

**United Way of Pierce County Board Meeting**

October 24, 2014

7:30 – 9:00 am

Boys &amp; Girls Clubs of South Puget Sound

Donald G. Topping Regional HOPE Center

3875 S. 66th St. E, Tacoma



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

**AGENDA**

<b>TIME</b>	<b>TOPIC</b>	<b>WHO</b>	<b>DESIRED OUTCOME</b>
7:30am	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>• Call to Order/Welcome</li> <li>• Approval of Minutes from September 2014</li> </ul>	Jamey McCormick Board Chair	<b>ACTIONS:</b>  <b>Approval of Minutes</b>
7:35am	<b>Mission Moment</b> <ul style="list-style-type: none"> <li>• UWPC – Investments at work – Ensuring Early Grade Success</li> </ul>	Mark Starnes President and CEO Boys and Girls Club of South Puget Sound	<b>Information</b>
7:45am	<b>President's Report</b>	Dona Ponepinto President and CEO	<b>Information</b>
8:00am	<b>Finance Update</b>	Jennifer Nino  Pete Grignon CFO	<b>Information</b>
8:05am	<b>2015 Advocacy Agenda Update</b>	Patty Rose  David Graybill  Helen Myrick	<b>Discussion/ Approval</b>
8:20am	<b>Governance Committee</b> <ul style="list-style-type: none"> <li>• Bylaw revisions</li> <li>• Board Responsibilities</li> <li>• Board Committees</li> <li>• Board Term limits</li> <li>• Meeting Cadence</li> <li>• Terms of Board Chair/Vice-Chair</li> </ul>	Linda Nguyen  Dona Ponepinto President and CEO	<b>Discussion/ Approval</b>
8:50am	<b>Board Goals Update</b>	Jamey McCormick	<b>Discussion</b>
9:00am	<b>Adjournment /Tour of Boys and Girls Club</b>	Jamey McCormick	

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

**Jamey McCormick, Presiding  
Minutes**

September 26, 2014  
7:30am

Columbia Bank Building  
1301 A Street, 8<sup>th</sup> Floor

<del>Elizabeth Bailey</del>	Gerald Denman	Jamey McCormick	Kent Roberts	<del>Debi Young</del>
Silvia Barajas	<del>Amy Eveskeige</del>	Rick Meeder	<del>Brenda Rogers</del>	
Bill Berry	David Graybill	Marilyn Mullenax	Patty Rose	
Tonya Burnett	<del>Tim Holmes</del>	Linda Nguyen	<del>Carla Santoro</del>	
Sebrena Chambers	Rod Koon	Jennifer Nino	<del>Kristen Sawin</del>	
JoAnne Coy	Matt Levi	Dirk Rabdau	<del>Jeffrey Verner</del>	

**UWPC Staff:** Dona Ponepinto, Pete Grignon, Sean Armentrout, Jay Thomas, Dan McFarland, Shawn Paton, Marilyn LoSavio, Sarah Teague, Heidi Hansen **Guest:** Dianna Kielian

**Call to Order/Welcome**

Jamey called the meeting to order at 7:30am

**Approve Minutes from August 22, 2014**

**M/S/C**

**Finance Update**

Jennifer gave the highlights from this month's finance report. We have exceeded our 2013-14 campaign budget goal reaching \$6,116,276. Collections on pledges in the door are 69.41%. Departmental Expenditures are under by \$226,000: Salary and benefit line items are real savings of \$170,000. We received a bequest of \$236,940 from Frances C. Heidner trust. The Executive Committee has recommending we put this money into our endowment which would bring it over \$3.5M.

Motion: To transfer \$236,940 received from the Frances C. Heidner Charitable Remainder Trust to the United Way of Pierce County endowment. **M/S/C**

**Mission Moment -2-1-1**

At the time 2-1-1, is our only product and we have not been great about selling it until now. We have been very intentional about incorporating 2-1-1 into all of our campaign efforts. A short video was played and then Marilyn LoSavio, 2-1-1 Outreach specialist gave additional highlight and answered questions.

**Strategic Plan**

Focusing on the 2014 Campaign and March to a Million. We have a great deal of potential to increase dollars that we raise. Based on demographics and household income there is potentially an additional 14M that we could raise in this county.

