

**United Way of Anchorage  
Board Meeting  
February 17, 2021, 4-5:30 p.m.  
Via Teams**

**Members Present (11):** Belinda Breaux, Greg Deal, Bill Falsey, Charles Fedullo, Dick Mandsager, Alex McKay, Daniel Mitchell, Rachel Norman, Natasha Pope, Beth Stuart, Ed Ulman

**RSVP Regrets (6):** Laurie Butcher, Mike Dunn, Rick Fox, Jordan Marshall, Susan Parkes, Veronica Reem

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

**CONSENT AGENDA**

Beth Stuart moved to accept the consent agenda (January 20 meeting minutes and December financials) as presented, Belinda Breaux seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Natasha Pope extended kudos to:

- Rick Fox and Veronica Reem for their service on the Tocqueville Committee this year.
- Alex McKay for co-hosting Walk 4 Warmth. UWA is still finalizing results, but approximately \$42,000 was raised for AK Can Do, and it is being matched by AK Can Do donors.
- Rick Fox for participating in the committee to evaluate endowment building strategies with other members of the Tocqueville Leadership Committee.
- First National Bank and Natasha Pope for making the Spirit of Alaska fundraising concert a benefit for the Restaurant and Hunger Relief project. First National Bank has helped us about 25 percent of the way towards our 10,000 meal goal.

The Committee recommends a prospective member, Walt Bass of Conoco Phillips Alaska, for consideration. Belinda Breaux moved the resolution to elect new Board member Walt Bass, Rachel Norman seconded, and the resolution passed unanimously.

**Finance Committee Report:**

Beth Stuart reported that UWA received a Paycheck Protection Program (PPP) loan totaling \$485,840. The purpose of the PPP was to keep 34 -38 people employed. In the case of UWA, it did just that. UWA's current employee count, excluding one seasonal worker, is 38. In fact, the PPP loan allowed UWA to continue to serve our communities and respond to the needs created by the pandemic. This funding has been instrumental in helping UWA weather this storm and will help maintain operations until UWA can return to solid footing. Since the first stages of the coronavirus pandemic, UWA has been assisting our neighbors hit the hardest by business closures. The AK Can Do fundraising effort has received financial commitments totaling over \$4 million from charitable foundations, dozens of major corporations, and service groups along with

nearly a thousand individuals. Because of this support, 638 households with 2,197 individuals from across the state have received housing assistance and avoided evictions.

From the pandemic shutdown in March 2020 through the end of the year, there were more than 265,000 initial claims for unemployment insurance – a more than seven-fold increase over 2019. As a result, workplace donations to UWA are down significantly. In addition, responding to the newly unemployed means an increased demand for our services; this will continue to be a priority for UWA. The PPP loan provided UWA with operational funding so it could respond to these needs. Those operations have been key to both first-response and long-term funding, streamlined referrals through Alaska 2-1-1 and, with UWA partners, creating and maintaining a robust delivery system for swift help to our neighbors who needed that help. It also provided our leaders with some time to develop a strategic path forward with tighter finances. While CARES Act funding has gone to help residents of Anchorage and Alaska and UWA has administered many of those funds, the money is for the benefit of our Alaskan neighbors, and has not been used for UWA's ongoing operations.

Thanks to the generosity of our community, UWA has raised over \$4 million to respond to COVID-19; this fund is temporary. These funds are designated to respond to the pandemic. UWA has not used these donations for its ongoing operational expenses of staff salaries or rent/utilities for the office. The PPP loan is helping UWA cover those expenses.

### **President's Report:**

Clark Halvorson reported that UWA has completed moving and setting up a new office space. Campaign is currently at \$4.026M (a decrease of \$707,000 from last year). UWA is projecting \$4.599M for final investments. Tocqueville Society is at \$1,287,924.23. Giving is up by \$80,000. There are 92 members, with 11 new members this year.

COVID-19 revenue includes total funding for approved, active projects in the amount of \$41,079,817; total funding for UWA operations in the amount of \$3,626,364; and approved PPP round 1 in the amount of \$485,840. Anticipated funding includes MOA, HD childcare facility support in the amount of \$5,000,000 and PPP round 2 funding in the amount of \$590,000, which has been submitted.

