

Bylaws underpin the CCC

The Colorado Combined Campaign (CCC) was founded by the state in 1987 to provide an easy, effective and efficient way for all state government employees to give to charity. A set of bylaws written then and overseen now by an all-employee committee guide campaign management, financing and eligibility.

CCC overseen by state employees

The CCC is overseen by state employees, for the benefit of state employees. An Advisory Committee of employee volunteers from across state government meets each month to set policy, approve plans and budgets, and evaluate participating nonprofits.

CCC shows accountability

The CCC is an independent, audited nonprofit organization registered with the Colorado Secretary of State. It is managed by Community Shares of Colorado, an expert in workplace giving campaigns. Community Shares has undergone a rigorous process to twice be awarded the contract by the state to manage the campaign.

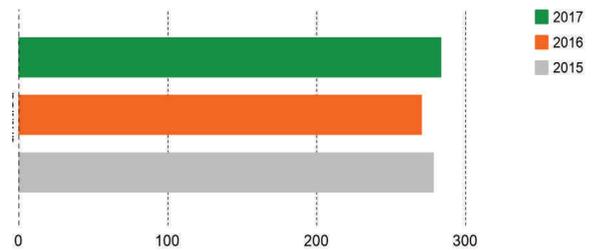
How the CCC is financed

It takes a lot to reach prospective donors. To name just a few necessities: computer and phone systems, printing, promotional items, meeting space, car mileage, parking and staff. The state bears none of this expense, as spelled out in the bylaws. Instead, the CCC uses a cost-sharing model. To finance their participation, nonprofits allow the CCC to keep 15¢ of a dollar raised to cover essential costs. This amount has been constant for many years and has not increased.

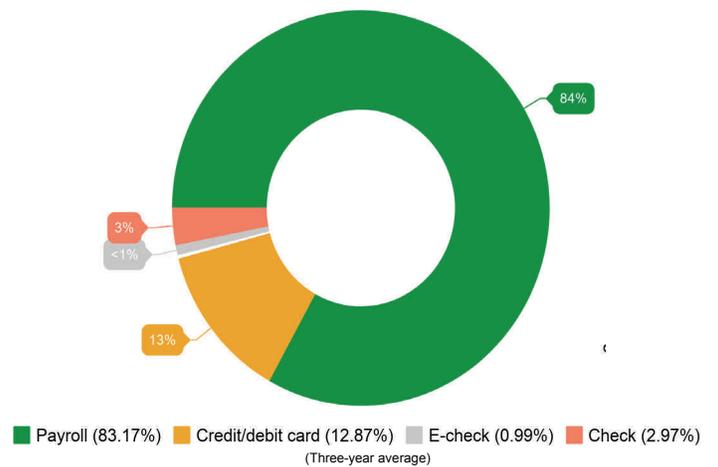
Nonprofits vie to be in the CCC

Nonprofits have limited resources and cannot fundraise everywhere. Participation in a workplace giving campaign like the CCC enables them to cast a wider net and access thousands of potential donors. Fifteen cents is a small price to pay for the campaign manager’s marketing, fundraising and administrative expertise, which is provided to CCC nonprofits year-round.

CSU donors consistent CCC supporters



Payroll contributing most popular at CSU



Community Shares careful steward of CCC funds

	2017	2016	2015
At budget			
Over budget			
Under budget	X	X	X

Workplace giving is cost-effective

There is no free way to fundraise. Still, workplace giving is among the most cost-effective when compared to other forms of fundraising, such as: grant writing (20¢ for every dollar raised); events (50¢); and, direct mail (\$1). Good at watching costs, Community Shares has consistently been under budget (spending less than 15¢) in managing the CCC. Budgeted funds not spent are distributed to CCC charities along with the rest of the donation.

There are no additional expenses

Giving federations, which represent their members in workplace giving campaigns, may not take any expense from their members' CCC donations. They are to pass it along as is. They agree to this as part of the application process and must also provide verifying documentation. In addition, nonprofits which receive CCC funding agree to certain parameters, too. They may not use more than 15% of donations for their administrative costs.

CCC for all state employees

The CCC was created by executive order and has been endorsed by Colorado governors ever since. Nearly 60 state agencies and state colleges and universities participate each year. The campaign and its easy, effective and empowering way to give are a beneficial aspect of employment designed for all state workers.

Incremental payroll giving has endured

Giving a bit at a time out of each paycheck is a hallmark of the CCC. It remains a popular way to give: 88% of all state employees give this way (including 83% of donors at Colorado State University). To empower all donors, the campaign offers multiple ways to give, including straight out of a donor's bank account through an e-check.

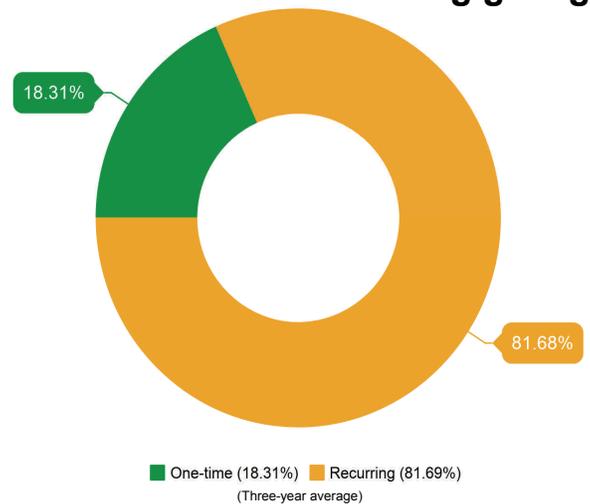
Recurring giving is affordable

One-day giving events have become popular. But they're restrictive for some donors, who may not be able to give \$100 or more in a lump sum. Also, many of these events have a minimum donation, which the CCC does not. Recurring giving is a popular choice with CSU donors, who pick this option more than eight times out of ten. In addition, one-day giving events can be expensive for nonprofits to take part in, as they must promote and market themselves. These costs may go unrecognized by donors.

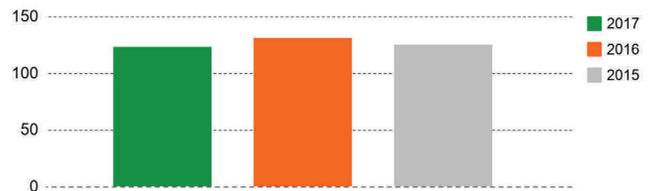
Local community benefits

Giving through the CCC feels good to donors—and does good for the community. In 2017, CSU donors funded nearly 170 Colorado nonprofits. More than 40% of CSU donations (about \$51,000) were designated specifically to local nonprofits in Larimer County and northern Colorado.

CSU donors like recurring giving



CSU gift levels consistent



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