



*Tom Wickerham, Chair  
Matthew Ecker, 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 - January 19, 2017

Tom Wickerham, Bill Ferguson, Furn Lorento, Nick LaMorte, Caroline Westbrook, Kathryn Pantaleo (alt)

Not present: Matt Ecker, Tammy Menard (alt), Scott Ray, Cornelia Mead

1. Tom called meeting to order at 1:35 pm.
2. Approval of minutes from December meeting. One correction was requested (Furn Lorento was present on conference call). Motion to accept as corrected was made by Nick LaMorte, seconded by Bill Ferguson, motion carried.
3. Report from the Chair:

It was announced last month that we received three (3) appointments to the Statewide SEFA Cabinet from the Governor's Office. They are: RoAnn Destito, Commissioner Office of General Services; Nonie Manion, Executive Deputy Commissioner, Department of Taxation & Finance and Rossana Rosado, Secretary of State, Department of State. A letter was sent to the Union leadership requesting their participation/appointment to the Cabinet. Wayne Spence, President of the NYS Public Employees Federation will also be joining the Cabinet. Nick LaMorte was asked to follow-up with CSEA. We are hoping to get started with the Cabinet by meeting within the next month or so. The Cabinet's primary job is recruitment and overall support of the SEFA Campaign.

Council leadership positions are up for election. The three (3) elected positions available are the Chair, Vice Chair, and Secretary. Tom announced that Matt Ecker will not be continuing on with the Council due to health reasons. Tom opened the floor for nominations. Furn Lorento nominated Tom Wickerham for Chair, seconded by Bill Ferguson. Tom accepted the nomination. Furn nominated Caroline Westbrook as Vice Chair; seconded by Nick LaMorte. Caroline accepted nomination. Caroline nominated Cornelia Mead as Vice Chair, seconded by Furn. Furn nominated Cornelia for Secretary, seconded by Caroline. Tom will confirm with Cornelia her availability and we will vote next month.

#### 4. Report from Finance Committee:

The Finance Committee met via conference call on 1/18/17. Discussed three (3) budget modifications presented by UWGCR which have been shared with the Council. They are as follows:

- An overage in 5565 meeting expenses was \$500, requesting to have \$1,238 (\$360) be moved from surplus 5580 Postage.
- An overage in 5525 PR allocation-fiscal/BK services. Was \$2,126, requesting to be \$3,126 (\$360) to be moved from surplus 5571 office supplies (balance 0); (\$640) to be moved from surplus 5580 postage (balance \$108).
- An overage in 5115 technology support. Was \$4,286, requesting to be \$5,576 (\$290) to be moved from surplus 5592 website (balance 0); (\$1,000) to be moved from surplus 5120 database maint. (balance 0).

All modifications have been reviewed and recommend for Council approval. Motion to approve made by Bill, seconded by Furn. Motion carried. This issued was discussed at length especially with local budgets already being tight. It was noted that the modifications were mainly to cover salary due to more time being spent in accounting and technology areas. We are still within the annual budget. It was suggested

that better communication be forthcoming between UWGCR. and the Finance Committee to resolve these types of issues. Bill recommended approval of modifications; motion carried. Bill thanked Marion for all of her hard work.

Pending Issues: November invoice of \$6,958.52 (cash on hand totals \$19,336.48). 2016 assessments have been received. December invoice is expected shortly. Finance Committee will work to close out the 2016 budget. At this time there is a surplus of approximately \$1,100 for 2016. The Finance Committee will continue to work diligently at the statewide level on all priorities. Bill made a motion to pay the November invoice of \$6,958, seconded by Kathryn Pantaleo, motion carried.

5. Marketing Update: Lisa reported that they finished the year end with last minute donations; 18 e-pledges received within the last two (2) weeks. Will continue to move forward with content. Would like to get more followers and start focusing on ways to consolidate campaign windows to help with advertising. Laurelee suggested that the Council form a Marketing Committee to work with Lisa on advertising. Tom advised that this is open to everyone (FCCMs, Federations), not just Council members. We will put out a request for volunteers in the near future. Lisa was also thanked for her efforts.

6. AFR Discussion - Marion gave a brief presentation on AFR #'s, what formula is utilized and is available to answer questions. Looking to establish what part of the money is being spent on administration and fundraising costs. Advised on what local committees and the Council should be looking at on the application. If there is a high AFR you should be looking for a statement on why and a proposal given on how they are going to lower the AFR. It was stated that 25% is the regulatory threshold for the AFR number and anything over that number should be justified in the application. It is our discretion, within reason, to deny an application for a high AFR if no justification or plan to reduce is given. If the application is denied there is an appeal process outlined in the regulation. Tom suggested that this be discussed more at the next face-to-face meeting in March. If local committees have any specific questions regarding this issue, please submit them to either Marion or Laurelee. Marion and Laurelee will then prepare a questionnaire to guide the discussion.

7. Director's Report - Laurelee advised that she is working on applications (deadline was Sunday). At this time 239 applications were received. Some have already been deleted if the required information was not received. She is also working with the Charities Bureau on what should be registered and what should not be. Her goal is to get a list out to us by the end of the month. Advised that we should not be working from the list published on the website. Code of Ethics for Council members is due. She will be sending it out to all Council members who should review it, sign it, and return it to her either via scanning or mail. Working with State Comptroller on pledges received last week.

Question asked whether applications will be ready by the next local meetings. Laurelee advised that local committees should e-mail her with your meeting date and she will prioritize. The Counsel will have their applications for review by next month. As a reminder, if there is a region with no local committee, the applications will have to be approved by the Council.

Reminder: local budgets also need to be completed and submitted by March 31st.

Laurelee gathered interim reports and forwarded them to Tom. We are still missing information from several local campaigns. Please send your report to her ASAP. Currently the SEFA Campaign has raised \$4,300,504.00 (not including the 4 missing areas); down \$397,616 (8.5%) from last year.

Meeting Feedback – Tom advised the Council and FCCM's that with the loss of Pete DeCicco, Region 5 (Dutchess, Orange, Rockland, Sullivan/Ulster and Westchester/Putnam) needs a Council representative. Please contact Tom if you have any ideas. Each of the 6 regions has 2 seats on the Council. SEFA Region 1 (Allegany, Chautauqua, Greater Rochester and Niagara Frontier) also has an empty chair. It is hoped to

get more employees involved in local committees as well as the Council with the addition of Statewide Cabinet action this year.

It was announced that Tom Wickerham is the recipient of the Richard M. Downey Heart of Gold Award which is to be presented to Tom on Feb. 28th by the United Way of Greater Rochester and the AFL-CIO Community Services Committee. Invitations will be forwarded to all if you wish to attend.

Meeting adjourned at 2:45 pm.

Respectfully submitted: Furn E. Lorento