	2013 Final	2014 Goal	Current Status	Outstanding Projections	Total (status + outstanding)	Gap to Projections
Workplace	\$4,339,367	\$4,629,000	\$0	\$0	n/a	n/a
ADT*	\$704,046	\$925,000 <sup>†</sup>	\$0	\$0	n/a	n/a
United Way Life**	\$0	\$250,000**	\$0	\$0	n/a	n/a
Direct Giving	\$105,509	\$150,000	\$0	\$0	n/a	n/a
Sub Total:	\$5,002,922	\$5,828,000 <sup>†</sup>	\$0	\$0	n/a	n/a
Grants	\$891,169	\$640,000	\$0	\$0	\$0	\$0
IWPC Total:	\$5,414,091	\$6,468,000	\$0	\$0	\$0	\$0
Requests***	\$0	\$236,000***	\$231,000	\$0	\$231,000	\$0
CFC	\$981,474	\$950,000	\$0	\$0	\$0	\$0
CFD	\$205,509	\$200,000	\$0	\$0	\$0	\$0
TOTAL	\$6,551,074	\$7,854,000	\$0	\$0	\$0	\$0

<sup>†</sup>\$126,000 of ADT donors backed out of subtotal because they are workplace ADT donors so not double-counted

\*\* United Way Life: New initiative a gift of \$250K that is recorded year made but not realized till policy pays out. Donor is ADT for life

\*\*\* Request not calculated towards goal. Board approved for endowment.

## 1. Leadership Donors (\$1,000 - \$9,999) Sean Armentrout

- **Goals:**

- **Realize \$282,000 growth (31% Increase)**
  - Moving from \$906,000 to \$1,188,000
  - This is where *workplace giving growth* is expected
- **Reduce Churn from 31% to 20% (35% improvement)**

- **Tactics:**

- **Relationship Cultivation**
  - Communication Touch Point Plan in place: Based on Tiers (move from 3-5 to 10+ a year)
  - Donor portfolios for staff: 442 donors assigned (\$857,000 value)
  - Message/Marketing: Special brochure (100% pro bono)
  - Cross-Function Team
- **Affinity Groups**
  - Emerging Philanthropists Project (EPP)
  - Women's Leadership Council (WLC) Dona hosted the first event Sept. 24<sup>th</sup>
- **Board Support**
  - Current Board: Continue 100% gifts and Leadership Gifts
  - Former Board Members: Seek Leadership Gifts
- **Campaign Cabinet and CEO Call**
  - Cabinet Formed (Goal is to make it multi-year and expand)
  - 50 meetings/asks by May (30 by end Dec): Growth \$70K to \$110K

## 2. Alexis De' Tocqueville (ADT) (\$10,000+) Jay Thomas

- **Goals:**

- \$925,000 (\$704,406 in 2013)
- 40 ADT Donors (25 in 2013)

- **Strategies:**
  - Frame Impact Strategies & Align with Donor/Prospect Interests
  - Implement Tocqueville Step-Up Program
  - Campaign Leadership/ADT Steering Committee
  - Tocqueville Donor/Prospect Mapping
  - Identify Principal Gift Prospects (1 million+)

### 3. **Donor Engagement** Shawn Paton

- **Volunteer Center to Volunteer Engagement**
  - Volunteer Engagement under VP Impact/ works with Resource Development.
  - Tiered Approach to Engagement based on Top 25 Status and Relationship.
  - Menu of options: More customized for higher tier companies.
  - Year Round Approach
- **Tactics:**
  - RD Goal: 40 engagements (volunteer and other) transpire through course of the year
  - Consist of UW Lunch & Learn and Learn United Tours (offsite & onsite)
  - Ongoing align with Impact with one-time and ongoing engagement opportunities
  - Do It Yourself (online options)

### 4. **Direct Giving** Sean Armentrout

- Shift from Direct Mail to Direct Giving (all-inclusive approach)
- End of Year – “What this place needs is... 24 hour helpline.” Product ask to meet goals to increase capacity of South Sound 2-1-1.
- All tied to story/impact. Would be first use of crowdsourcing/mobile media intentionally

### 5. **Grants**

- Last Year: \$391,000, included Dept. of Early learning, Thrive grant, and \$90K in Legacy gifts
- This year grow by an additional \$250,000
  - Cheney Capacity Grant - \$55,000
  - Phone Grant- County - \$90,000
  - Seimer Foundation - \$50,000
  - Product- \$55,000 around impact initiative work

### 6. **United Way Life** Pete Grignon

- Cando discussed this as tactic
- To grow ADT through insurance process
- Primarily younger donors – Pay premiums 5 years (lifetime ADT), United Way receive \$250K

Campaign Chair, Dianne Kielian was introduced and gave a brief talk about her experience with United Way.

