

**United Way of Pierce County
Executive Committee**

November 17, 2015
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

Jamey called the meeting to order at 7:35am

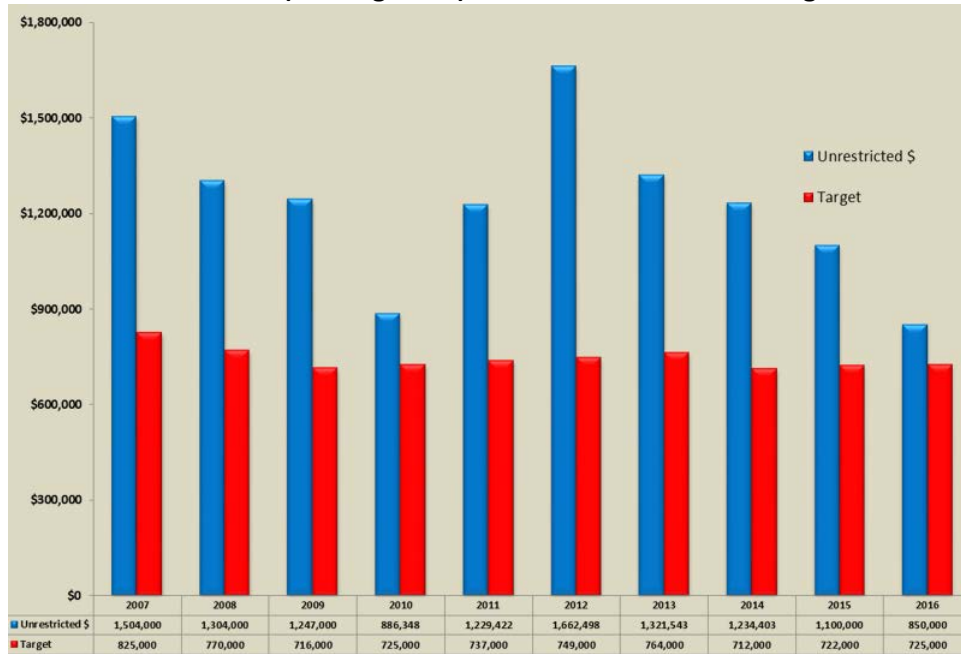
**Approve Minutes from October 21, 2015
M/S/C**

Finance

Pete and Jennifer gave a full review of the 2016 budget (see attached budget narrative). Agenda items:

- **Budget Process/Timeline**
 - Management team prepared and reviewed in October
 - Finance Committee Review - Today
 - Executive Committee Review – November 17
 - Board Study/Approval Session – December 16
- **Financial State of UWPC**
 - **Unrestricted Reserves** – Projected year-end 2016 at \$850,000 after proposed use of \$250,000 to fund agency investments in 2016; above 3 month minimum of \$725,000 – Context to come later in this presentation
 - **Community Campaign Revenues** – estimated decrease of \$100,000 in contributions from Employees Community Fund of Boeing Puget Sound, Intel and Nordstrom
 - **Uncollectible Rate on Pledges**– 3.75%; United Ways our size avg. 7.2%
 - **Impact Dollars** – Looking to grow grants. Focus on 2-1-1, Hunger and CSF
 - **Unrestricted Dollars** – We are doing all the right stuff with CRM strategies
 - **Building** – 100% occupancy and final year of \$102,500 payment to Boys and Girls Clubs for their Hope Centers
 - **Endowment** – approximately \$3.5M. Gearing up for 100 year anniversary campaign – 2021. Goal of 100 legacy donors, current or deferred gifts
 - **Leadership Donor Retention** – Increased 3% from 69% to 72%; added 25; goal is to increase retention to 80%
 - **Areas at Risk**
 - **Employee Community Fund of Boeing Puget Sound** - Expecting further decreases in coming years, although we may be able to ameliorate as they are allowing us in the workplace again. We also need a unified strategy with all United Ways educating Boeing on the value of their investment
 - **CFC CAMPAIGN** – The campaign ends in 2016. A loss of \$820,000 will cause costs to jump by 2%. UWPC only receives about 2,500 directly from the campaign. Since we don't recognize the revenue until the following year (2017) we will have until the end of 2018 to make up the loss.

