



Heartland Combined Federal Campaign

The CFC Insider

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Give Yourself Richer, and CFC Top 10

How would you like to be rich, happy and viewed as a leader by those around you? There's one easy way: *give*.

"Wait a second," you're saying. "How will giving my resources away make me rich?" Let's turn to an expert. Arthur C. Brooks, president of the American Enterprise Institute, spent years studying the results of giving and found that people who give will earn more money (you might think it's because they have more money to give, but Brooks emphasized that the data clearly shows giving comes *first*).



The study findings hold true whether you give money, volunteer, or give blood. People who do those things end up better financially. Perhaps, something changes in the neurochemistry of our brains when we give, or just good Karma? Who knows, but the fact remains – givers benefit from the principle "what goes around comes around." Similar studies show that people who give are happier and more likely to be seen as leaders by their peers. So as we open this CFC season, I invite you to do yourself, *and* the community, a big favor: give! CFC is also a time to have fun. So, in the spirit of Dave Letterman, I offer you a possible "Top 10 Reasons to Support the Combined Federal Campaign:"

10. It's non-fattening! Give up one donut, bagel or quadruple-extra-tall latte per week and donate the equivalent to the CFC organization of your choice. You'll not only support a great cause but you'll spare yourself thousands of calories this year!

9. It's environmentally friendly! We now offer online pledging via Employee Express or CFC Nexus. Both systems are available at www.heartlandcfc.org. Pledge online to save paper (also, it does the math for you and fixes your bad handwriting.) Yes, you can still do it the old-fashioned way.

8. It's easy! Through payroll deduction of even a one time pledge. You don't have to attend an all-day training seminar or even call tech support to pledge via CFC.

7. It's a guilt-free alibi! You can actually say, "I gave at the office..." and mean it!

6. It's YOUR campaign! *You* choose the organizations and causes you want to support. *You* choose how much to give. *You* choose how to give (cash, check or payroll deduction).

5. It's safe! As far as we know, no one has ever died while filling out a CFC pledge form... But seriously, there are strict accounting guidelines to make sure your pledge gets to the charities of your choice.

4. It's good Karma! (Heaven knows some of you need it to counteract the other kind of Karma you are generating around the office. Speaking of "The Office," check out our "Federal Office" CFC video on the Website!)

3. It's cost-effective! A modest payroll contribution won't be missed, but it will add up to a meaningful annual contribution.

2. It is tax deductible! Wow, don't we ALL need a tax break these days?

1. "iCan" (and uCan) make a difference! We're not Warren Buffet or Bill Gates, but when we pool our collective resources our contributions add up to make a significant difference. Last year CFC raised over \$274 million nationally. Let's be that difference.

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Dates to Remember:

- **September 30, 2009**
2009 CFC Campaign Begins (Suggested Date)
- **October 3 & 4, 2009**
CFC Softball Tournament
- **October 5th to 9th**
CFC Week of Kick-offs
- **October 10, 2009**
Day of Volunteering
- **October 11, 2009**
CFC 4 Mile Run/Walk
- **October 12, 2009**
CFC Championship Golf Tournament
- **November 12, 2009**
CFC Campaign Ends

Employee Recognition
Heartland CFC & partners would like to recognize and reward your kindness by offering special group discounts.



Federal Employees Appreciation Day at the Chiefs
Details at www.heartlandcfc.org

Your CFC Donations— A Care Giver’s Turn for Help

Suevonia Stewart spent most of her working life helping others. Besides raising six children, she worked as a Licensed Practical Nurse at several Kansas City area hospitals and nursing homes. While she got a great deal of personal satisfaction from her nursing efforts, she didn’t make a lot of money.

Today, Suevonia is discovering what it’s like to be the one receiving help, instead of the one who’s giving it. The 81 year-old Kansas City woman is living with a variety of physical ailments. A heart condition, high blood pressure, and spinal stenosis are all putting a damper on her golden years, but Suevonia is determined to continue living independently in her home even though it is not always easy.

Several months ago, she fell in her home and spent several hours on the floor before finally finding the strength to pull herself up into a chair. She now keeps a portable phone with her at all times. Recognizing that she can’t continue on her own, she has turned to several CFC agencies for help.

Metropolitan Lutheran Ministries’ Senior Outreach program has provided Suevonia with a world of support. In addition to providing food when she runs short, MLM has helped pay medical bills, dental bills and her gas bill. They’ve also picked up the tab for plumbing and furnace repairs.

Another CFC program, The Whole Person, provides an aide to help Suevonia cook, clean house, do laun-

dry and take her grocery shopping and to the drug store. His name is Anthony, and he almost feels like he’s helping *his* mother when he stops by to see Suevonia.

Suevonia said, “I thank God they have programs like these, now that I need a hand. They are helping me keep my independence and my sanity. There’s no doubt that I’d be in a world of hurt without MLM, The Whole Person and CFC.”



Why CFC – The Community is Us, capture the “iCan” Spirit



As we launch this year’s campaign, our community is confronting one of the greatest economic challenges we’ve faced in many years. It would be safe to call these uncertain economic times. Many of our most generous corporate citizens have been adversely impacted financially, leading to corporate downsizing and employee layoffs. Many of those who’ve lost their jobs are turning to CFC agencies for help. Just to illustrate the new and increased needs that exist:

2-1-1 has seen a 30% increase in calls for help the first six months of 2009 compared to the same period last year.

The number of families seeking and receiving financial assistance from has jumped 100% during the first half of 2009.

In the past year, Harvesters has purchased 3.5 million pounds of food (at a cost of \$2 million) to supplement food donations to meet the demand in the community, a 154% increase over the prior year.

Local nonprofit agencies are struggling to keep up with the demand.

As federal employees, we are in better shape to help those in need this year. Our jobs are secure and meaningful .

We must remember...and keep reminding everyone...that together we can accomplish more than any single individual or group can on their own. It is our responsibility as a community to step forward to help meet the need, by finding new and creative approaches to do so. The good news is that people do care about those who are hurting. People want to help and CFC is the one of the best ways to get the job done. **iCan - uCan - weCan**

Coming Soon - CFC 4 Mile Run/Walk



7th Annual CFC Championship Golf Tournament

- Where:** Blue Springs Country Club
- When:** Monday, October 12, 2006
- Time:** Check-in 10:00 am, Shotgun Start at 11:00
- Who:** All Players Welcome
- Why:** Fun, Food & Prizes

This is a two tiered four-person scramble tournament:

1st Tier: Pits the winners of individual federal agency golf tournament as qualifiers to the championship.

2nd Tier: Open tournament for all employees

For more information, go to: www.heartlandcfc.org

