 years ago.

Why give to MaineGeneral?

MaineGeneral is a nonprofit. This means we need funding from donations, grants, sponsorships and other sources to provide programs and services that are critical but do not generate revenue.

How does it work?

You can make your gift in many ways. Choose the method – or combination of methods – that works best for you:

- Payroll deduction of a certain amount per paycheck (26 total paychecks)*
- One-time payroll deduction*
- Earned-time donation (after-tax equivalent)**
- Cash donation (paper pledge sheet only)
- Check donation (paper pledge sheet only)
- Credit card (online)

* Deductions begin in January 2025 **Earned time (ET) is deducted each year in January. Capital Campaign ET donations may be deducted in January or July or split between - your choice.

Who are Pacesetters?

Pacesetters are last-year campaign donors of \$250 or more, Leadership Conference and medical staff who are invited to participate early. We look to our Pacesetter group to lay a foundation of support for when the campaign launches system wide.

Ways to Give

What happens when I donate earned time?

The after-tax cash equivalent of the total hours you donate is contributed to the beneficiary you chose.

I want to participate but cannot at the same level as last year. The online giving form will not allow me to lower my donation or give over fewer than 26 pay periods.

If you do not see the option you want or have trouble adjusting the form, please call the Office of Philanthropy at 626-1809.

Why does it take so long to make a donation?

Most people can make a donation in less than a minute. If it takes longer, please call the Office of Philanthropy at 626-1809 or email us at philanthropy@mainegeneral.org and let us take care of it for you.

What is the “other” fund on the pledge form?

You can use the “other” option to support any MaineGeneral program that is not one of the current beneficiaries. You can also use this option to split your gift between several beneficiaries.

I can't donate because I always run out of time.

While we encourage you to participate during the campaign so you don't miss any of the fun or chances to win prizes, the campaign giving site stays open until December 1.

United Way

Why is the campaign combined with the United Way?

Each year, we strive to give back to our area United Way because we know those who need additional services often are our patients. They're **all** part of the Greater Kennebec Valley community, and we care for them.

If I donate to a specific nonprofit, will that organization receive my entire donation?

- United Way of Kennebec Valley (UWKV) honors and respects the many nonprofit organizations that make our communities stronger, and we appreciate your support of the causes you care about most. UWKV never charges a fee when our supporters designate to its partner programs; 100% of your gift is passed along to those programs.
- For other non-profit designations, UWKV will deduct fundraising, administrative and uncollectible costs (18.7% per designation for our fall 2024 campaign) to cover the actual costs of collecting, processing, distributing and fundraising. This amount is determined annually using information from UWKV operations, UWKV's most recent IRS-990 and a board-approved formula. Please know that UWKV only take this fee to cover their organization's costs.

What happened to United Way of Mid-Maine (UWMM)?

- UWMM closed on December 31, 2021.
- United Way of Eastern Maine (located in Bangor) now serves Somerset County.

Beneficiaries

Who are the MGH beneficiaries?

Each year, MaineGeneral's Senior Leadership Team (SLT), helps determine the beneficiaries based on organizational priorities. Standing beneficiaries are the HEART Fund and Employee Education. This year, the campaign also will support the Harold Alfond Center for Cancer Care expansion.

Am I limited to only donating to the beneficiaries?

No. Staff can donate to any area of the organization that means the most to them by using 'other.' UWKV serves as a fiscal agent for outside nonprofits; they will assess an 18.7% administrative fee in 2024 for those that are not part of their partner program. To see a full list of Partner Programs where no fee is assessed, visit the United Way website at uwkv.org.

Why can't I give to other nonprofits?

Donations can be made to other nonprofits (must be registered 501c3) through the United Way. The UW becomes the fiscal agent and charges an 18.7% administrative fee (fall 2024) for this service.

I want to be able to donate to help with food insecurity. What do I do?

