

COUNCIL ITEM OF SPECIAL INTEREST:
FROM THE HEART
DONATION PROGRAM

December 3, 2013

Overview

- Review of the Current *From the Heart* Donation Program
- Review of the Current Donation Process
- Options for Donations to the Program
- Mayor and Council Feedback

Current *From the Heart* Program

- Funded through \$1 voluntary contributions through the City utility bill payments
- Funds are distributed to local non-profits through an application process
- The program
 - promotes the positive development of youth
 - strengthen families
 - assists Glendale residents of all ages in addressing urgent needs

Current *From the Heart* Program

- Customer Donations
 - FY10-11 - \$89,433
 - FY11-12 - \$93,309
 - FY12-13 - \$78,706
- Gila River Indian Community grant received for \$225,000 (\$75,000/year over 3 years)

Current Donation Process

- Customers pay exactly \$1.00 in addition to the total amount due
- Any overpayments not equaling exactly \$1.00 credits a customers account (does not go toward the program)
- The utility billing software was customized to accommodate the program



City of Glendale
5850 West Glendale Ave.
Glendale, AZ 85301-2599

GUSBL011

Bill Date 11/06/2013

Current Amount Due 11/25/2013 71.51

Total Billing Due 71.51

Voluntary "From The Heart" Donation 1.00

From The Heart Total With Donation 72.51



Account: Billing Cycle: 001

Mailing address or phone number changed? Please check
this box and fill in your new information on the back of this payment stub.

11107A AUTO 5-DIGIT 85306
00004976 01.0014.0243 4976/1



MAKE CHECKS PAYABLE TO:



CITY OF GLENDALE
P.O. BOX 500
GLENDALE, AZ 85311-0500

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Options for Donations

- Request – Include an additional amount such as \$5, \$10 or other specific, predetermined amounts
- Based on the analysis, four options are outlined
 - Any modifications to the utility billing application would have to be made by the software vendor
 - All options would require an update to City Code

Options for Donations

- Option 1 – Continue the Current Process

Options for Donations

- Option 2 - Include an additional amount such as \$5, \$10 or other specific, predetermined amounts
 - This would automate the process
 - Expected Cost - \$35,000-\$45,000 (one-time)
 - Utility billing application would have to be modified - \$35,000-\$40,000 quote from the vendor
 - Bill layout would be modified - Up to \$5,000
 - 90-120 days to implement

Options for Donations

- Option 3 - Allow customers to fill in and overpay any selected amount
 - Extensive ongoing manual process
 - Expected to cost \$30,000 (ongoing), \$5,000 (one-time)
 - Staff handling of payments \$30,000/yr. (1,000 hours)
 - Bill layout would be modified - Up to \$5,000
 - 90-120 days to implement

Options for Donations

- Option 4 – Allow customers to sign up and be billed for a set amount each month
 - Manual sign up process each year
 - Expected to cost \$6,000 (ongoing)
 - Staff handling of ongoing sign up process \$6,000 (200 hours)
 - 60 days to implement

Mayor & Council Feedback