



*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 – May 17, 2018 via teleconference.

Tom Wickerham, Bill Ferguson, Cornelia Mead, Nick Lamorte, Caroline Westbrook (absent - Millie Lucas)

1. Approval of Feb 15 minutes - motion by Bill Ferguson, seconded by Nick Lamorte, minutes approved with no changes.
2. Report from the Chair (Tom Wickerham)
  - a. A few weeks ago Tom sent letter to Commissioner DeStito expressing concerns with losses of FCCM's. Laurelee has been trying to arrange a Cabinet meeting since March, finally scheduled for May 31 in Albany. Will be looking at operational challenges with the program, as identified by a committee that the Commissioner put together. Tom as Council chair is a member of the Cabinet.
  - b. Our MOU with Greater Capital Region as our statewide FCCM comes to an end at the close of this calendar year. We're assembling a draft RFA, which will be put together and sent out by OGS, which oversees the statewide campaign.
3. Finance Committee (Bill Ferguson)
  - a. Proposed budget was presented to the council via email and approved on March 30, represented a slight savings from last year's budget.
  - b. Invoices - last from United Way was received in January, there's a been a slight delay with staffing changes at UWGCR but they're now up to speed and we should get more invoices shortly.
  - c. Laurelee introduced Amber Schiller the new CFO from UWGCR, just started this week.
4. Marketing report - Lisa Audi
  - a. Transitioning from last message "we are SEFA" - play on the reach and scope of the campaign. Feature individuals from particular communities. They will try to get real stories to feature.
5. Director's report (Laurelee Dever)
  - a. Convened a committee to work on trinkets (I can't spell tchotchkes) for the 2018 campaign. Decided on little post-it notes, very low cost. Hopefully can get some donations, maybe for these, perhaps also for some of the printing costs.
  - b. E-pledge - enhancement committee had decided on some enhancements for next year, Laurelee has sent those forward.
  - c. Pledge cards - let Laurelee know of any changes. If regions end up being changed, obviously this will change the pledge cards.
  - d. Requested copies of committee budgets, have still only received four.
  - e. Recertification - took a lot of time, cross referencing, checking, double checking, in order to be able to confidently say to a charity that they did not recertify for 2018. They did contact 739 charities via email telling them they were dropped. Many are not very happy. Exceptions- if they could not document that the charity received

notification last fall, and if they did recertify the prior year (2017) they are being allowed to recertify for 2018. If we can demonstrate they did receive notification, they are not getting recertified. Laurelee still has over 100 emails to deal with. Laurelee did send out a reminder in October, when they still had opportunity to certify, and still many did not.

6. Motion to adjourn - Caroline Westbrook, meeting adjourned at 2:21 pm

Cornelia Mead  
Secretary

(minutes approved 6/21/18)