

BOARD MEETING

September 26, 2014

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United Way of Pierce County

MISSION

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

To achieve meaningful results, we:
Lead collaboratively,
Raise, Leverage and invest strategically,
Advocate effectively,
Engage and inspire volunteers.

In order to realize the vision of a compassionate, vital community where people have the education resources and opportunities to achieve their potential, we seek to help foster lasting change through our community impact priorities.

PRIMARY AREA OF FOCUS

We lead, support and invest in community efforts to ensure all of our children are prepared to succeed in school and in life. We do that by:

Helping our children be physically, socially, emotionally and cognitively ready to participate and learn in school.

Helping our children receive the support they need to perform at or above grade level by age 10.

Help families provide a stable and nurturing environment for their children to achieve the above goals.

GOAL 1: Increase the number of children ready to succeed upon starting school. (WA-Kids)

GOAL 2: Increase the percentage of 3rd graders reading at grade level. (OSPI).

BASIC NEEDS AND SUPPORT SERVICES

Continue to invest in community efforts to address immediate needs and supportive services.

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ACTION:

Approval of Minutes: August 22, 2014

Jamey McCormick

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UPDATE: Financial Report

Jennifer Nino

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FINANCIAL HIGHLIGHTS



We have achieved and exceeded our 2013-14 campaign budget goal reaching \$6,116,276



Collections on pledges in the door are 69.41% within the normal range of 0-3% of the prior two years: 66.41% and 69.10%



Departmental Expenditures: Under by \$226,000:

- Salary and benefit line items are real savings of \$170,000

- Timing differences on other expenses

- Departmental expenditure line items over by \$5,000 – None



Received a bequest of \$236,940 from Frances C. Heidner trust. The Executive Committee is 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.

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Mission Moment

Marilyn LoSavio
2-1-1 Outreach Specialist

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Strategic Plan

Dianna Kielian, Campaign Chair

Sean Armentrout

Jay Thomas

Pete Grignon

Shawn Paton

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2014-15 Campaign Goals... March to a Million

	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 pays out. Donor is ADT for life.

*** Bequest not calculated towards goal. Board approved for endowment.

2014-15 Community Campaign Goals: Tactics

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

- **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)
 - » UWT Intern for Support
 - Donor portfolios for staff: 442 donors assigned (\$857,000 value)
Non-Ask Touchpoints & 1-on-1 sessions (Exp TPU Retiree)
 - Message/Marketing: Special brochure (100% pro bono)
 - Cross-Function Team
 - Affinity Groups
 - Emerging Philanthropists Project (EPP)
 - » Step-Up Pledge (\$1,000 by year 3)
 - » Build a Strong Council & XX EPP Members
 - » Recruitment/Learning Events
Exp. Weyerhaeuser

2014-15 Community Campaign Goals: Tactics

1. Leadership Donors Continued:

- **Affinity Groups**
 - Women’s Leadership Council (WLC)
 - » \$1,000 undesignated minimum gift
 - 145 Current Donors Qualify (\$390K) – Goal (\$515K)
 - 44% of our Leadership Growth Goal
 - 2/3 of our donors Women and 1/2 leadership donors
 - » Adopt a Signature Issue: Exp Financial Literacy (strong families)
 - » September 24th First Event
- **Board Support**
 - Current Board: Continue 100% gifts and Leadership Gifts
 - » Last year \$55K. Remaining Board: \$38K
 - » If just move to leadership - \$ 51K
 - 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

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2014-15 Community Campaign Goals: Tocqueville Society

2. Alexis de Tocqueville (ADT) (\$10,000+)

Goals:

- \$925,000 (\$704,046 in 2013)
- 40 ADT Donors (25 in 2013)

Strategies:

