

**United Way of Anchorage
Board Meeting
August 26, 2015, 4 p.m.
Wells Fargo Conference Room**

Members Present (13): Belinda Breaux, Jay Butler, Dan Clark, Dan Coffey, Joe Everhart, Keith Hand, Charles Fedullo, Rick Fox, Katherine Jernstrom, Tommy Kibler, Dick Mandsager, Jordan Marshall, Natasha Pope

RSVP Regrets (8): Mike Abbott, Kitty Farnham, Jenna Hooley, Joe Marushack, Susan Parkes, Jack Sheppard, Janet Weiss, David Wight

Call to Order: Joe Everhart called the meeting to order at 4:05 p.m.

CONSENT AGENDA

Rick Fox moved to accept the consent agenda (June 24 meeting minutes and June financials) as presented, Jay Butler seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Michele Brown thanked the Board members who participated in the business ad campaign: Joe Everhart, Dick Mandsager, Rick Fox, Janet Weiss, and Katherine Jernstrom. Joe Everhart went over the Board commitment agreement and suggested reviewing and re-signing it yearly. Joe Everhart reported that given the economic challenges, UWA needs to address both revenues and expenses. UWA is cutting back at least 10% on expenses even though the budget was approved to get ahead of the anticipated reduced revenues. UWA set a goal to raise \$1M in new sources beyond the workplace, such as major gifts and grass roots resource development in the investment products. UWA needs the Board's assistance in making contacts with folks interested in the outcomes UWA is working on.

Fundraising Goals and Strategies:

Elizabeth Miller reported that Janet Weiss, workplace campaign chair, set the participation goal at 8,000 donors (4% increase from last year) and the dollar goal at \$7.59M (15% increase from last year). Workplace campaign strategies include refreshed communications/messaging; creating experiential opportunity; sector focus to increase a sense of "donor community" connected to UWA's mission in the major oil, native corporations, and finance sectors; fragile donor focus to retain first time donors at a higher rate than in past; and focusing on retirees, leadership donors, and younger employees. Elizabeth encouraged Board members to ensure that in their workplaces a qualified coordinator is selected to spearhead their workplace campaign, advocate for leadership giving campaigns, and share their support of UWA via presentations, personal conversations, emails, etc.

Rick Fox will chair the Tocqueville cabinet and set a stretch goal of \$2M. Board members are encouraged to share prospect names and attract new members. Tocqueville reception is 10/15 and prospective members will be invited to attend. There will also be house parties to talk about UWA's work and ask for leadership gifts. Rick strongly encouraged Board members to talk about the UWA vision, movement, and the high costs of losing momentum, both in terms of dollars and human capital.

Mobile giving is available now for donors to give via text and even do payroll deduction if his/her workplace allows.

Income Update:

Belinda Breaux reported that community member Jim Palmer joined the Committee. A computer program for the Walk in My Shoes experience will help people understand how folks fall off the financial tightrope. It's accessible for mobile devices, laptop, or desktop. UWA will use it within workplaces and with donors of all levels outside of workplace.

The Committee encouraged continued effort to stabilize and enhance Anchorage's safety net and brainstormed ideas to spur collaboration: focus on "crisis" situation to solve; ask providers to design from scratch; scenario planning. Sue Brogan reported that in the first 6 months of 2015, there has been a 4% increase in referrals from 211 and 22% increase in online data searches, particularly mental health services. Significant press coverage for the 211 six month report around the state. 211 is preparing a revised sustainability plan. Jordan Marshal reported that Rasmuson Foundation has partnered with UWA to raise the community will to increase workforce affordable housing. The new Mayoral administration has strongly embraced it as a critical issue so we achieved what we set out to do.

Education Update:

June Sobocinski reported that the graduation rate is now at 78.6%, up almost 20 points since UWA's work in education began. UWA and partners have definitely played a role in this. New state standards for student achievement and the different means of assessment will likely create concern since less students are now at the full achievement level. Even so, it is positive because the standards needed to be higher and it gives the community a clear path forward.

Some highlights in the education area:

- PLUS schools – UWA continues to coordinate the practice of connecting the right supports to the right kids at the right time for at-risk students at four ASD schools, since the results to date are solid. The youth receiving services showed improvements in math proficiency. UWA will expand as resources allow.
- Attendance – A community-wide, year-long communications campaign to increase attendance rates by increasing awareness of the importance of regular attendance, engaging the whole community, and creating cultural norms that value school attendance.
- 9th grade credits completion – It's the strongest predictor of graduation. Youth-serving organizations are working closely together to increase the 9th grade credit completion of at-risk students through academic support, individualized planning, goal setting, and building student resiliency.
- Communications/advocacy strategies – Throughout the year, a variety of community messaging and engagement will spotlight the value of education and graduation to increase social norms among both children and adults that school and graduation are important. This includes "Class of 20xx" wristband distribution, graduation station at community events, Chalk the Walks, and GradBlitz. Chalk was at 40 locations (up from 10 last year) and garnered 160,000 social media impressions. In 2011, 40% of folks polled thought it took the whole community to help kids graduate. In 2015, that number increased to 65%.

Health Update:

Sue Brogan reported that UWA will participate in the Healthy Day at the Fair to share information on 211, tax prep, and ACA enrollment. UWA has also been very involved in the Let's Move initiative, a

public advocacy campaign to reduce obesity, together with ASD, the Assembly, and others. Anchorage met key targets in all the goal areas and was one of the 45 cities in the country to do so. In October, UWA will be working with Walgreens and the Alaska Health Fair to vaccinate between 500 and 3,000 Anchorage residents against the flu. The community health assessment is underway with Providence, ANHC, CSS, and the MOA. UWA is closely watching Medicaid expansion; enrollment will begin, unless the court bars it, and 211 will be deeply involved. UWA has applied for the next ACA navigator grant.

Motion to adjourn made by Dan Clark, seconded by Charles Fedullo and unanimously approved.

Next Board meeting: September 23, 2015