



Statewide SEFA Council

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Tom Wickerham
Chair

Pete DeCicco
Vice-Chair

Suzanne Maloney
Director

STATEWIDE SEFA COUNCIL CONFERENCE CALL MEETING

February 26, 2015, 1:30 PM

Council members on the call: Tom Wickerham, Matt Ecker, Kathryn Pantaleo, Furn Lorento, Cornelia Mead, Pete DeCicco, Nick LaMorte, Caroline Westbrook, Bill Furgeson

Staff: Suzanne Maloney

Welcome - Nick convened the meeting

Approval of minutes from December 18th

Furn Lorento moved, Caroline Westbrook seconded to approve the minutes, pass unanimously

Recertification update -

Suzanne reported that almost 2/3 of recertification notifications are done. A large number of them are bouncing back and she has had discussions with Sheila about how to handle this.

Proposed that she notify the Federations and they will be responsible for notifying the individual charities.

Suzanne will draft a message to federations clarifying the roles so everyone knows what is expected, will send draft to the council.

Question - Who will notify the unaffiliated charities? The local FCCM's. They will notify when it's time to recertify, and when the application period is up. Timing - up to the Federations to choose a time to notify agencies to recertify. Recertification starts April 1, goes thru end of November, Federations choose when they remind their agencies. But shouldn't wait until too late.

Sheila described a new process she's currently rolling out for recertification for NYC campaign. There are two versions of the recertification form - for affiliated and unaffiliated. The Federations assemble all the information from their charities and upload one single spreadsheet.

The unaffiliated charities get an email with a link and can recertify easily.

Application review and decisions.

Suzanne reported that there were a total of 203 new applications, most have been reviewed by the local committees, but 15 of them are still waiting for committees which have not met.

Council members expressed concern that the process was being held up for a few individuals.

Suzanne will have the spreadsheet sent to all Council members in time for their council-only call (Scheduled for March 10?)

Tom stressed the importance of getting these approved promptly so we can keep to the schedule in the SEFA regulations which requires notifications sent out by March 7th. The Council asked Suzanne to send forward what she has now.

New York State Employees' Exclusive Annual Charity Solicitation



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Draft budget -

Suzanne shared a draft budget for 2015 - same as 2014.

Council members asked if they could see 2014 actual expenses along with the budget to get a better perspective - EarthShare has not finalized the December financial statement yet.

Cornelia asked Sheila if it was possible to get a preliminary statement for December soon, Sheila will check.

Some council members also concerned that the budget format is not very detailed (only six categories). We will work on refining this. It was decided a committee would convene to discuss the budget and look into more detail. Furn, Matt and Cornelia volunteered for this committee.

Website development - Suzanne working on development of new website, she described some of the new features.

(It was noted that the website currently needs work to remove some outdated information from the 2014 campaign, which is causing confusion. Suzanne said she'd ask the web designer to do so.)

(Cornelia had to leave the meeting at 2:30 pm, minutes continued by Suzanne)

Governor's Letter

The letter needs to be more specific about what the Council is asking for from the Governor.

i.e. Management Liaisons, Loaned associates, appointment of a Cabinet. Pete volunteered to rewrite the draft and put before the Council for review. Once the letter is approved Suzanne to send the letter and copies to all committees so that they can send letters as well.

With the campaign declining to about, 5 million this year, could the Council approach the Comptroller's office to see if retirees could be offered the option of a deduction to their retirement payments for contributions. Nick volunteered to approach the Comptroller for this possibility.

Nick notified the Council that he had a conversation with Reg Foster, the new CEO for the United Way of New York State. Reg told Nick he was very interested in helping SEFA to gain support from the Governor's office and provided Nick with a Draft talking points document. Nick would send to the Council after the call. Reg has a connection to the new Lieutenant Governor and perhaps this may aid in getting the message out.

Tom asked about seating the Executives on the Council. Nick agreed to have all nominations sent to Cornelia as the Secretary and she would compile the tally. The outcome would be discussed on the next Council only call. All agreed.

Meeting adjourned 3:02 PM