

Combined Charities 2015

Month	Date	Events	Tasks	Communications	Meeting Schedule	Ideas	Notes
March			Wrap Up, Survey Review & Planning	Letter to Mayor	Monthly		
April			Fundraising	Solicitation Letters for Money	Monthly-Conference Call		Not needed
May							
June			Incentive Prizes	Solicitation Letters for Prizes	Monthly-Conference Call	Solicit Employees	
			Contact MEA for Coffee Cards	Letter & Phone Call			Coffee Cards Tentative Yes
July	7/2/2015		Review of Work Plan	Work Plan	Monthly 7/2/15		
			Solicit for Steering Committee	Letter to Department Heads & Survey Respondents	Monthly-Conference Call		
			Review of Pledge Forms	Online Solicitation of Prizes	Monthly-Conference Call		Need to have here early September
August	7/2/2015		Solicit Coordinators	Letter to Department Heads			
			Update website	Posters/MEA request/Capt Coordinator Manuals & Forms.	Monthly-Conference Call		
			Dept's Information (Staffing)	Newsletters			
			Email out Announcement	Letter to Retirees			
			Post Guidelines	Website			
September	9/8/2015 & 9/9/15		Campaign Material Assembly	Pledge Forms, Brochures, Posters, etc.			
			Coordinators and Captains Training	Letters to Retirees		Leadership	
			Coordinators and Captains Training	Letter to Directors for Prizes	Bi-Weekly @ City Hall	Event as a kick-off	
	Wednesday 9/16/2015		Departments for Prizes	Pledge Forms & Posters		event	
			Contact Catering Company				

October	1-Oct		Campaign	Newsletters Letter to Retirees	Bi-Weekly @ City Hall	
	15-Oct	Coffee Card Drawing				
	22-Oct	First Drawing				
	29-Oct	City Drawing				
November	5-Nov	Art Contest Selection	Choose the Winners			
	12-Nov	Final Drawing			Bi-Weekly @ City Hall	
December		Capt & Coordinator Thank You		Survey of Coordinators	Bi-Weekly @ City Hall	
January					Monthly-Conference Call	
February					Monthly-Conference Call	
March			Wrap Up	Letter to Mayor	Monthly-Conference Call	

## Heart of the City Combined Charities Campaign. . .

Calling all City Artists!!! Exciting news & opportunity!

The Heart of the City Combined Charities Campaign will be turning 30 in 2016. That's right – the big 3 0! A thirty-something officially!

To celebrate, we are going to hold an art contest to solicit original artwork for next year's campaign. And yes, there will be prizes! First place \$250, second place \$150 and third \$50. The artwork needs to demonstrate the rich history that city and county employees have in donating to a broad array of charities as well as reaching the 30 year milestone.

Last year alone the Heart of the City Combined Charities Campaign raised more than \$1.3 million benefiting 3,000+ recognized charities. These charities provide and support much-needed services including medical research, youth services, employment services, conservation efforts, services for the elderly & disabled, etc. A complete list of the agencies supported through last year's campaign can be found on the Combined Charities website:

The contest is open to all current and retired City and County of San Francisco employees. For more information about the Heart of the City Combined Charities Campaign art contest, including guidelines and submission information, check out our website at: [sfgov.org/charity](http://sfgov.org/charity) or email, [John.Murray@sfgov.org](mailto:John.Murray@sfgov.org).



# Heart of the City Combined Charities Art Contest Guidelines

## Why an art contest?

The Heart of the City Combined Charities Campaign will become a 30 something next year (2016). That's right 30 years old! In recognition of this milestone, we'd like to solicit original artwork to be used for posters, brochures and what nots to promote the 2016 Campaign.

## Who is eligible?

All current and retired City and County of San Francisco employees.

## Who is not eligible?

Members of the Combined Charities Steering Committee and non-employees/retirees of the City and County of San Francisco. Family members that are not employed with the City and County of San Francisco.

## What qualifies?

The artwork must reflect the city and county's rich history of charitable giving through the Heart of the City Combined Charities Campaign. Artwork cannot contain other's copyrighted material.

Two dimensional artwork that is 16" x 20" or will scale to 16" x 20". Submission may be in the form of digital files (PDF or JPEG), photos, paintings, collages, etc. All artwork must be original.

Please note: entrants submitting digital files may be requested to submit additional files for printing, if awarded.

## Are there size restrictions?

Maximum dimensions of artworks can be up to 16" x 20" or should scale up to 16" x 20".

## Is there a submission fee?

NO!

## How many times can I enter?

No more than three times.

## Can I win something?

Yes!!! We will be awarding three cash prizes: \$250, \$150 and \$50. Winners will be notified the week of November 16<sup>th</sup> and invited to attend the Heart of the City Combined Charities Campaign recognition event.

## How will winners be decided?

A panel comprised of members from the 2015's Heart of the City Combined Charities Campaign Steering Committee will review all entries and select the winners.

**What will happen to my artwork?**

All physical entries will be photographed and posted on the Heart of the City's Combined Charities website. The awarded artwork will be displayed at a recognition event to be held in early December. Awarded art may also be reproduced and used to promote the 2016 Heart of the City Combined Charities Campaign. The artwork may appear online, in brochures, publications and on other promotional items.

**Will I be compensated if my artwork is used for promotional purposes for the 2016 Heart of the City Combined Charities Campaign?**

No additional compensation will be given other than contest prize. Only awarded artwork will be considered for future use.

**Will I get my original artwork back?**

All contestants may pick up their original artwork between Monday, January 4<sup>th</sup> and Friday, February 5<sup>th</sup>, 2016. Any artwork not picked up will be destroyed.

