



Statewide SEFA Council

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approved 10/18/18

SEFA Statewide Council Meeting – September 20, 2018 via teleconference.

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

1. Approval of August 16 minutes. Motion by Nick LaMorte. Seconded by Bill Ferguson. Minutes approved with section 3, item K from struck from the record.
2. Report of the Chair (Tom Wickerham)
 - a. Tom reminded everyone to concentrate on local campaigns. He shared that he participated in the Rochester kick-off, which was a great success.
 - b. Tom shared that it is very important that NYSCOPBA get more involved and encourage members to participate. While there is buy-in from management, communication is difficult due to military style chain of command. There is a need to be sensitive when delivering the message so as not to be perceived as an order. Tom will bring this up on the SEFA cabinet call scheduled for next week.
 - c. Campaign marketing. PEF, PBA and the CSEA are all posting and publishing articles about the SEFA campaign on newsletters, websites and on social media. Please alert your volunteers to the articles and encourage them to take screen shots for social media and to post in buildings. Doing so demonstrates union support for the campaign.
 - d. SEFA Cabinet items. Still working on retiree issues. Also still looking for soon to be retirees or retirees to add names to interest list so comptroller's office can get the database started. The payroll office is putting (through OGS) SEFA flyers in the out-boarding packets – so exit interviews are being used to generate interest.
 - e. Year round giving. Questions remain as to if/when employees can pledge when hired mid-year or if they will need to wait until next campaign cycle. Will update you as more information is available.
 - f. Nick shared that all public employees must now go through orientation within 30 days of hire, at which time their contact information goes to the union. He suggested that we have SEFA information in the Union orientation packet.
 - g. SEFA rules and regulations. A small group of people including Laurelee, the state comptroller, OGS and legal are working item by item to update and modernize rules and regulations. We are currently about half way through the process, but you can still participate by contacting Laurelee or Tom. We are looking for specific language to be added or to replace current regulations. A draft of the proposed regulations will be distributed to everyone.
 - h. Transition from ePledge to online payroll. The Cabinet is exploring transition from ePledging to including SEFA campaign in the online payroll system. There was a conference call last week with OSC to begin discussion of the business process.
 - i. Cost reductions. Strides to reduce actual campaign costs continue to be successful by utilizing state resources. Books and pledge cards were printed by taxation and finance office at no cost to SEFA. CSEA printed the posters. We are looking to partner with SUNY to assist with marketing materials. If you have local agencies creating their own materials that could be used statewide, please let us know.

3. Finance Report. (Bill Ferguson)

- a. Bill switched the order of finance agenda items to discuss and vote on the pass through monies first.
- b. Pass through monies. In 2011, United Way of Dutchess County and United Way of Orange County merged into one agency. During the merger SEFA campaign funds inadvertently remained in campaign accounts with no disbursement from 2011 to 2015. A balance of \$28,873.85 has not been disbursed and there is no designation documentation. After review, Tom and I propose that we direct Laurelee to notify UWDOR to proceed as follows:
 - -the \$28,873.85 be determined and treated like undesignated funds;
 - -the sum be proportionately distributed to charities by formula provided in SEFA Regs for undesignated funds;
 - -that this proportion shall be calculated using the last available campaign 2017;
 - -that this sum be completely disbursed in the 4th Quarter of this year, and UWDOR inform the Council when they have completed this Council instruction with supporting documentation.

So moved by Bill, seconded by Nick. Unanimously carried. Tom reiterated the importance of state employee oversight of SEFA programs through committee membership and participation at the council level. This is another reason why recruitment is so important.

4. SEFA RFP. Bill shared that the one agency - United Way of Greater Capital Region - submitted a RFP for the statewide SEFA campaign. The proposed budget is in line with current practices. Bill commented that the statewide FFCM service for the last 3 years has seen many improvements, including the streamlining of the certification process. Bill thanked Laurelee for her outstanding service.

- a. Bill moved to establish a MOU for another three-year term of service with United Way of the Greater Capital Region. Seconded by Nick. Unanimously carried.
- b. UWGCR invoice update for SEFA services. We still only have an invoice for January 2018. I discussed with Amber Schiller, Chief Financial Officer, the expectations of what information is needed on the invoice, assessments for review, bank statements, and budget/budget lines, etc. Amber will create a February invoice for approval.
- c. August bank balance. Amber provided the August bank statement showing a balance of \$38,486.91. The balance is low due to outstanding third and fourth quarter assessments. The next assessments should be sent October 1. There will be a finance committee meeting with Laurelee and Amber. I will report to council next month our progress.

5. Director's Report (Laurelee Dever)

- a. Campaign marketing. All marketing materials have been delivered. The video was posted on the website on September 4 and feedback has been good. A cheat sheet for taking good social media pictures is being prepared and will be distributed. As Tom mentioned, PEF, PBA and the CSEA have ads on websites, short stories in print and online pubs. Please share these widely.
- b. ePledge update. ePledge is up and running with 55 pledges to date. Instructions have been distributed and Danae out ppt instructions. Thanks Danae Gruszczynski (UW Greater Rochester) updated a one page overview. One correction to the system: the minimum gift is \$13, not \$26. Gifts of \$13 will be undesignated.
- c. Reporting. The system is being set up so that FFCMs can pull their own reports. Two people in each area will be able to pull reports. A payroll report will show the actual gift per pay period. An overview report is also available. Everyone has received an excel spreadsheet to return with pledge information. When the majority of reports are received they will be loaded into the system.
- d. Report training. A conference call will be scheduled to provide training for pulling reports from the ePledge system. The question was asked if the general public will still be able to see campaign updates. They will, but only coordinators will be able to see actual names.
- e. In 2019 SEFA will move to the OSC payroll system. During last week's call we were able to see a prototype of the screens. If you would like a copy of the notes, please email me. A conference call will be scheduled to relay more information.

- f. As Bill mentioned, the 3rd quarter assessment has not been distributed. A reminder that this assessment will include the cost for printing posters and the three-part carbonless pledge cards.
 - g. Recertification. Recertification went live September 12. To date, 425 agencies have completed or started the process. A list is posted every two weeks for charities to check the status of their submission.
 - h. Retirees. We are still working on a new deduction form authorizing SEFA deductions for out-boarding packets. We are still trying to identify 50 retirees to begin the process. There is a committee formed, but haven't met yet.
 - i. A request for a report of three years of undesignated money has been distributed. Please return your report as soon as possible.
 - j. Marilyn mentioned that she has received two calls about agencies that did not recertify. Laurelee reminded people to use the talking points and will add a reference to it on the website under the volunteer tab.
4. There being no further business, a motion to adjourn was made by Bill. Seconded by Nick. Unanimously carried.

Respectfully submitted by
Elizabeth Webster
United Way for Cortland County