

TO: West Chester University Faculty and Staff
FROM: Greg R. Weisenstein, President
DATE: October 1, 2008
SUBJECT: Care Enough to Share—2009 SECA Campaign

The 2009 State Employee Combined Appeal is now underway, giving each of us an excellent opportunity to show we “Care Enough to Share.” The SECA captain for your area may already have given you the appeal pledge form and the *SECA 2009 Campaign Resource Guide*, which lists more than 1,400 agencies meeting the stringent requirements for SECA participation.

The annual SECA campaign is the essence of teamwork on behalf of others, and working together to serve neighbors near and far is a powerful way to express our university values. I encourage you to review the guide and select the agency or agencies to which you would like to contribute. The pledge form allows you to designate those agencies, the amount you wish to give, and your payment method. After completing the form, please return it directly to your SECA captain, who will make sure your gift is included on the log sheets and submitted for processing.

Last year’s SECA campaign raised well over \$4 million across the Commonwealth, and close to a third of Pennsylvania’s state employees participated. For our share, the PASSHE universities contributed nearly \$400,000, exceeding our combined goal. I hope that this year, we will see an even larger outpouring of contributions as the needs—further fueled by the recession—continue to grow both across the state and throughout the world. Last year, WCU led the way in Chester County by raising almost two-thirds of the County’s total contributions. After exceeding our goal last year, we have been challenged to increase our total contribution by 5 percent. This year we are seeking to have a minimum of 250 participants and to raise more than \$38,260.00

Our SECA gifts can contribute in any number of ways. With so many agencies participating in the 2009 campaign, a gift can assist our local community, the students we hope to see in our classrooms in the future, the very old and very young in Chester County or across the globe, and the planet that we all call home. Even in this era of financial crises, all around us we see prosperous communities and stories of success. Yet many men, women, and children are not sharing in our own good fortune. Worldwide, hunger and malnutrition affect a billion people. In our own country, too, one-fifth of the children under age six are living in poverty. Although the level of need is staggering, each time someone like you steps forward to help, wellbeing on earth also takes a step forward.

This year’s SECA campaign theme is “Care Enough to Share.” By contributing to SECA, you will be responding to this request in a way that is meaningful for you and for those who will benefit from your generosity. I would also like to express my appreciation to the SECA captains and to Darlene Laverty for her excellent work in coordinating the 2009 campus drive.