**How can I submit my artwork?**

Digital submission may be emailed to [John.Murray@sfgov.org](mailto:John.Murray@sfgov.org) and other original art can be dropped off at the Human Services Agency at 170 Otis. All submissions must be received no later than 4:00 p.m., Thursday, October 29<sup>th</sup>, 2015. All submissions must include the name, job title/class, city department, contact phone number and email address of the entrant.

**Is there a deadline?**

Yes, 4:00 p.m., Thursday, October 29<sup>th</sup>, 2015.

**Where can I find out more about this contest?**

[Sfgov.org/charity](http://Sfgov.org/charity)

**Who do I contact if I have more questions?**

John Murray @ [John.Murray@sfgov.org](mailto:John.Murray@sfgov.org) or by phone 415/557-6425.

# HEART OF THE CITY CONTEST

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All entries due by  
October 29<sup>th</sup>, 2015

For Contest Rules and Eligibility go to  
[www.sfgov.org/charity](http://www.sfgov.org/charity)



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## Cash Prizes!

1<sup>st</sup> \$250 ~ 2<sup>nd</sup> \$150 ~ 3<sup>rd</sup> \$50

All entries Due by Thursday, October 29<sup>th</sup> 2015



Date	Main Content	Supplemental
October 1st	Letter from Mayor	Nothing
October 5th	Coffee Card Drawing Reminder	List of Captain and Coordinators
		Art Contest
		Significant Dates - Calendar of Events
		Leadership Giver Program
		List of Prizes for Upcoming Drawings
		Pictures from Kick-Off Event
October 12th	Meet the Federations	Art Contest
		Significant Dates - Calendar of Events
		How are We Doing?
		List of Prizes for Upcoming Drawings
October 19th	Coffee Card Winners	Art Contest
		Significant Dates - Calendar of Events
		How are We Doing?
		Reminder about Early Bird Drawing
		List of Prizes for Upcoming Drawings
		List of Captain and Coordinators
October 26th	Early Bird Drawing Winners	Art Contest Due October 29th
		Significant Dates - Calendar of Events
		How are We Doing?
		Reminder about City Drawing
		List of Prizes for Upcoming Drawings
November 2nd	City Drawing Winners	Significant Dates - Calendar of Events
		How are We Doing?
		Reminder about Final Drawing
		List of Prizes for Upcoming Drawings
		List of Captain and Coordinators
November 9th	Event Pictures	
November 16th	Final Drawing Winners	
	Thank You & Summary of	
	How We Did	
	Art Contest Winner	



Letter	Signator	Distribution Date	Distribution Method	Status	Comments
Letter to All City Staff	Mayor	October 1st	Emailed	Waiting Signature	
Letter to Retirees	Mayor	August 26th	Mailed	Waiting Signature	Approved by Retirement Board Needs to be copied 56K
Letter to Dept Heads	Mayor	August 10th	Emailed	Waiting Signature	Request Coordinators and Captains
Letter to Dept Heads	Mayor	August 31st	Emailed	Waiting Signature	Inviting to Kick-Off and asking for Prizes
Solicitation Letters	Chair	August 6th	Mailed	Sent	3200+ letters
Thank You Letters	Chair	Ongoing			

# Heart of the City

City and County of San Francisco  
Combined Charities Campaign



2015



Proposed Agenda for Kick-Off 2015

Time	Agenda Item	Details	Facilitator/Speaker
9:00	Refreshments		
9:15 (15)	Welcome & Importance of the Campaign	General Welcome Introduce Department Heads Importance of Campaign 2014 Results: 16.7% Participation, \$1.3M <b>2014 Goal: \$1.5million</b>	Trent
9:30 (5)	What's Different This Year	Forms Art Contest Newsletters	John
9:15 (15)	Combined Charities Campaign	What is your role as a coordinator? Visibility/Posters Leadership Giving	
9:35 (20)	Forms Information	When and where forms should be returned/submittal sheet/other deadlines Payroll deduction – <b>NO CASH</b> How to fill out a pledge form / Q&A	
9:55 (5)	Coffee Cards/Drawings	Describe Coffee Cards (thank MEA) & drawing prizes, <b>drawing deadlines/mechanics/locations</b>	
10:00 (10)	Resource/Support	You are not alone who to ask for help <ul style="list-style-type: none"> <li>• Speakers</li> <li>• Federations</li> <li>• Online Tools</li> </ul>	
10:10 (10)	Q & A	Questions from Audience	John & Michelle
10:20(5)	Closing and Thank You	Have a great Campaign!!	John
10:30 – 11:30	Tabling		Federations

Venue	Location	Room
TNDC	220 Golden Gate Ave	KCC
Marine Memorial	609 Sutter St	Commandants,Reg
DeYoung	50 Hagiwara Tea Garden Dr	
Legion of Honor	100 34th Avenue	Terrace Level
Julia Morgan Ballroom	465 California St	
Hotel Whitcombe	1231 Market St	
Academy of Sciences	55 Music Concourse Dr	
The Event Center at St. Mary's	1111 Gough Street	
Herbst Theatre	401 Van Ness Avenue, 2nd Floor	The Green Room
Davies Symphony Hall	201 Van Ness Avenue (at Grove Street)	
War Memorial Opera House	301 Van Ness Avenue (at Grove Street)	
Elan Event Venue	839 Howard St	
The Box SF	1069 Howard St	
Golden Gate Club	135 Fisher Loop	
The City Club of San Francisco	Stock Exchange Tower, 155 Sansome St	
Verdi Club	2424 Mariposa St	
Venue 550	550 15th St	
46 Minna	46 Minna St	
Flood Mansion	2222 Broadway	
Swedish American Hall	2174 Market St	
Broadway Studios	435 Broadway	