There is a new process for \$26.4M in rent/utility assistance. Renters in Alaska impacted by COVID-19 may be eligible for up to 12 months of assistance to pay for their rent and/or utilities. The MOA and CIHA are partnering with AHFC to provide a single entry and application process for rent assistance. Childcare support is a new \$5,000,000 investment to ensure providers remain open, safe, affordable, and available. The objectives are to provide a deeper analysis of the priorities, needs, and desires of both families and providers and leverage this new data to affect change, expansion, and/or improvement in the early childhood education arena.

UWA is currently wrapping up active campaign. Walk 4 Warmth raised \$84,324 for rent and utility assistance, with 30% from new donors. Rasmuson Foundation and Alaska Community Foundation have been amazing partners. There also has been a great new partnership with Enstar.

UWA continues working on easing hunger and keeping our restaurants afloat. Anchorage's hospitality sector is still reporting less than half of its normal staff working and sales are down

72% over 2019. It's projected that 1 in 4 kids could face hunger this year. The goal is 10,000 meals to 32 local nonprofits. First National Bank Alaska, through their Spirit of Alaska Concert, have us off to an amazing start.

MOA announced the launch of free Financial Navigator Service to help residents tackle COVID-19 financial challenges. One year pilot consists of \$75,000 investment. It's a remote-based financial support to a range of national and local programs, services and resources for community members. Alaska 2-1-1 staff will pilot and gather best practices, as well as consult on long-term viability of this type of navigation service within Alaska 2-1-1.

Lots of staffing changes happening at UWA. UWA is currently recruiting for Chief Financial Officer, Director of People and Culture, and Director of Communication and Marketing. UWA has also hired a Special Assistant to the CEO – COVID-19 Response/Housing.

UWA provided support for the Emergency Family Stabilization Act (EFSA) that creates a new grant program to provide flexible funding for community-based organizations working to meet the unique and challenging needs of children, youth, and families experiencing homelessness. Specifically, the bill aims to provide emergency funding to underserved populations and areas, including rural and tribal communities, who continue to see long-term repercussions of the COVID-19 outbreak.

Next steps for UWA include:

- Hiring and onboarding
- Board ad hoc committee on Board diversity and recruitment (February)
- Partner investments (March-April)
- Policy discussion and development (March)
- Strategic planning (kick off in March)

### **Inclusion, Diversity, Equity, Access – Continued Discussion:**

Clark Halvorson shared that Brian Gallagher, the CEO of United Way Worldwide since 2009, has resigned from his role. Former employees alleged misogyny and retaliation at the nonprofit, Huffington Post and Insider reported. Former female employees said Gallagher encouraged a boys' club culture.

IDEA discussion highlighted the need for a holistic approach:

- In November, the Board **identified the need** to apply an equity lens to the 90% by 2020 initiative.
- In December, UWA **convened a small group** of equity thought leaders to design an approach. First meeting focused on history, context, and relationship-building.
- In January, UWA **expanded the focus** to include systems-level decision-making and other sectors. Discussion at the meeting surfaced the need to co-create community-centered solutions across sectors and at a systems level.
- In February, UWA **began designing a multi-pronged model** that is centered on connecting diverse lived experience and decision making. Meeting focused on how to connect multi-sector program and policy decision making to diverse lived experiences.

Takeaways have focused on integrating diverse lived experiences into decision-making. Key takeaways:

- Goal is to connect diverse lived experiences to:
  1. Program-level decision making (e.g., expanding reach for kindergarten readiness programs)
  2. System-level decision making (e.g., policy creation)
- Start with a pilot to inform education programs and initiatives
  1. Recruit 12-15 diverse community members to share their perspective on barriers that exist in education programs/initiatives and co-create solutions
  2. Use human-centered design principles
  3. Prioritize accessibility through stipends, childcare
- Similar groups should exist to identify barriers to all types of service delivery (not just education) and co-create solutions
- Work ahead includes defining the communication channels between the education group and a budding system-level group of leaders and policy makers

Next steps include building channels to connect diverse lived experiences and systems-level decisions:

- Education-focused family engagement
  - Education-specific group of parents and community members (12-15 members)
  - Use a human centered design approach to identify current barriers to education programs/initiatives and co-create solutions
  - Ensure accessibility through providing stipend, childcare, transportation, meal
- Cross-sector system-level change
  - Cross-sector leaders and policy makers from the police department, school district, Mayor's office, health system, housing, food security, urban planning, non-profit sector, and more
  - Convene to learn from lived experiences and apply their learnings to system-level change

Motion to adjourn the Board meeting was made by Beth Stuart, Greg Deal seconded, and the motion passed unanimously.

Next Board meeting: March 17, 2021