

**United Way of Anchorage  
Board Meeting  
September 16, 2020, 4-5:30 p.m.  
Via Teams**

**Members Present (20):** Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Charles Fedullo, Rick Fox, Darlene Gates, Dick Mandsager, Joe Marushack, Alex McKay, Daniel Mitchell, Rachel Norman, Susan Parkes, Frank Paskvan, Natasha Pope, Veronica Reem, Brad Spees, Beth Stuart, Ed Ulman, David Wight

**RSVP Regrets (4):** Michael Huston, Teresa LaPella, Jordan Marshall, Tom Yetman

**Call to Order:** Natasha Pope called the meeting to order at 4:02 p.m.

**CONSENT AGENDA**

Susan Parkes moved the resolution to accept the consent agenda (August 3 and August 19 meeting minutes) as presented, Laurie Butcher seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Natasha Pope extended kudos to:

- Charles Fedullo for being such a dynamic engaged MC at kick off.
- Joe Marushack and CPA for their extraordinary offer to help offset UWA's rent costs at \$50,000. After 20 years of free rent, to add this is truly amazing.

UWA explored several office space options, including Hilcorps. JL Properties has offered us to remain for calendar year 2021 at a reduced rate of \$1.75/sq. ft. When combined with Conoco's support, UWA will need to pay \$1.25/sq. ft. That's a great price for this class of space, but still about \$175,000, which is unbudgeted. UWA asked JL Properties to cap it at a lower rate since we have more space than needed. Also exploring having some others possibly join UWA to reduce costs.

Beth Stuart moved a resolution to change the formal non-profit corporate registration and registered agent from Michele to Clark, David Wight seconded, and the motion passed unanimously.

The Board is stepping up to serve as the Campaign Chair/Cabinet due to importance of these times, leadership transition, and so many other community leaders being distracted. The role will be to strengthen relationships to companies as new or existing partners.

**President's Report/COVID Response:**

Michele Brown reported the UWA team did an amazing job for the virtual kickoff in creating spirit and having it go smoothly. Attendance was over 200 and most stayed on for the whole time. The survey questions yielded the following:

- What accomplishment most proud of -- 54% raising graduation, 21% PFS for supportive housing, 18% response to earthquake and pandemic, and 7% health care navigators.

- Most pressing issues -- 37% homelessness, 21% financial stability, 14% education, 13% early learning, 10% access to health care, and 5% employment.

UWA netted \$18,000 due to more sponsorships and less costs. Cash sponsors include Raising Cane's, Alyeska Tire, ENSTAR, Alyeska Pipeline, Providence, and Wells Fargo. In kind sponsors include Raising Cane's, Frostline Studios, and Conoco.

Last year, UWW doubled the dues structure and promised that more services would accompany the increase, particularly to expand digital capacity. After COVID, UWW delayed implementing the increase to October 1. UWW is holding to that date so it will be paid in the last quarter payment due mid-December. This was budgeted.

Day of Caring will also be virtual this year. UWA website has a project guide for ideas to do within home or work bubbles. Staff created kits to be assembled, like hygiene kits for those experiencing homelessness or breakfast kits for shut-ins. There's a list of supplies and drop off locations.

Open enrollment for health care starts November 1. This is particularly important now for those out of work. 211 continues running at very high levels with the same small but mighty team. Total 2020 calls to date is 43,759 compared to total call volume for 2019 of 19,333. Total referrals to date-- 49,997 compared to total referrals for 2019 at 28,058. Also, to better protect staff, Sue Brogan worked with Arctic Office Supply to reconfigure the 211 call center so that the staff is more socially distanced, and they did it at a very favorable price with minimal disruption of activity.

COVID response remains our major focus to be relevant, impactful, and hopefully set some systems in place to come back stronger. UWA has raised over \$19M for various COVID related efforts. This includes \$1.6M for UWA operations, either through restricted or unrestricted dollars. Those unrestricted dollars in particular put UWA in a more secure financial position for this year than it was looking before. Key highlights include:

- Through the MOA and AK Can Do, about 3,500 rent and mortgage assistance payments have helped over 2,200 households.
- Over \$3M has been paid to over 150 child care sites.
- The city and state continue to support the 211 operations.

