

United Way of Pierce County Executive Committee Meeting

February 17, 2016

7:30 – 9:00 am

UWPC - 1501 Pacific Ave, 4th Floor

LIVE UNITED



United Way of Pierce County

Mission: We work from the heart to unite caring people to tackle our community's toughest challenges.

AGENDA

TIME	TOPIC	WHO	DESIRED OUTCOME
7:30am	Opening Remarks <ul style="list-style-type: none">• Call to Order/Welcome• Approval of Minutes from January 20, 2016	Jamey McCormick Board Chair	ACTIONS: Approval of Minutes
7:35am	Finance Update	Jennifer Nino Treasurer Pete Grignon CFO	Information/Discussion / Action
7:50am	President's Report	Dona Ponepinto President	Information/Discussion
8:05am	Campaign Update <ul style="list-style-type: none">• Gap Strategies• Tocqueville Strategy	Linda Kaye Briggs	Information/Discussion
8:35am	Community Impact	Matt Levi Lindsay Morgan Tracy VP Community Impact and Engagement	Information/Discussion
9:00am	Adjournment <ul style="list-style-type: none">• Next meeting: March 16th	Jamey McCormick	

**United Way of Pierce County
Executive Committee**

January 20, 2016
7:30 – 9:00 am

United Way of Pierce County
1501 Pacific Avenue, 4th Floor

**Jamey McCormick, Presiding
MINUTES**

Executive Committee Members

Jamey McCormick	Matt Levi	Kent Roberts	Jo Anne Coy
Linda Nguyen	Jennifer Nino	Rick Meeder	Patty Rose

UWPC Staff: Dona Ponepinto, Pete Grignon, Heidi Hansen

Call to Order/Welcome

Linda called the meeting to order at 7:30am

Approve Minutes from October 21, 2015

Amended –changed to show Rick Meeder as attended. **M/S/C**

Finance

Pete and Jennifer gave the financial update.

- Our auditors were here in December for preliminary prep work for our auditor later this spring.
- CFC is down \$300k, there will have lots of changes in 2017.
- GIK hit an all-time high of \$1.5M for 2016. Phyllis is now partnering with merchandise from two Amazon stores.

President's Report

Priorities for the year

- Adjusting to July to June calendar to be consistent with our other work for our 2016 Objectives.
- Execution of the Scorecard/Business Plan.
- Create CSF Network – Three applications have been received so far.
- Siemer – We will get \$100k for 3 years working with MDC. WE will put up \$25k and MDC will cover the rest of the match. Dona hopes MDC will eventually be a CSF.
- 2-1-1 - An ADT donor increase his donation by \$10,000 for 2-1-1.
- Development and execution of RD plan - Diversify funding streams; continue to enhance donor engagement; increased focus on major gifts; grants; other opportunities. Need to get a grant writer when financial able.
- Ongoing – alignment of all work to focus on 10 year goals
- Continue to build relationships with CEOs, Dona's highest priority
- 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; also a KUOW radio interview is scheduled
- Year – End Giving – up \$21k from last year
- Staffing updates – Linda Kaye Briggs is staying on as a consultant in RD until the end of March. In the process of hiring a VP of RD, we need someone with strong marketing and sales experience. We no longer have a VP of Major Gift, will have a director and officer. Aimee has moved to Marketing under Nicole. Greer is working with the EPP and Robyn has taken over the Women's group.
- Celebrate Community Event – Will be the first week of May. We are working on get a speaker. We get sponsorship from Boeing, \$15k and Union Bank, \$5k.
- South Sound Together - Dona was a member for the first year, but will not continue this year. We received great benefits from this partnership. We received \$9,000 for neighborhood grants.

Campaign Cabinet Updates

Gap Strategies – we are still working on closing the gap that is being created in the campaign due to many factors – Boeing, Intel, Nordstrom. The campaign cabinet has been working hard

Key strategies:

- Messaging – sense of urgency
- ADT – goal of 40 we are at 23
- CEO calls – top priority
- Past Campaign Chairs and Past Board members Event – Feb 12th at the Yacht Club
- Top Accounts - not only at top 25, but the top 50 (locally owned) campaigns

Governance Update

Amy Eveskige has resigned, her new position does not allow her the time needed to participate.

