

**United Way of Pierce County  
Executive Committee**

April 20, 2016  
7:30 – 9:00 am

United Way of Pierce County  
1501 Pacific Avenue, 4<sup>th</sup> Floor

**Jamey McCormick, Presiding  
MINUTES**

**Executive Committee Members**

Jamey McCormick    ~~Matt Levi~~    ~~Kent Roberts~~    Jo Anne Coy  
Linda Nguyen    Elizabeth Bailey    Rick Meeder    Patty Rose  
**UWPC Staff:** Dona Ponepinto, Pete Grignon, Lindsay Tracy, Heidi Hansen

**Call to Order/Welcome**

Jamey called the meeting to order at 7:30am

**Approve Minutes from March 16, 2016  
M/S/C**

A motion was made to appoint Elizabeth Bailey interim Treasurer until her term in that role begins at the Annual Meeting in May. **M/S/C**

**Finance**

Pete and Elizabeth gave the financial update.

- 2015-16 latest projections are \$614,000 short of our budget goal. Staff, board and campaign cabinet are working to reduce this number by executing on the gap strategies. \$275,000 to \$300,000 of the projected shortfall is unrestricted dollars.
- CFC Campaign: Final results show a decrease of \$251,000. This is a 100% designated campaign. UWPC receives just \$1,800 of the \$568,000 raised.
- Community Impact Grant Budget Goal: Best opportunity for raising resources to support our three main products: 2-1-1; Hunger Free Pierce County and Center for Strong Families. We received a Norcliffe Foundation grant in March for \$40,000 for Hunger. We have received \$67,500 so far and have applied for \$1M.
- Collections on pledges in the door on the 2015-16 campaign are 35.47% down from the prior years but within the normal range of 0-3% of the prior two years.
- Employee Community Fund of Boeing South Puget Sound fell \$49,000 short of their projected pledge for the prior year campaign 2014-15. We may need to ask for an additional write-off if we don't meet our allowance of \$233,000 for that campaign.
- Departmental expenditures under by \$67,500; Line items over by \$5,000 – None

**On The Radar For 2016**

**Building Reserves:** Goal is to make the final grant payment of \$102,100 to the Boys and Girls Clubs in the fall of 2016 for their Hope Centers. Reserves are thin at \$164,000 through March. Good news is we are back at 100% occupancy with the opening of the Daycare.

**Community Campaign – 2015-16:** We are updating projections weekly. Resource Development team, board, campaign cabinet and others are working tirelessly on executing closing the gap strategies.

**Unrestricted Reserves:** Not all of the current projected campaign budget shortfall of \$614,000 is from unrestricted dollars; only \$275,000 to \$300,000 is anticipated to be unrestricted. Along with Board approved reserve spending of \$270,000, we anticipate a decrease to our minimum three month target of \$725,000 by year-end. However, this is a very early projection and we will update quarterly.

## President's Report

- We have two strong finalist for the RD VP position to be interview tomorrow. They are scheduled to meet with the RD staff and senior management (with Jamey). Frank Hagel has been very helpful. We hope to have an offer out by the end of the month. For the Major Gift position, we have some resumes, one standing out. We may open it back up to get a better diverse group. It may be better to wait until we have the VP hired.
- Boeing Centennial will be held on May 22<sup>nd</sup>, all local United Way's are putting in \$1,000 sponsorship and asking other non-profit that have benefited from Boeing to donate also. There will be a reception followed by a celebrity softball game.
- The Community Celebration to May 3<sup>rd</sup>. We are asking board members and staff to fill tables of 10. We are hoping to get 400 people this year.
- Will be meeting with Kathi Littman, The Greater Tacoma Community Foundation next week to talk about a strategy to approach people that have donor advisory funds at the foundation. Kathi has offered to bring us together with this group.

## Campaign Updates

Dona reviewed the 2015 Top 10 Campaign Strategies for Filling the Gap. We on on track for most, but still not meeting our goals for increasing major gifts and we are still working on the spider map to include Board and Cabinet members.

Dona will be giving an ALICE presenting to the Executive Council for a Greater Tacoma tomorrow. This group is comprised of influential business people.

Several ADT regular donors have not given yet, Dona is following up with these people. George Weyerhaeuser has not given, Dona is going to try to meet with him. There are several potential ADT prospect, Doan is working with Linda Kaye.

We have one United Way Life almost done, it is in the paperwork stage and should be done in a month. We are offer a match as an incentive.

Dona has met with 49 CEO since last July, this is ongoing. We need to get better at meeting prior to the campaigns.

Patty Rose has been helping us get in to labor unions. Robyn (RDO) has had contacted with the nurse's union, which is very large. MultiCare has 10,000 employee, with only 5% giving. We want to work with the grocery store workers also, Patty will give Dona a connection, Dennise Jagielo. Dona is speaking to the Labor Council on May 4<sup>th</sup>.

Dona met with a new Senior VP at Bank of America, who came from Arizona and was an ADT and board member. He may be interested in being on the board.

Work need to be done with the approximate 700 lapse donors. David Pearson, TrueBlue, has offered to have their call center make some calls, for this and thank yous. They can do thousands of calls. They would have a script and be able to take information to have staff follow up if need. This id worth looking into.

### **Social Investor Project**

This is still a new idea, staff is meeting today to work on the plan. 2-1-1 is the initial plan, but other project may be better suited for some.

- Investment Strategy to fund 211 over 5 years
- Raise \$2.5M over 5 years
- Solicit core group of loyal high end donors/companies/foundations
- Test concept with target group
- Create prospectus based on input
- Roll out May 2016

### **Community Impact**

Lindsay gave an update on the work the Committed has been doing. The first agency meeting was yesterday, with another one tomorrow. They reviewed the new guidelines for the investment process. The response was a very good response. They were very happy to be able to review all documents to better understand to process. There will be accountability and measureable metrics. We want to fund results, specific strategies, not program.

### **Governance Update**

Board recruitment update

- Dianna Kielian – need to vote on
- Nicole Sherman – Dona still need to meet with  
After discussion a motion was made to move Dianna Kielian forward and wait on Nicole until she has meet with Dona. **M/S/C**

### **Bylaw Change – Vice-Chair**

Currently the Bylaws state that the Vice-Chair chairs the Governance Committee. The recommended changes (below) would allow the Vice-Chair to designate another member to chair the meetings. Matt Levi has agreed to chair the Governance Committee, along with his duties as Secretary. After discussion, there was a motion and second to forward to the Board for approval. **M/S/C**

## **ARTICLE VI**

### **Officers**

#### **Section 4 – Vice-Chair of the Board**

The Vice-Chair of the Board shall fill in for the Chair of the Board in his/her absence. ~~He or she shall~~ The Vice-Chair shall chair the Board Governance Committee **(or select a designee, with the approval of the Board Chair)**, which shall clarify each Bylaws committee's principles of operation as identified by the Board of Directors.

## **ARTICLE VII**

### **Committees**

#### **Section 2 – The Governance Committee (Standing Committee)**

There shall be a Governance Committee chaired by the Vice-Chair, **or designee that is selected by the Vice-Chair and approved by the Board chair** and consisting of not less than four Board members. The Governance Chair shall appoint additional members of the committee. Only Board Members shall be eligible to serve on this committee.

**Adjourn** – Jamey adjourned the meeting.