

**United Way of Anchorage
Board Meeting
October 16, 2019, 4-5:30 p.m.
Wells Fargo Conference Room**

Members Present (17): Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Rick Fox, Sarah Gaines, Michael Huston, Teresa LaPella, Dick Mandsager, Alexandra McKay, Susan Parkes, Frank Paskvan, Natasha Pope, Brad Spees, Beth Stuart, Ed Ulman, Janet Weiss

RSVP Regrets (10): Bill Falsey, Charles Fedullo, Darlene Gates, Geoff Lundfelt, Jordan Marshall, Joe Marushack, Daniel Mitchell, Jack Sheppard, David Wight, Tom Yetman

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

CONSENT AGENDA

Susan Parkes moved the resolution to accept the consent agenda (September 10 Minutes, June Financials) as presented, Laurie Butcher seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report

Kudos were extended to:

- Laurie Butcher and the innovative team at Alaska Communications for helping Alaska 2-1-1 upgrade its phone system and simultaneously reduce costs; and for her promotion to CFO.
- Dr. Tom Yetman for being the delightful MC at UWA Campaign Kick-Off.
- Darlene Gates for ExxonMobil sponsoring the Campaign Kick-Off lunch.
- Alyeska Pipeline Service Company's \$10,000 contribution to 90% Graduation by 2020.
- Janet Weiss and Frank Paskvan for BP's contribution of \$50,000 to 90% Graduation by 2020 and for donating the proceeds of the sale of BP's art to UWA.
- Joe Marushack and Conoco Phillips for granting \$150,000 for the family rapid rehousing work.
- UWA COO Sue Brogan for being selected to serve on the national 2-1-1 steering committee.

UWA's Day of Caring consisted of 28 projects at 17 organizations. 18 companies participated with 243 volunteers for 854 total hours. The Food Drive raised 5,492 pounds of food and \$2,526 in monetary donations, with more to come from Conoco Phillips and BP. The United Way Day of Caring Team's photo was showcased in the United Way Worldwide Newsletter.

Belinda Breaux called for 2020 UWA Board Officer nominations. The Executive Committee will propose a slate in December.

Several outside United Way experienced hacking to ANDAR, the key donations software used by most UWs. The system went down for several UWs, but no donor info was compromised. UWA was not affected. We reviewed our backup systems and have triple backup. UWA is looking at upgrading the virus protection to see if the benefits of added protection are significant enough to warrant the costs. This is a good reminder when people ask why non-profit overhead goes up.

UWA and the Alaska Community Foundation are exploring ways to better work together, rather than compete or duplicate. In many communities, relationships are strained between UWs and community foundations. We have a strong relationship with ACF and want to capitalize on that with some joint work.

Finance Committee Report:

Beth Stuart reported that the Cuddy Endowment account is now established as a separate account and will make yearly pay-outs to UWA operating costs if warranted by market performance. Beth Stuart moved a resolution for the United Way of Anchorage Board of Directors to endorse the creation of a Cuddy Endowment account, Rick Fox seconded, and the motion passed unanimously.

The Finance Committee is working through the monthly financials. June will be edited post-audit and voted on again in December.

Audit Committee Report:

Frank Paskvan reported that the audit was still in progress. There had been two issues found but neither were considered substantial. The audit report will be issued in late November.

Campaign update:

Cassandra Stalzer reported increased campaign kick-off attendance. With sponsorships and ticket sales, the event was revenue neutral.

Only eight campaigns have closed so far. Northrim, ConocoPhillips, and Alaska Communications grew. Other campaigns like Wells Fargo, AT&T, Lynden, and Alaska USA closed but results aren't in. Doyon Drilling is supporting UWA staff on the North Slope for two five-day visits with the opportunity to do a presentation to every shift on every rotation at every worksite.

123 companies are involved in the campaign this year; the same as last year. New companies participating are: Alaska Regional Hospital, Anchorage Daily News, Delta Constructors, and Worley. Companies no longer participating are: Arctic Catering, Matson, SLR Alaska, and Caelus. The Campaign Cabinet continues to work on opening doors and is responsible for generating enthusiasm.

