

State of the CFC 2023

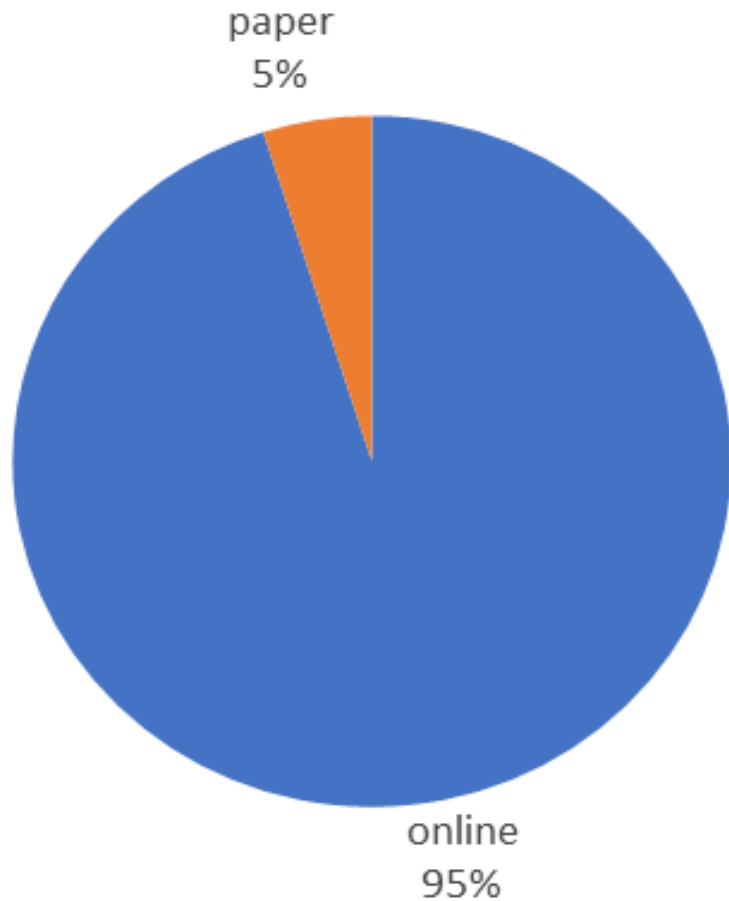
Keith Willingham,
Director, Office of the CFC

