

SEFA Council Meeting
Monday November 18, 2013 (conference call)

Council members present on the call: Pete Decicco, Maria Harple, Nick LaMorte, Furn Lorento, Cornelia Meade, Kathryn Pantaleo, Caroline Westbrook, Tom Wickerham,

Council members absent from the call: Cherice Granger

Staff: Suzanne Maloney, Andrea Chaloux

FCCMs: Curt Bailey, Barbara Bates, Tom Conner, Tobi Darrah, Laurelee Dever, Cynthia Eberhart, Craig Collie, Tom Connor, Jackie Goldstein, Ken Holmes, Millie Lucas, Sheila O'Connor, Kathy Snow, Deb Tederous, Marilyn Wilson

Federations: Jesse Beisler, Tom DeCoursey, Meredith Jones, Alyson March, Cindy Tarleton

1. Suzanne took roll.
2. Recap of Oct. 28 call notes. Catherine and Maria abstained. Minutes were approved.
 - a. Suggested changes to notes:
 - i. Furn--Add the sentence, "Incomplete data notification to all charities needs to be done in a more expedient manner, before Sept. or Oct."
 - ii. Change "charities listed have diminished" to "number of charities listed have diminished"
 - iii. The sentence, "The data is only as good as..." is redundant and not relevant. Remove that sentence.
 - iv. It should be mentioned that an ad hoc committee is looking at the issues that were identified during the call.
3. Adjustment to FCC Codes – Office of State Comptroller has requested that there be one code per region. Regions with multiple FCC Codes are requested to choose one code by December 1, 2013 and that will be their assigned code for campaign 2014. There are 23 regions/SEFA campaign areas. Some regions have multiple committees. There would then be 24 codes, including the code for charities that are statewide. Choosing the number for each region will require discussion among each region.
 - a. Tom Wickerham—First want to make sure this is actually what the Comptroller's Office wants.
 - b. Suzanne will get in touch with the Comptroller's Office and ask for clarification in writing and will explain the members' concerns (issues about where funds are going to and coming from) and confusion.
 - c. A related issue is that another alternative would be to have each charity have its own number and be listed once in the brochure. This is how NJ and some other surrounding states handle it.
4. Office of State Comptroller Deduction Coding Errors—Continuous giving (in which deductions are made automatically from a state employee's paycheck until he/she expresses interest in having the deductions stop) is allowed by Clinton/Essex and was offered by Sullivan/Ulster in the past. An issue arose and it is at the Office of General Services now. OGS is looking into it. A substantial number of state employees in regions

where continuous giving was not an option have been having continuous giving deductions made from their paychecks. Allocation information was not associated with those deductions. Suzanne thinks continuous giving won't be an option anymore—because it is a logistical nightmare. Probably there will be a statement issued by OGS. The deductions were going into undesignated funds. It is a sensitive issue. It affected a substantial # of donors. Waiting for direction from OGS.

5. Application Process for 2014 Campaign—See email from Suzanne ~8:09 pm on Nov. 17.
 - a. It is the plan for dealing with new charity applications in the coming year. Expecting a lot of applications, since a lower # were recertified this year. Want to make sure all charities are contacted by Dec. 1.
 - b. Made some changes, including shortening the form.
 - c. Working now on testing the new online submission process.
 - d. Suggestion: There should be a sentence notifying people that if they don't receive a confirmation within 48 hours of submitting their form, they should contact the following provided email address or phone number.
 - e. Suggestion: Change the wording of “application” to “application and all other documents”
 - f. Suggestion from Caroline: Include on the website a box with a checklist that lists all the steps such as 1), 2), 3), etc. so there is no confusion, even for people who are not computer savvy, that they have done everything that is required correctly.
 - g. Hoping to have a system for recertification (not application) that will not allow people to submit their information unless it is complete.
 - h. Question from Tobi: How do they know which charities need to reapply? Answer: Those charities that are not on the accepted list that Suzanne sent out need to reapply.
6. 30 seconds from each region on campaign status and new ideas to share:
 - a. Millie (Long Island): Campaign is going very well. ~ 75,000 so far.
 - b. Barbara (Allegany Co.): Alfred State University...halfway through campaign and halfway to goal.
 - c. LauraLee: Did not have the data with her.
 - d. Deb: Did not have the data with her. The campaign at the local state jail is way ahead of where it was last year.
 - e. Kathy Snow: Was no longer on the call.
 - f. Tobi: Nothing in yet, nothing to report.
 - g. Marilyn: ~150,000 behind from last year. Employees are taking hits in their retirement. It is affecting their donations.
7. Miscellaneous
 - a. Can go to www.charity.org to make a one-time donation to help victims of Typhoon Haiyan in the Philippines. Caroline wondered what % of the donations goes to the victims. Answer: Will look into it. Usually there is a 5% handling fee on disaster funds.
 - b. Suzanne will have the website manager look into the issue that Tom raised.
 - c. The request for applications will be available Dec. 1. Suzanne will send all information and the new application form to council members before Dec. 1.

Meeting adjourned at 2:45.

Respectfully submitted,

Andrea Chaloux, Assistant to the Statewide SEFA Director