- **Unrestricted Reserves (undesignated) with Minimum Reserve Target – Est 2015 -16**



- **Revenue Projection** - Forecasting 3.0% decrease of (\$150,000) in 2015-16 community campaign. Anticipating growth of 24% in grants, or \$82,000. We could realize more if Center for Strong Families takes off. Decreases in program income; (\$93,650) Mainly Gifts in Kind program donations which are expected to decrease due to losing some space to the new child care center in our building.

- **Proposed Budget Forecast - Big Picture Numbers**

- **Resources** - Decrease of (\$364,040)

Net campaign resources and grants (\$140,341)

Program/Event Support:

Event Income	10,000	
Program/Contracts	(3,650)	
GIK (non cash)	<u>(100,000)</u>	(93,650)

Other Support:

Investment Income	4,000	
*Carryover grants	(189,049)	
Board designated impact carryover	50,000	
Other	<u>5,000</u>	(130,049)

TOTAL RESOURCES (\$364,040)

*Carryover grants from 2014 to 2015. \$139,000 is early learning which will now go directly to First Five Fundamentals; Cheney technology grant of \$50,000 not renewable until 2016.

- **Community Investments** - Decrease of (\$261,951)

*Community Impact Fund	(\$99,831)
GIK – smaller space when daycare moves in	(100,000)
Donor Designations	(50,000)
CFC, CFD, UWPC Community Programs	(12,120)
TOTAL COMMUNITY INVESTMENTS	(\$261,951)

*We will be spending a smaller amount of our flexible impact reserve in 2016; less money directed from donors to our focus areas; three agency programs no longer receiving funding.

- **Personnel Line Items - Salaries and Benefits** - Increase of \$8,220. This area includes \$72,000 of grant reserve funding from a prior year Boeing grant for an evaluator position. Without the addition, this area would have a decrease of \$63,780.
- **Non Personnel Highlights** - Increase of \$7,402. Reduction in most line items. Increases in supplies of 7,000 for a small federal grant (40% match requirement) awarded for volunteer engagement and \$22,000 in volunteer travel reimbursement for RSVP (Federal Retired Senior Volunteer Program). Taking the above into consideration, non-personnel line items decreased for the second year in a row.
- **Overhead Projection** – Administrative costs with projected cost for 2015 and 2016 (5y year average 17.84%)



- **Decision on items for consideration** - After the Finance Committee met, we learned we are receiving significantly less at this time of the year from George Russell. 2014 gift of \$450,000: \$350,000 was designated; \$100,000 unrestricted to basic needs programs in our current three year investment cycle. 2015 gift \$114,000: \$64,000 to basic needs programs, \$50,000 designated. We will have a chance after the first of the year to make another ask. We want to be conservative, so we are proposing to reduce revenues by \$250,000 and designations by \$245,000, net effect is \$5,000.

Proposing \$250,000 from reserves to continue funding agency programs for final year of three year investment cycle. Finance Committee proposed \$240,000 prior to the new information above.

We will also be contributing \$20,000 (out of reserves) to the Labor Program as we have in the past. The last two years this has come out of operations, prior years it was a line item and it will be put back in.

Motion: Forward the proposed budget with \$250,000 from reserves to the board. **M/S/C.**
 The motion was amended to include the \$20,000 for Labor for a total of \$270,000. **M/S/C.**

President's Report

- **TNT Editorial** – Dona, Jamey and Nicole will be meeting with the editorial board today. Because the ALICE report is not ready, so it will not be the main topic. Dona will talk about the “I Will” campaign. Hopefully we can meet with them again after the new year.
- **ALICE Report** – The draft is complete; it is currently being reviewing. JayRay will help with the roll-out. Because it is so close to the holiday, the launch will be after the holidays. Would like to plan a summit “Pathways out of Poverty”. Dona will be asking Kathi Littman, The Greater Tacoma Community Foundation, to partner with us.

2016 Strategic Plan – open discussion regarding what members see for 2016.

- Jamey – we have made bold moves and decisions this year and progressing with CSF, would like to see this work continue. Our mission is clearer.
- Matt – excited about the new year and our work with community impact.
- Jo Anne – looking at the world as a whole, trends are improving.
- Jennifer – lots of ground work has been done, now it's time to execute our plans.
- Rick – more work on the Why. Need to work on grants for CSF. We need to make a case on a broader scale, crisp compelling g message.

Adjourn - Jamey adjourned at 9:00am