

America's Charities Mission & Organization

It's not the whole world . . . but it's your whole world. It's your community.

In 1997, that was the theme for America's Charities campaigns.

And it's a theme that rings true still, as we move to 1998 and beyond.

As you go about your day-to-day business, chances are someone not so very far away has been helped by one of America's Charities. Whether through the programmatic initiatives of the NAACP Special Contributions Fund, medical research of the Multiple Sclerosis Association, or educational support of the National Center for Family Literacy, America's Charities is there, close by, working.

America's Charities represents the new diversity in workplace charitable giving, with these organizations and nearly 100 others. "We need something new in America, so working people will have a choice in the development and improvement of American life," says Rev. Dr. Leon Sullivan. A former board member of General Motors and author of *The Sullivan Principles*, a guiding force in the political transformation of South Africa, Dr. Sullivan is a member of America's Charities National Advisory Board. "Through America's Charities' involvement in workplace giving campaigns, people will have the opportunity to support more causes that help our nation."



It's not the whole world . . . But it's your whole world.
It's your community. And given the choice to care, more corporations than ever before chose America's Charities in 1997.

Mission

America's Charities mission is to provide employers and employees with efficient, effective, low-cost workplace charitable giving campaigns; to offer a broad range of choices that reflect the diversity of the American people; and to provide member charities with the resources required to meet human service needs.

Organization

America's Charities is a nonprofit federation of nearly 100 charities providing services impacting civil and human rights, education, the environment, health, and human service nationwide, working to broaden access to workplace campaigns and increase choice and confidence in charitable giving.

- Meeting human service needs in the local community.
- Meeting employer needs in workplace-giving campaigns.
- Maintaining a single campaign with America's Charities, or any combination of federations.
- Increasing employee satisfaction.
- Increasing employee giving.
- Supporting a broad, diverse variety of charities.
- Reducing time and cost to administer the campaign.
- Supporting charity programs in thousands of communities, across the United States, and around the world.

More and more, American enterprise is finding that choice in employee programs boosts morale, enhances working relationships and increases productivity. Today's workers see choice in practically every aspect of the workplace. They have choice in health care, in pension plans, and nearly every other facet of the employee benefit package. They may have choice in workstyle, too, whether they telecommute or use flex time.

And they want to choose which charities to support through their company's charitable workplace giving campaigns.



America's Charities has helped USA TODAY, Fidelity Investments, Siemens Business Communications Systems, Gannett, Sears, Mobil and many other corporations, as they have made the transition to offering their employees choice in workplace giving. Presenting an array of prominent charities reflecting the country's diverse needs – while

setting up combined campaigns without adding complexity or cost to the program — America's Charities helps corporations modify campaigns, or start from scratch, to give employees a chance to support a favorite charity through payroll deduction.

"Offering employee choice is part of a significant trend, reflecting the culture of corporations which are responding to the interests of employees," says Don Sodo, President and Chief Executive Officer of America's Charities, which in 1997 represented nearly 100 charities, including the Make-A-Wish Foundation, NAACP Legal Defense Fund, Habitat for Humanity International, The Living Bank and FARM AID, in workplace giving campaigns. "Letting employees control their donation boosts employee involvement, increases overall giving and improves corporate image without adding burden to the campaign."

Given the choice... employees will choose to care

1997 saw a significant increase in the number of organizations using America's Charities to expand choices in workplace giving campaigns. The number of private sector campaigns presenting America's Charities members rose from 32 to 64. And when given the choice to care, more employees participate in the campaign.

Participation tends to rise in campaigns that feature expanded choice. The first year that Gannett introduced choice to their campaign, participation rose by 25%. Nike saw a participation increase of 50% when they added choice. Leon Feinerman of the Feinerman Group, an insurance brokerage firm in Harris-

Given the choice... who benefits?

