



COMBINED FEDERAL CAMPAIGN-OVERSEAS

Campaign Representative e-Newsletter

Edition I

October 10, 2011

Ready, Set...Give!

The 2011 Combined Federal Campaign-Overseas Begins

October is exciting: leaves change color; temperatures fall; and the CFC-O begins.

Monday, 3 October, marked the beginning of the 2011 Combined Federal Campaign-Overseas (CFC-O). Each fall, the CFC-O offers uniformed service members and DoD civilians an easy and efficient way to make a charitable contribution. This year marks the 50th anniversary of the CFC. During that time, federal employees have contributed over \$6.8 billion to people and communities in need.

“Federal employees are generous givers,” notes Victoria Adams, the Executive Director of the CFC-O. “They are proud to continue the tradition of caring that the CFC represents.”

In 2010, the CFC-O raised \$13.8 million and

Adams expects the 2011 to raise a similar amount. “Times are still hard for many people out there,” she says, “the need is greater than ever.”

As a campaign representative for your installation/area/unit, you play a crucial role in the campaign’s success. Over the next nine weeks, you will accomplish the goal of the CFC-O—ensuring that every potential contributor is offered the 100% informed opportunity to give to the charity(ies) of his/her choice.

If you missed the CFC-O Campaign Representative training session, please contact your local CFC-O office to see about a make-up session.

Your efforts will Make a World of Difference in the lives of thousands of people in need around the globe. Thank you for your

Website Connection

Visit cfcoverseas.org to read the 2011 CFC-O Representative letter from Leon Panetta, Secretary of Defense.

CENTRAL COMMAND

CENTCOM is the largest Combatant Command amongst the CFC-Overseas. It consists of over 140,000 service members and DOD civilians. Last year, CENTCOM campaign representatives raised over \$4.1 million for people in need around the world.

In previous years, the European and Pacific Command received more contributions for the CFC-Overseas. Being that we are the largest of the Combatant Commands, we have the potential of leading the way.

This year, the campaign is off to a great start. CENTCOM has raised over \$400,000, since the campaign started on October 3rd. Your vigilant efforts in providing 100% informed opportunity to give, provides service members and DOD civilians with an opportunity to positively impact millions of people throughout the world.

As a campaign representative, your responsibility for the most important part of the campaign, making the Ask. You have a unique opportunity to share with others the importance of giving and the impact it makes.

Often times people refrain from donating money to charities simply because they are not asked to donate. The number one reason why people donate to a charity is because they were asked.

When making the Ask, always remember that it needs to be done in person. Your efforts in providing 100% informed opportunity to give will determine your success in the campaign.

Please Support Family Support & Youth Program(FSYP)

- Unique to the CFC-Overseas
- 100% of the contributions are returned to your installations.
- The funds are used to increase your morale and welfare.
- All of our service members benefit from this program.



Upcoming Events!

October 25TH - Ali Al Salem
Authentic Arabic Tasting and karaoke night.

October 29TH - Camp Arifjan
ASG-KU Mid-Campaign Event

October 30th—November 4th.
President & CEO of Global Impact Ms. Renee Acosta, will be presenting Family Support & Youth Program (FSYP) checks and meeting with senior leadership in Bahrain, Qatar, and Kuwait.

Look out for more events in the next newsletter!



What Your Gift Can Do

A little over \$1 per day provides two packets of a nutrient rich food product to a severely malnourished child. These packets are easily transportable, do not need refrigeration and contain 500 calories each. A month’s worth can bring a child back from the brink of starvation. They are currently being used to combat the severe drought/food-shortage in Somalia.

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