Sean passed out the Board Ask letters, along with a Call to Action sheet for members to sign up and commit to engage in UWPC.

### **Board Call to Action**

- **Personal Gift** – Achieve 100% participation and goal is at Leadership Level (\$1,000)
- **5 Personal Network Leads** – Provide names and set the meeting to engage 5 top influencers/potential Tocqueville donors.

- **CEO Calls** – Identify (5) CEOs you know or company relationship with that you are willing to join for a meeting.
- **Engagement Event:** Host at least one at your workplace. These are three options:
  - Host a leadership donor lunch/breakfast
  - Host a lunch & learn around Women’s Leadership Council (WLC)
  - Host a lunch & learn for young professionals supporting Emerging Philanthropists Project (EPP)
- **Support Your Workplace Campaign Visibly**
- Schedule time for Dona and/or Dianna to speak to your executive management team
- Presence and promote the campaign. Reach out to your company coordinator to support their work.

#### 6. Engage your CEO

- CEO call for sit down with Dona (or another UWPC leader – Dianna/Sean/Jay)
- Work with CEO to identify handful of individuals to serve on EPP Council

Jamey asked all Members to consider giving at the Leadership level. Last year we had 100% participation, this year we would like to have 100% at the Leadership level. We should lead by example.

#### President’s Report

- Our Internal campaign starts October 8<sup>th</sup>, staff is excited and has lots planned.
- Day of Caring was a huge success. We received proclamations from the city and county, had 1246 volunteers, Helen Myrick’s idea of “Dare to Care” got great traction. We added 44 new followers on Facebook last week and our reach increased 59% from 9,034 to 5,670. We got media coverage from the Business Examiner and Tacoma Weekly.
- Altruist Partners - Dona gave a little background on this company, which was recommended by Brian Boyd from the Sequoia/Forest Foundation. They will create a business plan and forecasting 3 – 5 years out. They will be contacting all Board members and staff. The proposal was send out in the Board packet. This would be a three month engagement for \$18,000 (approx. value of \$200,000) and no cost for the next 6 months.
- We will be participating in the UWT Milgard School of Business Board Governance intern program again this year. Last year Dirk was the mentor. We will be looking for a volunteer for this year. The course runs January through June, 2015.
- Pete has been nominated as Finance Professional of the Year through United Way Worldwide.
- Dona and Jo Anne Coy will be participating in a live panel discussion, “American Graduate” at KBTC on Saturday 27<sup>th</sup>. They received a \$100K community service grant focusing on early learning as a fundamental strategy to improve graduation rates. We are one of their partners.
- Focus Groups – we have a volunteer to work around our messaging. If you are interesting in hosting a focus group (5-10 people) please let Dona know.
- UWW has asked Dona to co-host next year’s New Presidents Forum in February.
- Dona has joined the Tacoma –Pierce County Chamber Board and the KBTC Board.

Jamey reminded us that the location of the next meeting will be at the Boys & Girls Club on October 24<sup>th</sup>.

Meeting was adjourned at 9:05am.

## Board Meeting Evaluation Sept 26, 2014

### 1. Did this meeting deal with substantive issues of strategic importance to our Board?

Answer	Percent	Count
Yes	100.0%	11
No	0.0%	0

#### What topics, issues or questions are on your mind coming out of this meeting?

\*I appreciated the Mission Moment on SS2-1-1, but note that follow-up contact reveals that only 54.4% of callers had actually received the help they needed. This raises questions about the effectiveness of the 2-1-1 system and the capacity of referral partners to address/resolve the problems presented by callers. While I would never expect a 100% success rate, I wonder to what extent UWPC and agency partners are communicating/collaborating to ensure that resources are available. There should be a constant feedback loop to ensure that referrals are helpful and not a dead end.

