

United Way of Anchorage

Board Meeting January 15, 20, 4-5:30 p.m. Wells Fargo Conference Room

Members Present (21): Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Bill Falsey, Charles Fedullo, Rick Fox, Darlene Gates, Michael Huston, Geoff Lundfelt, Jordan Marshall, Joe Marushack, Alexandra McKay, Daniel Mitchell, Susan Parkes, Frank Paskvan, Natasha Pope, Brad Spees, Ed Ulman, Janet Weiss, David Wight

RSVP Regrets (7):, Sarah Gaines, Darlene Gates, Teresa LaPella, Dick Mandsager, Jack Sheppard, Beth Stuart, Tom Yetman

Annual Meeting Call to Order: Belinda Breaux called the meeting to order at 4 p.m.

Public Comment

There was no public comment.

Resolutions

Election of Board Members:

Belinda Breaux introduced the resolution to elect the following members to new terms:

- Mike Dunn (2nd term)
- Alexandra McKay (2nd term)

Belinda Breaux introduced the resolution to elect the following board member to a new term:

- Natasha Pope (3rd term)

Joe Marushack moved the resolution, Susan Parks seconded, and the resolution passed unanimously.

Election of Board Officers:

Belinda Breaux introduced the resolution to elect the following board slate for Board officers:

- Chair – Natasha Pope
- Vice Chair – Mike Dunn
- Treasurer – Beth Stuart
- Secretary – Laurie Butcher

Daniel Mitchell moved the resolution, Susan Parkes seconded, and the resolution passed unanimously.

Annual Meeting Closed: Natasha Pope closed at 4:15 p.m.

January Board Meeting Call to Order: Natasha Pope called the meeting to order at 4:15 p.m.

CONSENT AGENDA

Susan Parkes moved the resolution to accept the consent agenda (December 4, 2019 Minutes) as presented, Joe Marushack seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

In the course of doing succession planning, the Executive Committee thought it prudent to have thought through a plan in the event of a sudden CEO departure and to have policies and procedures in place. Staff prepared the plans and the committee accepted them.

To keep and retain the talented staff that work each day to support workplace campaigns, our partners, and support our initiative work to make lasting change, staff recommended changing the UWA's group life and long term disability plans through Mutual of America to extend these benefits to UWA staff working 30 hours or more each week (plan is currently set at 37.5 hours/week for eligibility). Executive Committee was in unanimous agreement with management's recommendation. Susan Parkes moved the resolution to amend the Mutual plan, Alexandra McKay seconded, and the motion passed. Brad Spees abstained for having missed the conversation.

President's Report:

The Board approved the Fiscal Year 2020 budget with a deficit and the commitment to review mid-year to consider recalibration. The mid-year review demonstrates expenses to be running in the black, although a bit high on personnel due to an anticipated vacancy factor that has not occurred.

Revenue was the big variable. Since we were facing a tough campaign year, we set an optimistic goal for grants and restricted investments. Fortunately, we have raised 90% of that goal. While campaign appears to be down a bit, it is not likely to be significantly below the budgeted amount. Consequently, it is not necessary at this point to revisit the budget, but real time adjustments will be made as needed.

United Way Worldwide is making a major shift in its model and dues structure. While the mission and vision remain the same, the challenge is to maintain consistency in relationships and products at the local level.

There are 1800 United Way entities in 40 countries, United Way raises \$4.8 billion in the U.S. but is facing large revenue and donor loss.

To combat that loss and stay more relevant in a rapidly evolving philanthropic market, UWW set 5 bold plays and put considerable effort and expense to devise products to

implement those plays. For instance, Cassandra Stalzer, Elizabeth Miller and William Browning (from UWW) presented digital services and salesforce philanthropy cloud products to the Board previously. These products required very large investments by the local UWs who opted in. Eventually, UWW realized this approach was too pricey and slow. It has now developed an “enterprise model” to spread the costs and make the products universally available. UWW will provide basic backroom services for all UWs and will also make these new market tools available to all. Those new tools will maximize local UW’s ability to do local content and engagement while UWW does the framework. The UWW technology will be the enabler across all UW’s, while allowing localized concentration on relationships and products.

The cost is a dues increase from 1% to 2% of all revenue earned by each local UW. For UWA, that means dues of \$160,000 instead of the current \$80,000.

Walk for Warmth is February 7; an event to raise funds for 211’s largest unmet need, rent and utility assistance. The walk will be from First Presbyterian to the Museum where UW will have information in the lobby including a Walk In My Shoes exhibit where individuals can experience living on the financial edge. That UWA exhibit will remain in the Museum for its exhibit called Evicted.

The Finance Committee has been working to get caught up on financial statements and audit issues. The Board had previously approved financials through October, but a late audit adjustment regarding deferred revenue requires revisions of the financial statements which will be presented for Board approval once completed.

Eight more youth have graduated from the Back on Track program, bringing the number of graduates to 343 since 2016.

Campaign update:

Cassandra Stalzer reported there are 141 finalized company campaigns. Of these, 59 companies increased their support for a total increase of \$332,114. 82 companies decreased for a total decrease of \$459,231. The largest losses were in BP (down \$206,163); GCI (down \$41,725); and four companies who went out of business (down \$37,389). Overall, increases are not keeping up with decreases. Projection is for campaign to close at around \$5 Million, about \$200,000 less than last year.

Public Policy Committee Report:

Susan Parkes presented the 2020 Public Policy Agenda recommended by the Public Policy Committee. Most of the agenda is comparable to the 2019 version. An item added to the 90% Graduation by 2020 column is “lead in Pre-K/Pay for Performance”. For homelessness and financial stability, the policy work will be with the local, state, and federal governments to raise funding for Home For Good. Susan Parkes moved to adopt the draft of the 2020 Public Policy Agenda as presented by the committee. Charles Fedullo seconded, and the motion passed unanimously.

Search Committee Report:

Belinda Breaux reported that the committee reviewed recruiter proposals and is interviewing four agencies.

Motion to adjourn Board Meeting was made by Bill Falsey, Charles Fedullo seconded, and the motion passed unanimously.

Next Board meeting: February 19, 2020.