SEFA Council meeting November 13th, 2020 via Zoom,

Council members attending: Tom Wickerham, Bill Ferguson, Caroline Westbrook, Nick LaMorte, Cherice Granger (Alt.)

Also: Alicia Otis from UWGCR

1. Approval of minutes from prior meetings:
   1. August 4, 2020: One change asked for from Bill Ferguson. Section 2.b.ii printing change from $2500 to $25, moved by Bill, seconded by Nick, motion carried to accept amended minutes.
2. Finance Committee Report:
   1. Invoice: Bill stated there are four pending invoices, July $6,638.02, August $5,846.84, September $17,233.30, October $8,681.06. The total of all four equals $38,388.92. Account balance as of August 31st bank statement is $39,792.99 sufficient to pay all invoices. Committee recommended payment. Bill moved to approve the invoices, seconded by Nick, motion carried.
   2. Bill stated in September United Way of the Greater Capital Region changed bank accounts from Pioneer Bank to Saratoga National
   3. After the payment of invoices, the bank account balance will be around $1,400 with November and December invoices still to come. Bill mentioned there are uncollected receivables for 4th quarter assessments and had asked all FCCM’s to please get payments in promptly since there is a 30-day turnaround and in turn, the Statewide obligations can then be made promptly. Once assessments are collected there will be around $17,000-$18,000 in the account. Bill anticipates the normal administrative costs will be on the remaining invoices, and had asked UWGCR to reach out on outstanding invoices to close out the year. Tom also stressed the importance of timely payments.
3. Director's Report - Alicia Otis
   1. Live total of ePledge $619,126, not sure of paper pledge totals yet
   2. There are two weeks left for charities to submit their recertifications. There are 497 recertification submissions so far for the 2021 campaign, not including Federation spreadsheets that are usually submitted to the Director.
   3. The application period is coming up quickly. The form will be a copy of the recertification form so integration is streamlined for the upcoming 2021 book.
   4. The test file was sent the morning of November 13th to the Office of the State Comptroller. Have not heard back from OSC yet. Employee ID numbers were caught early which gives Coordinators a head start on fixing those errors before the first file is sent to OSC in December.
4. Projections - Discussion
   1. Bill stated $1,129,000 was the ePledge total for the 2019 campaign. Bill ran a 70% comparative and forecasted that the 2020 campaign is 20-25% below last years campaign. Bill asked all to redouble their efforts, make 2-3 asks and to continue efforts but with room to improve
   2. Tom has been speaking to ECM’s through email and stated they are in need of ideas to get State Employees excited about SEFA. Asked Greater Rochester to share some stories (Rodney Young, Chris Bechle, Amanda Bishi)
   3. Amanda said they are running a completely digital campaign and stressed the importance of incentives for the employees. They are not able to do fundraisers this year due to COVID, so they created incentives $10 gift cards for example, and used money from their own pockets to help.
   4. Rodney stated Bill’s projections seem accurate as United Way of Greater Rochester’s campaign is down about 20-25% as well. Rodney has optimism with the colleges and has seen extraordinary efforts by ECM’s to pick up materials, some driving over 2 hours to do so.
   5. Chris mentioned the DEC is also very active and held a virtual kickoff with American Red Cross to speak about their work. College's donations have increased. Chris also stated since he is a new Coordinator this year he has made it a point to drive to multiple correctional facilities to introduce himself and drop off materials.
   6. Tom stated the virtual kickoffs are a good way to get the regional message out. And though only 50% of State Employees are in the office, the other 50% will be in sometime next week so leaving something on their desks as a reminder maybe a good touchpoint.
   7. Sarah Picciotto (FCCM of the Capital Region) said that Capital Region state offices are running at 25% capacity and incentives can be tough to offer at some agencies. Coordinator calls set up by the Director have been helpful where Coordinators can share ideas, successes, etc. Sarah mentioned support at the Executive Level is difficult
   8. Tom asked about the areas that have independent ePledge systems. Marilyn Wilson (FCCM – Niagara Frontier) stated they were able to get in touch with the Unified Court System to start running a campaign. Upstate Edu has asked for more paper pledge forms and UB seems to be working diligently.
   9. Jennifer Schiebler (FCCM – Central New York) stated Upstate University is down by about $10,000 and they usually run as a $400,000 campaign so they are optimistic. Other college campaigns are going well. One of the biggest challenges is not having special events since all classes are virtual. Jennifer is not able to gauge these years progress with last year as she had just started then. However, considering the circumstances the campaign is going well.
   10. Tom will participate in a three-day seminar in February and will be taking notes on software and methods that we could utilize next year. Tom reiterated that effort is needed to get out to the ECM’s to encourage them in the last few weeks of the campaign. The second ask is important.
5. Report from the Chair - Tom Wickerham
   1. Tom spoke with the OGS Attorney, the new Rules and Regulations should be posted for public input by the end of the year. They are working on regulatory statements. These regulations include Continuous Giving and how recertification submissions are completed. Tom is going to call on a few individuals that participate in the Council calls to provide input on what we need to do for these to work easily. For example, how the continuous giving will work with the Comptroller’s Office.

Meeting adjourned at 2:21 PM

Alicia Otis, Director