



September 18, 2013

Dear Colleague,

On behalf of the ESU State Employee Combined Appeal (SECA) Committee, we are reaching out to you in regards to the 2013 SECA Campaign that is currently going on through November 1, 2013. We would like to encourage you to personally donate to charitable agencies, which provide assistance to those in need.

This year's SECA theme is "Walk in Their Shoes," which asks you to imagine the challenges being faced by those who receive assistance from the hundreds of participating charities, such as:
The more than 1.6 billion people around the world who live substandard housing. And the 153 million children worldwide who are without families.

The 2013 University goal is \$21,000.00. All donations, regardless of the amount, will help the University attain this goal. New this year is the ability to make your tax deductible donation through [ESS](#) under the benefits tab. Please use this easy way for any donations made via payroll deductions. A [paper pledge form](#) is also available if you wish or for one time donations. The list of participating SECA charities on line in ESS or in the [resource guide](#).

In an effort to increase our campus's incentive for giving, the SECA Committee will be arranging some events over the next couple of months where you will have an opportunity to make a donation. The first event will be a **"Walk with the President" on Monday, September 23 at 12:00 pm starting at the University Circle**. We hope you will be able to join Dr. Welsh and us as we walk to raise awareness for the campaign and those less fortunate.

Also, as in past years, the SECA Committee has been approved to offer the University staff and faculty, the opportunity to dress down on Mondays for the Fall semester. This may be done through payment for a "Dress Down Monday" button at the cost of only \$20 (check or money order payable to SECA). To obtain a button, please complete a pledge form and submit it to us with your check or money order of \$20. In addition, we will have a drawing every week for a month of reserved parking for those who donate to the campaign. The earlier you make your pledge/donation, the more chances you have to win.

For more information, we encourage you to visit ESU website at <http://www.esu.edu/seca>. As always, your spirit of giving is greatly appreciated. Thank you for the opportunity to work with you to meet our goal.

Respectfully,

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