

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

**Jamey McCormick, Presiding  
Minutes**

January 30, 2015  
7:30 – 9:30am

Catholic Community Services  
1323 S Yakima Ave00

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

**UWPC Staff:** Dona Ponepinto, Pete Grignon, Sean Armentrout, Kathryn McCarthy, Heidi Hansen

**Guest:** Akua Konda, Denny Hunthausen, Evelyn Morgner

**Call to Order/Welcome**

Jamey called the meeting to order at 7:30am

Linda Proett and Rich Rocks were introduced as our newest Board Members. Also, Akua Konda the new UWT intern, who will be mentored by Rod Koon, was introduced.

**Approve Minutes from December 11, 2014**

**M/S/C**

**Catholic Community Services (CCS)**

Jamey Introduce Denny Hunthausen, SW Agency Director, who gave highlights of some of the work that CCS does in the community. A tour of the agency will be given at the end of the meeting.

**United Way Life**

Evelyn Morgner, Manager, Endowment and Planned Giving Services Investor Relations from United Way Worldwide was introduced. She provided the board with highlights of various giving options including UW Life.

**Overview of United Way Life**

- Your United Way owns and benefits from the policy
- Donor increases annual support, and is recognized at a higher level
- Can include donor's local agent
- Gift outside donor's estate
- Current tax deduction
- 5 annual premiums lead to significant philanthropic impact for donor
- Gift is an irrevocable gift to your United Way

**Benefits of United Way Life**

- **Unparalleled Performance** - Allows your donors to multiply their giving, often at levels they only dreamed were possible
- **Superior Product** - Utilizes national partnerships to provide the greatest value for your donors and your United Way. Offers a great opportunity to engage 30-60 year old Tocqueville donors

- **Proven Program** - One of the most effective ways to create irrevocable commitments and to grow your Tocqueville Legacy Circle
- **Turn-key Process** - Back office support, training, customizable marketing materials, Board presentations and superior customer service allow you to focus on what you do best (build relationships with your donors)

### Key Strategies and Target Donor Groups

- **Current and Past Board Members**
- **Tocqueville** - Ask Tocqueville donors to increase annual gift for 5 years to pay for a United Way Life policy and join the Tocqueville Legacy Circle.
- **Leadership Givers** - Approach leadership givers (\$5,000 to \$10,000) to join Tocqueville Society and Tocqueville Legacy Circle through United Way Life.
- **Engaged and Motivated Volunteers**
- **Young Leaders** - Due to age and health, insurance rates may be attractive to your young leaders and is a great way to introduce planned giving.
- **Women's Leadership** - Approach prominent Women's Leaders with United Way Life and allow them to support the issue they are focused on in perpetuity.
- **Transformative Gifts** - Insurance can be used as a catalyst for gifts over \$1,000,000 and become Million Dollar Legacy Roundtable members.

### President's Report

- Business Performance Matrix – Is a tool used to track and benchmark our UW's progress on the network performance matrix. It can be used to guide in goal setting and monitoring of our strategic objectives. Some of the areas we need to improve on are: time resources to impact strategy; developing talent; engaging the community; align with the interests of our donors; building the culture and infrastructure.
- 2014 Accomplishments – Received a summary in the packet. Some are: setting organizational and Board goals; engaging the Board; bylaws; focusing on our donors.
- UWW Dues Structure – UWW is looking at how to financially support the execution of the networks focus moving forward. Currently local UWs pay dues based on, for the most part, the work place campaign. The dues restructure includes increasing local UW dues by 1% and it would be based on all revenue not just workplace campaign – includes government grants, etc. Webinar today at 11:00am – Dona encourage everyone to sit in on the call.
- Day at the Capital – Feb 12<sup>th</sup> 8-4:00pm in Olympia
- Community Leaders Conference – April 29<sup>th</sup> in Texas, if interested let us know. Dona and 2 staff are going. UWPC will pay for one Board members registration
- Altruist Business Partners – Dona is reviewing the draft and will be share with the Board soon.
- South Sound Together – This is an exciting opportunity from David Zeeck at the TNT, to engage leaders to showcase our community. It's a great to marketing PR campaign that we can use to lift up the United Way brand and also leverage dollars. Each group is putting in \$30,000. Dona will be on the board.
- Board Engagement Activities – Opportunities for the Board to volunteer on the months we do not have a meeting. For February we have:
  - **Emergency Food Network (EFN)** – Lakewood Feb 27<sup>th</sup> 9 – 11:30am  
This is a food repack project and is extremely popular with volunteers and would need a commitment from at least 10 volunteers (max 15)
  - **Dr. Seuss Day** Feb 28<sup>th</sup> & Mar 2<sup>nd</sup> – several location  
Readers will read 1 book to a group of children others will help with an activity

- Community Celebration – Will be totally different this year, it will be a breakfast. It will be called Celebrating Community, May 7<sup>th</sup> at the McGavick Center (Clover Park Technical College) Rich Harwood will be the keynote speaker.

### **Organization Assessment**

Every 3 years United Ways must do an organizational self-assessment. Matt and Pete gave a high level overview of the assessment process and timeline. A sample will be sent out to the Board and staff, and then the online link will be sent out the end of February. Responses are anonymous and it will take about an hour to complete.

#### **A Requirement of Membership**

- The self-assessment is not an option and must be completed this year.
- We have chosen an online survey based on the **Standards of Excellence** “SoE” that United Way Worldwide adopted. This is the same tool we have used for the first three assessments so we will have comparable data.

