

**United Way of Anchorage
Board Meeting
October 28, 2015, 4 p.m.
Wells Fargo Conference Room**

Members Present (14): Belinda Breaux, Jay Butler, Dan Clark, Joe Everhart, Rick Fox, Keith Hand, Dick Mandsager, Jordan Marshall, Susan Parkes, Frank Paskvan, Natasha Pope, Jack Sheppard, Janet Weiss, David Wight

RSVP Regrets (6): Mike Abbott, Dan Coffey, Kitty Farnham, Jenna Hooley, Katherine Jernstrom, Joe Marushack

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 (September 23 and August 26 meeting minutes and September and August financials) as presented, Dan Clark seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Joe Everhart reported that the Committee recommends electing KPMG's Beth Stuart to the Board. Beth has been a long time UWA supporter and is a very talented leader committed to UWA work. Belinda moved to approve the resolution to elect new Board member Beth Stuart as presented, David Wight seconded, and the motion passed unanimously.

Kudos to:

- Attendance champions – five Board member organizations are participating in the monthly attendance champion initiative: ConocoPhillips, BP, FNBA, Alyeska, and the Municipality.
- Natasha Pope – hyper-engaged and always helping spread the word about UWA and campaign giving in her organization.
- Dan Clark for being a great brand ambassador. When some questions arose in his workplace about UWA, he quickly got the answers and responded so that people can make well-informed decisions.
- UWA staff for receiving the Pinnacle Award for Print Advertising from the American Marketing Association Alaska Chapter, featuring several members of the Board in ABM ads.
- Katherine Jernstrom and Jack Sheppard also won Pinnacle Awards.

Joe Everhart called for Board officer nominations for 2016. The Executive Committee serves as the Nominating Committee and will propose a slate at the 12/3 meeting so Board members are encouraged to let the Committee or staff know if they are interested in stepping up to leadership.

Audit Committee Report:

Frank Paskvan reported that the audit report by Altman Rogers is clean with no material substantive findings or issues identified. Three minor issues (not material) were noted for improvement. Dan Clark moved to accept the audit findings as presented, Natasha Pope seconded, and the motion passed unanimously.

Walk in My Shoes:

Laura Brown demonstrated how to use the Walk in My Shoes phone app. The app works on the desktop as well.

Resource Development Update:

Rick Fox reported that over 75 people attended the Tocqueville cultivation reception at the home of Ed and Cathy Rasmuson. To date, there are four new members and 17 renewing members. This includes seven board members: Dan and Brenda Clark, Joe and Gayla Everhart, Rick and Cyndie Fox, Dick and Ruth Mandsager, Joe and Darlene Marushack, Janet and Troy Weiss, and David and Carla Wight. A step up program is available for at least \$5,000 the first year and commitments to \$7,500 next year and \$10,000 in the third year. The Tocqueville team will reach out to over 100 prospects, with a goal of \$2 million.

Janet Weiss reported that \$2.4 million has been raised in workplace campaign towards the \$6.6 million goal. Good news:

- UWA is on track with last year (last year on this date also reporting \$2.4 million raised).
- There are more requests for presentations at companies than in recent years, so UWA is getting the message to more people.
- Providence is on pace to exceed last year's numbers.
- Northrim has already raised more than last year and is projected to hit \$150,000.
- Caelus Energy is \$30,000 higher than last year with two new Tocqueville donors.

Bad news:

- Both ConocoPhillips and BP are down significantly in donors and dollars – a total of \$423,000.
- While there is commitment for continuation of the 50% match from BBNC and most subsidiaries, there is no commitment yet from Peak for the 50% match. Many thanks to Board members Keith Hand and Dan Clark for helping with these companies.
- Preliminary reports indicate that Wells Fargo campaign did not meet statewide goal.
- Nabors Drilling will be running a low key campaign and there will be no matching gift.

Next steps include a possible “last push” challenge to stimulate more giving in those companies that are finishing up campaigns and supporting the organizations that are getting started this week and next.

