

**United Way of Anchorage
Board Meeting
December 6, 2017, 4 p.m.
Alaska Communications Business Technology Center**

Members Present (20): Mike Abbott, Alyssa Bish, Belinda Breaux, Laurie Butcher, Dan Clark, Mike Dunn, Joe Everhart, Kitty Farnham, Rick Fox, Dick Mandsager, Jordan Marshall, Joe Marushack, Alex McKay, Teri Nienhaus, Susan Parkes, Frank Paskvan, Cory Quarles, Jack Sheppard, Janet Weiss, David Wight

RSVP Regrets (5): Jay Butler, Charles Fedullo, Keith Hand, Natasha Pope, Beth Stuart

Call to Order: Susan Parkes called the meeting to order at 4:05 p.m.

CONSENT AGENDA

Rick Fox moved to accept the consent agenda (October 18 meeting minutes and October financials) as presented, Joe Everhart seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Susan Parkes extended kudos to

- Joe and Darlene Marushack for hosting the spirited Tocqueville event;
- Joe Marushack, Rick Fox, Janet Weiss, and Dan Clark for their eloquent, inspiring comments at the Tocqueville event;
- Charles Fedullo, Terri Nienhaus, and Susan Parkes for reaching out to new companies for workplace campaigns;
- Keith Hand for attending several workplace calls;
- Dick Mandsager, Janet Weiss, Joe Marushack, Joe Everhart, and Susan Parkes for having reps from their companies agreeing to serve on the community leadership team for the Anchorage Community Plan to End Homelessness; and
- Wells Fargo for donating great reception furniture; Mike Dunn for constantly stepping up to help in the workplace campaign.

Susan Parkes called for Board officer nominations for 2018. The Executive Committee serves as the Nominating Committee and proposes the following slate:

Chair – Dan Clark
Vice Chair – Susan Parkes
Treasurer – Beth Stuart
Secretary – Cory Quarles

The Board will vote in the January meeting.

The Committee is looking for some new Board members, people who are passionate about UWA and the role it serves in changing the community. Board members are encouraged to pass on any recommendations.

Finance Committee Report:

Joe Everhart reported that while revenue is down, there has been great expense control in these economic headwinds. UWA has solid current ratios. The Cuddy Endowment is over \$1M and UWA can start drawing from earnings. The Committee is looking into possibly selling the Success by Six building to be able to monetize the equity.

President's Report:

Michele Brown reported that UWA is preparing to serve companies who do statewide campaign following the UW Kenai Peninsula dissolution in June. UWW will most likely assign zip codes to UWA.

Staff is preparing the proposed public policy agenda for 2018 federal, state, and local issues and will take it up at January meeting.

The UWA gaming permit violations hearing was held 11/8, and the Department of Revenue has been apprised of the new procedures UWA put in place. Decision will be made within a few weeks between: (1) the violations are cured and the permit is not suspended or; (2) the past violations warrant a 30 day suspension. If the latter, that suspension will take place after the fundraising season. Then UWA can apply again and the violations should not impact getting a new permit.

Some information shared by UWW:

- Giving overall in U.S. is down: From 2000 to 2006, more than 30 percent of taxpayers reported a charitable gift to the IRS. In 2015, just 24 percent of taxpayers reported a gift.
- A greater share of giving is coming from high earners: Donations from households earning \$200,000 or more currently make up 52 percent of all itemized contributions. In the early 2000s, the percentage of contributions from \$200,000-plus earners was in the 30-percent range. Giving today is increasingly dominated by a smaller number of wealthy contributors.
- The reason for the decline is the number of Americans giving to charity:
 - The shrinking middle class, resulting in less discretionary income
 - The recession – and memory of the recession – leading households to give less
 - Millennials are not using traditional ways of giving
 - Charities are focusing on high-income donor recognition and engagement, while neglecting small-dollar donors
- UWW urges that, while we need to adapt to these trends, we should remember that widespread giving across incomes and geographies is necessary to build – and sustain – stronger communities.

Campaign Update:

Elizabeth Miller reported that BP and CPA had increases in donor numbers, for the first time in years. There are now 47 Tocqueville members, including 43 renewals. 10 members are not renewing because of business conditions or personal changes like retirement. There are 15 new campaigns this year. Although early, projections are that campaign will meet or slightly exceed what's needed for budget stability.

Education:

At the last Board meeting, staff described the analysis of what has worked best to improve student outcomes. Now, these best practices are being scaled up through specific workplans to get across the 90% by 2020 finish line.

Monica Gross reported that the grades 9-12 workplan is to sustain “Back on Track” (intensive student supports and academic credit recovery) at current student service levels. UWA is exploring possibilities for expansion since there may be more students that need it. Challenges include funding (AT&T Aspire grant funds will not fully fund FY19); ability to serve students for whom daytime school does not work; internet challenges at current site and; funding after grant closure.

The early learning workplan continues to support Imagination Library in two zip codes, 99501 and 99508, which encompass neighborhoods targeted in 2016-17 (Tyson, Mt. View, Williwaw and Fairview) and the Russian Jack, Airport Heights and Lake Otis school neighborhoods. The work is around providing books and family engagement activities.

The grades K-8 workplan is to connect students with supports for enrichment out of school; family needs; social-emotional development; family engagement and outreach; and academic supports; all in order to boost attendance. Challenges include implementing a consistent, streamlined process and system for student referral; securing parent permission; streamlined data system and; funding.

The community engagement workplan includes increasing messaging to the community via social media following (Facebook, LinkedIn, Twitter), newsletter list, media coverage opportunities, and community engagement around graduation and attendance.

Homelessness:

Monica Gross reported that a housing provider group is working on analyzing housing inventory by type to see if sufficient units of each type are available for the people experiencing homelessness, and how to more effectively connect people with housing. The Pay for Success (investors fund intervention, state agrees to pay back through savings) HUD grant is \$1.3M over 5 years and starts with conducting a feasibility study on the cost of chronic homelessness, corrections, and health care.

Michele Brown reported that UWA conducted a survey to gauge community perceptions of homelessness in Anchorage, views on who is responsible to solve homelessness, and to understand people’s current beliefs to inform messaging. The survey was offered over three weeks on social media on digital and print advertising, and sent to email list of numerous organizations throughout the community. Almost 1900 people completed the survey. Results:

- 94% believing number of homeless growing
- 89% feel homelessness is a major problem in Anchorage
- 72% think not enough being done
- 73% feel multiple entities are responsible for fixing the problem
- 69% believe it is possible to solve homelessness
- 49% know someone who has experienced homelessness
- 70% felt that circumstances could occur where either themselves or someone they know could end up homeless
- 14% believe it is hard to understand how someone could become homeless
- Top five words associated with homelessness – sad, cold, mental illness, drugs, addiction
- Top three causes of homelessness – alcohol and drug addiction, mental illness, unemployment/job loss

This is the 7th year of providing emergency cold weather shelter to families from October through May. So far this year, overflow was used 28 nights (last year was 42). There were 22 families (29

adults and 21 kids) in October and November; last year the same months, there were 22 families (29 adults and 38 kids). For single adults, the current plan is to use the Bean's Café facility until 12/19. Securitas, which runs the sleep off center, manages the facility at night under its existing contract with the city. UWA helped fund a portion of the single adult overflow costs through grants for safety net and homelessness from the Alaska Community Foundation. It is not clear whether Bean's Café will extend its services so city is looking for another location.

Motion to adjourn was made by Cory Quarles, seconded by Jordan Marshall, and unanimously approved.

Next Board meeting: January 17, 2018