

**United Way of Anchorage  
Board Meeting  
December 5, 2018, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (15):** Susan Parkes, Geoff Lundfelt, Kitty Farnham, Ed Ulman, Alexandra McKay, Beth Stuart, Teri Nienhaus, Rick Fox, Jordan Marshall, Mike Dunn, Belinda Breaux, Dick Mandsager, Natasha Pope, Jay Butler, Greg Deal

**RSVP Regrets (11):** Joe Marushack, Janet Weiss, Laurie Butcher, Michael Huston, Frank Paskvan, Darlene Gates, Brad Spees, Bill Falsey, Charles Fedullo, Jack Sheppard, David Wight

**Call to Order:** Susan Parkes called the meeting to order at 4:00 p.m.

**CONSENT AGENDA**

Greg Deal moved to accept the consent agenda (October 17 meeting minutes and October financials) as presented, Jay Butler seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

The Board extended kudos to Natasha Pope and FNBA because Cheri Gillian, FNBA's Executive Vice President, stepped up to serve as the Co-Chair for the 90% Graduation by 2020 Leadership Team.

The Executive Committee recommended advancing Dr. Thomas Yetman, Chief Executive Officer of Providence Medical Group, to the Board to represent our deep partnership with Providence. Rick Fox moved the resolution, Geoff Lundfelt seconded, and the resolution passed unanimously.

The Executive Committee authorized setting up an ad hoc committee to assess the business value and costs/benefits for an innovative technology platform known as Philanthropy Cloud that helps businesses manage and measure their corporate social responsibility. It is the technology that UWW is encouraging to implement its strategy for UWW to be the hub for philanthropic involvement. Employees create a personal portal to engage in both corporate and personal volunteer and giving activities. Companies create and track campaigns, including their workplace campaigns. As a partnership between UW and Salesforce, Philanthropy Cloud uses artificial intelligence to recommend activities and causes to users, with the promise that each user will see opportunities relevant to them, based on their past giving behaviors and community. The Philanthropy ad hoc committee will be meeting on December 7<sup>th</sup>.

The Executive serves as the officer nominating committee, and called for Board officer nominations for 2019. In the absence of nominations, Executive will propose the following slate:

- Belinda Breaux – Chair
- Natasha Pope – Vice Chair/Chair Elect
- Beth Stuart – Treasurer

The Executive Committee is still looking for a Board Secretary, and for committee chairs for 2019. The most pressing committee is the Public Policy Committee. Staff is working up the proposed public policy agenda but there are still some big issues for us to discuss, like the proposed city alcohol tax.

Also, with a new state administration and legislature, UWA will need to build new connections and hope that Board members are able to help in that regard.

Michele Brown extended praise to 2-1-1 for the team's great work after the November 30<sup>th</sup> earthquake. 2-1-1 was activated quickly after the quake and handled a high call volume for information and services. UWA is raising resources to assist in quake relief and is partnering with United Way of Mat-Su, Alaska Community Foundation, and others to leverage resources for short, medium and long-term assistance.

### **Finance Committee Report:**

Beth Stuart presented the Finance Committee report. The workplace campaign goal this year is \$6M, but the budget was based on \$5.5M so some goal shortage is manageable. The Finance Committee will update UWA's investment policies in the coming months.

Beth Stuart presented four resolutions for UWA bank accounts administrative change to authorize the new CFO to get information on accounts and transfer between accounts but should have no authority to withdraw funds. Rick Fox moved all four resolutions, Natasha Pope seconded, and the resolutions passed unanimously.

### **Audit Committee**

Beth Stuart presented the audit draft report as prepared by Altman Rogers. The report had no major issues, but one internal control deficiency process that has been corrected. The Board accepted and approved the audit.

