

**United Way of Anchorage  
Board Meeting  
February 20, 2019, 4-5:30 p.m.  
Rasmuson Foundation Conference Room**

**Members Present (14):** Belinda Breaux, Laurie Butcher, Jay Butler, Mike Dunn, Charles Fedullo, Michael Huston, Geoff Lundfelt, Jordan Marshall, Daniel Mitchell, Susan Parkes, Frank Paskvan, Brad Spees, Beth Stuart, Tom Yetman

**RSVP Regrets (12):** Greg Deal, Bill Falsey, Rick Fox, Dick Mandsager, Joe Marushack, Alexandra McKay, Teri Nienhaus, Jack Sheppard, Natasha Pope, Ed Ulman, Janet Weiss, David Wight

**Call to Order:** Belinda Breaux called the meeting to order at 4:00 p.m.

**Guests:** Karen King and Alonna Brorson, Spawn Ideas

**CONSENT AGENDA**

Jay Butler moved the resolution to accept the consent agenda (January 16 meeting minutes and January financials) as presented, Susan Parkes seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

The Board extended kudos to:

- Ed Ulman and Alaska Public Media, and Natasha Pope and FNBA, for supporting 90% by 2020 with donations of radio and tv spots.
- Jordan Marshall for keeping UWA so well-informed about the happenings in Juneau.
- Dr. Yetman for Providence Alaska Foundation making another \$1M investment in the work of Anchored Home, particularly for reducing family homelessness and building up the coordinated entry system to better find, house, and track all people experiencing homelessness.
- Alex McKay and Rasmuson Foundation for hosting the Board meetings for February, March and April.

**90% by 2020 Campaign:**

Cassandra Stalzer and Sonya Hunte introduced Karen King and Alonna Brorson from Spawn Ideas, the advertising agency UWA worked with to create the “Look Beyond the Labels” campaign. Spawn researched and identified the target audience, helped define the campaign strategy, developed the creative, provided in-kind time donations, and leveraged relationships with media partners to extend the reach of the campaign beyond the initial budget. The campaign timeline is January-June 2019.

The campaign is accompanied by a grass roots fundraising effort, via a text message campaign where anyone can create a custom URL and share via text or Facebook. UWA will support that effort or any house parties to promote 90% by 2020. Board members are urged to participate.

### **Finance Committee Report:**

Beth Stuart reported that there had been no significant change to the dashboard or financial picture. The workplace campaign is predicted to be about \$5.4 million which is 1 or 2% down from last year but up a little from December's projections.

The 990 has been filed and was shared with the Board.

The 10-year trend for workplace campaign shows a 33% decline. This is happening throughout the UW system.

At the March Board meeting, the Board will set the levels of impact investments for UWA partner agencies. The FY'19 budget predicted \$1.5M would be available but that was passed on a higher prediction for campaign revenue than actually happened.

### **Strategic Plan Committee Report:**

Belinda Breaux described the Board's role, which is to help UWA navigate through a changing world and grapple with the possibilities of the future. She then reviewed the historical context for the current strategic plan update. In 2003, the Board of Directors created a strategic plan that looked ahead 20 years. The plan transitioned UWA to a community impact model while onboarding new President. The defined role of the Board at the time was setting direction with broad strategies, recognizing and addressing global shifts, offering business strategic plan expertise, and giving feedback to navigate implementation.

There were regular 3 to 5-year interval reviews of the strategic plan from 2004 to 2018. The Board addresses the pace of change, risk tolerance and management, clarification and adaptation in direction, and regular advice and feedback as UWA evolved to:

- Prove the theory of change that impact work could produce more results
- Engage the community to choose the key issues to address and be part of the solutions
- Expand the concept of partners to include all sectors
- Engage and partner with donors more as community investors
- Diversity fundraising beyond workplace campaign and influence other community funders' processes

In 2019, with rapidly changing market conditions, there is a potential shift to the strategic plan. Key facts upon which to start the strategic plan update are: the theory of change is working; UWA is successful with community impact work; workplace campaign is more efficient; funders say they want results but don't actually invest in it; and UWA faces a future executive director transition.

Charles Fedullo started the discussion by asking:

1. What would incentivize the Board to participate in a retreat?
2. What strategic planning processes has the Board experienced when grappling with insufficient revenue to match goals?

Board members' advice will be used to set the process for the committee and future discussions.

### **Public Policy Committee Report:**

Susan Parkes presented a revised Public Policy Agenda with two changes:

- Support SB6, Early Education Funding

- Oppose Medicaid work requirements

Motion to accept was made by Charles Fedullo, Michael Huston seconded, and the motion passed unanimously.

It was recommended that at the next meeting the Committee discusses how UWA can actively support education.

**Philanthropy Cloud Opportunity:**

Elizabeth Miller and Cassandra Stalzer presented information on the Salesforce Philanthropy Cloud platform that UWW is promoting as means to remain relevant to corporate donors, as changes in communities, like globalization, migration, and demographic and economic change, as well as advances in technology, are impacting our work. The approach is to become a “philanthropic marketplace” that positions UW as the non-profit that can help companies with all their philanthropy needs by providing their corporate partners with Corporate Social Responsibility (CSR) services. The tool, an engagement platform that connects employees to a broad array of giving options and specific volunteer opportunities, allows the company to track and report towards their CSR goals.

UWW is encouraging UWs to sell licenses to the companies at \$1 per employee per month. There has been some success at this price in other UWs. Other UWs are offering the platform for free to companies in the first year of a three-year contract, treating the cost as a donor-acquisition expense.

To test the idea, UWA formed a focus group with local company representatives about UWA becoming a CSR values and plans partner. The company reps said that philanthropic services seemed like a good idea, but their willingness to buy the services was lukewarm. This tool will be considered within the context of the strategic plan analysis. Will this help revitalize workplace campaign? Will it assist in reaching the other 95% of Anchorage residents outside the workplace campaign group? Do companies want UWA to be their CSR partner? And, what is the cost/benefit to using this tool?

Motion to adjourn was made by Susan Parkes, Natasha Pope seconded, and the motion passed unanimously.

Next Board meeting: March 20, 2019