

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

November 13, 2015
7:30 – 9:30 am

United Way of Pierce County
Columbia Bank
1301 A St, 8th Fl

**Jamey McCormick, Presiding
Minutes**

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

UWPC Staff: Dona Ponepinto, Lindsay Tracy, Ted Smith, Heidi Hansen, Mike Leonard, Jody Jasinski, Nicole Milbradt, Aimee Collins

Call to Order/Welcome

Jamey called the meeting to order at 7:35am

Approve Minutes from June 26, 2015

M/S/C

Financial

Monthly Financial reports – read only

Building Structural Assessment – Elizabeth gave a report on the assessment. Each year the Finance Committee does a review of our insurance coverage. The committee considered dropping quake coverage for the following reasons:

- \$500,000 deductible
- Does not cover ANY of the brick façade (all four walls are brick)
- Coverage would not replace the entire building if leveled
- Only 10% of buildings our size have quake coverage
- Not required in current lease agreements
- Saves \$20,000
- Assurance from structural review that building is in good structural condition

The Finance Committee took the proposal to the board in September and recommended that a structural review be completed. The board agreed. PCS Structural conducted the review:

- Verified 1994 seismic upgrade (building was built in 1889)
- That upgrade meets 75% of current new building construction quake standards

Motion: To accept Finance Committee recommendation to drop earthquake coverage on next renewal, January 2016. **M/S/C**

President's Report

- Trip to San Francisco – Dona, Lindsay, Jamey and seven others from the community went to San Francisco on October 16th, to visit two SparkPoint locations (Family Resource Center & School). It was a very informative visit for all.
- Funding – working hard on getting funding. Gates Foundation may be a good prospect in 2017. Will be looking at the Ford Foundation for a grant, maybe with UWPNW.

- Roll-out – Next meeting with agencies will be November 20th. Local Initiative Support Corporation (LISC) will also be attending, and will be very helpful to us. RFP will be out soon. Hopefully launch by mid-2016.
- UW Pacific Northwest – Dona attended Board meeting yesterday in Vancouver. One year together, each state is still a separate non-profit. Dona will be chair in 2017.
- Staffing Update – Linda Kay Briggs (past employee) will be brought on as a consultant for the RD Department to help with a strategy to close the gap. Frank Hagel has helped (pro bono) with our search for a VP of RD.
- Intel – haven't been able to meet with them yet, still trying.
- Russell – is also down, last year was \$450K with \$350K to UWPC, but this year we are at \$64K for us and \$50 to VFW. They are making more donation directly. We can ask again in January 2016.

Advocacy Committee Update

The Committee met in October. The next meeting scheduled for Friday, November 20 at 10am. Any board members interested in possibly joining the Advocacy Committee are welcome to attend.

The Committee reviewed results of last session and draft advocacy agendas from partners including United Way's of Pacific NW, state WIN 211, and the Tacoma-Pierce County Human Services Coalition. The focus of 2016 legislative session will likely be funding the McCleary Supreme Court decision on public education. The session is short, (60 days), beginning January 11th. The overarching goal for 2016 will be protecting/maintaining the results we got in 2015 in early learning, 211 and safety net programs such as HEN (Housing and Emergency Needs). The final draft advocacy agenda will be presented at the December board meeting.

- Breakfast After the Bell, which United Way's across the state supported last year, has been dropped as unpassable, so that likely won't be on our agenda.
- UWPNW and UWPC are looking at our agenda in the context of ALICE, and it will be determined soon how that will be used in communication with legislators.
- Statewide United Way Lobby Day will be February 3rd. Everyone encouraged to attend.
- Helen and Nathe discussed the possibility of holding an event to thank Pierce County legislators prior to session, which will be discussed and finalized at the next meeting.

Governance Update

Dona gave a high level review of goals. The new Individual Board Action Plan was sent in the packet to review. The matrix provides accountability for all board members and gives us flexibility to be included and support the efforts of the organization. Members were asked to complete the form and return to Heidi.

ALICE Rollout (Asset Limited, Income Constrained, Employed)

Five Key Points

- Number of households who are ALICE or in poverty
- Number of jobs paying less than the ALICE threshold
- Demographics of ALICE
- In every community, in every state
- Despite working – some more than one job – they are still falling short

ALICE is rolling out within the next two weeks. The Executive Summary was included in the packet. This is still confidential information, members were asked not to share this information outside of this meeting until it is ready to release to the public. Dona took the group through an exercise that will give a better sense of what ALICE faces every day. JayRay will be assisting with the media rollout. Dona, Jamey and Nicole will be meeting with the TNT Editorial Board on November 17th. Comments after the exercise:

- What's the "So What" of ALICE? What action do we specifically want?
- What structural changes do we want to increase economic opportunities in Washington. What do we want agency leaders to do because of it? At the end of the day, what specific changes are we asking for...county, city, or state leaders to make changes.
- What's the end in mind - - is there an answer coming as this leaves us hanging?
- We hope it informs public policy, public will, community-wide convening's after the 1st of the year...not just short term but structural issues. While this is a report that paints a picture, UW will drive the way we invest because of this tool. We will use it to tell the story about needs to our legislators, our donors, etc.
- Board members should take up the opportunity to respond to editorials, stories on the Tacoma News Tribune.

2015 Campaign Update

Mike gave a high level review of the campaign and then discussion on some of the gap strategies that we are looking at to close a \$250K gap in campaign revenue.

