

**United Way of Anchorage
Board Meeting
April 27, 2016, 4 p.m.
Wells Fargo Conference Room**

Members Present (17): Laurie Butcher, Jay Butler, Dan Clark, Joe Everhart, Kitty Farnham, Rick Fox, Keith Hand, Katherine Jernstrom, Dick Mandsager, Jordan Marshall, Joe Marushack, Susan Parkes, Frank Paskvan, Ann Penniston, Cory Quarles, Jack Sheppard, Beth Stuart

RSVP Regrets (5): Mike Abbott, Belinda Breaux, Natasha Pope, Janet Weiss, David Wight

Call to Order: Susan Parkes called the meeting to order at 4:05 p.m.

CONSENT AGENDA

Dan Clark moved to accept the consent agenda (March 23 meeting minutes and March financials) as presented, Keith Hand seconded, and the motion passed unanimously.

AGENDA ITEMS

UWW Membership Certification:

Len Lambert presented the completed 2016 United Way Worldwide Membership Certification for Board's review. UWA is in compliance with all membership standards. The only question staff needs to clarify with UWW is whether UWA is due to conduct another self-assessment; staff will work with UWW on this.

Executive Committee Report:

Joe Everhart reported that Dan Coffey has resigned due to busy work and travel schedule. The Committee recommends electing new Board member, Laurie Butcher, Senior Vice President of Finance at Alaska Communications. Beth Stuart moved to approve the resolution to elect new Board member Laurie Butcher as presented, Keith Hand seconded, and the motion passed unanimously.

Kudos to Cory Quarles who attended the GradNation summit and stayed the whole day. Cory has also committed to joining the 90 by 2020 Leadership Team. Many thanks to BP for allowing employee Damian Bilbao's active participation on the 90 by 2020 Executive Team. He has helped greatly with strategic focus. Kudos to Susan Parkes for her help with April 11 Impact Tour. Many thanks to all Board members for helping to take UWA through the investment process, for their time and placing importance on process and for standing behind UWA goals.

Finance Committee Report:

Keith Hand reported that the operating budget for fiscal year 2017 is not ready for the Board to review. While a budget for the unrestricted funds was presented at last week's Finance Committee meeting, it became apparent that restricted funds need to be presented to provide a more complete understanding of UWA financial activity. Staff was asked to reformat the proposed budget to include temporary restricted funds. This will be provided at the May Finance Committee meeting and hopefully presented for Board approval at the May Board meeting.

General assumptions/factors in preparing the budget are:

1. Budgeted expense reductions will be limited based on Board directive to maintain the infrastructure necessary to keep the fly-wheel moving. Temporary (hopefully) setbacks in local economy should not derail the progress UWA is making in achieving community goals.
2. Revenues will be based on the following assumptions:
 - Oil prices are constant
 - State PFD program and taxes remain as is
 - Employment levels remain constant

Consideration was given to the instability in the local economy and it is noted that significant change, positive or negative, in any of the factors above will affect UWA's revenue generation. Given the unpredictability in the local economy, staff chose to budget revenues based on the factors being constant.

The Finance Committee suggested that a "plan B" be developed that accommodates up to a 20% reduction in revenue. Staff agrees that a plan B may be beneficial but a cut of this magnitude cannot be developed before the May Committee meeting and its development should include UWA President. A plan B will be developed over the summer and presented to the Finance Committee in August.

3. The success of the 2016 UWA campaign can be accurately determined by October 31. At this date, UWA will determine the effect the success or lack of success will have and the level of adjustments that should be made.

Alaska 2-1-1 Update:

Sue Brogan introduced Jennifer Lewis, Alaska 2-1-1 Manager, and shared the public service announcement that was presented at the 2-1-1 CEO Summit in Denver. The PSA really sums up the value and impact of 2-1-1. 2015 annual report is now available and indicates that usage of the system continues to increase. Last year's overall call volume was 28,570, and the prior year it was 26,983. 2-1-1 maintains a database of 970 agencies that are statewide and 2,965 services that are used for referrals. 2-1-1 also plays a critical role in response to families looking for shelter during the cold weather months as a partner in the Emergency Cold Weather Sheltering effort.

