

**United Way of Pierce County
Board of Directors**

January 29, 2016
7:30 – 9:30 am

YMCA
1710 Market St conference rm 303

**Jamey McCormick, Presiding
Minutes**

Elizabeth Bailey	David Graybill	Marilyn Mullenax	Rich Rocks	Jackie Yeh
Bill Berry	Tim Holmes	Linda Nguyen	Kent Roberts	Katherine Cavanaugh
Tonya Burnett	Rod Koon	Jennifer Nino	Brenda Rogers	Troy Horn
Sebrena Chambers	Matt Levi	David Pearson	Patty Rose	
JoAnne Coy	Jamey McCormick	Linda Proett	Carla Santorno	
Gerald Denman	Rick Meeder	Dirk Raddau	Kristen Sawin	

UWPC Staff: Dona Ponepinto, Pete Grignon, Lindsay Tracy, Heidi Hansen, Jody Jasinski, Greer Todhunter, Robyn Jones, Linda Kirkland, Linda Kaye Briggs **Guest:** Zach Druce

Call to Order/Welcome

Jamey called the meeting to order at 7:40am

Approve Minutes from December 16, 2015

M/S/C

Jamey introduced Zach Druce, Associated Executive Director at YMCA UWT. Zach thanked UWPC for our support of YMCA child programs. He will give a tour at the end of the meeting.

Jamey introduced Troy Horn from UWT Board Governance Course.

Financial

Monthly Financial reports – read only. No questions

President's Report

- 2015 Successes and the Year Ahead
 - Micro grant Pilot Project Executed – Five grants awarded
 - Agreement on 4 products with three year projected costs:
 - 2-1-1 - Having a Family Support Navigator (FSN) available to 2-1-1 callers, and located at partner agencies, and meeting with clients in-person at various meeting sites has given United Way of Pierce County's 2-1-1 tremendous reach in a short period of time.
 - Centers for Strong Families - Secured countywide support for the Centers for Strong Families and started accepting partner applications. Hopefully kickoff in the next few months.
 - Hunger Free Pierce County - we have purchased three refrigerated vans for the county. Provided Key Peninsula area families with 275 crockpots.
 - Summer Learning Every Child website – working with several schools
 - Leadership giving (\$1,000 or more) increased 3% year over year to 527 donors
 - Identified first potential United Way Life donor – application is in process
 - Collaborative Partnerships with FFTS and Urban League
 - Business Plan complete/scorecard
- ALICE - Newspaper coverage has been good; we are working on getting another Editorial Board meeting with TNT as well. Community wide conversation about ALICE is in the works; Dona was interviewed on January 15th, on KUOW radio. Dona was also interviewed on City Line on January 28th.

- RD Realignment – in the process of hiring a VP of RD, we need someone with strong marketing and sales experience.
- South Sound Together – Dona was a member for the first year. We received great benefits from this partnership. We received \$9,000 for neighborhood grants.

Internal priorities for the year:

- Execute Scorecard/Business Plan
- Create the CSF network
- Other products – Siemer/Food/211
- RD – Development of robust plan – diversity funding streams; individual donor engagement/major gifts/grants
- Ongoing – alignment of all work to focus on 10 year goals
 - Continue to build relationships with CEOs

Campaign – Deep Dive

Dona gave a brief high level overview of the campaign to date. We have taken some significant hits: Boeing, Russell Family Foundation gift was down by \$330K, Intel, Nordstrom and others that changed their campaigns from UW to more Employee giving campaigns. There is a potential of a \$500,000 gap and we need to do everything we can to close that gap and while there is an urgency for this year’s campaign, we have to think long term as well.