2015-16 Campaign Goals by Revenue Stream

| | 2014 Actual | 2015 Goal | 2015 Actual | Outstanding Projection | Gap (Act+Proj)-Goal |
|--|----------------|--------------|----------------|---------------------------|------------------------|
| Workplace | \$ 4,600,692 | \$ 4,830,939 | \$ 370,536 | \$ 4,048,669 | \$ (411,734) |
| United Way Life | \$ - | \$ 500,000 | \$ - | \$ 500,000 | \$ - |
| Direct Giving | \$ 260,403 | \$ 440,000 | \$ 63,655 | \$ 376,345 | \$ - |
| Sub Total: | \$ 4,861,095 | \$ 5,770,939 | \$ 434,190 | \$ 4,925,015 | \$ (411,734) |
| CSF Revenue Commitments** | \$ - | \$ 1,200,000 | \$ 125,000 | \$ 1,075,000 | \$ - |
| Grants*** | \$ 391,169 | \$ 200,000 | \$ 217,126 | \$ - | \$ 17,126 |
| UWPC Total: | \$ 5,252,264 | \$ 7,170,939 | \$ 776,316 | \$ 6,000,015 | \$ (394,608) |
| ADT (Workplace & Direct included above)* | \$ 801,883 | \$ 925,000 | \$ 57,347 | \$ 867,653 | \$ - |

*ADT included in the UW campaign under workplace & direct giving above. This line is total of all ADT giving including EL.

**Verbal from City of Tacoma-\$75,000; MultiCare-\$25,000; CHI-\$25,000

***\$86,077 - 211 phone & website; \$131,049 - Early Learning

Closing the Gap: Campaigns closed but unaudited at time of this report is \$367,731 and another \$1,237,314 for campaigns currently running. **Total \$1,605,045**

Campaign Goals by Donor Segment

| | 2014 Actual | 2015 Goal | 2015 Actual | Outstanding Projection | Gap (Act+Proj)-Goal |
|-------------------------------|----------------|--------------|----------------|---------------------------|------------------------|
| ADT | \$ 801,883 | \$ 925,000 | \$ 57,347 | \$ 867,653 | \$ - |
| Leadership Donors (<\$10,000) | \$ 924,089 | \$ 1,000,000 | \$ 116,440 | \$ 883,560 | \$ - |
| Non-Leaders | \$ 1,521,990 | \$ 1,613,000 | \$ 142,427 | \$ 1,470,573 | \$ - |
| Total | \$ 3,247,962 | \$ 3,538,000 | \$ 316,214 | \$ 3,221,786 | \$ - |
| Direct Giving (without ADT) | \$ 105,544 | \$ 165,000 | \$ 17,307 | \$ 147,693 | \$ - |

Key Goals:

* ADT: Move from 29 to 40 members

** Leadership Donors: Grow from 546 to 660 Donors. (Includes reducing churn by 10%)

Closing the Gap: Campaigns closed but unaudited at time of this report is \$367,731 and another \$1,237,314 for campaigns currently running. **Total \$1,605,045**

2015-16 Campaign Goals 12/31/2015 Benchmarks

| | Benchmark by 12/31/2015 | 2015 Actual | Gap (Act+Proj)-Goal |
|--|----------------------------|----------------|------------------------|
| Workplace | \$ 2,808,940 | \$ 370,536 | \$ (2,438,404) |
| United Way Life | \$ 250,000 | \$ - | \$ (250,000) |
| Direct Giving | \$ 189,000 | \$ 63,655 | \$ (125,345) |
| Sub Total: | \$ 3,247,940 | \$ 434,190 | \$ (2,813,750) |
| CSF Revenue Commitments | \$ 500,000 | \$ 125,000 | \$ (375,000) |
| Grants | \$ 200,000 | \$ 217,126 | \$ 17,126 |
| UWPC Total: | \$ 3,947,940 | \$ 776,316 | \$ (3,171,624) |
| ADT (Workplace & Direct included above)* | \$ 650,000 | \$ 57,347 | \$ (592,653) |

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

Gap Strategies

- Text to give
- Intentional reaching out to individuals
- Year-end direct mail
- Intel, Russell, ECF, Nordstrom - - Monday brainstorm will help us work on finding dollars so we can continue our vibrant work

Giving Campaign

- United Way Life policies – 1 is into UWW
- I Will campaign to help people partner with us – social media, advertising, collateral

I will

Nicole explain the I Will campaign that JayRay helped develop.

- A powerful statement that everyone and every organization involved with United Way of Pierce County needs to make
- Illustrate each stakeholder’s promise to help break the cycle of poverty
- Launch in year-end campaign
- Continue integrating it throughout remaining workplace campaigns

A short video was shown, created by our intern, Cristiana.



Messaging – what is next?

David P. and Dona gave a brief follow-up to last month's exercise and next steps to continue to help frame the why.

- Why exercise – why United Way
- # exercise – how we begin to tell the story
- How do we begin to boil down the information to 3 key things that we talk about when we talk about UW?
 - Financially Stable Families
 - Kids ready for kindergarten
 - Reading at Grade Level
- What would be most helpful?
- What are the questions that you still need answered?

Why is about opportunities for all for a better life. We refuse to let our kids fail!

- 31 babies born every day (1/6 into poverty).
- 1 in 5 kids hungry, 30% of families struggling to make ends meet.
- What are we doing – we are committed to working, in collaboration with community partners, to breaking the cycle of poverty by removing barrier and focusing on long term solutions.
- How we do it – we bring people together to tackle the issues that our communities care about.

Adjourn

Jamey adjourned the meeting at 9:30am