

**United Way of Anchorage  
Board Meeting  
April 15, 2020, 4-5 p.m.  
via Skype**

**Members Present (19):** Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Darlene Gates, Michael Huston, Dick Mandsager, Jordan Marshall, Joe Marushack, Alex McKay, Daniel Mitchell, Rachel Norman, Frank Paskvan, Susan Parkes, Natasha Pope, Veronica Reem, Beth Stuart, Ed Ulman, Thomas Yetman

**RSVP Regrets (8):** Bill Falsey, Rick Fox, Sarah Gaines, Teresa LaPella, Jack Shepard, Brad Spees, Janet Weiss, David Wight

**Call to Order:** Natasha Pope called the meeting to order at 4 p.m.

**CONSENT AGENDA**

Susan Parkes moved the resolution to accept the consent agenda (February 19, 2020 minutes and revised June through December financials) as presented, Greg Deal seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Natasha Pope extended kudos to:

- Charles Fedullo for an engaging, informative, and dynamic media and messaging training to UWA staff;
- Members of the President Selection Committee and Co-Chairs Belinda Breaux and Daniel Mitchell for their time, thoughtfulness, and energy to get the position description out and advertised;
- Alaska Communications/Laurie Butcher and GCI/Brad Spees who helped considerably with 211 standing up its capacity to handle such a heavy call volume, work longer hours, and do some remote work;
- Northrim/Mike Huston for being so helpful and quick in processing UWA's Payroll Protection Program loan application;
- Wells Fargo/Greg Deal and Rasmuson Foundation/Alex McKay and Dick Mandsager for generous donations to the AK Can Do neighbor to neighbor fund; and
- Jordan Marshall for keeping everyone in the loop during the legislative session.

ConocoPhillips provides UWA its current office space. CPA is giving up its lease in our current location and has offered UWA space in the main CPA tower. It's smaller and a more open configuration but staff can all be in one suite. The owners for the current space can offer reduced rent but the cost will still be at least \$150,000/year, so UWA offices will move to the CPA tower by the end of the year.

The March Board meeting was canceled so the Chair authorized an electronic vote for the community fund awards. All but one Board member voted. Those voting unanimously agreed to accept electronic voting and to support the recommendations for the community fund awards. The by-laws require 100% voting to allow an electronic vote to become a final decision. Without that, the decision is considered interim and needs to be voted on again at the next meeting. Since there was not 100% participation, the Board needs to ratify the interim decision to authorize \$1,375,600 in community fund awards to 34 partner agencies to be paid in FY'21. This is a 5% reduction from FY'20, due to the 5% reduction in campaign revenue this year. Laurie Butcher moved to accept the community funds awards recommendations as presented, Jordan Marshall seconded, and the motion passed unanimously.

**Covid-19 Response:**

Sue Brogan reported that 211 was “stood up” by the State on March 9 and had two days to bring in medical volunteers. 211 then expanded its operations to 7 days a week from 7 a.m. to 8 p.m. at request of the Governor. 211 also had to share the State’s and MOA’s constantly evolving mandates and was integrated into the 311, fire department, and other cities emergency operations centers. During this time period, 211 has experienced four times the normal call volume on a huge range of subjects.

**Anchorage Cares and AK Can Do:**

Cassandra Stalzer and Jason Grenn presented on Anchorage Cares which was launched on March 18. 100% of funds help Anchorage families suffering from the economic consequences of the pandemic. 350+ donors contributed via desktop and mobile site, text-to-give, social, DAFs, and checks.

The sources of support were:

- Sealaska \$50,000
- Wells Fargo \$75,000
- Rasmuson Foundation \$25,000
- Individuals \$121,343
- Facebook \$475
- KeyBank \$7,500

Anchorage Cares merged into AK Can Do on April 10. AK Can Do is a partnership between UWA and the Alaska Community Foundation with support from the Rasmuson Foundation. It offers a statewide portal for giving with donor choice in directing funds to a region of the state and in choosing to fund nonprofits (ACF manages) or direct support to families (UWA manages). Donations can be made via desktop and mobile site. There has been considerable press coverage of both funds.

**Finance Committee Report:**

Beth Stuart reported that the Committee reviewed and approved January and February financials. Dick Mandsager moved to approve January and February financials as presented, Jordan Marshall seconded, and the motion passed unanimously.

Beth Stuart presented the FY'21 proposed budget for the Board's initial review and to discuss the revenue picture. The proposed budget is roughly break-even from a funding perspective. The sources of FY'21 funding include approximately \$1.1 million raised in FY'20 and prior years. The budget reflects the steady movement to raise and expend more in alternative funding sources (generally restricted revenue) as the workplace campaign declines.

The proposed FY'21 budget reflects:

- a 10% projected reduction in workplace campaign;
- increased shrinkage rate for pledges made in the fall'19 campaign;
- increase in restricted revenue of approximately \$1M for Home for Good expenses;
- increases in Management & General due to anticipated increases in CEO salary, CEO training, and for office move expenses;
- decrease in community fund awards expense tied to projected decrease in workplace campaign; and
- absorbed increases in common costs through other cost reductions.

Given the state economics overview, the Board needs to decide what program choices to make if campaign drops by more than expected and how that would affect community fund awards and particular initiatives.

Following a discussion of the state's economic picture, the Board would like to see a proposed budget with a larger reduction in projected workplace campaign revenues. Also, even if the economy recovers, some people will move to work remote and that could cut campaigns.

**Search Committee Report:**

Belinda Breaux reported that recruiting is well underway. The Committee is looking at a group of 15-20 potential candidates from the nonprofit sector, academia, military, and a few business candidates. There is a mix of local and outside people, including those from other outside UWs. The Committee will get info packets for the top tier candidates in the next few weeks.

Motion to adjourn Board meeting was made by Laurie Butcher, Belinda Breaux seconded, and the motion passed unanimously.

Next Board meeting: May 20, 2020.