



Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-456-2200, x129
Fax: 518-456-2839
www.sefanys.org

Tom Wickerham, Chair
Pete DeCicco, Vice-Chair
Cornelia Mead, Secretary
Laurelee Dever, Director

SEFA STATEWIDE COUNCIL MEETING March 17, 2016 – APPROVED

MORNING SESSION:

10:00 am - Noon: The SEFA Statewide Council convened along with many invited guests (from charities, Federations, FCCM's) at the offices of United Way of Greater Capital Region in Albany NY.

Brian Hassett, President and CEO of UWGCR welcomed all present and gave remarks about his background and ideas for energizing the SEFA campaign.

Seeking ideas for how to support the campaigns around the state. Ideas were shared and written on a flip-chart:

- Endorsement from Governor and Unions
- New Employee introduction to SEFA
- Support of Agency Directors/Commissioners
- Video snippets (What a \$1 can do! etc.)
- Social Media
- Creative approaches to re-engage employees
- Incentives
- Retiree contributions – need to get a process in place for them to participate in SEFA.
- Local charities send in volunteers to help tell the story and make the ask
- Feedback from new/younger employees: What would make them give?
- “State pride” is a powerful message, we could use this more.

Lisa Audi, Marketing & Communications for UWGCR, presented marketing ideas and plans for the upcoming campaign, including ideas for online tools and social media (including Facebook).

(lunch break)



Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-456-2200, x129
Fax: 518-456-2839
www.sefanys.org

*Tom Wickerham, Chair
Pete DeCicco, Vice-Chair
Cornelia Mead, Secretary
Laurelee Dever, Director*

AFTERNOON SESSION _ SEFA COUNCIL BUSINESS MEETING

Council in Attendance

Tom Wickerham
Pete DeCicco
Matthew Ecker
Bill Ferguson
Nick LaMorte
Furn Lorento
Cornelia Mead
Scott Ray
Caroline Westbrook

Staff

Laurelee Dever, UWGCR
Marion Frowein, UWGCR
Shane Albertin, UWGCR

Others

Paula Hanlon (Atty, OGS)

Tom convened the meeting at 12:55 pm

1. Draft minutes. Any issues, corrections, comments? Cornelia amended the description of the committee charged in Fb should be called "application review committee"
Scott moved, seconded by Nick to approve as amended. Motion carried.

2. FCCM Vacancies

Tom announced we have recently received three requests from current FCCM's to withdraw

1. Sullivan-Ulster
2. Delaware-Otsego
3. Allegany County

Paula Hanlon - handling SEFA issues at OGS. Discovered there is no procedure to get an FCCM to take over a region. In the past Bill Mayer sent out "requests for applications."

SEFA regulations specify that the OGS Commissioner chooses an agency to manage a SEFA region but does not specify the procedure. They will figure out who should be invited to apply and create a procedure to move forward. Don't want to simply offer the opportunity to a neighboring region, there will be a call for applications.

3. Finance Committee Report

Draft budget for 2016 presented - total \$94,159.07

Bill Ferguson moved, Scott Ray seconded, to accept the budget

Comment - 8% reduction from last year's budget, last year was a 10% reduction from the year before. Finance committee has made a concerted effort to reduce the SEFA Council budget, full aware that the assessments to support the budget come from local committees.

Motion approved.



Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-456-2200, x129
Fax: 518-456-2839
www.sefanys.org

Tom Wickerham, Chair
Pete DeCicco, Vice-Chair
Cornelia Mead, Secretary
Laurelee Dever, Director

4. New Applications - The applications committee has made recommendations which were shared on a spreadsheet. Committee members described the process they used to evaluate charities, used Charity Navigator.

Furn moved to accept the list with two revisions Laurelee mentioned (charities which had been approved by their local committees.

Scott seconded, motion carried

5. Recertification Update

Recertification Data: Marion Frowein from UWGCR discussed the analysis she has done to reconcile and clean up the charities database. After great effort, there are still a small number of discrepancies.

Finally, Marion reported that the 2016 recertification file contains 2648 records. There seems to be a gap of 328 agencies discrepancies. She believes it's likely these recertified but for some reason did not make it into the database. Marion recommends including these 328 agencies in the 2016 book, UNLESS we hear in the interim from agencies or federations that they are ineligible or should be removed. Marion will be circulating the list to each region's coordinators for their review. Furn moved to accept this proposal, Nick seconded. Motion carried.

Bill Ferguson thanked Marion for her work, and her analysis, and said the Council has more confidence now in the process.

Communicating with charities which belong to Federations – It was mentioned that whenever a letter goes out direct to a charity that is a member of a federation, it creates chaos. We should be careful about this.

Recertification Form: Redesign of Recertification Form - Update by Shane (IT, UWGCR)

They are designing some improvements for the 2017 recertification form which will help get more accurate information into the database. Also adding some categories to make the online database more "searchable."

Aiming at April 1, but there is the possibility they will need another week. Laurelee asked for the flexibility of delaying a week if needed.

Furn move, Matt seconded that they may extend for a week if need be. Motion carried.

6. Laurelee - Director's Report

Notification of Applications. Would like to do ONE single email to all agencies regarding their applications, still waiting for approvals from one committee. After that, will need to get review/oK by the Council, this can be done via email. Laurelee will aim to get these notifications out by the end of the month.

Brochure/book printing. We need to make some decisions about the format of the book.

Would like to ask for volunteers to advise her on the new design.



Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-456-2200, x129
Fax: 518-456-2839
www.sefanys.org

*Tom Wickerham, Chair
Pete DeCicco, Vice-Chair
Cornelia Mead, Secretary
Laurelee Dever, Director*

Millie Lucas, Tom Decourcy, Matt Ecker volunteered for this committee.

Marketing materials: Lisa (from UWGCR) working on this. Would like to reach out to CSEA again to see if they will print the posters (Nick has the contact).

Electronic pledging - they will have a solution ready for the 2016 campaign, either "give at the office" or another they are evaluating.

Instruction manuals - Laurelee working on this

Website design. Showed us North Carolina state employee campaign as an example, with a smart charity search, etc.

Shane asked us to set some branding standards, we should have uniformity in fonts and colors across the state.

Training materials – Laurelee will be working on this soon.

7. Tom - discussed putting together an event calendar of to-do's for the council.

Motion to adjourn the general meeting and adjourn to an executive session. Moved by Bill Ferguson, seconded by Furn.

Council Executive Session convened at 2:57 pm, met until 3:18 pm