July 25, 2023



2022 Campaign Highlights at a Glance

CFC Giving 2022



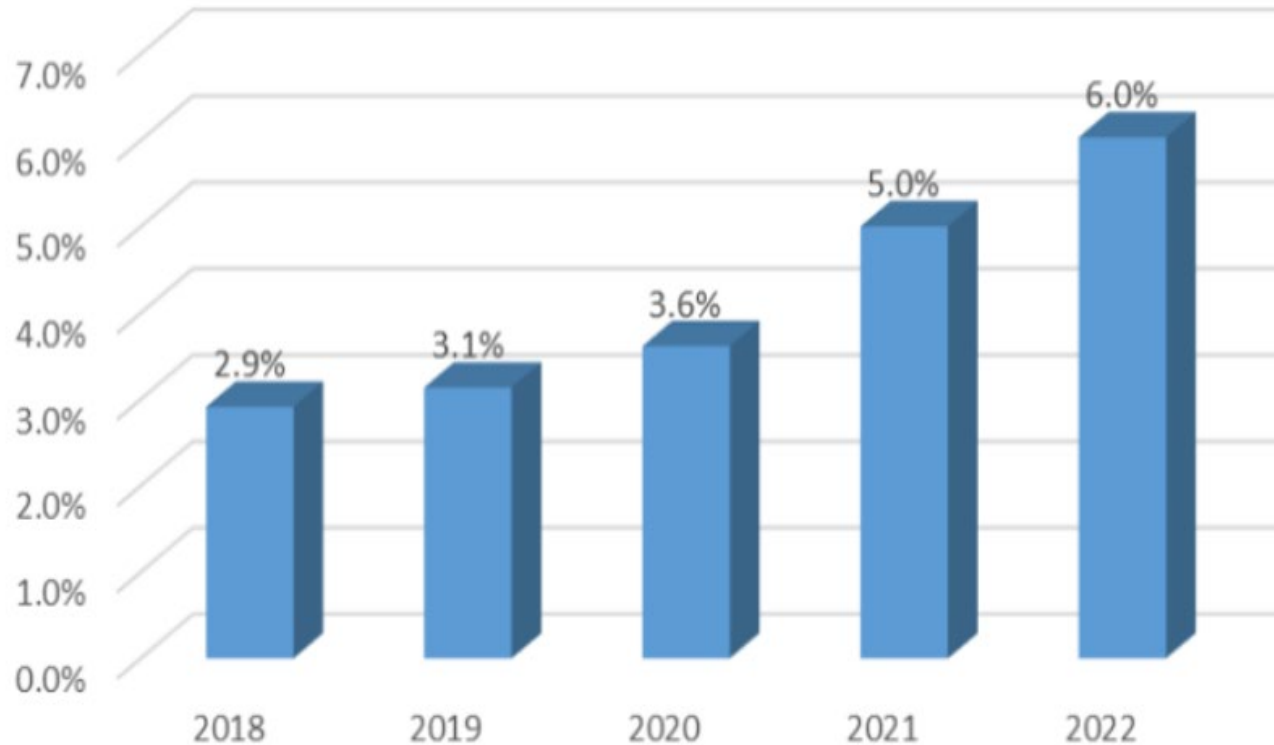
Federal employees, retirees and others gave more than \$70 million in 2022

More than 95 percent of all employee gifts come electronically

Donors using paper forms accounted for \$2.9 million (4.9%), the lowest share ever

2022 Campaign Highlights at a Glance

Retiree Giving as a % of CFC Revenue



Retiree giving continues to be the fastest growing demographic for the CFC

Civilian & military retirees now account for more than 6% of contributions – double since 2018

More engagement with the retirement pay organizations will yield greater benefit

2022 Campaign Highlights at a Glance

Impact of Volunteerism



84,615 hours of
volunteer time was
pledged in 2022



Nearly 500,000 hours of
volunteer time have
been pledged since 2017



More than \$11 million
worth of volunteer
services have been
pledged

Top Selected Charities With Volunteer Opportunities

Boy Scouts

American Red Cross

Habitat For Humanities

Food Banks

Federal Employee Education &
Assistance Fund (FEEA)

Make-A-Wish

Campaign Trends

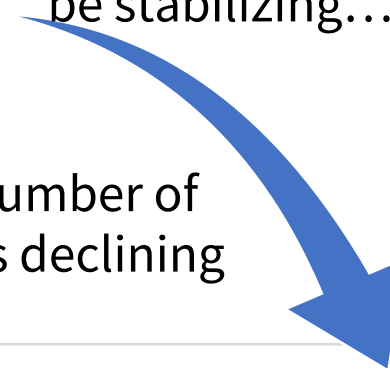
Donor pledges

Pledges (2018-2022)