- Frame Impact Strategies & Align with Donor/Prospect Interests
 - George & Dion Russell
 - Bill & Gail Weyerhaeuser
- Implement Tocqueville Step-Up Program
 - Current \$5,000-\$9,999 donors
 - Tocqueville Prospects (non-donors)
- Campaign Leadership/ADT Steering Committee
 - Former Tocqueville Donors
 - Current Leadership Donors
 - Other Major Gift Prospects
 - Wealth Engine
- Tocqueville Donor/Prospect Mapping
- Identify Principal Gift Prospects (\$1 million+)

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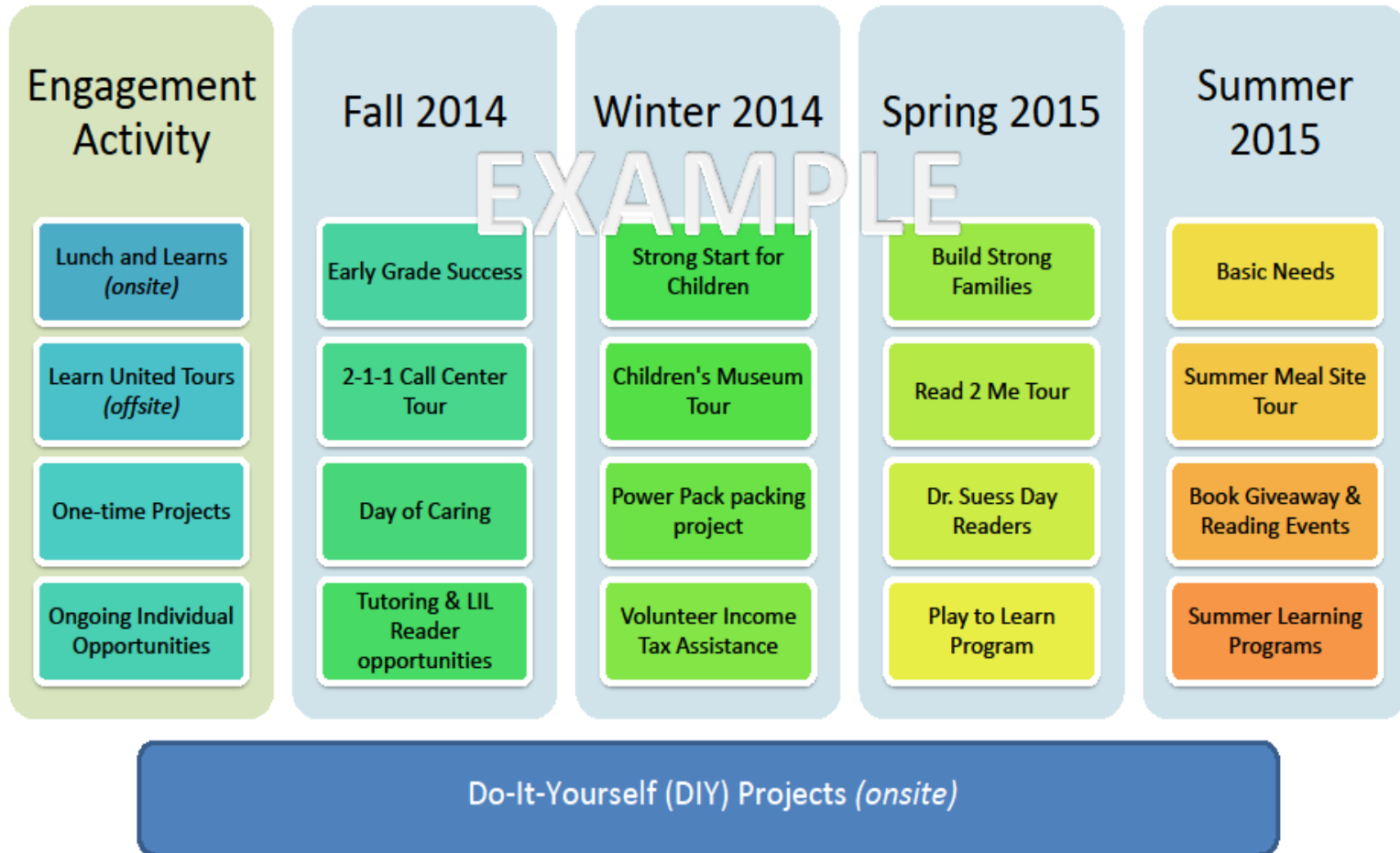
2014-15 Community Campaign Goals: Donor Tactics