\*Board education on finances.

\*Great discussion with 211 at this meeting. Thank you for accomodating the brief 211 video - that was very effective.

\*Running a strong campaign!

\*The 2014-15 campaign, revenue enhancement and board engagement

\*211 presentation helpful

\*Questions about how I can get more support to the 211

\*Enjoyed the 211 information & video, gave me more information on this program

### 2. Did the advance materials provide the information you needed to make informed decisions?

Answer	Percent	Count
Yes	100.00%	11
No	0.00%	0

\*not much decision making today

\*Always helpful to get information in advance

\*I missed the August meeting so it was great to get the minutes ahead of the Sept meeting for review.

### 3. Was ample time allowed for discussion and deliberation of each agenda item?

Answer	Percent	Count
Yes	72.7%	8
No	27.3%	3

\*The 211 discussion was very informative and helped underscore that the NEEDS in our community exceeds our ability to CAPABILITIES and RESOURCES to help everyone who needs help

\*The President's Report should be a priority component of every board meeting, not relegated to rushed and random comments as we look at the clock and head for the door. In fact, I would suggest moving this from the bottom of the agenda to the top - right after the approval of minutes.

\*There was a lot of material to cover and at times it felt rushed. I enjoy the input from staff and they deserve to report out without feeling pressured to within just a 2-3 minute time frame.

\*There was a lot on the agenda

\*of course, we can always use more time, but the schedule was fine.

I enjoyed Dianna's comments -- her passion and commitment are wonderful

\*Always rushed at the end. Dona seems to be rushed, but the other topics were great so don't want to rush others.

\*Every meeting is packed with info - no wasted timer at all!

#### 4. Overall, did this meeting use your time and talents wisely?

Answer	Percent	Count
Yes	100.0%	11
No	0.0%	0

\*good information and background, not so much Board input needed this time

\*Dona needs more time allotted for her report.

#### 5. What would you like to learn more about prior to the next Board meeting?

\*With the NFL controversies going on, I would be curious to know if UW is having discussions with the NFL on that issue--any changes, recommendations, action needed?

\*Update on staff alignment and progress toward business plan development w/Altruist Partners

\*What opportunities are available and when-a calendar would be helpful.

\*Campaign updates

\*Nothing specific at this time.

\*Keep us updated on the campaign efforts; would also like to hear creative ideas from coordinators, LE's and staff for company campaigns

I would like to tour united way offices and meet staff, if time allows if not this month then sometime soon

Ways for us to do crowd serving in support of United Way programs. Nice presentation by Dianna, Jay and Sean. Good recognition of Pete (well deserved)

I like the Mission Moment piece, would enjoy more of that at meetings.

## **UWPC – TREASURER'S REPORT As of September 30, 2014**

### **COLLECTIONS**

Collections of dollars on pledges for the current campaign are 73.20%, last year 72.89%; two years ago 71.00%. Our normal range in year over year comparison is 0-3 percent difference due to the timing of pledge payments.

### **FUNCTIONAL EXPENSES (DEPARTMENTAL EXPENDITURES)**

We are under budget by \$268,000. Salary and benefit line items are real savings of approximately \$190,000. We also are estimating \$30,000 in savings from other line items such as advertising/promotional supplies and printing. Most of the remaining line items are related to timing differences in expenditures, but we anticipate other savings.

Line Items over by \$5,000: None

### **UNITED WAY ENDOWMENT**

At the end of September, our endowment stood at \$3,308,088 compared to \$2,870,310. With the transfer of the \$236,000 bequest in October it will be around the \$3,500,000 mark.

### **KEY PERSON INSURANCE**

The Finance Committee met in June to go review our insurance. It was recommended that key person life insurance be purchased on our President for the benefit of UWPC. Listed below are the approximate rates depending on a health exam:

Option 1: \$500,000 with a 10 year rate guarantee \$59.40 per month

Option 2: \$500,000 with a 20 year rate guarantee \$103.40 per month

Pete was asked to find out what the rate would be for \$250,000 coverage.

