

**United Way of Anchorage  
Board Meeting  
September 23, 2015, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (10):** Mike Abbott, Belinda Breaux, Dan Clark, Charles Fedullo, Rick Fox, Keith Hand, Katherine Jernstrom, Dick Mandsager, Jordan Marshall, Joe Marushack

**RSVP Regrets (9):** Jay Butler, Dan Coffey, Joe Everhart, Kitty Farnham, Jenna Hooley, Susan Parkes, Natasha Pope, Janet Weiss, David Wight

**Guest:** Archana Mishra, Live.Work.Play. Director

**Call to Order:** Keith Hand (sitting in for Joe Everhart) called the meeting to order at 4:05 p.m.

Keith Hand shared kudos:

- Several of Board members' businesses participated in GradBlitz by posting a congrats class of 2015 photo, sign, social media, or on location: Alyeska Pipeline, FNBA, Rasmuson Foundation, Wells Fargo. Superintendent Graff cited the Grad Blitz in his State of Our Schools address.
- UWA's website received a first place prize in the Public Relations Society of America – Alaska Aurora Awards. The awards recognize excellence in marketing and public relations throughout the state. Spawn helped UWA develop the site.
- Thank you to so many Board members who responded to the call to action to make connections for UWA in workplaces to identify folks who might consider making a major gift, and for offering to host an event.

**CONSENT AGENDA**

There was no quorum so the consent agenda items will be moved to the next meeting.

**AGENDA ITEMS**

**Live. Work. Play. Update:**

Archana Mishra of AEDC reported on the Live.Work.Play. initiative. Bill Popp addressed the UWA Board a few years ago when the initiative first began. The AEDC Board adopted a vision: by 2025, Anchorage will be the #1 city in America to live, work, and play. To accomplish this vision, quantitative metrics were selected to measure how Anchorage compares against the largest city in each state. The metrics are divided into three categories: Live, Work, and Play. Each year AEDC gathers the data for metrics, compares it against the other cities, and determines the rankings.

The Live category encompasses data on the cost of living, diversity, health, education, and crime statistics. For the second year in a row, the overall ranking for Live category has dropped; Anchorage now ranks 20<sup>th</sup> in the country. The Work category encompasses data on the economy, business, transportation, career opportunities, and workforce development. This is Anchorage's strongest ranking, 2<sup>nd</sup> in the country. The Play category encompasses data on arts, culture, recreation, and entertainment. Anchorage dropped and now ranks 15<sup>th</sup> in the country. Live.Work.Play. works with multiple community partners, including UWA, and cheerleads efforts such as 90% by 2020.

### **Walk in My Shoes and Communication Update:**

Laura Brown reported that there have been 9 placements of the new ad campaign running in the ADN. There are two versions – one about Warm, Housed, and Fed and another about graduation rates. There is also new airport advertising – 12 months at the C Concourse starting in October – with initial ad focused on Walk in My Shoes and text to donate. October and November airport advertising at the B Concourse will be focused on North Slope Workers with an ad about the car sweepstakes and the ConocoPhillips matching grant for new donors. The new Walk in My Shoes experience will be shortly. There were 800 Facebook likes one year ago this week, and today there are 2032 likes. As for media, there have been 10,600,000 impressions and 174 articles from May 1 through September 23. FedEx vs. UPS hockey game on September 20 was quite a success – stadium was full, FedEx won in overtime, and raised \$17,500 so far with money still coming in (compared to approximately \$8,000 last year).

### **Resource Development Update:**

Elizabeth Miller reported that the 400 people attending the September 3 campaign kick-off participated in an “impact tour” that told the story of one family in crisis and how UWA helps them; it was well received. In fact, Janet Weiss, UWA Campaign Chair, liked it so much that she has asked UWA to re-create the event at BP on September 25.

Three industries sectors – finance, native corporations, and major oil – gatherings discussed ideas on how individuals, companies, and sectors can robustly support UWA. Company leaders and campaign coordinators exchanged ideas, such as making sure everyone is asked to give, visible top down support of the campaign, recruitment of a committed campaign coordinator, and corporate matching gifts. There was particular enthusiasm around targeting millennials through promoting the Emerging Leaders program and text to give. There was interest in setting competitions between companies and/or departments within a company. One example was that the winner of the challenge gets to choose who on the losing team has to turn their heat down to 45 degrees for 24 hours, in solidarity with homeless families sleeping in their cars.