Several MaineGeneral programs assist patients/clients with food insecurity. Select 'other' and note this as your choice in the notes section of your gift. The UWKV also partners with local food banks and soup kitchens. You must specifically name the local food bank in your designation.

Does the HEART Fund have an earned-time bank of employee donations?

No. When you donate earned time, the value of the hours is turned into a cash donation to the HEART Fund. This money is used to help pay employees' essential bills, i.e., rent, car payments, etc., in times of crisis.

How does the HEART Fund work?

The HEART Fund serves MGH employees or volunteers. Employees must be employed with MGH for at least one year and work an average of 20 hours per week. Volunteers must have given 500+ hours and two years of service. The intent is to help staff overcome a financial crisis related to sudden and unplanned, catastrophic events such as onset of critical illness, personal injury, loss of home or catastrophic loss of property. Payments are made directly to businesses for debts the applicant has incurred. The UWKV serves as the fiscal agent for the HEART Fund. Staff must complete an application, and eligibility is determined by a committee of MGH peers. All applicant information is kept confidential.

Incentives

How do you choose the incentives?

The campaign committee picks from a number of trending items. We also ask for ideas from all staff who participate in the campaign survey.

Can you give gift cards as incentives instead of pens, bags, etc.?

The cost of most of our incentives is under \$2 and most gift cards have a \$5 minimum, so it would cost us much more to give gift cards, and we try to keep our campaign costs to a minimum.

Activities (Spin to Win, Raffles)

What is the difference between an incentive, a prize and a raffle ticket?

An incentive is a token benefit to say thank you for participating in the campaign at different gift levels. Prizes are donated by vendors and anyone who participates in the campaign has their name entered into a random drawing to win. Raffle tickets are given to anyone who participates with a gift of \$26 or more (up to 5 per donation) and the donor chooses which prize raffle they want to enter their tickets in, either Earned Time (ET) or VIP Parking at selected sites.

What is the raffle?

Every \$26 gets you an entry into the raffle (up to five entries). Pick what you want to win:

- **You've Earn (timed) It!** Three lucky winners will win 8 hours of ET through this year's raffle. A winner will be chosen each Friday during the system-wide campaign.
- **First-time donor.** One first-time donor will be chosen to win 8 hours of ET at the end of the campaign. You do not need to do anything to enter. Based on giving history, all staff who have not made a gift in the past three years automatically will be entered to win.
- **VIP Parking.** If you are the lucky recipient of one of the VIP parking spaces and you 1) don't need it, 2) prefer to get your steps in or 3) simply want to gift it to someone else, you can do so. You will need to communicate with the Office of Philanthropy and the Security department to ensure the transfer is documented.
- **All raffle winners** are announced on the employee campaign website and in emails. Staff who request to remain anonymous are not included in the weekly raffles.

How are raffle winners chosen?

Winners of the 8 hours of ET and VIP Parking are selected from those who complete raffle tickets for these raffle items. Some choose to put all their tickets into VIP Parking so they have a chance at winning multiple months for some buildings.

How do you get the prizes for the campaign and what do they cost?

Each year, we reach out to vendors and local businesses to provide cash donations and/or prizes for us to give away during the campaign. We do not spend MGH funds on prizes.

How are prize winners chosen?

Each Friday, a list of staff who have made a contribution is printed and put into a prize drawing. The names are randomly chosen. The earlier a person contributes, the more chances they have to win. Those who choose to be anonymous are not included in the drawings as the winners' names are posted on the website and in emails.

Why can't everyone receive prizes?

Each year, everyone who makes a donation receives a thank-you card and token gift. This year, it will be a Believe pen, as your feedback showed this was preferred over silicone bracelets or pins.

Why can't every building and department have winners?

MGH is spread out over 29 locations and 277 departments. With limited resources to purchase/request prizes, the fairest way is random drawings among those who choose to participate.

What is Spin to Win?

Spin to Win is a trivia game that gives the Employee Combined Campaign Committee the opportunity to get out and engage with staff about the campaign. Staff can win gift cards and prizes while having fun. Check out the campaign calendar to see where the wheel will be during the campaign.

