

Recognizing the Best in County Government Programs!

2010 Achievement Awards

Virginia Association of Counties



ATTN: 2010 Achievement Awards Program
Virginia Association of Counties
1207 East Main Street, Suite 300
Richmond, Va. 23219-3627

address service requested

Call for Entries



2010 VACo Achievement Awards

Deadline: June 1, 2010

Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2010.

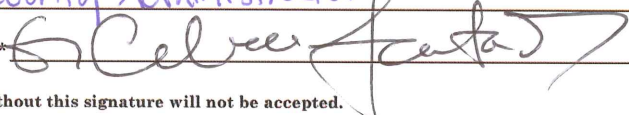
Program Information

Locality New Kent County
Program Title Casual Day for a Cause
Program Category Organizational Development
Population Category 15,001 - 30,000

Contact Information

Name Krista Eutsey
Title Executive Assistant
Department Administration
Complete Mailing Address PO Box 50, New Kent VA 23124
Telephone # 804 966 9683 Fax # 804 966 9370
E-mail kmeutsey@co.newkent.state.va.us

Signature of county administrator or chief administrative officer

Name G. Cabell Lawton, IV
Title County Administrator
Signature* 

*Entries without this signature will not be accepted.

New Kent County's "Casual Day for a Cause"

It has been said that "charity begins at home," but what does it mean? Some would say that one must take care of their immediate family first, but others would say that good acts must be started for those who are dear and close to us. Launching a campaign from that standpoint seems difficult but it is exactly the idea behind the County of New Kent's "Casual Day for a Cause" program.

"Casual Day for a Cause" is a fun voluntary event, implemented by the County's former County Administrator that builds camaraderie in the County offices and raises funds for charitable organizations based in New Kent or for causes supported by County employees. On these days, jeans, sneakers and a more casual approach to dressing, although never potentially offensive to others, are allowed. These casual days are administered by Human Resources staff and are observed on Fridays, beginning the week before Memorial Day and continuing through Labor Day. Other Casual Days are declared by the County Administrator as deemed necessary. Casual Day is simple to conduct and very popular with employees. Participation is very easy - if you choose to dress down, you must make a donation - and it requires nothing at all from the County.

"Causes" are those suggested by County employees and range from Relay for Life (American Cancer Society), to the New Kent Social Services Food Pantry. In the past five years the New Kent Humane Society, New Kent Christmas Mother, Lee National Denim Day (breast cancer), American Diabetes Association, and many more organizations have benefited. While there is no minimum or maximum donation amount required, over 15 weeks in 2009 alone, New Kent County employees donated almost \$3,000 to charity.

New Kent Human Resources reports that “Casual Day for a Cause” helps to increase employee morale while raising money for some great causes. The relaxed atmosphere and increased comfort of casual clothes are also felt to result in increased productivity during the “dog days of summer.”

While this isn’t the first Casual Day program in existence, this model works extremely well for New Kent County and we think it will for other localities as well. Where some businesses may offer a Friday “casual day” to their employees, they could go the extra step by giving back to their community too.

Attached you will find a summary from 2009 of charities supported by New Kent County Casual Days and the amounts collected.

New Kent County's "Casual Day for a Cause" At a Glance

Who: New Kent County Employees

What: May make a donation in exchange for dressing casually (jeans and tennis shoes, etc.) on Fridays


Where: Donations are distributed to charitable organizations based in New Kent or for causes supported by County employees

When: Generally beginning the week before Memorial Day and continuing through Labor Day, other Casual Days declared as deemed necessary

How: Employees can donate any amount they wish – there is no minimum and no maximum – the best part is that it requires nothing at all from the County

Why: Employee morale, relaxed atmosphere, increased productivity and a way to give back to the community

2009 "Casual Day for a Cause"

Date	Total Collected	Cause
05/29/2009	\$ 326.00	Relay For Life
06/05/2009	\$ 67.00	NKSS Food Pantry
06/12/2009	\$ 112.00	All Kids are Special (playgrounds w/o boundaries)
06/19/2009	\$ 58.00	NK Humane Society
06/26/2009	\$ 59.00	Autism Society of America- Central Virginia
07/02/2009	\$ 56.53	Central Virginia Food Bank
07/10/2009	\$ 41.71	New Kent Habitat for Humanity
07/17/2009	\$ 42.00	New Kent Christmas Mother
07/24/2009	\$ 28.00	House the Children
07/31/2009	\$ 28.37	New Kent Education Foundation
08/07/2009	\$ 28.00	Proclaiming Grace
08/14/2009	\$ 56.00	Arthritis Foundation, Virginia
08/21/2009	\$ 39.00	Virginia Leukemia & Lymphoma Society
08/28/2009	\$ 40.00	American Diabetes Association
09/04/2009	\$ 42.00	Employee Compassion Fund
10/02/2009	\$ 250.00	Lee National Denim Day
	\$ 1,715.25	United Way 11/06/2009 through 11/20/2009
		
Grand Total	\$ 2,988.86	

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