

# Campaign Chronicle



The weekly newsletter of the Cincinnati Metro Area CFC

Nov. 30, 2009, Vol. 2, No. 14

## National Capital Area CFC has extra month to reach goals

*Despite claims that the recession is all but over on Wall Street, Main Street continues to feel the pinch. CFCs across the country struggle in the midst of the uncertainty that seems to be felt by all but bankers and finance tycoons. Not known for its status as a bellwether among CFCs, even the National Capital Area CFC is feeling the squeeze as we approach the end of the campaign season. The Cincinnati Metro Area is likewise seeking an extension.*

By **Rebecca Neal**  
*Federal Times*

Leaders of the National Capital Area Combined Federal Campaign hope the extra month they've been given to raise funds for charity will help them reach their \$64 million goal. So far, \$22 million has been raised.

And with only 11 percent of employees pledging donations, the campaign is far short of its goal of a 44 percent participation rate.

National Capital Area CFC volunteers now have until Jan. 15 to spur their co-workers to donate—one month longer than campaigns overseas and in other parts of the country. The national CFC campaign formally kicked off Sept. 1, but the Office of Personnel Management extended fundraising in the Washington region because many agencies had late kickoffs for various reasons, including paperwork and scheduling issues, officials said.

"Pledges are running behind where we need to be to meet our goal." Linda Washington, chairwoman of the Local Federal Coordinating Committee, said at a Nov. 19 midcampaign luncheon.

Adria Tippins, who oversees the homeland Security Department's CFC campaign, said the additional month may make the difference in the department reaching this year's goal. "A lot of officers at agencies were really concerned about the challenge we have of a \$3.4 million goal. There are so many now agency employees, and we're trying to reach those people who aren't familiar with the CFC and what it stands for,

so the extra month allows us to get to the 100 percent ask," said Tippins, a Coast Guard fiscal law attorney.

DHS headquarters and Customs and Border Protection kicked off their campaigns Oct. 27, Tippins said. DHS usually has a late kickoff but delayed longer this year waiting for a date when Secretary Janet Napolitano could attend.

Tippins said she's hopeful the economy won't hurt employee donations. Last year's goal was \$3.2 million, and employees donated \$3.5 million. The department has raised \$600,000 so far. DHS has many new employees, so Tippins encourages them to contact her directly if they have questions about what CFC is and how it operates. Friendliness and personal contact are, key to increasing pledges, she said.

At the Commerce Department, employees have pledged 40 percent of that department's \$3.8 million goal, said Todd Craig, a Justice Department employee on loan to CFC to oversee the Commerce campaign. People understand the needs in their community, he said, which should help the department achieve its goal of raising \$200,000 more than last year.

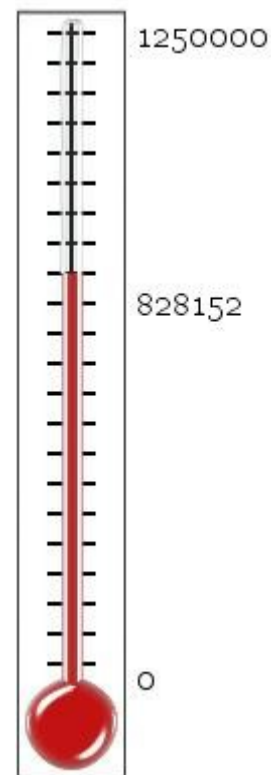
Many employees also want to pledge to local charities, helping out food banks and other crisis organizations, he said.

"There's a high interest in particular in charities in the D.C. metro area that help the hurting — the homeless and those that provide work training," said Craig, a senior technologist at the Bureau of Prisons.

The Commerce Department, which also typically has a late start, kicked off its campaign Nov. 2 and has raised \$50,000 more than at the same point last year. said Joseph McKane, second in command to Craig on the Commerce campaign.

McKane, a supervisory patent officer at the Patent and Trademark Office, has also seen more interest in local charities. Though the need is great, McKane said he urges his workers to be compassionate when asking their co-workers to donate and meet the campaign's goal.

## Going for the Goal



The Cincinnati Metro Area CFC would like to thank the following for their sponsorship of the 2009 Campaign:

**Government Employee  
Insurance Company  
(GEICO)**

**Greater Cincinnati  
Federal Executive Board**