New grants include:

- \$300,000 for the Home for Good from CARES Act funding.
- \$650,000, also from CARES Act, to stand up a program to purchase meals from restaurants and distribute them to food insecure folks.
- An additional \$3M for rent and mortgage assistance.

A potential large pending grant is to flesh out an eviction avoidance strategy to keep evictions at pre-COVID levels at least. UWA is working this up now with multiple partners.

### **Finance Committee Report:**

Beth Stuart reported that audit begins mid October. Financials will be submitted to the Board in October; they are being completed as part of the close out of the fiscal year end.

### **Home for Good:**

Eric Glatt reported that Home for Good (HFG) serves people at the intersection of high needs and high social costs through safe and affordable housing, plus supportive services. It is Alaska's

first Pay for Success project. Philanthropy will pay for the first year of the three-year project for 150 units. The Municipality of Anchorage will thereafter pay for the outcomes achieved in improved housing stability to maintain the project. Of the 21 people who had been leased up as of June 30, 90% remained stably housed. There was an 85% reduction in arrests, 5% reduction in safety center intakes, 63% reduction in shelter stays, and 44% reduction in EMS transfers.

### **90% Graduation by 2020:**

June Sobocinski reported that in the birth to 5 age group, 1450 families were enrolled in Imagination Library in the targeted zip codes 99504 and 99508. Survey results revealed high parent satisfaction, but COVID is hampering enrollment. In the elementary and middle grades, during the 2019-2020 school year, we provided 884 supports in 13 schools to 600 students. These students met attendance goal 87% of the time, compared to 73.8% for the other children. There are now virtual clubs and activities – book club, cooking, and learning-at-home strategies for families. In Back on Track – 9<sup>th</sup> to 12<sup>th</sup> grade, there are 408 graduates to date. COVID measures include increased basic needs support, mental health support, virtual tutoring, technology and access. Enrollment increased due to COVID.

Looking ahead, 90% Graduation by 2020 will continue providing the right supports to the right kid at the right time with innovation and new partners. For example, a pilot Learning Pod for highest needs students started this week and will eventually expand to other schools.

New focus is on early literacy leading to 3rd grade reading proficiency, convening and planning to pilot public and private pre-K delivery in Anchorage and ramping up early literacy family engagement/child development activities. In re-branding and re-engaging, the graduation measure will continue to be a goal, but the name of the community initiative will change, and other goals may be elevated. Focus is on re-energizing the community and to be more deliberate about increasing an equity focus.

### **Resource Development – Campaign:**

Cassandra Stalzer reported that corporate accounts look to be even to slightly down. The oil industry is projected to be down in employee and corporate gifts. There are some bright spots - Costco and Dowl have raised their corporate match. The impact of funding going to COVID response is limiting corporate gifts. UPS and Northrim Bank are reporting great early campaign performance.

Accounts added include:

- ASRC Energy Services starting a campaign in January 2021. It was once a top campaign partner raising \$300,000 per year.
- SLR Alaska is back into the campaign again after two years away.
- RISQ has verbally committed, but no plan yet.
- Delta Constructors will be doing its second campaign, and this year expanded to include 600 additional employees across the country.

Accounts lost include:

- Fred Meyers – Declined campaign for one year (\$3,965.66 in 2019)
- Enterprise – Declined campaign for one year (\$18,307.59 for 2019)
- Altman Rogers & Co. (\$4,175 in 2019)

- Doyon Drilling will run a campaign but no corporate match this year and will provide a smaller corporate gift. Potential loss is \$83,000.
- Wells Fargo is no longer doing a coordinated employee giving campaign. Employee giving was \$101,000 in 2019. They pay their designations directly, and \$23,882 supported UWA; there may not be a drop in net benefit.

UWA will be attempting to engage donors from these accounts, including former BP employees, in the event they want to continue their giving outside of a company campaign. With what is known so far, UWA expects a net loss of \$70,000.

Motion to adjourn Board meeting was made Susan Parkes, David Wight seconded, and the motion passed unanimously.

Next Board meeting: October 21, 2020.