

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

**Jamey McCormick, Presiding
Minutes**

September 26, 2014
7:30am

Columbia Bank Building
1301 A Street, 8th Floor

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

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*	\$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:	\$5,022,922	\$5,828,000*	\$0	\$0	n/a	n/a
Grants	\$391,169	\$640,000	\$0	\$0	\$0	\$0
UWPC Total:	\$5,414,091	\$6,468,000	\$0	\$0	\$0	\$0
Bequests***	\$0	\$236,000***	\$231,000	\$0	\$231,000	\$0
CFC	\$931,474	\$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

*\$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 payout. Donor is ADT for life.

*** Bequest 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. 24th
 - **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 8th, 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 27th. 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 24th.

Meeting was adjourned at 9:05am.