What happened to SLT Bonus Bucks?

The employee campaign survey indicated that SLT Bonus Bucks were not a motivator for donating to the campaign. Effective in 2023, we have stopped the SLT Bonus Bucks.

CAPITAL CAMPAIGN

General Information

What is the difference between a capital gift and an annual/ECC gift?

Capital gifts:

- Can be paid over several years
- Often larger amounts (\$365+)
- Fund a specific project
- Amount linked to naming opportunity

Annual/ECC:

- Paid in one year
- Any amount (\$1+)
- You choose what your gift supports
- Amount is linked to incentives (long-sleeved shirt, tote, pen)

What is a capital campaign?

A large-scale fundraising campaign designed to raise significant dollars in a specified period of time.

What is MaineGeneral's Capital Campaign for?

We are expanding and renovating the Harold Alfond Center for Cancer Care (HACCC) to meet the rapidly growing demand for cancer care in our community. The total project will cost \$36 million.

Where can I find more information about the HACCC expansion project?

The employee campaign website has additional details about the project. Visit give.mainegeneral.org/emp/capital.

Will the Cancer Center close during the expansion?

No, a multi-phased approach will ensure no services are impacted during construction.

Why is the cost of the expansion more than the cost to build the HACCC in 2007?

Inflation, higher material costs, supply-chain issues and limited availability of construction workers have significantly impacted the cost of the expansion. When the HACCC was built in 2007, a sheet of plywood cost \$6.31; today, a sheet of plywood costs \$12.28.

Ways to give

How do I give a capital gift?

Employees can make a capital gift or pledge using payroll deduction or earned time via the Capital Campaign pledge form on give.mainegeneral.org/emp (select the DONATE NOW button). Credit card pledges with automatic payments can be made on our employee campaign site, give.mainegeneral.org/emp/capitalcredit. To make a gift by cash or check, complete a paper pledge form and send with payment to the Office of Philanthropy, Ballard Center, Augusta.

Can I pay for a capital gift over multiple years?

Depending on the amount, yes. A gift of \$365 must be paid over one year – that's \$1 a day! Gifts of \$500 may be paid over 1 or 3 years, and gifts of \$1,000+ may be paid over 1, 3 or 5 years. This is regardless of the form of payment used – earned time, payroll deduction, cash, etc.

For capital donations, is ET taken out in January?

For capital gifts, you can have ET deducted in January, July or split between January and July. All ET gifts must be declared one year prior to the deduction. Once you make your pledge, the details will be given to payroll. If it is a multi-year pledge, the final deduction will be the minimum amount of hours needed to complete the pledge. This will account for any pay-rate changes.

Naming Opportunities

What is a naming opportunity?

This is an opportunity for the donor to be recognized in a lasting way as part of the project. It can include engraving on a brick, paver or plaque with the donor's name, or in honor of a loved one, depending on the number of characters allowed for the opportunity.

Are naming opportunities available? How much do I have to give for a naming opportunity?

Yes, naming opportunities are available based on gift amount. Naming opportunities range from \$365 - \$1,000,000. For more information, please visit: give.mainegeneral.org/emp/capital.

How do I tell you what I would like engraved?

We will follow up to finalize naming-opportunity details.

Will I get an incentive for my capital gift?

No. Capital gifts will come with a naming opportunity.

CONTACTING THE OFFICE OF PHILANTHROPY

When should I call the Office of Philanthropy?

Whenever you have a question! We are here to help you make a gift, answer any questions, and make sure this process is as easy as possible for you. Common questions you can call us about include:

- What happens if I have to change jobs during my capital pledge commitment?
- If my spouse/partner and I both work for MaineGeneral, can our capital gifts be combined to qualify for a naming opportunity?
- Can a group of co-workers combine capital gifts to qualify for a naming opportunity?
- How do I make a gift?

Call us at **626-1809** or email philanthropy@mainegeneral.org.