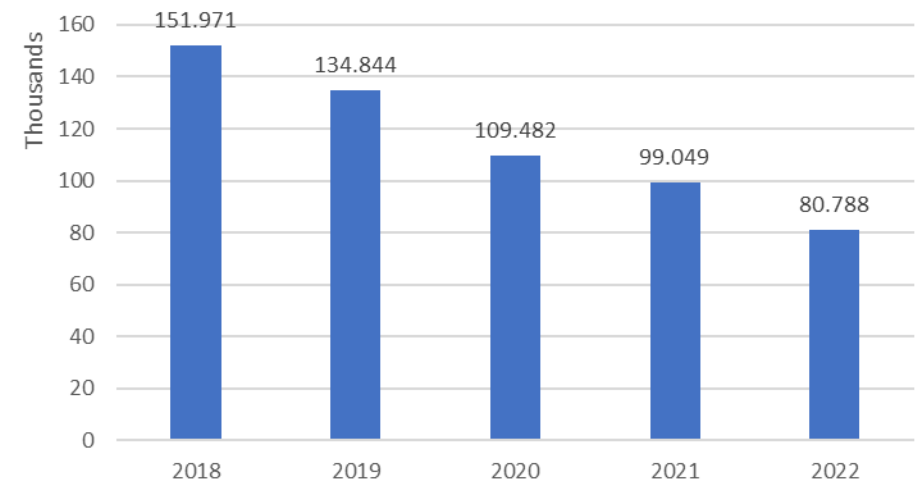


While pledge totals appears to be stabilizing...

...the number of donors is declining



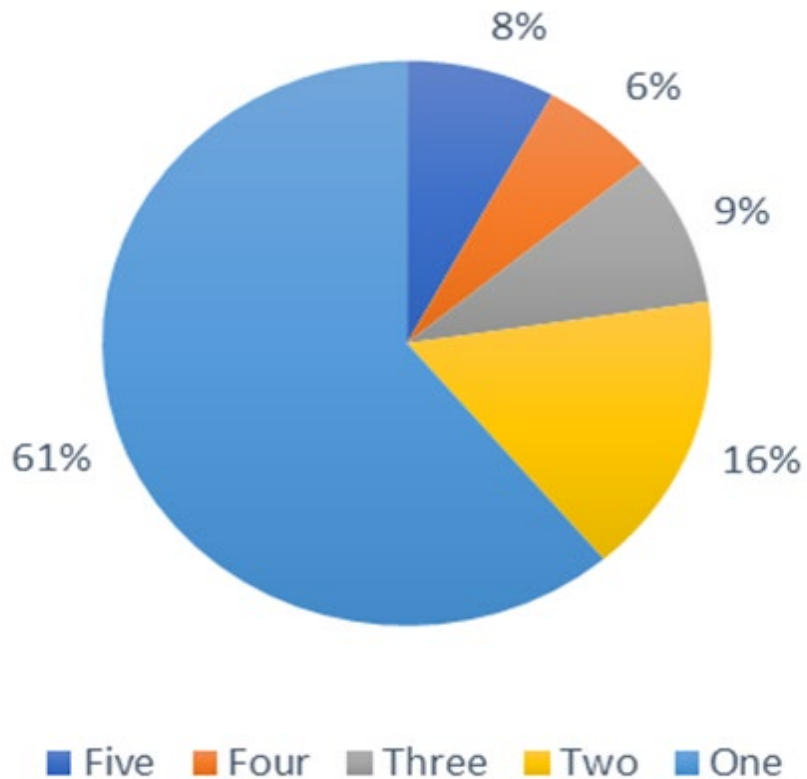
Count of Donors (2018-2022)



Campaign Trends

Donor giving frequency

Repeat Donors



- Must invest in keeping repeat donors
- Acquiring new donors every year is more costly than cultivating returning donors
- 61 percent of donors gave only one-time (down from 68 percent in 2019)



Campaign Trends

Growth in retiree giving



- Retiree giving is the fastest growing demographic
- Retirees account for six percent of campaign pledges

Campaign Trends

Role of special solicitations in the CFC

- Special solicitations can activate both the donor and charity bases outside of the typical giving season and can drive new supporters to the CFC campaign
- Similar strategic activations in the future may present opportunities to extend participant engagement and overall program contributions
- OPM is working to make approving special solicitations easier and faster