There are 5 full time employees and currently 2½ of those employees are covered by grants or sponsorships. Funding diversification has been a priority and 2-1-1 is trending in the right direction. As for the future plans, Alaska 2-1-1 will certainly continue to offer information and referrals for Alaskans in need of help. There is also a role for 2-1-1 to play in community planning, such as Mayor's plan to end homelessness. 2-1-1 is a key entry point into many social services systems and as such will share the data it collects and help in crafting systems that can serve community members.

Income Committee Report:

Susan Parkes reported that UWA is a Pay for Success technical assistance grant finalist. The grant provides technical assistance to determine feasibility to move forward with a Pay for Success initiative. The Mayor's plan to end homelessness mentions five key populations – single adults, families, prisoner reentry, veterans, and youth/foster care. The new work relating to family homelessness will take a closer look at the families that use the shelter system, wait lists at shelters, etc. Impact Tour on April 11 focused on the Emergency Cold Weather Shelter system being provided by the faith community. Walk and Run for Warmth raised \$36,878 that will be sent to Lutheran Social Services for distribution in two payouts. Average assistance per family is \$550; 67 families will be helped this

spring as a result of the Walk and Run for Warmth success. Designations to the investment product, Warm Housed and Fed, totaled close to \$170K which was used during the investment process.

UWA will have a unique opportunity to work with Deloitte consultants in June. Deloitte provides industry-leading audit, consulting, tax, and advisory services to many, including 80% of the Fortune 500. They have selected Alaska/UWA to visit and work on five select projects that connect to UWA's work. UWA will be applying for a grant through Siemer Institute for Family Stability to provide funding for the Empowering Families project. The Siemer Institute is a family foundation located in the mid-west that focuses on the impact of child mobility in school as it relates to family financial stability.

Communications Update:

Laura Brown shared Cory Quarles ad from April Alaska Business Monthly and the article from ABM on oil and gas philanthropy. UWA is now at 3 stars in Charity Navigator, just 1 point away from excellent standing. UWA is also at platinum level in Guidestar – they just released platinum and UWA is one of the first nonprofits to receive this designation. New 60th Anniversary logo and word treatment are now available. UWA is doing a community campaign this year and working on plans for a kickoff event.

Investment Update:

June Sobocinski reported that UWA investment announcement had zero backlash and there was no negative feedback received at the funded partners monthly meeting. There have been several communications of appreciation, although fewer overall communications than in past years. Staff is now working on MOAs that outline what performance measures are to be reported, as well as outputs, process/quality outcomes, and client outcomes. MOAs are more streamlined this year and are online for the first time, just like application and review process.

Education Update:

June Sobocinski reported that Anchorage GradNation Summit 2016 was April 9 at the UAA Student Center; summit agenda and session descriptions are included in the packets. Grad Blitz is coming up May 1-20. Every year, UWA works on raising awareness that graduation is important with posters, cards, and sharing photos on social media. The graduation poster will also be published in ADN May 1.

With the help of Red Nose Day, UWA's Club Connect program was able to build a "Reading Oasis" in the Lake Otis library with 1,500 additional books - a magical place where students can read, learn, and grow. Lake Otis Elementary is a melting pot of cultural and economic diversity and as one of the many Title 1 schools in Anchorage, Lake Otis supports many children from low-income families.

UWA made the investment products presentation to Heather Cavanaugh at Alaska Communications who would be taking it to her executive team. UWA is planning to repeat this process with other funders. UWA is a finalist for AT&T discover grant together with Covenant House and ASD; the grant total is between \$750K and \$1M and the announcement is expected mid-May. UWA was also selected as CIRI golf tournament award recipient; the event will take place in August and the amount of award will depend on the proceeds.

Motion to adjourn was made by Susan Parkes, seconded by Keith Hand, and unanimously approved.

Next Board meeting: May 25, 2016