Offering choice in workplace giving campaigns increases giving, boosts morale and improves corporate image. But, most of all, workplace giving benefits the charities that are feeding the poor, building homes for the disadvantaged, supporting troubled teens, and protecting the rights of those who might not be able to protect themselves. The names of some members of America's Charities are familiar, well known and established. Others might seem new. But all of them are carefully selected, held to high standards and reviewed annually by a committee of peers, to assure accountability.

Thanks in large part to the funds raised through workplace giving campaigns, America's Charities members can fulfill their goals. That means the thanks go to the businesses and organizations that include America's Charities.

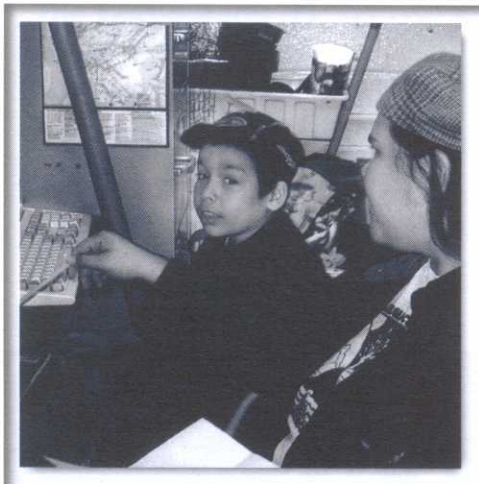
Given the choice...here is who benefits:

"I Have A Dream" Foundation Turns Students' Dreams Into Reality

Arturo Zepeda, a child of Mexican immigrants, was "dying on the vine" when "I Have A Dream" Foundation (IHAD) adopted his class, said John Horan, Executive Director of IHAD's Chicago office. Evidence showed that Arturo was far beyond his class in potential. So IHAD worked to secure him a scholarship at the Latin School in Chicago, stuck with him through high school and helped him get into Notre Dame University.

Now, Zepeda – who is helping undocumented workers get their citizenship – wants to be a lawyer. Zepeda is one of thousands of students who could have become a drop-out. But with IHAD's help, he is a productive citizen.

IHAD sponsors "adopt" an entire grade from a public elementary school or a



One "Dreamer" receiving after-school attention with his volunteer tutor.

group from a public housing development and give them a year-round program of academic, social and cultural activities, from elementary school through high school, followed by college or vocational scholarship. And IHAD's success rate in graduating students from high school is impressive. Seventy-two percent of "Dreamers" from Chicago who have gone through the program graduate on time, compared to the normal 35% rate for children from the same areas IHAD targets. And about 64% of those who graduate go on to college, while only 18% of those who have not been exposed to IHAD move on.

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burg, PA, said that his campaign was down to 5-10% employee participation, but it bounced back when America's Charities was introduced. "We doubled giving...and the employees become more aware of both United Way and America's Charities," he said. "The second year, giving doubled again ... America's Charities does a wonderful thing by giving employees choice."

Studies show that employees want more choices in workplace giving. By now it is old news that United Way of America's own survey points to 71% of private sector employees who want to pick exactly which charities they will support. An America's Charities survey, conducted in January of 1998 in Orlando, FL, showed that 72% wanted to see charities included that were not a part of the traditional workplace campaign. And when Mobil

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Foundation in Fairfax, VA, conducted its own study to see what the company could do to better recognize employees' interests, "we found that employees wanted more choice over what programs they could participate in," says Richard Mund, Mobil Foundation's Executive Director. "They wanted to give directly through workplace giving programs and to participate in other types of campaigns, those dealing with environmental issues, cultural issues. That's why we now have, in addition to the United Way, about 5 or 6 other federations in our campaign," including America's Charities, the campaign's fiscal agent.

Until recently, employees wishing to participate in workplace giving campaigns have had no choice. They had to donate their dollars to United Way, which then decided which charities should receive the funding. But increasingly, employees have demonstrated that they *do care to choose*. They have shown they want to give directly to charities that have special meaning to them – and many of these charities aren't members of United Way, which, when all is said and done, represents only 6% of non-profit organizations.

