

**United Way of Anchorage  
Board Meeting  
December 7, 2016, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (12):** Mike Abbott, Laurie Butcher, Dan Clark, Joe Everhart, Keith Hand, Dick Mandsager, Joe Marushack, Jordan Marshall, Susan Parkes, Ann Penniston, Beth Stuart, David Wight

**RSVP Regrets (10):** Belinda Breaux, Jay Butler, Kitty Farnham, Charles Fedullo, Rick Fox, Frank Paskvan, Natasha Pope, Cory Quarles, Jack Sheppard, Janet Weiss

**Call to Order:** Joe Everhart called the meeting to order at 4:05 p.m.

**CONSENT AGENDA**

There was no quorum so the consent agenda items will be moved to the next meeting.

**AGENDA ITEMS**

**Executive Committee Report:**

Joe Everhart extended kudos to:

- CPA for extending current lease for another three years and providing additional office space, an extraordinary gift, valued at close to \$700,000.
- Beth Stuart who has been a terrific ambassador for UWA. She invited friends to the Grease Tocqueville event, sharing her enthusiasm for UWA. She and staff quickly responded to her friends' questions and her friends' company match further inspired them (another CPA kudo) and they joined the Tocqueville Society.
- FNBA for its advocacy at a recent UAA forum for 90% by 2020 and UWA's collective approach.

Executive Committee serves as the Officer Nominating Committee and called for officer nominations at the last meeting. In the absence of additional nominations, the proposed officer slate for 2017 is:

Chair – Susan Parkes  
Vice Chair and Chair Elect for 2018 – Dan Clark  
Treasurer – Keith Hand  
Secretary – Cory Quarles

Board members are encouraged to let the Committee or staff know if they have other nominations. The Board will vote at the public meeting in January.

**Finance Committee Report:**

Keith Hand reported that the Committee reviewed the investment portfolio with the Trust Manager from First National. As a follow up, the Committee will review the Board reserves policy since it was developed under the former business model.

Since the campaign projections are lower than budgeted, the Committee will be addressing how to allocate resources. Staff has been ultraconservative with expenses, so the loss is a bit mitigated.

The Committee reviewed the 990 prior to submission, as directed by the Board.

### **Communications Update:**

Laura Brown reported that UWA now has 2,972 Facebook followers, averaging 75 new followers per month. Average reach on an individual organic post is 500-1000+, some hitting 3,000-7,000+. Audience is 78% women and 21% men. Ages 25-54 make up 71% of UWA's overall audience, with ages 55+ making up 19%. More than half of UWA's total audience is between the ages 25 and 44. Individual posts are reaching 68% of women and 31% of men. Engagement is 81% women and 17% men. UWA has 514 Instagram followers, averaging 50 new followers per month. LinkedIn is focusing on communication to the President's 1,200 contacts.

Total media impressions to date are at 56,040,431, with media value of \$5,630,960. Specific mentions of UWA, 90% by 2020, and Alaska 2-1-1 include 11,425,363 impressions with media value of \$1,009,395. Homelessness coverage is at 2,777,248 impressions. There were several spikes in coverage with 20M impressions in August due to the Guinness World Record, homelessness, Chalk the Walk, the Aspire Grant/Back on Track, Countdown to Kindergarten, and Recover Alaska as well as 17M impressions in March due to the car giveaway, housing/homelessness coverage, and graduation.

UWA is in great standing with charity trackers, platinum (highest) level with Guidestar and 3 stars (out of 4) with Charity Navigator. UWA is also accredited with Better Business Bureau as of November 1, 2016.

New participants for 2016 business ad campaign include Joe Schierhorn/Northrim, Cory Quarles/ExxonMobil, and Anand Vadapalli/Alaska Communications. There will be a new look for 2017 with new participants including Martin Cary/GCI, Shawn Uschmann/AT&T, and an updated ad for Dr. Mandsager/PHSA.

Website updates include the holiday catalog, homelessness section, charity trackers, donor wall, stories, newsletter subscription pop up, and updated Successful Prepared Kids section.

UWA has a great relationship with AK Public Media who provides free ongoing Alaska 2-1-1 radio spots, and free banner ads will continue on its website through 2017. UWA is working with new CEO on developing programming collaborations.

UWA received an invite from UWW to be on the Communications Council, with 14 UWs participating.

UWA bus is still on the street, although contract ended in April. It will stay on the street until another organization/company wants to wrap a bus.

### **Workplace and Community Campaigns:**

Elizabeth Miller reported that \$3.9 million has been raised to date towards \$6 million goal with projection of at least a 10% decrease. There are 41 renewing and 3 new Tocqueville donors so far,

giving a total of \$700,000. The Emerging Leaders program that saw a significant increase in membership between 2015 and 2016 also looks to an increase.

There are ongoing direct mail outreach to lapsed donors, recently retired folks, and targeted email solicitations for donations to the homelessness work.

After reviewing the five year results of the Walk for Warmth, we opted not to do the event. But, we will be doing fundraising activities in January-March focused on keeping families warm, housed and fed. One component of this fundraising is the impact tour. Jack Sheppard and his wife attended the last one and their suggestion is that Board members host each impact tour, inviting friends, family, and colleagues to fill the bus (about 20 people). This may be a great alternative to the house parties. To date, most of the folks on the bus have been current donors. UWA's goal in January-March would be to get new donors on the bus. Holiday catalog idea got off the ground although while there is a large number of people looking at it/participating, they are not taking the next step and giving.

**Homelessness:**

Dave D'Amato reported that UWA has been working with the Municipality on emergency cold weather shelter for single adults. Up to 62 people per night were turned away when shelters were full. There has been a lack of coordination within different agencies. Working together, UWA and the Municipality were able to get 70 additional beds and we are now at functional zero for turning folks away. Although some choose not to go in, there is space available for them.

Motion to adjourn was made by Laurie Butcher, seconded by Keith Hand, and approved by unanimous consent of those in attendance.

Next Board meeting: January 18, 2017