2015-16 Campaign Goals 12/31/2015 Benchmarks

	Benchmark by 12/31/2015	2015 Actual	Gap (Act+Proj)-Goal
Workplace	\$ 2,808,940	\$ 3,017,605	\$ 208,665
United Way Life	\$ 250,000	\$ -	\$ (250,000)
Direct Giving	\$ 189,000	\$ 203,409	\$ 14,409
Sub Total:	\$ 3,247,940	\$ 3,221,014	\$ (26,926)
CSF Revenue Commitments	\$ 500,000	\$ 125,000	\$ (375,000)
Grants	\$ 200,000	\$ 444,126	\$ 244,126
UWPC Total:	\$ 3,947,940	\$ 3,790,140	\$ (157,800)
ADT (Workplace & Direct included above)*	\$ 650,000	\$ 373,907	\$ (276,093)

***ADT included in the UW campaign under workplace & direct giving above. Total of all ADT giving including EL.**

The campaign cabinet under Dianna Kielian’s leadership has meet a couple of times since December to talk about the strategies. Linda Kaye Briggs reviewed the strategies developed by the Campaign Cabinet, then broke out into small groups for further discussion.

Campaign Cabinet - Top 10 Strategies for Closing the Gap

1. Develop new message with “sense of urgency” that collaborates with existing marketing messages to be used by Staff/Board of Directors/Campaign Cabinet/Volunteers.
2. Meet with ADT donors who have not currently given this year to ask/strategize for larger gift and match with initiative (bigger donor impact) for more than \$10K. Incorporate with new message. [29 donors].
3. Prioritize remaining CEO calls for campaigns not started, but remain to begin between December 1 and June 30. Incorporate Volunteers/Campaign Cabinet/Board Members on call with Dona presenting new message/sense of urgency.

4. Deep review of future campaigns, determine if room for more aggressive projections.
5. Increase major gift donor engagement/calls/approaches with CEO – Dona.
6. Bring together previous Campaign Chairs (January 2016) and PAST Board Members to educate on new message and seek counsel for moving forward in filling gap/future gaps. Plan to include stewardship for ongoing relationship.
7. Complete personal Spider Map and return.
8. Bring together Company Campaign Coordinators for campaigns that have not run to introduce “sense of urgency” and best practices/testimonials (Spring Campaigns).
9. Identify which top 50 strongest campaigns are locally owned/operated for UWPC’s CEO and Volunteers to present new “urgency”...merge with CEO call effort.
10. Create question on pledge form, “Do you belong to a union, if yes, which one?”
11. Research levels of recognition to discover if tiered leadership levels exist. Pete to research and connect with Mike Robinson and David Graybill. Investigate and recommend new/recognition levels for \$1,000 and up. [Currently on UWPC Website: Pierce, Evergreen, and Rainier levels] Assess possibility of recognition event with sponsors to leverage/celebrate leadership levels.

Community Impact

Matt gave the update for the Community Impact Cabinet (CIC). They have been working on developing the next investment process that will be in effect January 2017. The 2017 Investment Framework document was sent in the packet. The CIC aspires to achieve lasting community change on the most pressing human and social issues facing our community. The cabinet guides United Way strategies to achieve the community impact via its investments while ensuring they remain relevant and responsive to the community. Volunteers are recruited from the not-for-profit, public and private sectors. The cabinet works with Vice President and staff team to resource, develop and market UWPC’s mission and goals to break the cycle of intergenerational poverty through its three-year investment cycle commencing in January 2017.

2011 – Present: Impact Investments

- 2011 – Programmatic funding
 - Funded 117 programs:
 - In areas of Education, Income and Health (72%)
 - Emergency and/or support services, a.k.a. Safety Net (28%)
- 2014 – Shifted focus to programmatic work
 - Funded 57 programs:
 - In new focus area to support children and their families (70%)
 - Basic needs or support services (30%)
- 2016 – 2019
 - Moving to Funds for:
 - agencies
 - programs
 - CSFs
 - place-based initiatives
 - collaborative
 - capacity building and/or systems change work
 - Advocacy

Board Goals and Individual Plans

Discussed the Action Plan and gave a few minutes for those that need to complete it, now have all but 6.

Adjourn

Jamey adjourned the meeting at 9:20am and Zach gave a tour of the facility.