3. Donor Engagement

- **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:**
 - Resource Development Goal: 40 engagements (volunteer and other) transpire through course of the year (30 June)
 - Consist of UW Lunch & Learns and Learn United Tours (onsite & offsite)
 - Ongoing align with Impact with one-time and ongoing engagement opportunities
 - Do It Yourself (online options)

Corporate Engagement Plan

EXAMPLE



Lunch & Learns

Lunch & Learns are convenient learning opportunities that come to your workplace. Learn more about how your investment is helping to break the cycle of poverty for children and families from our staff and community partners. Presentations run between 30-60 minutes and can easily fit into a lunch hour!

Strong Start for Children

Why it matters?

An estimated 2 in 5 children in Pierce County are not ready for kindergarten

Learn more about our work to increase the number of K-ready children by focusing on:

- Healthy beginnings for children
- Quality child care
- Parent tools & training

Early Grade Success

Why it matters?

One in four children who can't read at grade level by the end of 3rd grade will not graduate.

Learn more about our work to increase the number of children reading at grade level by focusing on:

- Improving school attendance
- Helping kids succeed through tutoring and reading programs
- Eliminating the "summer slide"

Build Strong Families

Why it matters?

A single parent earning minimum wage has to work 80 hours to support a family of two.

Learn more about our work to help families reach stability by focusing on:

- Ensuring families have the skills and education to achieve family-sustaining employment
- Promoting financial literacy education & resources

Basic Needs

Why it matters?

More than 144,000 people visit food banks in Pierce County each month; most are from working families.

Learn more about our work to help families meet their basic needs by focusing on:

- Ensuring families have access to and assistance navigating the network of resources to meet their basic needs
-
-

Learn United Tours

Learn United Tours are opportunities to see your investment in the community at work. Tours are hosted by UWPC staff and community partners.

Strong Start for Children

Inclusive Play to Learn Program

Visit the Children's Museum of Tacoma and A Step Ahead Pierce County's program for children with special needs and their typically developing peers

Early Grade Success

Read 2 Me Tutoring Program

Visit Tacoma Community House's Read2Me program, a one-on-one tutoring program for emerging young readers, at one of its four Tacoma School District program sites .

Strengthening Families

THA Family Investment Center

Visit Tacoma Housing Authority's Family Investment Center focusing on education and support for families to reach self-sufficiency.

Basic Needs

South Sound 2-1-1 Call Center Tour

Visit United Way's 2-1-1 call center and hear first-hand the needs in our community and see the team in action ensuring families get the help they need.

Learn United Tours	Mon		Tues		Wed		Thurs		Fri	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Therapeutic Play to Learn Program (available September thru May)			X							
Read 2 Me Tutoring Program (available October thru May)			X		X		X			
THA Family Investment Center (available year round)		X		X		X		X		
2-1-1 Call Center (available year round)				X	X	X	X	X	X	

One-Time Projects

One-time projects are opportunities to get directly involved with our work in a “hands on” way.

Strong Start for Children

Dr. Suess Day Readers

Read with children in child care centers and libraries in celebration of Dr. Suess' Birthday!

Early Grade Success

Book Giveaway & Reading Events

Attend a free summer meal site to give away books for children to keep and read to kids at the sites.

Strengthening Families

Day of Caring

Choose from a variety of different projects supporting community partners who serve children and families in need.

Basic Needs

Power Pack Packing Project

Pack bags with nutritious, easy to prepare items for children who rely on free school breakfast and lunch for their foundational nutrition. Power Packs go home with kids on Fridays for weekend meals.

