Giving for a Cause through the CFC

Research has shown that donors are increasingly more motivated in giving by cause areas than by loyalty to a specific charity. During the 2020 campaign, the Combined Federal Campaign (CFC) will highlight a different charitable cause each week through their Cause of the Week program. These 14 causes and various cause sub-categories represent the 25 taxonomy codes used by the CFC to distinguish charitable service areas. The program is designed to educate donors about the many important causes the CFC charities represent and to connect donors to their work.

The CFC makes giving easy, and there’s no better time to *Show Some Love* to charities that depend on the generosity of the federal community. This year has brought about countless challenges for charities, causing them to find ways to maintain their programs and services in a time where donations are down, and historical fundraising events have had to be canceled. One additional reason this year is an excellent time to make a charitable donation is new legislation in 2020 allows taxpayers to deduct $300 ($600 for married couples) for qualifying charitable donations even when taking the standard deduction.

“Donate to something you support, and you can feel good about it. Donors can count pledges for tax breaks and feel good about it. Donors can also pledge service hours and give back there. It is a win-win-win all around through the CFC,” explains Victoria Thomas, U.S. Department of Defense, who supports health as her cause.

Whether you care about finding a cure for diseases, supporting military families, or promoting equality, the CFC has a charity for any cause you want to support. Haven’t made up your mind which charity to support yet? Discover some of the wonderful CFC charities through the Virtual Charity Fair on the CFC website to [watch videos](https://givecfc.org/virtual-videos) and [read success stories](https://givecfc.org/charity-stories) about the people who have been helped. Be sure to have a tissue handy for all the happy tears!

Federal employees and retirees are encouraged to join the CFC community to help support the missions of thousands of participating charities. You can give to the charities you care about through payroll deduction, sign-up to volunteer, and *Be the Face of Change*. *Show Some Love* at GiveCFC.org.