We request Board assistance in supporting campaigns at their workplaces, being ambassadors for UWA among campaign prospects, and helping staff identify new prospects.

Communications and Marketing Report:

Jason Grenn reported on outward facing communications -- print ads, social media, campaign collateral, e-newsletters -- to connect Anchorage with issues and stories. Recent UWA media coverage includes these articles:

- “Grad Chalk event celebrates Anchorage grads” – KTVA, 5/13
- “Experts in charitable giving say donations from Alaskans can’t make up funding losses caused by vetoes” – Anchorage Daily News, 7/16
- “Amid budget cuts, Anchorage nonprofit sees 230% rise in calls for service” –KTUU, 8/27
- “When and how senior benefits will be reinstated for Alaskans in need” – KTVA, 8/29
- “Nonprofits worry how BP’s departure will affect their budget” – KTVA, 8/30
- “Scam protection: Verifying donations end up in the right hands” – KTUU, 9/5
- “Cold weather shelters open to families” – KTUU, 10/1

Recent UWA publications include:

- 2018 Annual Report (August)
- Family Community Housing report (September)
- Permanent Supportive Housing / Pay for Success blogs (October)
- 90% by 2020 community retrospective (October)
- Emergency Cold Weather Shelter 10-year report (November)

90% Graduation by 2020 Report:

Brett Banks reported:

- Efforts targeted to at-risk and economically disadvantaged children and youth.
- The graduation rate is 80.7%, up 20 points from when we started; a steady increase and a greater pace of increase for EDS kids where we have focused. If we include five-year grads, we’re at 86 percent. Add in GED earners, Job Corps and Alaska Military Youth Academy graduates, and we run even closer to 90 percent.
- Over a decade ago, more than 1,500 seniors each year were failing to graduate from high school on time, meaning 4 years from starting 9th grade. That number is now down to 375 (for the 4-year rate). That means 1,125 LESS seniors today are at risk of dropping out and facing a life with serious obstacles.
- We are providing books and parent engagement tools to kids from birth to age 5 in the zip codes with the most economically disadvantaged families.
- In elementary and middle school, we began serving kids with chronic absences in 2013 in two schools and we are now in 13 schools, serving about 300 kids each year. For the most recent two years, the chronically absent students receiving supports ended up outperforming the general population’s overall attendance rate at their schools. 93% of the chronically absent students who received two or more supports, and 84% who received one support, met or exceeded the district’s attendance goal, far better attendance than the general population at the schools (79%).

- Similar work in grades 9-12, known as “Back on Track,” assists students with insufficient credits, an “F” in a core class, poor attendance, and coping with homelessness, poverty, chaotic home lives and abuse. Of the 270 high school students we served last year, 98% were economically disadvantaged, and the majority of students were from minority, underserved communities and many were homeless. Back on Track is beginning its 4th year this school year. Since launching, 789 9th–12th grade students have been served by the Back on Track program. 335 seniors earned their diplomas, roughly 79% of the seniors served. Graduation is not the only goal, but also preparation for life beyond our classroom. To date, of the Back on Track graduates we have been able to stay connected with:
 - 64 are employed
 - 42 are in college
 - 17 are in or have completed internships
 - 8 have joined the military and
 - 3 are in trade schools

Homelessness Initiatives Report:

Dick Mandsager reported that the summer homeless count is mostly stable, and the community is improving accuracy in data collecting. Anchorage’s growth is far less than other West Coast cities and we are able to shelter more. Each month 75 people move into homelessness.

Four large investors have pledged \$40 million to work collectively and invest in priorities.

Executive Session:

A motion to go into Executive Session was made by Belinda Breaux, seconded by Susan Parkes, and the motion passed unanimously.

Personnel matter discussed during executive session.

Motion to adjourn executive session and Board meeting was made by Belinda Breaux, Susan Parkes seconded, and the motion passed unanimously.

Next Board meeting: December 4, 2019.