

Tom Wickerham
Chair

Caroline Westbrook
Vice-Chair

Cornelia Mead
Secretary

Alicia Otis
Director

SEFA Participation Overview

Below is very important information you need to be aware of and dates you should put on your calendar.

1. The SEFA Campaign runs from September 1 through December 31 annually. Therefore,
 - a. Marketing and kick off activities will begin and end during this timeframe. State agency kick offs traditionally take place between these dates. You should contact the [local SEFA coordinator](#) for details within that campaign.
 - b. Work on the marketing materials (i.e., charity book, charity search, posters, pledge cards) begins in February and will be complete by June. No changes to information will be accepted to printed materials after May 15.
 - c. Information that goes into the marketing material is the information you provided on the application or recertification form, including: how you want to be listed in the book, website address, 25-word statement, administrative fundraising percentage (AFR) and phone number. ***If you are a member of a federation, your federation will update this information.***
 - d. Your SEFA number will be listed in the marketing materials. If you do not have your SEFA number, please contact: the [local SEFA coordinator](#) for the region you have applied/recertified for; your federation contact ([State/National](#) or Local UW); or, for statewide agencies, Alicia Otis at Director@sefanys.org or 518-782-SEFA (7332).
 - e. We will communicate with your organization via email. It is extremely important that your organization keep your email contact information up to date or you could miss very important communications from SEFA. ***If you are a member of a federation and you have questions about the information you have received, please reach out to your federation ([State/National](#) or Local UW).***

2. You may contact your [local SEFA coordinator](#) or your federation ([State/National](#) or Local UW); to ask to participate in a state agency kick off and you may post your SEFA number on any of your marketing materials. You may not campaign in any state agency office or contact state employees without an invitation from the state agency to do so.



Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-782-SEFA (7332)
Fax: 518-456-2839
www.sefanys.org

3. **You are responsible for recertifying annually.** The recertification period is from April 1 through November 30. You will find the recertification form during the recertification period at www.sefanys.org. ***If you are a member of a federation they will work with you to ensure that your agency is recertified.***
4. You are responsible for your listing in the SEFA database. SEFA federations provide their SEFA participant charities assistance with regard to requirements for SEFA participation. They are, however, not responsible for ensuring the accuracy of your listing or ensuring that you recertify. The federations work diligently on behalf of their participant charities to provide support and direction but they are ultimately not responsible for inaccuracies or failed recertification.
5. **If you fail recertification**, your charity will be notified and your charity will be removed from the campaign year following that recertification period. (e.g., you fail to recertify in 2018 for 2019, you will not be a participant charity in 2019, but you can apply to participate in the 2020 campaign.)
6. Please familiarize yourself with the [SEFA Rules and Regulations](#).

If you have any questions, do not hesitate to contact your [local SEFA coordinator](#), federation contact ([State/National](#) or [Local UW](#)); or Alicia Otis, 518-782-7332 or Director@sefanys.org.