Elizabeth Miller reported that to maintain its current level of external and internal activity for next year without depleting restricted funds and reserves, UWA needs to raise a total of \$9.365 million. UWA practice is to have recognized revenue (dollars in the bank or documented pledges received) by close of prior fiscal year to support expenditures in the following fiscal year. So what UWA is raising now will fund its activities starting July 2016. The funds raised now also need to be sustainable. UWA doesn't have a magic bullet for FY'17. So while the heat is on for this year, UWA also has to take a long view of its resources and not be myopic on a quick fix.

Some strategies include:

- Saving money now – every dime UWA can save on expenses this year is a dime UWA doesn't have to raise for next. To that end, staff will save 10% on operations expenses (goal: \$50,000 savings).
- Maintaining assumed secure funding (goal: \$1.425 million). Examples include 211 grants, Navigator grants, public sector contracts, and earned revenue.
- Maintaining other income at current level (goal: \$341,000). This includes rental and interest income.
- Increasing participation/broadening the base through car sweepstakes, coordinated marketing and communications regarding giving and sweepstakes, tapping into the younger workers, Emerging Leaders, text to give, and fragile donor focus (goal: \$6.6 million).

- Increasing gifts from major donors (goal: \$400,000).
- Increasing the number of donors giving major gifts (\$10,000 or more) as investments in specific areas of work (investment products). New activities in this effort include house parties and impact tours.
- Strategically seeking grants (goal: \$400,000).

Everybody has a role to play in raising these funds. Each staff and Board member is a UWA brand ambassador and part of the UWA “sales force” to mobilize supporters, partners, and investors:

- Promote – Know and share the value of UWA. In regular conversations, during professional and personal interactions, share the enthusiasm for the important work UWA is doing in the community. Use Facebook, LinkedIn, and/or Instagram to let your friends and associates know the value of investing in UWA.
- Connect – While promoting, listen for people with interest in supporting UWA. Where appropriate, make direct asks and/or bring back information to UWA.
- Ask – Without actively asking people for support, UWA won’t reach its community goals. Ask people to volunteer, participate in an event, sponsor a UWA event or activity, invest, or conduct a UWA workplace campaign.

Health/Income Update:

Sue Brogan reported that Alaska 211 presented at the Governor’s Council on Homelessness. The Emergency Cold Weather Shelters opened October 1 at: First Presbyterian, Changepoint, Shiloh Mission Baptists, Cornerstone, Anchorage City Church, Central Lutheran, and Muldoon Community Assembly.

There is an increased interest in UWA family financial stability work by the banking community. Gearing up for tax preparation. Northrim and Alaska USA are partnering with UWA on an online free tax for employees.

Affordable Care Act open enrollment starts November 1.

Education Update:

June Sobocinski reported that the 90% by 2020 Anchorage Chamber of Commerce Make it Monday luncheon on September 28 was very well attended and well received. The target audience was businesses and the topic was how they can become more strategically involved in improving student outcomes. At the event, several businesses volunteered to be “attendance champions” for a month. This involves communication to customers and employees about importance of attendance. UWA supplies all the materials and any needed assistance to implement. The following businesses signed on: Lithia Chrysler Dodge, CIRI, Alyeska, GCI, BP, Alaska Communications, FNBA, ConocoPhillips, and the Municipality.

UWA is aligning with the Municipality on a Youth Commission with 90% by 2020 focus, and a Youth Summit in the spring. UWA is also aligning with Girl Scouts by starting troops in eight Title I elementary schools that eventually feed into UWA’s target high schools (East, West, and Bartlett) and starting a new School Attendance badge.

The new state test scores (Alaska Measures of Progress) and standards are being released soon. This is a recalibration, a re-setting of the bar to a higher standard. Expect the percentage of students meeting standards in math and reading to be significantly lower than previous state standards had indicated. The NAEP (National Assessment of Educational Progress) scores were also recently released. Example: The percentage of U.S. 8th graders proficient in math is 32%. Expect that Alaska’s new standards will be more in line with the NAEP standards than we saw on the former Alaska standards.

Executive Session re Personnel:

On a motion by Jordan Marshall to go into the executive session to discuss personnel, seconded by Jay Butler, and passed unanimously, the Board went into the executive session at 5:10 p.m. Motion to adjourn the executive session was made by Jordan Marshall, seconded by Jay Butler, and unanimously approved.

Motion to adjourn was made by Jay Butler, seconded by Janet Weiss, and unanimously approved.

Next Board meeting: December 2, 2015