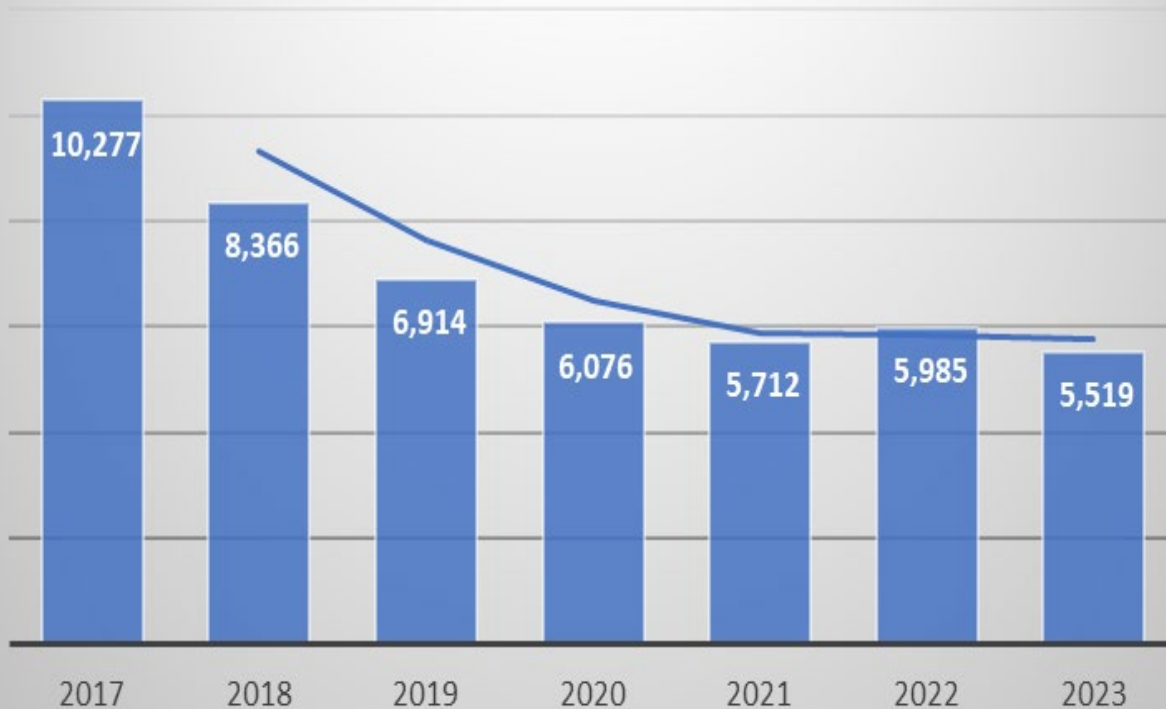
Special Campaign	Amount
CY2019 COVID	\$ 2,546,622.04
CY2020 Winter Storm	\$ 789,918.92
CY2021 Ukraine	\$ 761,302.14
Total	\$ 4,097,843.10



Campaign Trends

CFC Charity Applications

CFC Applications by Year



- OPM must continue to reduce overall cost and fees
- Charities participating 3-5 consecutive years attracted more pledges (and therefore more new donors)
- More than 1/2 of all charities receive twice in designations as they pay in fees, yet they still lapse...
- Focus must be on both retention of current charities and acquisition of new organizations and lapsed organization

Campaign Trends

Campaign cost

69% of businesses are boosting cybersecurity investments in 2022:

More than three quarters of decision-makers also say that budgets are increasing by up to 50%.



- OPM has reduced overall cost and fees but must do more
- Making investments in giving options (e.g. text-to-give and mobile app)
- However, fastest growing costs are identify theft protection and cybersecurity monitoring

Workplace Trends – Future of Work

Facets for a Leader in Establishing a Successful Hybrid



What's Next?

- Innovate
- Continue to drive down campaign costs
- Increase Department and Agency leader and employee engagement
- Propose and publish updates to CFC rules
- Amplify messaging for volunteer opportunities and update donor system
- Create new tools for marketing, outreach and engaging donor and charities
- Push more information to campaign managers and create dashboards



QUESTIONS