Option 3: \$250,000 with a 10 year rate guarantee \$34.32 per month

### **BUILDING**

One of our two HVAC compressors broke and it will need to be replaced. The bid from our current contractor, Mechanical Control Services, is \$55,000. The compressor will need to be replaced before next summer. We will be going out to bid soon to see if we can get a better price. If any of you have any recommendations for an HVAC company, please let us know and we will include them in our bid. This cost will most likely have an effect on the 2015 Boys and Girls Clubs Hope Center payment which we pay out of the building cash flow. Fortunately, our agreement allows for fluctuating payments based on unforeseen circumstances such as tenant vacancies and large repairs.

The Finance Committee, and Board volunteers Jamey and Matt, met to review the letter from the City of Tacoma proposing that we entertain moving our offices to the Hilltop and selling our parking lot. The committee reviewed the Hilltop proposal and voted it down. The proposal suggested we build at a minimum, a 30,000SF office building. United Way would have to take on debt to achieve this when its current building is debt free. The committee did give the green light to "quietly" market the parking lot as long as ALL the prior board approved requirements are met. The two main requirements: a new drop off for the Daycare and 100 parking stalls in any new building erected on the lot.



**UNITED WAY OF PIERCE COUNTY  
SELECTED FINANCIAL INFORMATION**

AS OF SEPTEMBER 30 2014			
Community Impact Budget Goal			\$550,000
Pledges Received			(389,410)
<b>Pledges (over) under Goal</b>			<b>160,590</b>
<b>2013-14 CAMPAIGN PERCENT COLLECTED</b>			<b>73.20%</b>
COLLECTIONS - SAME MONTH PRIOR YEAR			72.89%
COLLECTIONS - SAME MONTH TWO YEARS AGO			74.00%
<b>BALANCE SHEET INFORMATION:</b>			
	<b>2014</b>	<b>2013</b>	
Cash & Short Term Investments	\$2,336,687	\$2,263,096	
<b>Unrestricted Asset Balances</b>			
Building - Betye Martin Baker Human Service Ctr	3,365,763	3,548,361	
Equipment	107,458	115,769	
Endowment	3,308,088	2,870,310	
Undesignated	769,748	991,572	
<b>STATEMENT OF ACTIVITIES INFORMATION:</b>			
	<b>2014 Y-T-D</b>	<b>2014 Y-T-D</b>	<b>2014</b>
	ACTUAL	BUDGET	FULL YR BUDGET
Campaign Total (2013-14 Campaign)	\$6,102,887	\$6,115,000	\$6,115,000
Designations (estimated)	(2,480,997)	(2,550,000)	(2,550,000)
Provision for Uncollectibles	(183,938)	(183,938)	(183,938)
Other revenues, gains and support	1,009,840	(230,750)	1,177,868
<b>Net Campaign, Support &amp; Revenue</b>	<b>4,447,792</b>	<b>3,150,312</b>	<b>4,558,930</b>
Funded Partners	(902,960)	(910,000)	(1,210,000)
Impact	(300,864)	(392,750)	(562,300)
Functional Expenses & Dues (Incl UWPC Program)	(2,104,586)	(2,366,352)	(3,287,378)
Other Distributions	(47,127)	(6,000)	(12,500)
Depreciation on Equipment	(36,000)	(12,000)	(19,000)
<b>NET REVENUE (EXPENSE)</b>	<b>1,103,383</b>	<b>-530,790</b>	<b>(532,248)</b>
<b>BETYE MARTIN BAKER HUMAN SERVICE CENTER</b>			
	<b>2014 Y-T-D</b>	<b>2014 Y-T-D</b>	
<b>As of September 30, 2014</b>	ACTUAL	BUDGET	
Net Inc./(Loss) - per books	(64,670)	(63,972)	
Net Inc./ (loss) - cash flow	92,305	(3,558)	
	<b>2014</b>	<b>2013</b>	
Cash Position	293,070	263,696	
Miscellaneous Payables	0	0	
Long Term Debt	0	0	