#### **Benefits to a Local United Way**

- Identifies strengths and areas for improvement
- Easy to use online tool
- Multiple participants can respond anonymously
- Quick turn-around of a comprehensive report on results
- Enhances local understanding of the Standards of Excellence
- Fulfills UWW self-assessment membership requirement

#### **Benefits to UW System**

Online tool provides direct results that can be aggregated to:

- Measure system progress towards transformation
- Identify areas needing support and training
- Identify potential LUW’s for best practice collection

Breakout groups were formed to discuss sample questions.

### **Goals & Direction for 2015**

This past year the board created for the first time specific board goals:

- Grow Revenue
- Grow Individual Engagement and Participation
- Build and Cultivate Relationships

Dona and Jamey are meeting with all board members. The idea is to get input and feedback on direction, what could be improved and how we can engage board members more deeply.

Next breakout groups were formed to focus on our strategic objectives: Community Impact; Long Term, Sustainable Revenue Growth; Organizational Alignment and Performance; Donor Engagement and Relationships. (See attached sheet)

- What does success look like for 2015?
- What questions do you have as we go into 2015?

### **Campaign Update**

2014 was a busy year for the campaign. A big part of that was the Resource Development Analysis that took place last summary. As a result of that effort – staff had a clearer direction on key strategies that would begin to show results. Donor engagement was an essential element.

Sean and Kathryn gave an update on the Year End Giving Campaign, next steps and the year end results of the campaign overall.

### Campaign Goals as of January 16, 2015

	2013 Final	2014 Goal	Actual	Outstanding Projection	Gap (Act+Proj)-Goal
Workplace	\$4,339,367	\$4,629,000	\$2,790,992	\$1,482,637	(\$355,371)
ADT*	\$704,046	\$925,000	\$643,954	\$281,046	\$0
United Way Life**	\$0	\$250,000	\$0	\$250,000	\$0
Direct Giving/ End Yr	\$105,509	\$150,000	\$93,335	\$56,665	\$0
Sub Total:	\$5,022,922	\$5,828,000	\$3,400,852	\$1,981,481	(\$355,371)
Grants	\$391,169	\$640,000	\$535,000	\$105,000	\$0
UWPC Total:	\$5,414,091	\$6,468,000	\$3,935,852	\$2,086,481	(\$355,371)

\* 2014 Goal subtotal has backed out \$126,000 for ADT Workplace so not duplicative  
 \*\* Total Closed but Unaudited \$313,030 (part of outstanding projection)  
 \*\*\* Campaigns running but not closed \$117,060 (Part of outstanding projection)

### Benchmarks as of January 16, 2015

As of January 9, 2015	Benchmark by 12/31/2014	Actual	Gap
Workplace (Corp, SE & Donors <\$1,000)	\$2,015,000	\$ 2,054,598	39,598
Leadership Donors (<\$10,000) *	\$665,000	\$ 578,993	(86,007)
ADT	\$675,000	\$ 628,955	(46,045)
Direct Giving/ End Yr (Donors<\$10,000) *	\$90,000	\$ 86,660	(3,340)
Total:*	\$3,445,000	\$ 3,288,507	\$ (95,795)

  

As of January 16, 2015	Annual Campaign	Actual	Gap
Workplace (Corp, SE & Donors <\$1,000)	\$3,389,367	\$ 2,148,462	(1,245,905)
Leadership Donors (<\$10,000) *	\$1,188,000	\$ 620,409	(567,591)
ADT	\$925,000	\$ 643,954	(281,046)
Direct Giving/ End Yr (Donors<\$10,000) *	\$150,000	\$ 93,335	(56,665)
Total:*	\$5,652,367	\$ 3,435,852	\$ (2,151,207)

\* Direct Leadership is duplicated in both Leadership & Direct Giving and therefore backed out of the Total Actual Line  
 \*\* Closing the Gap: Campaigns closed but unaudited \$313,030 and another \$117,060 projected for campaigns currently running through January. Total - \$430,095

### Campaign Tactics as of January 21, 2015

- New Business: Working Prospects
- Lapsed Donors: Will be holding a telethon to reach out to those we have missed
- Leadership Gifts: (i) Team is reaching out to top donors spring accounts to garner support (ii) Leadership Event – positioned for 3 events with MultiCare

- Major Gifts: Will be working with ADT Committee to secure outstanding and determine best prospects for new ADT
- Other: UW Life training this month; Foundation Pipeline to begin

**Year-End Campaign Components**

- Public Relations: Pierce County TV spot, Exit133, CityLine (coming in Jan)
- Advertising: Online TNT, week between Christmas and New Years, 200,000 impressions
- Social Media: Twitter and Facebook included daily posts
- Direct Mail: 2 letters, 6,000 letters total
- Direct Email: 81,840 emails, 20% Average open
- Videos: Two past caller videos
- Blog Articles: Two blogs from different perspectives.
- Advocacy: Legislative Tour
- Online donation platform changes to a 1 click page, much more user friendly

**Campaign Totals as of January 20, 2015**

Total Gifts			
Direct Giving Campaign GOAL	\$75,000	(\$3,231)	
Direct Giving Campaign TOTAL	\$71,769	96%	of goal
Direct Mail	\$57,460	80%	of giving
Online	\$14,309	20%	of giving
Total Donors	205		
Lapsed Donors Recaptured	59	28%	
Average Gift	\$350		
Giving Ranges			
	Total Gifts	% of Giving	% of Donors
Leadership \$1000+	\$46,357	65%	12%
\$250-\$999	\$10,096	14%	10%
\$100-\$249	\$12,245	17%	38%
\$50-\$99	\$2,185	3%	20%
\$10-\$50	\$885	1%	19%
Return on Investment			
Total Cost	\$7,000		
Total Return	\$64,769	925%	

**Adjourn**

Jamey reminder all that the board meeting evaluation will be sent out through Survey Monkey.

Jamey adjourned the meeting at 9:30am and several went on a tour of the facility.