



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

## 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](http://www.sefanys.org)

SEFA Statewide Council Meeting – November 16, 2017 via telephone.

Members present - Tom Wickerham, Furn Lorento, Cornelia Mead, Bill Ferguson, Nick Lamorte, Caroline Westbrook. Laurelee took attendance of other attendees.

1. Tom welcomed and called the meeting to order.
2. Approval of minutes -
  - a. August 9th meeting - add Cornelia to members present. Bill moved to approved, seconded Nick, motion carried.
  - b. Oct 19th meeting - no corrections - add the word "quorum" . Moved to approved as corrected, by Furn, seconded by Nick, motion carried.
3. Report from the Chair.
  - a. Furn Lorento announced she is stepping down from the Council, effective January 1. Still deciding whether she is able to continue on the finance committee.
  - b. Reminder that all Council members must have the annual approval of a majority of all campaigns in the local regions. Also remind coordinators that with recent departures we need new member to the Council. We can have two reps from each of six regions, there is only one region that has two members currently. Others have one rep, some regions lack a rep.
  - c. Still reviewing the proposed changes to the OGS regulations. Hope to discuss this in January Council Call.
4. Finance Committee Report
  - a. We have received Sept invoice \$7,850.33 and Oct invoice \$6,481.46 from UWGCR. Total \$14,331.79. The finance committee recommends approval. Cash on hand \$32,206.63. Bill moved that Council approve, seconded by Caroline. Motion carried.
5. Director's Report
  - a. Laurelee gave a report of the campaign so far. Last Monday was our best day yet.
  - b. Accepting recommendations on improvements/issues with e-pledge, please respond by Dec 15th.
  - c. Recertification period ends November 30th.
  - d. Application period will begin Friday, December 1. The app is ready to go on time.
  - e. Still looking for volunteers to participate in a committee to work on how to present application data to committees - looking for a council member on the committee Caroline volunteered. Hope to meet the first week in December.
  - f. Advertising - Lisa has been doing advertising on FaceBook. Have not heard anything from CSEA.
  - g. Tried to get 50 retirees interested in participating in SEFA, only 30 applied, so we will not be pursuing for 2018.
  - h. Some agencies in regions not conducting campaigns - names have been provided to commissioner DeStito.

- i. Started working on budget for 2018, aiming to get a draft to the finance committee by end of November.
  - j. Newly seated Cabinet - we're not seeing much action from them. Laurelee suggests we might reach and give them more specific direction about what we need from them, so it trickles down to the local level.
  - k. Laurelee working on finding supplier to purchase give-aways centrally rather than each committee separately. Nick reminded that we need to be aware of "made in america" and "union-made," as well as items which employees (e.g. corrections) are permitted to have at work.
6. New business -
- a. Nick report that Long Island UW in his area is considering leaving SEFA, so they will be looking for a new FCCM.
    - i. Discussion about challenges of SEFA campaigns in general, diminishing campaign totals, challenges for SEFA as well as CFC (Federal).
    - ii. Discussion of challenges of communicating with and appealing to younger donors.
    - iii. Laurelee reiterated the request for personal stories, marketing information for them to use to promote the SEFA campaign.
7. Meeting adjourned at 2:40 pm.

Cornelia Mead  
Secretary