### **Workplace Campaign Update:**

Elizabeth Miller reported to-date revenue of \$3.76M, which includes Tocqueville gifts; behind from the same time as last year. Last year we had an increased number of donors, but that is not the case this year. The workplace campaigns at Costco, Stoel Rives, Udelhoven are all up, but many campaigns are down, an average of 6%. Not likely to hit the budget projection of \$5.5M. Designation rate is up; it is usually 24-26%; it is now at 29-30%. Board members views on the decreases this year are:

- Layoffs/reorganizations
- New policies by companies to ask for less in workplaces due to the economy.
- The expected economic uptick didn't happen for oil and gas contractors, but an uptick is projected for the near future.
- Election donations potentially took away from charitable donations.
- Impact of tax changes.

### **90% by 2020 Update:**

Sonya Hunte described the current status of 90% Graduation by 2020. The work is essential because high school graduates are less likely than high school dropouts to be unemployed, live in poverty, have poor health, or have children who will also live in poverty.

The 2018 Anchorage School District graduation rate is currently at 80.7%; up from 59% when we first started, but slightly lower than last year.

In pre-K, 1,508 children are enrolled in the Imagination Library, out of a target population of 4,078. For grades K-8 in the 2017-2018 school year, 200+ students received 275 supports during the school year, and in the 2018-2019 school year, 285+ students have received supports so far. 821 students were

identified as service eligible in September 2018. In grades 9-12, 658 students received credit recovery and social supports since 2016 to fully participate in school. 157 have graduated. Estimated need is for 661 students each year.

In early 2019, UWA will launch a 90% by 2020 Graduation ad campaign titled “Look Past the Labels”, a provocative campaign to make people think differently about the students in need, address misconceptions, and gain community support.

To maintain and step up the level of service, the funding needs are:

Anchorage Imagination Library – Birth to Five - Budget: \$73,721

- Secured: \$30,000
- Needed: \$43,721

Community PLUS Schools – Kindergarten to 8<sup>th</sup> Grade - Budget: \$447,480

- Secured: \$166,000
- Needed: \$281,480

Back on Track – 9<sup>th</sup> to 12<sup>th</sup> Grade - Budget: \$527,402

- Secured: \$267,770
- Needed: \$259,632

Community Engagement Budget - \$127,382

- Secured: \$0
- Needed: \$127,382

These funding needs are planned to be met by grassroots fundraising, grants, corporate donors, and individual giving/sponsorships.

### **Permanent Supportive Housing/Pay for Success Committee Update:**

Beth Stuart presented on the Permanent Supportive Housing/Pay for Success ad hoc committee’s analysis for the roles and responsibilities that UWA should play in the project. There is an acute need for supportive housing for people experiencing chronic homelessness and mental health, substance use, and or physical health disabling conditions. Study after study has shown that supportive housing not only resolves homelessness and increases housing stability, but also improves health and lowers public costs by reducing the use of publicly-funded crisis services, including shelters, hospitals, psychiatric centers, jails, and prisons.

Pay for Success is a financial model to sustain Permanent Supportive Housing. There are many types of roles to be considered in providing the PSH intervention and standing up the Pay for Success financial model. The committee used the following criteria to evaluate the roles to determine which were most appropriate for UWA.

- What is the potential impact to UWA’s existing and future relationships?
- Does it advance our goals and community roles?
- What are the incremental costs involved?
- What is the impact on United Way’s revenue? (Top line revenue results in lower G&A rate)
- Can the risks introduced be managed by contract?
- Do we have the capacity or does it build our capacity?

The ad hoc committee’s initial recommendation for UWA is to take a lead role on:

- Project oversight and governance as this gives UWA an opportunity to provide local leadership and vision to the project and serve as central project convener.

- Local communications to reinforce UWA's brand as a conduit for systems change and data-driven projects in the community.
- Capital raising and running point in investor and grant-maker relations in Alaska, as UWA already has extensive networks in place for the raising of capital for this project.

UWA will support the other roles that are better suited to be led by our partners.

The next steps for the ad hoc committee is to discuss the results of negotiations between our partners for the various roles and bring official recommendations to the Board of Directors for approval.

Motion to adjourn was made by Jay Butler, with Alexandra McKay seconding.