

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

Members Present (21): Mike Abbott, Belinda Breaux, Jay Butler, Dan Clark, Dan Coffey, Joe Everhart, Charles Fedullo, Rick Fox, Keith Hand, Jenna Hooley, Katherine Jernstrom, Dick Mandsager, Jordan Marshall, Frank Paskvan, Ann Penniston, Natasha Pope, Cory Quarles, Shawn Rivera, Jack Sheppard, Janet Weiss, David Wight

RSVP Regrets (3): Kitty Farnham, Susan Parkes, Beth Stuart

ANNUAL MEETING

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

Public Comment:

The annual meeting was noticed in Anchorage Daily News, according to the bylaw requirements, and the public was invited to comment. There was no public comment.

Election of Board Members:

Joe Everhart introduced the resolution to elect the following Board members to new terms:

Mike Abbott (3rd term)

Rick Fox (3rd term)

David Wight (2nd term)

Dan Coffey moved to approve the resolution as presented, Joe Marushack seconded, and the motion passed unanimously.

Joe Everhart introduced the resolution to elect the following Board member to fourth term:

Kitty Farnham

Dan Coffey moved to approve the resolution as presented, David Wight seconded, and the motion passed unanimously with the following correction in the second paragraph: "WHEREAS the by-laws set a three term limit for Board service unless 2/3 of the Board votes for a fourth term, the Executive Committee recommends offering a fourth term to Board member Kitty Farnham due to her exceptional service."

As the Board Chair, Joe Everhart appointed Ann Penniston and Shawn Rivera, Emerging Leaders co-chairs, to serve as ex officio Board members in 2016.

Election of Board Officers:

Joe Everhart introduced the resolution to elect Board officers. Dan Coffey moved for approval of the following slate of officers:

Chair – Joe Everhart

Vice Chair/Chair Elect – Susan Parkes

Treasurer – Keith Hand

Secretary – Jordan Marshall

Natasha Pope seconded and the motion passed unanimously.

Motion to adjourn the annual meeting was made by Mike Abbott, seconded by Dan Coffey, and unanimously approved.

REGULAR MEETING

Call to Order: Joe Everhart called the meeting to order at 4:10 p.m.

CONSENT AGENDA

Dan Coffey moved to accept the consent agenda (December 2 meeting minutes and December financials) as presented, Keith Hand seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Joe Everhart reported that John Shipe has resigned from the Board due to retirement. The Board retreat will focus on the values/principles/criteria for keeping the flywheel moving which, in turn, will drive UWA's internal and external investment decisions. This discussion will guide the work of the EIH committees to keep UWA moving in the right direction, as the Board makes budget and investment decisions while coping with the revenue shortfall.

Michele Brown's Rasmuson Foundation sabbatical was awarded, and the Executive Committee and Michele have set the sabbatical for February 15 through May 6. Len Lambert will serve as acting president with strong reliance upon the VPs serving as a senior leadership team. The Executive Committee will meet with the leadership team and set out the workplan and how the Executive Committee will interact with the leadership team. The goal is for the leadership team to be empowered to keep momentum up, continue to seize and promote opportunities, and support each other in doing so.

Major thank you to Dick Mandsager for Providence's new investment in UWA for \$500,000. And, an additional \$1.1 million has been set aside to work with UWA and community partners to advance UWA's successful work with homeless families for more long term outcomes, and to work in partnership with the city to create a far more effective system for the single adult homeless population.

Major thank you to the generous members of the Board. To date, there are 7 Tocqueville members, 64% giving at leadership or above, and a total of \$103,105 raised.

Kudos to Alaska 211 – all of the established staff now have at least one national information and referral certification. Two staff carry dual certifications. This has been the goal of the operations since 2-1-1 launched and staff have met the requirements year after year. These certifications represent a strong level of commitment and professionalism.

Finance Committee Report:

Keith Hand reported that the Committee serves as the IT Committee and is looking into ways to move to a constituent focused organization. The IT plan is to first upgrade the very old system and then grow into this new constituent focused vision with more field tools. The Committee wanted to make sure that the Board is still committed to an investment of \$140,000 in the next 12 months. The capital budget is already approved for \$94,000. The money to be spent this fiscal year is needed now for

system maintenance, even if the Board decided later not to take the next steps. This is an important investment in the UWA's growth.

Campaign Wrap Up and Resource Development Plan:

Elizabeth Miller reported that prior to the oil price plummet, UWA set a goal of \$6.6 million (equal to the 2014 campaign). \$5.635 million has been raised to date. The projected outcome is \$5.9 million, or a 10% decrease over last year. And while it is easy to be discouraged, many companies and donors contributed generously. Those companies raising over \$100,000 include:

- ConocoPhillips Alaska – \$810,255
- BP – \$677,765
- Alyeska Pipeline Service Company – \$252,407
- Doyon Drilling – \$200,179
- Wells Fargo – \$192,146
- GCI – \$192,104
- UPS – \$162,691
- Caelus Energy Alaska, LLC – \$146,885
- Northrim Bank – \$132,381
- First National Bank Alaska – \$124,652
- NANA Family of Companies – \$124,128
- Providence – \$118,007

Generally, the number of donors giving via company campaigns and the amounts raised in the company campaigns is down. However, UWA's affinity groups have seen growth. Rick Fox reported that Tocqueville Society raised a total of \$1,135,903 to date. There are now 76 members, including 64 renewing and 12 new members. UWA continues to actively cultivate new members.

Ann Penniston reported that Emerging Leaders are a network of dynamic, civic-minded individuals who are the next generation of philanthropic and business leaders in Anchorage with a vested interest in advancing their community through focused philanthropy, strategic volunteering, networking, and leadership development. Membership and donations already exceeded goals set in August. There are 111 members, up 35% from last year. Contributions are up 8% to \$47,900.

The Run & Walk for Warmth is coming up February 20 and is currently at 30% of its fundraising goal with 41 registered participants.

UWA needs help raising more money by close of fiscal year and is asking Board members to commit to raising a total of \$100,000 more to get campaign numbers to \$6 million by:

- Hosting a house party, possibly with a specific body of work focus
- Securing two \$5,000 gifts from friends who own businesses
- Asking two friends to join the Tocqueville Society (step up allows joining with a gift of \$5,000 this year)
- Registering for Walk for Warmth and start a fundraising team
- Introducing UWA staff member to two new prospects

Communications Update:

Laura Brown reported that UWA's social media presence is growing and the majority of Facebook page views are coming from the UWA website. The 2-1-1 phone app announcement reached over

7,600 people, and garnered almost 200 actions. Media coverage for 2015 included 44,504,095 in total impressions with a total media value of \$3,276,229.

UWA's status on various charity trackers is: gold level with Guidestar and will be platinum as soon as it releases the new criteria for completion; UWA currently has 2 stars with Charity Navigator and is waiting for them to review its account and new 990 at which point UWA should be at least 3 stars, hopefully 4; UWA currently doesn't hold Better Business Bureau's seal but will have it by the end of February.

The Anchorage Business Monthly coverage includes an article on business engagement helping raise student attendance and featured UWA's work.

AK Public Media has stepped up to partner with UWA for radio and TV PSAs and programming.

UWA will be shooting a new family homelessness video due to the sad situation with the family featured in the current video.

The annual report is now ready and available online.

Newest business ad is featuring Beth Stuart.

2016 is the 60th anniversary of UWA.

Motion to adjourn was made by Dan Coffey, seconded by Dan Clark, and unanimously approved.

Next Board meeting: February 24, 2016