

Facts and Background

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With almost 16,000 Alaska State Employees, the SHARE campaign has the opportunity to have a significant impact on people in need, whether here at home or around the globe. If half of all Alaska state employees donated \$5 per pay period (\$120 per year), the SHARE campaign would reduce the number of hungry Alaskans, develop new leaders, clean the environment, rescue lost animals and give hope to our friends, neighbors and co-workers. With the millions we could raise, we could build a better Alaska for all of us. When we help one, it affects us all. It is our collective gift that allows this to transpire. It doesn't have to cost any of us too much to make this kind of impact.

What is the SHARE Campaign?

The SHARE Campaign is the charitable giving campaign of Alaska's state employees. The Governor appoints a Commissioner to run the campaign, and the Commissioner then appoints the Statewide Coordinator. Commissioner Susan Bell of the Department of Commerce, Community, and Economic Development has named Katie Abbott, Serve Alaska Executive Director, as the Statewide Coordinator. The Commissioner, Statewide Coordinator, Coordinating Committee, and the SHARE staff make all decisions surrounding the campaign.

How long has the SHARE Campaign been in existence?

The state workforce has long recognized our communities' needs and has generously contributed to local non-profits. Although there is no solid date of inception, the campaign has run under various names almost as long as Alaska has been a state. As the years went by, the campaign was updated and regulated to fit the changing times. The campaign now offers many giving options—e-pledging, payroll deduction, cash, check and credit card.

Questions & Answers

Why should I contribute through SHARE rather than directly to the charity?

1. Charities can plan their budget and activities because they know at the beginning of the year how much donors pledged to them for the following year.
2. Payroll deduction, which is only available through SHARE, is an easy way to donate a small amount each pay period, which in the end creates a larger donation than most people would be able to give all at once.
3. By contributing and encouraging others to contribute, an environment of giving is created, producing more donations for the charities.

4. Charities prefer to process one check rather than many checks from each individual donor.

After turning in a pledge form what happens to my money?

If giving by payroll deduction, your payroll office will begin reducing your paycheck by the amount indicated after the first of the New Year and your donation will be sent to the CMO for processing. Cash and check donations are also sent to the CMO for further processing.

The CMO processes all pledge forms, deducts overhead costs, and sends quarterly checks to the agencies designated. If you did not designate to a specific agency, your donation will be added to the undesignated fund, which is split between all federations (not independents), and the federations can choose how they want to use that money.

What else do I need to know about the designation process?

1. By filling out the "Recognition" section of the pledge form, you are permitting your designated charity to send you an individual letter of thanks. They are only allowed to send you a thank you letter; any other correspondence should be reported to the SHARE staff or coordinator. If you wish to receive other information from the charity, you must contact them directly. We encourage you to do this because when you see the impact that your donation has made, it makes you feel good about what you are doing.
2. You can only designate money to charities included on the current campaign year's Charity List.
3. As all agencies on the Charity List are 501(c) (3) charities registered with the IRS, contributions are tax-deductible if you itemize your taxes.

What are SHARE's administrative costs and where do they come from?

The SHARE administrative and fundraising rate – AFR - was 9.8% for the 2017 campaign, very low compared to most fundraising campaigns.

Administrative costs for the campaign include but are not limited to: campaign materials, office supplies, incentives, printing, shipping, personnel, recognition gifts, and a yearly audit.

Why are some charities listed, and others are not?

In the past, the SHARE campaign has only accepted federations and members of federations. However, four years ago, the SHARE Committee decided that in areas of the state where there are no federations, independents may apply. SHARE opened the application process to allow any independent non-profit providing services to Alaska to apply annually to the campaign. Charitable organizations must meet specific criteria to ensure they are financially responsible and using a majority of donated money for services.

Why donate when I do not use any of the services provided by the charities in the listing?

There are not many of us who can say they have never been impacted by one of the organizations that are part of SHARE. Whether it is a parent that needed hospice care or kids who play sports or a family member who was helped by the knowledge gained through disease research, we've all been impacted by the work of our community nonprofits. Even if you are not directly impacted by one of these charities, you probably know someone who has been, and we all benefit from a community that is strong and able to help others. All of us may one day need a service provided by a SHARE agency. Thus it is important to make sure they survive and are strong.

Top 5 Reasons to Support SHARE

1. This is YOUR charitable giving campaign! The SHARE Campaign exists to protect the state workforce from over solicitation and being coerced into uninformed donation practices.
2. The process is easy, convenient, and confidential.
3. SHARE Campaign staff screen more than 200 charities each year to ensure your designation is going to financially responsible organizations.
4. The SHARE Campaign model is based on a tried and true campaign method – the Combined Federal Campaign. CFC has been a successful method of raising millions of dollars for charities for more than 54 years.
5. Not everyone has the opportunity to work in the humanitarian fields, but everyone can support them by just showing up to your regular job.