

**United Way of Anchorage  
Board Meeting  
May 25, 2016, 4 p.m.  
Rasmuson Foundation Conference Room**

**Members Present (13):** Laurie Butcher, Dan Clark, Joe Everhart, Kitty Farnham, Charles Fedullo, Rick Fox, Keith Hand, Katherine Jernstrom, Susan Parkes, Frank Paskvan, Natasha Pope, Beth Stuart, David Wight

**RSVP Regrets (10):** Mike Abbott, Belinda Breaux, Jay Butler, Dick Mandsager, Jordan Marshall, Joe Marushack, Ann Penniston, Cory Quarles, Jack Sheppard, Janet Weiss

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

**CONSENT AGENDA**

Susan Parkes moved to accept the consent agenda (April 27 meeting minutes and April financials) as presented, Natasha Pope seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Joe Everhart extended kudos to Providence for investing \$150,000 in UWA to serve as a backbone coordinator with the city and community partners; and to CIRI for sponsoring a golf tournament on the morning of August 4 at Moose Run, donating a portion of the proceeds to 90% by 2020.

**Finance Committee Report:**

Keith Hand presented the proposed operations budget, including unrestricted and restricted revenues. The proposed budget projects a slight decline in campaign, a decline in restricted revenue, and a less conservative estimate on shrinkage rate and designation rates to reflect trends. UWA has been cutting back on expenses, and will continue to do so. Since restricted revenue is highly variable, Finance watches revenue changes to adjust early.

For the capital budget, the largest portion of the previously approved suite of improvements was completed in FY 2016 so the FY 2017 proposed budget is much less at \$28,140.

Susan Parkes moved to approve the proposed operations budget as presents, Dan Clark seconded, and the motion passed unanimously. Susan Parkes moved to approve the proposed capital budget as presented, David Wight seconded, and the motion passed unanimously.

**Education Update:**

June Sobocinski shared the 90% by 2020 dashboard adopted by the Leadership Team. Accomplishments to date include:

- Since 2013, school district attendance is up from 4 to 10 points depending on grade level
- Last year in targeted neighborhoods, kindergarten readiness is up by 2.5 points (while the overall district rate decreased by 3 points)
- Last year in targeted elementary schools, 85% of students in cohort achieved the attendance goal, and 75% had grades of C or higher in math

- Since 2011, % of adults who think that increasing the graduation rate is the responsibility of the whole community is up 25 points (40% to 65%)
- Since 2011, % of adults who think that reaching a 90% or better graduation rate is important is up 15 points (70% to 85%)
- Since 2006, graduation rate is up 20 points

### **2016 Community Campaign:**

The UWA brand is that UWA makes change happen by rallying community voices, engagement, shared action, and investment. As the Board discussed at the retreat, UWA has to reach more people for engagement and investment. To date, UWA has used its historic workplace campaign as the predominant way to reach people. But now that is shrinking due to changing nature of workplaces and the serious economic situation.

Even before the economic downturn though, UWA had learned that younger employees are less likely to be moved by a workplace campaign and instead seek their own paths to engage in other ways, weakening campaigns. Workplaces are also not the best vehicle for rebranding, after decades of thinking of UWA as a pass-through and the limited facetime with employees available.

The EIH committees and staff have worked together on investment products for community change through grants and corporate and individual investments. That was promising until the downturn. UWA began experimenting with, but have yet to crack the nut on, grassroots fundraising and engagement. So UWA has challenged itself and now asks the Board to brainstorm on ways to evolve the campaign concept to reach more broadly into the community than just within workplaces.

Workplace campaign remains critical and it has its own set of objectives for this fall. The challenge is to evolve strength of a time-bound, fun campaign and reach more people who care about the issues UWA is addressing. The challenges are:

- Mass market outreach to seek general support for UWA as an organization has not led to more investors.
- The “rest of Anchorage” outside workplaces is too big a market to reach with UWA resources, so there is a need to narrow down the targets to specific audiences – millennials, high net worth individuals, retirees, etc.
- Finding the sweet spot of potential donors in Anchorage requires information UWA may not have.
- UWA’s “story” is not simply told and is most effective in one to one conversation which is extremely labor intensive.

Taking a modest approach to this growth, the general objectives are:

- Rebrand UWA to be more relevant to Anchorage residents as the partner for community change work.
- Inspire new and increased investment/fundraising strategies and vehicles that are more personalized to a variety of target audiences.

The 8/20 Guinness World record kick-off event will be the launch to focus on an issue – end homelessness – and attract new people.

Motion to adjourn was made by Laurie Butcher, seconded by Keith Hand, and unanimously approved.

Next Board meeting: August 24, 2016