# United Way of Pierce County

## DRAFT 2015 ADVOCACY AGENDA CONSIDERATIONS

*United Way of Pierce County's mission is that "we work from the heart to unite caring people to tackle our community's toughest challenges". To achieve meaningful results we lead collaboratively; advocate effectively; raise, leverage and invest funds strategically; and engage and inspire volunteers. We engage in public policy advocacy because we recognize that it is our civic obligation to use our experience and knowledge to help inform policymakers' decisions regarding public policy and funding of government human services and education programs. Our strategic emphasis is on prevention through early childhood development to ensure all our children are prepared to succeed in school and in life. We do this through three core areas of Community Impacts: early childhood development (birth to five); early grade excellence (K - 3<sup>rd</sup> grade); and strengthening families. In addition, we continue to support community efforts to address immediate basic needs and support services.*

*United Ways Worldwide has adopted a national advocacy agenda that - by 2018 - aspires to:*

- *Cut by half the number of young people who drop out of high school*
- *Cut by half the number of lower-income families that lack financial stability*
- *Increase by one third the number of youths and adults who are healthy and avoid risky behaviors*

*Our UWPC agenda has similar aspirations, however, we limit our agenda to literal asks that are relevant to the legislative reality of our state in 2015, particularly in light of the state Supreme Court's McCleary decision.*

### **Ensure a Strong Start for Kids:**

**Ask: Continued investments in quality early learning programs are necessary particularly in increased access to ECEAP, quality child care/Early Achievers, home visiting, and expansion of WaKIDS.**

Research overwhelmingly demonstrates that quality early learning is the best long-term investment that government can make to increase positive social and economic outcomes in a child and family's lives and, at the same time, decrease overall societal costs. Washington State is nationally recognized for its commitment to early learning, positioning our state to receive \$60million federal Race to the Top early learning dollars - the most thus far of any state in the nation. In order to keep the federal money coming to our state, it is necessary that the state continue to invest in their successful early learning efforts. This is particularly critical now as the initial federal grant is coming to an end and after July 1, 2015 must be continued using state dollars so that all the progress that has been made over the past several years does not go away.

United Ways throughout Washington support the multi-year plans and goals developed statewide that close the opportunity gap (between low income children and children of color and higher income children) and ensure all children enter kindergarten ready to succeed. In addition, United Way recognizes the key role that quality early learning plays in K-12 school success and the importance of human services since we know that sick, hungry, homeless kids cannot learn. Cuts to early learning and human services for families and children could undermine K-12 school reform efforts.

- 1. Early Childhood Education and Assistance Program (ECEAP).** Studies consistently show that access to quality early care and education for all children, such as the Early Childhood Education and Assistance Program (ECEAP), prepare children for success in school, increase graduation rates and reduce crime. State law sets a target of 2019 for enrollment of all eligible three- and four-year olds

in ECEAP. In 2019, it is estimated the population of eligible children will total 48,924 (110% of the federal poverty level, or \$20,382 for a family of three). This means the state must accelerate its expansion efforts to meet the 2019 deadline.

**2. Quality Child Care.** Child care affordability is a challenge for working families. Continued access to child care subsidies allows families to work and maintain jobs while children are in a safe environment. **Early Achievers** program provides a unique opportunity to incent quality improvements through an enhanced reimbursement rate.

**3. Birth to Three Services/Home Visiting.** Significant brain development occurs in the first three years of life, yet we lack an infrastructure to support these critical early years. We also know parents are our children's first and most important teachers. In response to legislative and administrative direction, there has been work to establish a birth to three infrastructure as well as support of public-private efforts to support programs such as Home Visitation and provider training.

The dollars invested in home visiting by the state are matched with private funds and further leveraged by federal **Home Visiting** dollars through the Affordable Care Act. This fund has now grown to approximately \$7million and provides grants to local home visiting programs offered by First 5 Fundamentals' Pierce County partners such as the Tacoma-Pierce County Health Department. Further, the state directs \$1.3 million of federal Child Care and Development Funds to the **Infant and Toddler Consultation** program. This program is focused on improving the quality in licensed child care by providing support and training to providers.

**4. WaKIDS Expansion.** The Washington Kindergarten Inventory of Developing Skills (WaKIDS) is an inventory of incoming kindergartener skills established through a process where parents, early learning professionals, and kindergarten teachers communicate about how to best meet a child's needs. **WaKIDS** is funded primarily through federal Race to the Top funds, is linked to implementation of full-day kindergarten and shows promise of providing data on the effectiveness of early learning programs and gaps.

