

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

December 16, 2015
4 - 5:30pm

United Way of Pierce County
1501 Pacific Ave, Ste 400

**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
Sebrana 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, Pete Grignon, Lindsay Tracy, Ted Smith, Heidi Hansen

Call to Order/Welcome

Jamey called the meeting to order at 4:00pm

Approve Minutes from November 13, 2015

M/S/C

Financial

Pete and Jennifer gave a full review of the proposed 2016 budget (attached). Highlights below:

Financial State of UWPC:

- **Unrestricted Reserves** – Projected year-end 2016 at \$830,000 after proposed use of \$270,000 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 \$400,000 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 and Weyerhaeuser**
 - 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
 - Weyerhaeuser moves to downtown Seattle
- **CFC Campaign**
 - CFC campaign ends in 2016
 - 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.

Motion to accept the 2016 Budget as proposed: \$270,000 from reserves to continue funding agency programs for final year of three year investment cycle. **M/S/C**

President's Report

- **ALICE Report** – Dona will send the link to the full report (over 300 pages) to the Board, this is still under embargo until January 17th. We will have talking points for ALICE. Cambia/Regence donated \$2,000 thanks to Linda Proett. Dona, Jamey and Nicole will be meeting with the TNT editorial board today. Since we can't talk about ALICE yet, we will get another editorial soon.
- **Hunger Initiative/Vans** – The vans wrap has been approved, and will be ready soon. Vans could be used for the Farmers Market. A business plan is being worked on. We will seek additional funds from George Russell Fund. EFN currently owns the vans, but will be used by many.
- **Crockpot Project** – We funded Key Peninsula \$5,000 to purchase 275 crockpots. Soup kits will be made to put inside then given to families.
- **Strategies for Closing the Gap** – RFQ was sent out earlier this month. Six agencies are interested, 4 co-location and 2 single based. Corey Mosley has been hired as Manager, Family Stability Initiative. Lindsay received a donation of \$10,000 from Washington State Employees Credit Union for CFS and will get another \$10,000 in January. She made this connection at our Day of Care. Dona met with Councilmen Talbert & Richardson, they are very interested in this project. Hopefully we can get some funds in the 2017 budget.
- **Closing the Gap** – Linda Kaye Briggs is working with the RD team and Campaign Cabinet on this and has developed a Top 10 Strategies and you will hear more in January. We are planning a past board members and campaign chairs luncheon.
- **Tacoma Urban League** – Received a \$200k grant to help build organization that serves the African American community.
- **Yearend Giving** – the "I Will" campaign has had good results. Our intern, Christiana, has done a great job on the videos.
- **Campaign** – We benchmarked \$2.8M and are at \$2.897M.

Advocacy Committee Update

Patty and David presented the advocacy agenda as follows:

Our 10-Year Goals

By 2024, United Way of Pierce County will, in collaboration with community partners, help break the cycle of poverty by removing barriers and focusing on long-term solutions.

- **Ensure a Strong Start for Kids:** Increase the number of low-income children ready for kindergarten from 44 percent to 90 percent.
- **Ensure Early Grade Success:** Increase the number of low-income children reading at grade level by the end of the third grade from 75 percent to 90 percent.
- **Build Strong Families:** Increase the number of low-income families that are financially stable by 4,000.
- **Meet the Basic Needs of families and individuals** through investments in food, housing and other essentials.

Ensure a Strong Start for Kids:

Ask: Continued investments in and implementation of quality early learning programs via the bipartisan Early Start Act, particularly in increased access to ECEAP (more than 10,000 three and four year olds eligible for ECEAP do not have slots available), quality child care, and home visiting.

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.

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.

Build Strong Families/Basic Needs and Supportive Services:

Ask: Sustain and increase the state investment for WIN 2-1-1.

This allocation needs to increase and is critical for our local 2-1-1 operation as it provides the assurance that the centralized technology allows the 3 digit number and other features of the system to continue to support the local efforts. Vulnerable people need an easy, non-bureaucratic mechanism to connect to faith-based, non-profit and public resources in their time of need.

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

Motion to accept the Advocacy agenda as presented. **M/S/C**

Adjourn

Jamey adjourned the meeting at 5:30pm

Holiday party in the lobby