



## Statewide SEFA Council

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*Tom Wickerham, Chair*  
*Caroline Westbrook, Vice-Chair*  
*Cornelia Mead, Secretary*  
*Laurelee Dever, Director*

SEFA Statewide Council Meeting – December 19, 2019 via teleconference.

Tom Wickerham, Cornelia Mead, Bill Ferguson, Nick LaMorte, Caroline Westbrook, Alicia Otis and Amber Schiller from UWGCR.

1. 1:32 pm Tom called the meeting to order
2. Alicia called the roll
3. Approval of minutes from October call, correction of Caroline Westbrook's name, no other changes, minutes approved.
4. Finance committee - Bill Ferguson
  - a. Two invoices from UWGCR for October and November: total \$18,313.16. We have bank account balance over \$32,000, sufficient to pay both of these invoices. Finance committee met on Monday and recommends these invoices be approved. Moved by Bill Ferguson, seconded by Cornelia Mead to pay the invoices. Motion carried.
  - b. The campaign continues through December 31, and the e-pledge system will continue at least thru Dec 31. Any paper pledges should be conveyed to the payroll office as soon as possible.
  - c. Discussion - there are 27 pay periods in 2020, and the State Comptroller will only be taking 26 deductions, and exclude the last paycheck of the year (December 2020)
  - d. Printing of paper pledge forms cost about \$4600, and will be invoiced out to local campaigns based on their orders, we expect payment in 30 days.
  - e. Coordinators mentioned that they never received posters. Some said they did not receive any, some said they got them late. Tom clarified that the printing of these was donated by CSEA. Amber clarified that postage costs for these were not billed to any campaigns.
  - f. Bill mentioned that the campaign total is down significantly, about 13%, but not all pledges have been turned in.
  - g. Bill expressed concern about downward trend of SEFA totals, this year continues the previous downward trend in both donors and total donations. However, he sees two potential bright spots: (1) proposed continuation of "continuous giving" which is proposed in the revised SEFA regulations, and (2) retiree giving, which is still being explored.
5. Director's Report - Alicia Otis
  - a. Applications are open on the web site, process has been streamlined. It was basically the same as the recertification, but we didn't need all the information. She has also re-written the instructions, they were misleading and too much information.
  - b. Re-certifications are open until December 30, she has been sending updates to coordinators weekly.

- c. Has been working on the website. Has focused on getting items filled in on the calendar. Would like coordinators to send them info on local events so she can post them.
  - d. Concern that there is not enough time for all agencies to recertify. Discussion of extending the deadlines so more charities have the opportunity to recertify.
  - e. Concern from Coordinators about pulling designations from the app - some are having difficulty, some are not.
  - f. Discussion of the process to confirm errors in N-numbers (info was sent out to coordinators).
6. Discussion of extending the re-certification period. Is this technically feasible per Alicia? Yes, should be doable. Suggestions about a date to extend it to? Would January 31 be enough time?
- a. Motion by Bill Ferguson to extend the open period for recertification through January 31, 2020. Seconded by Caroline. Motion carried.
7. Tom concerned about declining campaign totals - asked coordinators to get their info into Alicia asap, so we know where we stand. And urged the Council to think about how we can increase participation in SEFA.
- a. Discussion about how to engage younger employees - it's a challenge for SEFA and for other non-profits, frankly. Nick shared that SEFA information can be included in onboarding packets for new hires, it's permissible (CSEA is using this method to share information about the Union, since employees are no longer required to belong to the Union).
8. Tom announced he has retired from State service, but he was just re-elected as chair of the Rochester committee, he will not be retiring from SEFA.

Meeting adjourned 2:50 pm

Cornelia Mead  
Secretary

(approved 2/6/2020)