## **Ensure Early Grade Success:**

**Ask: Implement breakfast after the bell for high poverty K-12 schools in Washington State.**

United Ways throughout Washington believe kids must be ready to learn when they arrive at school. As many as 1 in 4 children in Washington State are at risk for hunger. School lunch programs have been incredibly successful in delivering vital nutrition to help kids get ready to learn and stay focused. Unfortunately, the school breakfast program has not shared the same success.

Our state ranks 39<sup>th</sup> in the nation for participation in the free and reduced school breakfast program. A new federal program called Community Eligibility can help make programs like "Breakfast After the Bell" cost effective. Implementing "Breakfast after the Bell" in high poverty Washington schools will infuse millions in federal funds, support local jobs and agricultural purchasing and provide meals to Washington's most vulnerable children. It also has the potential of increasing business for the apple industry as breakfasts are anticipated to be healthy and nutritious.

**5. Breakfast After the Bell.** Almost 477,000 students in 2,281 schools qualify for free and reduced price school meals; that is approximately 45% of all students. Two hundred and forty seven schools have 70% or more students qualifying for free meals. Washington ranks 39<sup>th</sup> in the nation for participation in free and reduced lunch eligibility. Only 43.9% of all low income students who eat subsidized lunches and could benefit from the nutritional meal at the start of the school day also eat school breakfasts. In 2014, a handful of pilots of this program successfully implemented this model

and it is desired that the schools offering Breakfast After the Bell be expanded in high poverty schools, although we do not support it be an unfunded mandate.

## **Build Strong Families/Basic Needs and Supportive Services:**

**Ask: Continued investment for WIN 2-1-1.**

United Way worked to pass the telecommunications bill that provided a stable funding source for our statewide WIN 2-1-1 operation. The allocation per biennium is currently \$1 million statewide. This allocation needs to increase and is critical for our local 2-1-1 operation as it provides the assurance that the centralized technology that allows the 3 digit number and other features of the system to continue to support the local efforts.

6. **WIN 2-1-1.** Although this funding is in law now, this investment needs to be maintained year to year and ideally could be increased, which would then provide additional money to be available to pay for more of the local operation. With proposed pending state budget cuts, all funding for 2-1-1 has been suggested to be eliminated from the state budget at this time. This would hurt our operation immeasurably. Our UWPC 2-1-1 fields approximately 70,000 calls per year, with at least 6,000 of those voluntarily self-identified as military or veteran related.

**Ask: Sustain and possibly increase the State Housing Trust Fund; Housing and Essential Services (HEN) funding; and Temporary Assistance for Needy Families (TANF).**

7. **State Housing Trust Fund, HEN, and TANF:** These programs are necessary in order to enable at risk young families to be stable in terms of housing and food so that they and their children can be in an environment that allows them to benefit from our early childhood efforts in early learning, K-3rd grade and family stability.

## **Capital Improvement:**

**Ask: \$350,000 capital budget request via Representative Jake Fey to help pay the costs of the build out of the first urban children's park in Tacoma.**

8. **Children's Park:** This is in collaboration with the City of Tacoma, the Children's Museum, the Tacoma Art Museum, Metro Parks, the State Department of Transportation and Burlington Northern. The City recently won a \$1.9 million grant to develop this Prairie Line Trail and discussions with the rest of the partners listed have accelerated recently.

## **Advocacy Statement**

As a reminder, issues may emerge at any time that may require quick decisions about our advocacy involvement, and the specific issue may not be on our formalized and pre-approved agenda. We will always try to vet those through our volunteer advocacy committee with phone conversations, particularly if they involve public policy makers at the local, state, or federal level. And collectively with our volunteers, we will always consider the degree of alignment with our strategic direction, the level of risk to the organization, and the level of potential reward to the community. On occasion, management may need to act quickly on an issue and volunteers may not be available. In those cases, we will consider all of the above elements, make the best decision we can, and inform the Advocacy Committee and the Board of our actions in a timely manner.



