



November 9, 2011

Dear Members of the College Community:

*Together We Can Make A Difference!* The 2012 State Employees Federated Appeal (SEFA) campaign highlights our proud tradition of supporting the community - that in turn supports us. Our SEFA campaign, which runs from November 9<sup>th</sup> through December 9<sup>th</sup>, helps people who need our help the most. In today's economic climate, the importance of assisting those in need has never been greater.

In an effort to be greener, The *Directory of Participating Agencies* can be found on our college website at <http://www.newpaltz.edu/sefa>, including several agencies that extend services to people right here in New Paltz. Your gifts may also be used to help people in your county of residence, across the state and around the world. As in the past, you may designate the agencies you wish to receive your contributions.

To meet our participation goal, the committee at the College at New Paltz has created the following 2012 SEFA campaign theme, "Get involved. Participate. Make a Difference." I am proud of our campus community, and encourage you to participate and join the COMMUNITY OF GIVERS at New Paltz through the enclosed form. I am confident that with the help of our dedicated volunteers, led by campaign manager Robin Cohen-La Valle from Student Development, we can meet our goals.

I urge you to consider being as generous as possible. Our support of the SEFA campaign is one more way to show that together we can make that difference. Give what you can – whatever amount. You have an impact.

If you have never participated in a SEFA campaign, consider a gift this year. If you are one of our ongoing SEFA donors, thank you. If you are able to do so, please consider increasing your support to this year's campaign. The need is great and your generous support is appreciated.

Sincerely,

Donald Christian

President