Preliminary reports from the few campaigns underway are mixed:

- UPS has surpassed its goal.
- Alyeska is at 50% of the goal one week in.
- BP is three weeks into the campaign and while number of donors is down by 15%, dollars are about equal to last year. And, in one day they brought in \$50,000 – Janet Weiss sent out a simple email to all employees reminding them of UWA and the ability to pledge.
- ConocoPhillips is one week into its campaign and is down significantly – last year at this time they reported 85 donors giving over \$80,000. This year they have only 14 donors giving \$22,000. Unfortunately, the company is in the midst of downsizing, but the dust will settle before the campaign is over.

Rick Fox reported that the TOC team’s goal is \$2 million (almost a 100% increase over last year). He asks all Board member to identify prospects; consider becoming a TOC member (consider the step-up opportunity); ask current TOC members to consider an increase; invite current and prospective members to events (October 15 at the home of Ed and Cathy Rasmuson) and impact tours; and share investment products opportunities for Warm, Housed, and Fed, and the PLUS Schools.

### **Education Update:**

June Sobocinski asked Board members to:

- present the 90% by 2020 aligned investment commitment opportunity to their organizations or schedule a meeting with his/her company’s community investment staff to discuss what it is, how it came to be, and what it could make possible in our community if more investors aligned and collaborated (like funders expect nonprofit agencies to do).

- become a Champion for School Attendance for one month. An easy, no cost way to share message to parents (employees and customers) about how important regular school attendance is to success (in school and later in work). Lithia and First National Bank are signed up already.
- attend the September 28 Make It Monday luncheon presentation by the 90% by 2020 Leadership Team, and its newest member Mayor Berkowitz. UWA has met with members of Mayor Berkowitz' staff and are very hopeful about the degree of collaboration ahead. Potential opportunities include a youth council, ramped up youth community service, a youth summit in 2016, outreach to cultural communities/parents through churches and other CBOs, and an attendance video for social media.

### **Health/Income Update:**

Sue Brogan reported that September 11 was one of the biggest Days of Caring ever. UWA involved students this year and encouraged competition to raise food donations. Impact tour on September 24 is a great opportunity to see UWA work in action. Participants will experience the challenges of an Anchorage family living on the edge of crisis and will walk alongside a family having to make untenable choices between shelter, health, and food. The community health assessment is underway with Providence, ANHC, CSS, and the MOA. UWA received another ACA navigator grant and the new enrollment period will begin shortly and will interface with Medicaid expansion.

### **Finance Committee Report/Discussion:**

Keith Hand reported that the Finance Committee is continuing the discussion on how UWA prepares for lean economic times. To maintain status quo in the level of efforts towards achieving community goals, UWA business plan calls for expanding and diversifying revenue sources as well as keeping workplace campaign as strong as possible. Last year, workplace was down 8%. To compensate, UWA relied upon non-recurring funds to maintain status quo: \$400,000 from excess net assets (from operations savings) and almost \$670,000 in restricted funds. Restricted funds are those donors have given to EIH impact work. Some are highly restricted and some are more general, but use must accord with the donor's intent.

To maintain the current level of effort – which UWA mostly surely does now that the flywheel is moving towards community goals – UWA has to raise about \$1M over and above the projected \$6.5M for workplace campaign. But it is prudent to plan for a worst case scenario. Partners were notified that UWA cushioned the campaign shortfall with restricted funds but that is not an option going forward without raising new resources. A key message to partners is that UWA needs them to get behind the workplace campaign, major gifts, and investment products to raise revenue in both workplace campaign and restricted investments. The Committee urged Board members who sit on other Boards to champion this message and share ideas on how to accomplish that.

At future Board meetings the Committee wants to discuss how UWA sets the criteria for investment decision making if it is faced with much less resources. UWA wants must be well prepared, if the financial picture does not improve, to prioritize the most critical investments to advance the business model.

Motion to adjourn was made by Rick Fox, seconded by Dan Clark, and approved by unanimous consent of those in attendance.

Next Board meeting: October 28, 2015