## United Ways of Washington

### 2015 LEGISLATIVE AGENDA

(Approved by UWVA Board of Directors 8/14/2014)

*United Ways of Washington (UWVA) is the statewide association for 23 of Washington's local United Ways. United Ways in Washington State are committed to improving lives by mobilizing the caring power of communities to advance the common good in the areas of education, income and health. United Ways of Washington and local United Ways believe that to keep our communities strong, we need to prioritize services to help vulnerable populations, notably children and seniors.*

#### Education Goal & Supporting Policy Asks:

*Aspiration: Cut by half the number of young people who drop out of high school*  
*Goal: Create comprehensive cradle to career education system*

- Ask: **Establish a comprehensive definition of basic education that includes the early years.**
- Ask: **Implement breakfast after the bell for high poverty schools in Washington State.**
- Ask: **Continued investments in quality early learning programs are necessary particularly in increased access to ECEAP, quality child care, home visiting, and expansion of WaKIDS.**
- Ask: **Implement a comprehensive statewide literacy program that ensures all children are able to achieve early (0-5) literacy and language skills.**
- Ask: **Continue to incentivize school districts & community partners to identify students at risk of dropping out and provide those students with tailored school, family and community supports.**

#### Financial Stability Goal & Supporting Policy Asks:

*Aspiration: Cut by half the number of lower-income families that lack financial stability*  
*Goal: Families have the tools to become financially stable.*

- Ask: **Support policies and programs that provide low income people access to affordable financial products**
- Ask: **Oppose all predatory loan products that disproportionately affect low income families**

#### Health Goal & Supporting Policy Asks:

*Aspiration: Increase by one third the number of youths and adults who are healthy and avoid risky behaviors*  
*Goal: Families have access to high quality health and wellness resources.*

- Ask: **Increase statewide emphasis on wellness, incorporating population level prevention programming that promotes health of body and mind**
- Ask: **Increase access to primary, dental and mental health care services and chemical dependency treatment for underserved populations**

#### System Capacity Goal & Supporting Policy Asks:

*Aspiration: Increase safety net support for families*  
*Goal: Increase community capacity to connect people with resources available to them*

- Ask: **Promote collective impact through partnerships between public, private and nonprofit sectors**
- Ask: **Support an adequate statewide 211 system**
- Ask: **Increase community capacity to recruit, manage and support volunteerism i.e. volunteer centers**

## **Board Goals (Revised)**

### **GROW REVENUE**

**Ensure that UWPC meets the 2015 campaign goal to raise an additional \$1M**

- Every Board member is a at Leadership donor
- All Board members participate in at least Call to Action activities ( minimum 5 per year)
  - Thank you calls
  - New business outreach
  - Speak at events
  - CEO calls
  - Cultivate new business
  - Identify candidates for Emerging Philanthropist Program/Women’s Leadership

### **GROW INDIVIDUAL ENGAGEMENT AND PARTICIPATION**

**Increase Participation and feedback**

- Board attendance - 75%
- Committee membership – 100%
- Related event participation – 4
- Financial contribution – 100%
- 100% of Board complete an annual assessment
- Participate in opportunities to educate and advocate on behalf children and families

**All board members create individuals plans for engagement**

- Action plans and benchmarks created

### **BUILD AND CULTIVATE RELATIONSHIPS**

- 100% Board representation at events (at least a representative)
- 100% of Board attends UWPC community events (beyond affinity groups)
- Board members facilitation / support affinity groups within their company
- Host an event
  - Leadership
  - Lunch and learn for WLC/EPP
- Provide 3-5 personal contacts

## Breakout Groups (Board Meeting 8/22)

### Board Goals (Original)

#### Grow Revenue

- 100% Board participation
- Every Board member is a at Leadership donor within 3 years
- Be clear with Board members on expectations
- Participate in touches ( minimum 5 per year)
  - Thank you calls
  - New business outreach
  - Speak at events
- Educate Board on endowment and principal giving
- Increase financial literacy of Board

#### Grow individual engagement and participation

- Board attendance - 75%
- Committee membership – 100%
- Related event participation – 4
- Financial contribution – 100%
- Effective advocates – TBD
- Everyone with benchmarks
- Annual review
- Board annual assessment

#### Build and cultivate relationships

- 100% Board representation at events (at least a representative)
- 100% of Board attends UWPC community events (beyond affinity groups)
- Board members facilitation / support affinity groups within their company
- Commit Board liaison to both EPP and WLC (100% affinity groups share liaison)
- 100% Board support CEO calls (when asked) \*with Cabinet and ADT Committees