We do need to look at Vice Chair position, as well as criteria for choosing a board chair.

The current Executive Committee:

- | | |
|------------------------------|----------------|
| • Jamey – Chair | • Kent Roberts |
| • Linda – Vice Chair | • JoAnne Coy* |
| • Jennifer Nino – Treasurer* | • Patty Rose |
| • Matt – Secretary | • Rick Meeder* |

*Potentially 3 members going off of the Executive Committee, the Governance Committee is reviewing the current list of board members for potential Executive Committee members.

Potential Prospects for Board

The committee discussed potential new members, the following were discussed:

- | | |
|--------------------------------------|------------------|
| • Victoria Woodards –City of Tacoma | • Scott Winship |
| • Jim Walton – Former Campaign Chair | • Nicole Sherman |
| • Steve Devlin – West Rock | • Pat McCarthy |

Community Impact Update

Matt gave the update for the Community Impact Cabinet (CIC). They have been working on developing They have met four times since late fall. It has a diverse group of Community Stakeholders – Board members include Sebrena and Rich. Jan West is also on the committee in addition to Pam Duncan, who is a former UW staff member that is now with the city. Discussions have focused on where we are regarding investments and the overall philosophy to what should be our guiding principles that we keep in mind as we shape the 2017 Investment Plan. The model in the past has been 100% focused on funding agency programs. If we are going to move the needle then what are the mix of investment strategies that we should consider. Some things that we need to consider – open/closed process; crisis /prevention/intervention/; minimum vs maximum funding amounts and more. We will spend some time at the Board meeting getting feedback and input; we will also be going out to the partner agencies to get their thoughts as well.

Adjourn - Linda adjourned at 9:00am

2015 FINANCIAL HIGHLIGHTS

The overall 2014-15 Campaign raised **\$5,917,364**, \$247,478 short of our budget goal; prior year **\$6,106,137**. The CFC and CFD, are part of the 2014-15 campaign totals. CFC declined year over year by \$93,000; CFD increased \$11,000.

	<u>2013-14</u>	<u>2014-15</u>	<u>Change</u>
Community Wide Campaign	\$4,968,704	\$4,861,810	\$(106,894)
Combined Federal (CFC)	931,924	838,718	(93,206)
State Campaign (CFD)	<u>205,509</u>	<u>216,836</u>	<u>11,327</u>
Totals	\$6,106,137	\$5,917,364	(\$188,773)

Community Impact/Grants and Early Learning Legacy Partners raised **\$462,522** compared to **\$557,556** prior year. A decrease of **17%**.

Collections Prior Year Campaigns – we collected **\$58,080** more than anticipated from prior year campaigns; **\$48,080** over our budget estimate of \$10,000.

Endowment - Our Endowment decreased slightly by \$5,225 from **\$3,620,528** to **\$3,615,303**. The endowment was started in 2006.

Unrestricted Reserves

Unrestricted reserves increased by **\$48,000** to **\$1,283,000**. We had anticipated a flat budget in 2015 and did better. The board approved budget for 2016 will use \$270,000 of reserves so that we can honor grants to our funded partners without cuts.

Gifts in Kind

This United Way program brought in a record value of **\$1,545,786**, better than our projected budget of **\$1,100,000**. This is the **eight year** in a row over the million dollar mark. We added Amazon as a new partner at two of their warehouse locations in Pierce and Thurston County.

Betye Martin Baker Human Service Center

Our building cash position decreased from **\$171,672** to **\$147,911**. We were able to make the second to the last payment to the Boys and Girls Clubs of **\$102,500** for their Hope Centers as part of an ongoing grant. The balance of the grant is **\$102,081**.

Impact Funding

We invested **\$652,383** in the following **Impact Areas**:

Hunger	\$ 270,000
Early Learning	206,049
Flexible Impact – Various	90,257
2-1-1 New Phone and Website	86,077

All of these investments came from grants and individual donors.