

## NYS Division of Housing & Community Renewal

### MEMORANDUM

**TO:** All Agency and Department Heads

**CC:** Michael Burgess  
Commissioner, NYS Office for the Aging

**FROM:** Deborah VanAmerongen  
Commissioner, NYS Division of Housing and Community Renewal

**DATE:** August 25, 2009

**SUBJECT:** Follow Up 2009 SEFA Campaign Volunteer Authorization – *Response Requested*

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As September quickly approaches, we are gearing up to officially KICK OFF the 2009 SEFA Campaign. As you may know, there has been some transition on the SEFA Cabinet, with the departure of Commissioner Hansel who was serving as Chair. Governor Paterson has asked me to serve as Chair for the 2009 campaign with Commissioner Burgess from the Office for the Aging, serving as First Vice-Chair.

It is an honor to be a part of this great endeavor, which through the generosity of State employees, has raised close to \$10 million dollars, annually and has provided funding to over 4,000 health care and human services agencies throughout New York State. This year's theme is "*Together We Can. Make a Pledge. Make a Difference.*" which is what we, New York State employees, as evidenced above, do so well. In order to make this year's campaign a success, we need your help by making sure that your agency's campaign is ready launch and that your agency has an appointed SEFA Loaned Associate, Management Liaison and Campaign Manager.

I would like to thank all of you who responded to Commissioner Hansel's request in April to appoint agency personnel to these key SEFA positions but we are still in need Loaned Associates from some agencies.

**Loaned Associate** – State employees, generally in grades 9 - 25, who are loaned by state agencies to work in support of local SEFA campaigns from September through December. Additional time may be needed in January and February, depending upon the campaign area, subject to the approval of the employee's supervisor. Loaned Associates are assigned a number of State agencies to assist in developing and implementing a successful fund raising effort.

This year as in the past, some full and some part-time positions are needed. The attached document provides you with a list of individuals who have been requested from your agency from offices/facilities across the state and/or requests for loaned associates without the name of a specific individual.

Please confirm approval of the individuals requested as soon as possible. In addition, please take steps to have your agency's management liaison recruit individuals to serve in those regions where help is needed but a specific person has not been requested.

In every way, the Loaned Associate Program is a solid investment for the sponsoring State agency, the campaign region involved, and the community that is served. **(Please submit your confirmations and names of those to fill the additional requests by September 4, 2009 to Suzanne Maloney, SEFA Director, at [sefadirector@uwnys.org](mailto:sefadirector@uwnys.org))**

I will send a letter of confirmation to each loaned associate and the local SEFA staff. At your option, you may also wish to confirm your selections directly to the employee and their supervisor.

On behalf of the Governor, I sincerely thank you for your cooperation and support of SEFA and for your staff commitment to make this a success. New York State Employees – *“Together We Can! Make a Pledge. Make a Difference.”* If you have any questions or require additional information, please email Amy Fraioli from my office at [afraioli@nysdhcr.gov](mailto:afraioli@nysdhcr.gov)

Attachment