



# DEPARTMENT OF THE NAVY



## 2015 Newsletter

October 14, 2015 Volume 2, Issue 5



Ms. Jennifer LaTorre, NAVFAC Executive Director/ NAVFAC CFC Vice Chair.



Mr. Mike Doherty NAVFAC employee speaks about how CFC has impacted his life.



NAVFAC CFC Keyworkers

On Tuesday, 6 October 2015, Ms. Jennifer LaTorre, Executive Director, Naval Facilities Engineering Command (NAVFAC), joined by NAVFAC's CFC Campaign Co-Manager, Ms. Valerie Manderville, kicked off their 2015 campaign. Ms. LaTorre spoke on the importance of CFC and how each person can make a difference while echoing NAVFAC's campaign theme this year; "Every Penny Counts." Afterwards, Ms. Manderville introduced this year's NAVFAC Keyworkers and thanked them for volunteering. In addition, Mr. Mike Doherty took a moment and gave a personal testimony on his long involvement with a charity that sponsors needy children in South America and the impact his donations have made on the lives of the children he has supported over the years.



Mr. Terry McKoy, DON Loaned Executive provides training to NAVFAC Keyworkers.

After Mr. Doherty spoke, everyone enjoyed a CFC Kickoff Carnival Charity Fair outside in their courtyard with visiting charities from Earthshare, Seabee Memorial Scholarship Association, Stop the Silence, Hearing Loss Association of America, Washington Humane Society and Believe in Tomorrow National Children's Foundation. While enjoying hot dogs and popcorn, employees participated in various games where they could win prizes (No donations were required to play the games)! Fun was had by all while heightening the awareness and raising \$532 towards CFC.



Keyworker Susan Murphy offers a chance to Pin-a-Penny and win a prize.



Keyworker Austin Leedom encourages a player at the Fishbowl Toss.



Keyworkers Debbie Rayworth and Tina Harley manning the prize booth.



Keyworkers Matt Habeson, Tyler Zarnedt and volunteer Lisa Smith serve hot dogs, chips and refreshments.

## A CORNER

**D** Campaign Managers, first of all thank you for what you are doing. Since the DON kickoff ceremony, I have had the opportunity to visit several sites and observe your kickoffs and also meet with you and your senior leadership. I have also enjoyed speaking with the charities that are at these events. I encourage you to speak to the charities that attend your events and ask them this question, "Is CFC important to your organization's mission?" You will be amazed, as I was, to first see their faces light up and then go into detail how important CFC is to what they do. What you are doing is truly a self-rewarding experience! Speaking of awards, I wanted to take this time to remind you that in January (Date TBD) we will hold our CFC Award Ceremony. Now is the time to understand what you and your command are eligible to receive. Remember all commands that receive the Department/Agency Awards will have their name permanently displayed on our CFC Wall which is located in the Pentagon. Again, thank you for what you are doing.

~Ray Sutton, DON CFC Program Manager

### Department/Agency Recognition

**President's Award for reporting units with 75 percent employee participation or \$275 per capita gift.**

**Chairman's Award for reporting units with 67 percent employee participation or \$225 per capita gift.**

**Honor Award for reporting units with 60 percent employee participation or \$175 per capita gift.**

**Merit Award for reporting units with 50 percent employee participation or \$125 per capita gift.**

**Million Dollar Circle Award for agencies or departments that generate more than \$1 million in donations.**

**Summit Award for departments or agencies that achieve a 3 percent increase in total dollars raised over the previous year's campaign.**

**\*Reporting Units must have a minimum of 100 employees to qualify for a plaque award. This is a new requirement that directs more dollars to charities.**

### DoD Campaign Contest

#### *Campaign Awards*

**Best Special Event**                      **Best Use of Social Media**

**Best Poster/Display**                **Best Photography**

**Best Campaign Writing/Publication**

**Best Overall Communications Program**

**Best Website/Electronic Communication**

#### *Pillars of Success Awards*

**Executive and Leadership Involvement Award**

**Most Innovative Campaign Technique Award**

**CFCNCA Hero Awards**

#### **Loaned Executives:**

Deanna Stewart  
Deanna.m.stewart.civ@mail.mil  
703-697-7948

Carl Calvin  
Carl.o.calvin.civ@mail.mil  
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Terry McKoy  
Terry.n.mckoy.civ@mail.mil  
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### Campaign Worker Recognition

**Most Valuable Fundraiser for Vice Chairs, Campaign Managers, Campaign Coordinators and other members of your CFC team.**

**Special Service for campaign workers who have provided outstanding service to the campaign.**

**Certificates of Appreciation for each Keyworker.**

**Outstanding Payroll Deduction Giving for attaining an exemplary level of support for the CFC with 75 percent or more of contributors making payroll deduction gifts.**

**100 Percent of Goal for any reporting unit meeting or exceeding its campaign goal.**

**Participation Achievement Award for departments or agencies that achieve a 2 percent increase in participation over the previous year's campaign.**

**eGiving Award for departments or agencies that have at least a 10 percent increase in paperless pledge donations between the 2013 and 2014 campaign years—with a minimum of 10 paperless payroll donations.**

### **NEED-TO-KNOW**

- Please visit <http://cfcnc.org/campaign-workers/pledge-drop-off-locations> for a list of Pledge Drop-off locations.
- For a description of awards visit <http://www.cfcnc.org/campaign-workers/awards-and-recognition/award-descriptions>.
- All awards and certificates for reporting units and campaign workers may be downloaded at this link: <http://www.cfcnc.org/campaign-workers/awards-and-recognition/certificates>.
- Visit the CFCNCA myPay pledge tutorial at <https://support.cfcnc.org/hc/en-us/articles/205704245-MyPay-Pledging-Tutorial>.
- Mid October is the deadline for key items to be completed: Keyworker training/Supply Distribution/Kickoff events.



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