Learn United Tours	Mon		Tues		Wed		Thurs		Fri	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Book Giveaway & Reading Events <i>(available July and August only)</i>			lunchtime		lunchtime		lunchtime		lunchtime	
Dr. Suess Day Readers <i>(Monday, March 2nd)</i>	X									
Day of Caring <i>(third Friday in September)</i>									X	
Power Pack Packing Projects <i>(available September thru June only)</i>					X	X	X	X		

Ongoing Opportunities for Individual Engagement

Help change the story for children and families in our community. These ongoing volunteer opportunities allow individuals to make a longer term commitment to helping others and making a difference!

Strong Start for Children

'LIL' Readers

Read with a small group of pre-K children in a home-based or smaller child care center.

Opportunities currently available at sites in Buckley and Lakewood

Early Grade Success

In school & after school tutors

Commitments are generally for the school year to work one-on-one with a child who needs help with reading.

**See below for days/times*

Strengthening Families

VITA tax site volunteers

Assist low-income families and individuals in preparing their taxes ensuring they receive all the tax credits they are eligible for.

Training in November; serve through tax season (Jan. 15- April 15)

Basic Needs

Gifts in Kind volunteers

The Gifts in Kind program provides donated items to programs serving children & families in need. Help stock the distribution center with new inventory each week.

Opportunities available Tuesdays and Wednesdays

*Tutoring Opportunities	Mon		Tues		Wed		Thur		Fri	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Franklin Pierce School Tutoring (Parkland)		X		X		X		X		X
Read 2 Me Tutoring (Tacoma)	X		X		X		X		X	
Communities in Schools (Lakewood)		X		X		X		X		X
Communities in Schools (Peninsula)	X		X		X		X		X	
Communities in Schools (Puyallup)	X		X		X		X		X	
Communities in Schools (Tacoma)		X		X		X		X		X
Mercy Housing (Tacoma & Parkland)		X		X		X		X		X
SPOT After School Tutoring (University Place)		X		X		X		X		X

Do-it-Yourself (DIY) Projects

Strong Start for Kids

Literacy Kits
Science Kits
Math Kits
Toddler Busy Bag Kits
Diaper Drive
New Baby Essentials Drive
Book Drive
Holiday Toy & Gift Drive

Early Grade Success

Build a Backpack
Emergency Kits for School
Book Drive
Holiday Toy & Gift Drive
Warm Coats, Scarves, Hats &
Gloves Drive
Shoe Drive

Basic Needs

Power Pack Food Drive
Feed the Need - Homeless
Feeding Project
Holiday Food Drive
Home Sweet Home Drive - items
for families just starting out
Hygiene Kits

2014-15 Community Campaign Goals: Other Tactics

4. Direct Giving:

- 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 2-11.
- 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:

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

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2014-15 Community Campaign Goals:

BOARD CALL TO ACTION

1. **Personal Gift** – Achieve 100% participation and goal is at Leadership Level (\$1,000)
2. **5 Personal Network Leads** – Provide names and set the meeting to engage 5 top influencers/potential Tocqueville donors.
3. **CEO Calls** – Identify (5) CEOs you know or company relationship with that you are willing to join for a meeting.
4. **Engagement Event:** Host at least one at your workplace. These are three options:
 - a. Host a leadership donor lunch/breakfast – Highly successful event at Tacoma Public Utilities this month
 - b. Host a lunch & learn around Women’s Leadership Council (WLC)
 - c. Host a lunch & learn for your young professionals supporting Emerging Philanthropists Project (EPP)
5. **Support Your Workplace Campaign Visibly:**
 - a. Schedule time for Dona and/or Dianna to speak to your executive management team
 - b. presence and promote the campaign. Reach out to your company coordinator to support their work.
6. **Engage your CEO:**
 - a. CEO call for sit down with Dona (or another UWPC leader – Dianna/Sean/Jay)
 - b. Work with CEO to identify handful of individuals to serve on Emerging Philanthropists Project Council

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President's Report

Dona Ponepinto

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United Way of Pierce County

Altruist Partners

Dona Ponepinto

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Adjournment

Jamey McCormick

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