

BOARD MEETING

June 26, 2015

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United Way of Pierce County

ACTION:

Approval of Minutes

May 29, 2015

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United Way of Pierce County

ACTION:

Approval of new Board Member
David Pearson, Sr. VP True Blue

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Financial

Dona Ponepinto

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FINANCIAL HIGHLIGHTS



Bad News, Good News:

2014-15 campaign pledges to fall short by \$200K to \$250K; we should make it up through departmental expenditure savings, over collecting of the 2013 campaign and designations may come in less than anticipated.



Collections on pledges in the door are 55.00% within the normal range of 0-3% of the prior two years: 52.36% and 54.44%



Departmental expenditures under by \$140,000

Line items over by \$5,000 – None



Endowment balance at \$3,762,778, highest ever; \$3,291,301 prior year



MultiCare will be making a lease offer to stay in our building in June



Snohomish County United Way in the Everett Newspaper regarding misappropriation of funds (\$6,000) – We are putting together a communication to share with staff and board in case we are asked about how we protect donor dollars.

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President's Report

Dona Ponepinto

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2014 Reflections and Beyond

- Relationships
- Revenue
- Impact

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2015 Organizational Goals

- Community Impact (Bold Play 1)
 - Message
 - Metrics
 - Meaningful products

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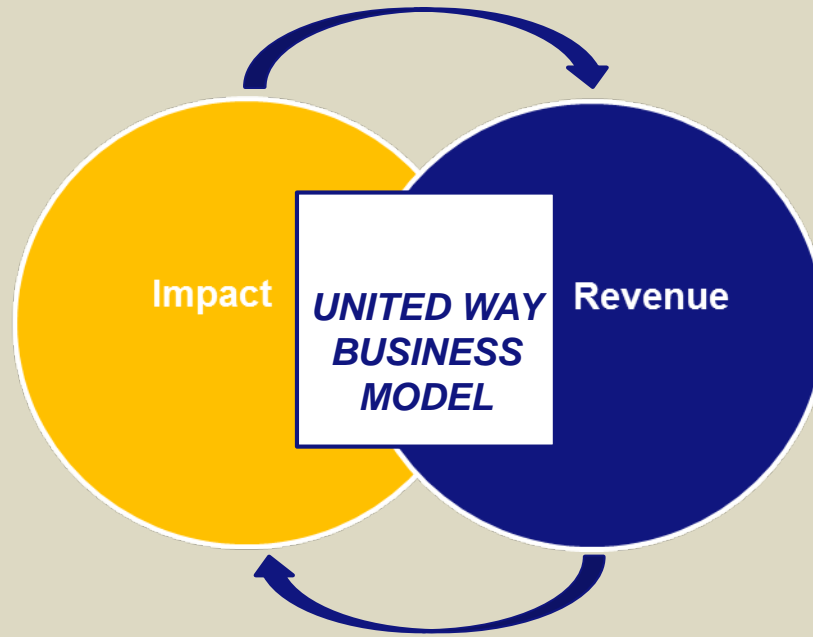
United Way's Unified Business Model *An Imperative to Maximize Impact*

**Bold Play 1: Commit to and Implement a Single Business Model that
that Drives Impact AND Increases Revenue**

Future State

- ✓ Clear, compelling pathways for growth that connect all the impact and revenue dimensions of United Way
- Stakeholders understand who we are and what we do
- Strong Individual United Way performance (growth) with aligned/customized models

Driving Impact and Revenue Growth



Business Model Foundation:

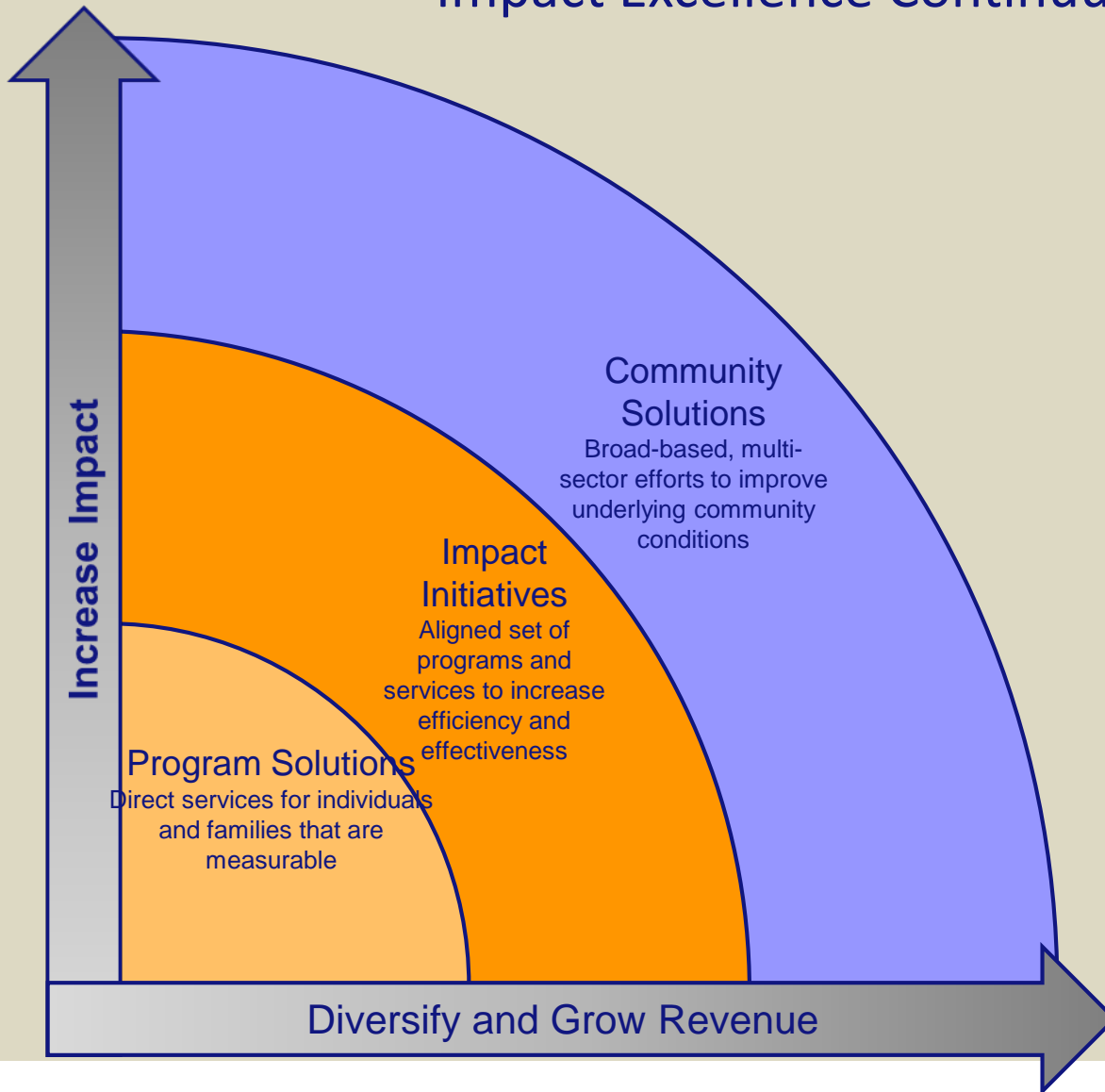
- ✓ Business model exists at intersection of aligning donor aspirations with impact agenda
- ✓ Revenue is crucial to driving and increasing impact □□ meaningful results in impact is how we increase revenue by demonstrating the return on investment
- ✓ Hitting on “all cylinders” = revenue generation + operations + investment in impact

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Impact Excellence Continuum



- Long Term Sustainable Growth(Bold Play 2, 3, 4)
 - Donor retention (reduce churn)
 - Digital capabilities
 - Donor engagement
 - Major Gifts
 - Endowment/Planned Giving
 - Partner of choice

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- Organizational Alignment and Performance
 - Staff Development opportunities
 - Alignment of all work towards 10 year goals
 - Revisit stop do/transition efforts (Relevance, Revenue and Impact)
 - Accountability/Scorecards/Competencies
 - Capacity

- Donor Engagement and Relationships (Bold Play 2)
 - Top 25 companies
 - leadership level donors
 - Invite, connect and commit to action
 - Volunteer Engagement opportunities
 - Partnerships
 - FFTS
 - City of Tacoma
 - School Districts
 - ALICE

- 211
- Labor Community Liaison
- UWW - Dues Structure
- South Sound Together Update
- Partner Agency Meeting

Building Our Bridge to the Future

Dona Ponepinto
Jamey McCormick

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Where we are to date

- Where we are to date
 - Impact
 - RD
- The future – getting there
 - Clear Impact Model
 - Donor Centered
 - One Innovative High Performing Network

Hunger Free Pierce County

Helen McGovern-Pilant

Emergency Food Network

Kevin Glackin-Coley

Food Connection

Stacy Carkonen

Tacoma Farmers Market

Shawn Paton

UWPC Director, Volunteer Engagement

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- The Problem
- The Opportunity
- The Partnership

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THE PROBLEM

- Even while we pursue strategies to break the cycle of poverty over the long term, every day people face immediate crises that threaten their health and wellbeing.
- The Pierce County food insecurity rate for children is 22.6% = 45,000 kids at risk of hunger

THE OPPORTUNITY

- Received George Russell Foundation grant supporting basic needs project
- Brought food providers together to discuss possible short-term and longer-term solutions

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THE PARTNERSHIP

The **Partnership for a Hunger Free Pierce County** is a coalition of organizations and individuals working together to address the longer-term systemic issues of hunger and malnutrition in our community while increasing access to healthy food for children, families and seniors.

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Governance Documents

Linda Nguyen

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- Conflict of Interest
- Board Guidelines
- Strengths/skills/talents

Adjournment

Jamey McCormick

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