

Background:

2009 Day of Caring:

On April 14th the Board approved a resolution supporting the continuing participation of employees of the County of Sonoma in the United Way Day of Caring, an annual event in which approximately 1,000 private and public sector employees volunteer for community service projects throughout the County. The Board also endorsed the Day of Caring Event as the kick-off event for the 2009 Combined Fund Drive. This was the tenth consecutive year the County of Sonoma has supported the Day of Caring by providing staff resources to organize volunteers, review project sites, and provide the logistical support needed to make the day a success.

Approximately 50 County and City of Santa Rosa employees facilitated the work efforts of 250 volunteers working on 23 projects. The County support to employees ensured each project team was registered, properly equipped, and supplied and provided with on-going logistic support to ensure the success of each work effort. The volunteer teams worked together on a variety of projects impacting and benefiting the Departments of Health Service, Human Services, and Regional Parks. In addition, the team projects addressed needs at a variety of public and non-profit agency facilities. Typical projects included yard and debris clean up, painting and minor home repair for disabled and elderly clients, trail clearing in parks, graffiti removal and minor repairs to various direct service delivery facilities. Of particular note, a Day of Caring project team of 25 people, led by Day of Caring veteran Vincent Rossi, continued their work of locating abandoned burial sites at the Chanate County Cemetery. This group cleared brush and debris from sites where indigent burials were conducted between 1876 and 1939. Substantial progress has been made on this noteworthy project, and the site was groomed for the October 4th rededication of the Cemetery.

For 2009, the committee continued the tradition forming a team of County, City, and community volunteers to work on a "Showcase Project." For this year, the project was located at Children's Memorial Grove at Spring Lake Park, and involved shaping and repairing of pathways, planting of trees, installation of bark and ground cover, and other measures designed to make the memorial more visitor-friendly and usable. This high-profile community project was very successful.

This year's Day of caring event was made possible through the hard work and efforts of many County and City volunteers. For 2009, special recognition is given to Kirby Reed from the General Services Department, who was awarded the County of Sonoma Day of Caring Volunteer of the Year. In the same spirit, special recognition is given to the outstanding efforts of the Facilities Operations Division of the General Services Department. Without the efforts of these individuals to visit and outline each project, identifying needs and establishing a logistic support frame work, this event would not have been as successful as it was. Additionally, support from Ed Buonaccorsi of the City of Santa Rosa on project evaluation and event set-up and tear-down was invaluable.

The Day of Caring Planning Committee for 2009 consisted of the following representatives:

Sonoma County: Ray Leonard, Co-Chair, Clerk/Recorder/Assessor; John Haig Co-Chair, General Services; Rod Dole, Auditor-Controller/Treasurer-Tax Collector, Kathleen Kane, Community Development; Steve Bartlett, General Services; Chris Bingham, Human Services; Ramona Turner, Clerk/Recorder/Assessor; Jonathan Kadlec, Cathy Patton and Angela McWilliams, Auditor-Controller/Treasurer-Tax Collector; Karen Solberg and Donna Caldwell, Transportation and Public Works; Lou Maricle, Information Systems; Rita Scardacci, Doug Uyehara and Walter Kruse, Health Services; Allan Darrimon, Corbin Johnson Regional Parks, and Linda Stewart, retiree.

City of Santa Rosa : Ed Buonaccorsi and Susan Ryan, General Services, Megan Basinger, Economic Development and Housing, and Roberta Atha, Utilities Department.

United Way: Stacy Ruppert and Darlene Fiscus, with additional support from C.E.O., Walter Collins and the United Way Board of Directors

This group of outstanding employees spent countless hours planning and overseeing the 2009 Day of Caring event and has already started the process of planning the 2010 event.

2009 Combined Fund Drive:

As previously noted the September 9, 2009 Day of Caring event was the kick-off event for the 20th Annual Sonoma County Combined Fund Drive. José Obregón, along with Julie Paik, co-chaired the 2009 Combined Fund Drive Committee. The “Campaign Advisors” for the 2009 Fund Drive included Michael Gossman from Health Services; Trish Griffus from General Services; Karen Price, from Human Services; Leonardo Tacata, from Information Services, Rhonda Wright, from Child Protective Services, and Rob Read from the United Way. This group of Campaign Advisors were supported by a team of seventy-seven Employee Campaign Leaders (E.C.L.) made up of employee volunteers from all County Departments. The E.C.L.s coordinated activities at the Department level, conducted outreach to educate employees on the campaign, planned and implemented fund raising events and provided assistance to co-workers making on-line or paper pledge contributions.

The 2009 Combined Fund Drive was preceded by a focus effort to engage the managers of the County through a Leadership Campaign period that kicked off on August 25, 2009. The General campaign ran from September 9th to October 16th. As part of the Leadership campaign, managers were encouraged to support this year’s campaign in new ways. Partially as a result of this philosophy and as a result of the efforts of our E.C.L.s, there were several group fund raisers throughout the County departments including bake sales, luncheons, book sales, and other events.

2009 Fund Drive Highlights:

- a. Total County employee donations of \$262,937
- b. 685 employees and retirees donated to this year’s campaign.
- c. A list of Departments receiving awards based on per capita donations include:

Platinum (average donations exceeding \$150): County Administrators Office, Board of Supervisors, County Counsel, Permit and Resource Management Department, S.C.E.R.A., Community Development

Gold (average donations exceeding \$100): A.C.C.T.C., Assessor’s Office, County Clerk, Economic Development Board, Emergency Services, Public Defender, Regional Parks, Sonoma County Water Agency

Silver (average donations exceeding \$75): General Services Department, Human Services Department

Bronze (average donations exceeding \$50): Agricultural Commissioner, Auditor-Controller, Information Services, Recorder, Registrar of Voters-Elections, Sonoma County Fairgrounds, Recreational & Cultural Services

In summary, the 2009 Day of Caring Event and 2009 Combined Fund Drive campaign once again demonstrated the willingness of Sonoma County employees to get engaged and help meet the needs of many worthy causes in the county. The support and encouragement provide by your Board is critical to the success of both efforts and is greatly appreciated.

Recommended Board Action:

Recognition of the County of Sonoma and City of Santa Rosa employees who participated in this year’s United Way Day of Caring on September 9, 2009; and to award this year’s “Day of Caring” County volunteer of the year to Kirby Reed, Painter, General Services – Facilities Operation Division.

Recognition and Presentation of Awards for the 2009 Combined Fund Drive.

Attachments: None.

On File With Clerk: None.

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Board Action (If other than "Requested")

Vote:

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