

From: [Board of Supervisors \(BOS\)](#)
To: [BOS-Supervisors](#); [BOS-Legislative Aides](#)
Cc: [Calvillo, Angela \(BOS\)](#); [Somera, Alisa \(BOS\)](#); [Ng, Wilson \(BOS\)](#); [De Asis, Edward \(BOS\)](#); [Mchugh, Eileen \(BOS\)](#); [BOS Legislation \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: FW: Comment Re: BOS Meeting July 11 2023, Item 10
Date: Tuesday, July 11, 2023 11:47:08 AM

Hello,

Please see below for communication from America's Best Local Charities regarding File No. 230648, which is Item No. 10 on today's agenda.

File No. 230648 - Administrative Code - Eliminating Annual Joint Fundraising Drive (Mayor)

Sincerely,

Joe Adkins
Office of the Clerk of the Board
San Francisco Board of Supervisors
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From: Michelle Clancy <mclancy@maguireinc.com>
Sent: Monday, July 10, 2023 4:12 PM
To: Board of Supervisors (BOS) <board.of.supervisors@sfgov.org>
Subject: Comment Re: BOS Meeting July 11 2023, Item 10

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Good Afternoon,

My name is Michelle Clancy, and I represent America's Best Local Charities (formerly Local Independent Charities of America). We have been a participating federation in the City & County of San Francisco Combined Charities Campaign for many years. We only very recently learned of the scheduled agenda item to eliminate this citywide fundraising drive and must comment.

I have worked at ABLC for over fifteen years, and for ten of those, ABLC served as the Lead Federation in the City and County of San Francisco, assisting with coordination, promotion, and donor relations. This campaign has always been an incredibly special one, in fact, the most successful municipal campaign in the state of California. The generosity and enthusiasm of participating San Francisco donors are unmatched. To see this campaign eliminated would be a terrible shame for SF employee donors and recipient charities alike.

Recent studies have shown employees, particularly millennials and those generations behind them, feel corporate social initiatives are extremely important. As many as 64% of employees state the opportunity to support causes through the workplace is just as important to them as wellness programs or tuition reimbursement programs. The sense of community that employees feel while participating is measurable and this, in turn, can help employers with both recruitment and retention in the workplace.

Additionally, for nonprofits, workplace giving campaigns are extremely important. ABLC represents many smaller local groups that depend on recurring revenue from this fundraising venue.

Workplace campaigns allow for tremendous outreach to thousands of potential donors without putting forth any funds for marketing, mailings, or any other outreach. There have been many studies regarding giving through workplace campaigns versus one-time gifts and the data shows payroll donations are three to five times greater than one-time gifts as it is much easier to stretch donations out over a year than to offer one lump sum. Additionally, campaigns such as the City & County of San Francisco allow donors to connect with many smaller nonprofits, such as those listed under ABLC, which they may not find on their own.

The need to temporarily pause the employee charity drive last year was a shame. A unique and unfortunate situation arose that caused the questioning of the impact for unrestricted general funds donation to one particular group. These fears were later proven to have been misplaced, and the remaining organizations did work with the city to immediately rectify the situation to the best of our ability. For instance, upon request, ABLC eliminated any organization that could not provide an anti-discrimination statement and was not located in the Bay Area geographical area. We created a separate listing in our database to ensure only organizations meeting these requirements would be listed in this campaign moving forward. Importantly, we have volunteered to once again take on the position of lead federation - as we have historical knowledge of the campaign, are very familiar with the policies and procedures of the campaign, and are located here in the Bay Area.

Charitable organizations provide vital services to residents that are not included in the Mayor's budget. These services have been stressed due to the general SF economy, inflation and the recent pandemic. By eliminating the organized fundraising drive, future charitable gifts from these individuals will be disbursed throughout the country via web online contribution and the local impact will be diluted.

We ask on behalf of all the participating charities and the thousands of City & County employees who have continued enthusiastically supporting the campaign over the years to please work with us to find a way to allow this very important campaign to continue.

Michelle Clancy
America's Best Local Charities
Campaign & Membership Services

PLEASE NOTE OUR NEW ADDRESS:
100 Smith Ranch Road, Suite 122

San Rafael, CA. 94903