

STATE EMPLOYEES FEDERATED APPEAL (SEFA)

Background

Purpose

SEFA is the annual charitable solicitation of state employees. SEFA is a federated campaign, which means that a number of health, human services, environmental and advocacy federations and agencies participate. State employees may give through payroll deduction or make a direct cash or check gift. SEFA is authorized in state law (1964) and detailed in regulations, which were first set forth in 1980 and have been amended several times since.

State employees may designate their gift directly to a participating charity in any campaign area in the state, or they can make a gift for distribution by their local SEFA committee to charities in the local campaign.

Campaign Results

Since 1983, the SEFA campaign has raised over \$100 million, with \$8,537,000 pledged during 2000.

Organization

Both the law and the regulations set up a system of local campaigns, managed by SEFA committees of state employees and participating charities. These committees decide the eligibility of applicant charities, based on criteria in the regulations, as well as oversee the distribution of funds raised. In every local campaign area a Federated Community Campaign or FCC, is designated to help staff the SEFA committees, conduct the campaign, be responsible for the distribution of SEFA donations as directed by the committee and donor, and make annual financial reports as required in the regulations.

At the state level, the Office of General Services has the regulatory authority for oversight of SEFA. The Office of the State Comptroller is responsible for the payroll deduction process and sending these gifts back to the local Federated Community Campaigns for distribution to participating charitable organizations.

Statewide Leadership

Although not included in the current regulations, an infrastructure of statewide leadership for the campaign has evolved over the years to include co-chairs designated by the Governor and union leadership. The chairs have arranged for numerous statewide campaign materials and support services including posters, videos, newsletters, training for state agency liaisons and recruitment of loaned associates, who help local campaigns with organizing and/or conducting solicitation of employees.

WHAT IS SEFA?

SEFA's unique mission sets it apart from single-cause organizations. The opportunity for NYS employee payroll deductions for charitable giving has been an employee option for over 30 years. Rules and regulations governing SEFA were established in 1984. Over the years, SEFA has become an effective system for State employees to show they care and to make a difference in the community. Here's why!

SEFA ASKS ONCE

SEFA offers a way for State employees to support a network of local, national and international community services all year long through one annual fund-raising effort. Increasing your gift to SEFA helps reduce the need for participating organizations to conduct separate fundraising drives.

STATE EMPLOYEES MAKE THE DECISIONS

State employees are the driving force behind SEFA. Hundreds of people, your co-workers and friends, make up our SEFA committees, campaign leadership and Loaned Associates. State employee volunteers work long hours to raise money and distribute it to meet the needs of the community. State employees representing the public employee unions/organizations and management, together with participating federations and agencies, make all the decisions concerning the campaign. They carefully review applying organizations to assure fiscal and professional integrity. State employees have the majority vote on the SEFA committees.

COMMUNITY PROBLEM SOLVING

Your gift to SEFA helps people cope with the kinds of problems many of us hope we will never have to face. SEFA serves State employees and thousands of others who are less fortunate. Your generosity and the dedication and support of volunteers and professionals enrich the delivery of community services to those in need. Your contribution is the most effective way to improve their quality of life.

IT'S UP TO YOU

Charitable giving is a personal decision. No one should tell you how much to give or what organization to support. Therefore, SEFA was established to provide the system that encourages choice. SEFA offers State employees the opportunity to choose where their money goes and offers the convenience of payroll deduction. As State employees, we are

already doing a great deal to make a difference in our communities. And, we can do even more.

PRODUCT KNOWLEDGE

It has been said that SEFA is a complex network of not-for-profit organizations that provides critical services to meet the needs of our families, neighbors and the world.

COMPREHENSIVE

There are hundreds of national, international, and local health and human service agencies that are part of the campaign. This network provides a comprehensive system for our wide-ranging needs:

- disaster relief
- health research and disease management
- accessible health care systems
- community programs and services
- famine and hunger relief
- medical care for the needy
- social and family support organizations
- programs for the poor and indigent
- environmental – preserving and protecting our natural resources

ACCOUNTABLE

More so, SEFA is our program. Run by volunteer State employees with the help of experts from United Way, our campaign is broad-based yet local, community oriented yet international, and helps young and old, everyone alike.

People like you and your co-workers make the decisions needed to run the campaign. They monitor campaign activity to assure you of its professional and fiscal integrity.

CONVENIENT AND COST-EFFECTIVE

With the support of the local United Way and participating charities, the campaign is a one-time annual request for charitable donations. It is a campaign that allows you to make personal donations to any of a wide range of organizations easily. This once-a-year solicitation by volunteers is also effective in lowering fund-raising costs so more of your donation is put to direct services.

SEFA is a wide network of charitable, health and human service organizations here at home and abroad.