



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 \$9.5 million since we started this campaign 25 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)
- Venmo and Pay Pal

* Deductions begin in January 2027 **Earned time (ET) is deducted each year in January.

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 give 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. To see a full list of Partner Programs where no fee is assessed, visit the United Way website at uwkv.org.
- For other non-profit designations, UWKV will deduct fundraising, administrative and uncollectible costs (20.7% per designation for our fall 2025 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 Behavioral Health, Epic and Mammography.

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.'

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 a 20.7% administrative fee (fall 2025) 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 raffle ticket and prizes?

An incentive is a token benefit to say thank you for participating in the campaign at different gift levels. 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. Prizes are donated by vendors, and anyone who participates in the campaign has their name entered into a random drawing to win.

What is the raffle?

Every \$26 gets you an entry into the raffle (up to 5 entries). Pick what you want to win:

- **You've Earned (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.
- **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, staff who have made a contribution is 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 27 locations and 270 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 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.

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