

**United Way of Anchorage  
Board Meeting  
January 17, 2018, 4 p.m.  
Alaska Communications Business Technology Center**

**Members Present (15):** Mike Abbott, Belinda Breaux, Laurie Butcher, Jay Butler, Dan Clark, Mike Dunn, Keith Hand, Dick Mandsager, Jordan Marshall, Joe Marushack, Alex McKay, Susan Parkes, Natasha Pope, Beth Stuart, David Wight

**RSVP Regrets (5):** Joe Everhart, Kitty Farnham, Charles Fedullo, Teri Nienhaus, Janet Weiss

**ANNUAL MEETING**

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

**Public Comment:**

Ron Alleva, who owns and lives at property by the Brother Francis Shelter and Bean's Café, spoke about the problems he has long faced at this site and asked UWA to no longer fund Catholic Social Services and Bean's Café because he believes they do not operate well and present safety risks. The Board discussed the state of the shelter campus, emergency services, and addressing homelessness; the discussion will continue at the February meeting.

**Election of Board Members:**

Susan Parkes introduced the resolution to elect the following Board members to new terms:

Belinda Breaux (2nd term)

Joe Marushack (2nd term)

Jay Butler moved to approve the resolution, David Wight seconded, and the motion passed unanimously.

Susan Parkes introduced the resolution to elect the following Board members to a fourth term:

Frank Paskvan

Janet Weiss

Dick Mandsager moved to approve the resolution, Keith Hand seconded, and the motion passed unanimously.

**Election of Board Officers:**

Susan Parkes introduced the resolution to elect Board officers. Laurie Butcher moved for approval of the following slate of officers:

Chair – Dan Clark

Vice Chair/Chair Elect – Susan Parkes

Treasurer – Beth Stuart

Secretary – Cory Quarles

Belinda Breaux seconded and the motion passed unanimously.

Motion to adjourn the annual meeting was made by Mike Abbott, seconded by Dick Mandsager, and unanimously approved.

## **REGULAR MEETING**

**Call to Order:** Dan Clark called the meeting to order at 4:20 p.m.

### **CONSENT AGENDA**

Dick Mandsager moved to accept the consent agenda (December 6 meeting minutes and December financials) as presented, Susan Parkes seconded, and the motion passed unanimously.

### **AGENDA ITEMS**

#### **Executive Committee Report:**

Dan Clark reported that UW Kenai is closing on June 30. Per UWW rules, the zip codes of a closing UW need to be claimed by another or are automatically assigned to the closest UW. UW Mat-Su had expressed some interest but now doesn't want to take over UWKP zip codes, so UWA will do so. As the Board decided previously, UWA will continue to serve statewide campaigns and help these donors give in the Kenai. UWA will not run a Kenai campaign nor do community work there. Staff has developed policies and procedures for handling all these matters.

The Alaska Department of Revenue found that UWA cured the gaming permit violations, and closed the pending suspension appeal. No further action will be taken and UWA has no suspension on the record.

With campaign projections looking favorable to exceed last year, will begin Board discussion in February on how best to use any new revenues. Considerations include: possible increases to partners across the board; possible increases to partners based upon community plan roles; and seed funding for community other plan elements.

Executive serves as the Board Development Committee and recommends adding two new Board members: Geoff Lundfelt, President and CEO, Alaska USA Federal Credit Union; and Bill Falsey, Municipal Manager. Keith Hand moved to approve the resolutions to elect new Board members Geoff Lundfelt and Bill Falsey, Belinda Breaux seconded, and the motion passed unanimously.

Kudos to:

- Dick Mandsager, the 2018 Alaska Public Health Association award recipient
- Charles Fedullo for doing outstanding media training for UWA staff
- Major thanks to Providence and Dick Mandsager for Providence's ongoing commitment to improving how the community helps homeless people to get housed. Providence is making another \$1M investment in the work.

#### **Attendance Champions:**

Laura Brown reported on the community Attendance Champions outreach as part of the 90% by 2020 efforts to raise graduation rates. Company Attendance Champions for companies encourage employees and clients to promote attendance through banners, social media, etc. Board members can contact staff to participate.

### **Campaign Update:**

Elizabeth Miller reported that total raised to date is \$5.1 million, compared to just a little over \$4.9 million last year on this date. \$4.3 million is from workplace campaign and almost \$780,000 is from individuals outside the workplace (such as 34 Tocqueville members). In the workplace campaign, 20 new accounts that raised over \$32,000. 52 completed accounts increased over last year to a total of \$430,000 new dollars. The biggest increases come from BP, Doyon Drilling, ConocoPhillips, Alaska Communications, and FNBA. 62 completed workplace accounts decreased. Individual donations are also up this year to date, although the number of Tocqueville members are decreasing their gifts or moving as they are retiring. Overall campaign projection is around \$5.4 million, a \$160,000 or 3% increase over what was raised last year.

Part of this year's increase was new accounts: Conrad Houston, Fairweather with a corporate match one for one (thanks to Rick Fox), and The Wilson Albers Agency. And also, the updated business plan called for training employee campaign coordinators in goal setting. Looking at the company's and employee giving history demonstrates how almost all companies have room for growth. Then the company leader and campaign coordinators get behind the new goals.

The public sector, since UWA is no longer managing the federal campaign, consists of Muni, ASD, and State campaigns. All three public campaigns are down. Muni started off well, but changed coordinators midstream and that did not seem to go well. The State has some issues, including a lot of retiring boomers, and lackluster communications with employees. ASD changed its payroll software/system and had some challenges processing payroll deduction.

Since the theme "United We Fight, United We Win" got good feedback, it will be used again next year. It got people thinking about community problems and how we can make progress.

### **Finance Committee Report:**

Beth Stuart introduced the resolution to create the Lucy Cuddy Endowment Fund with FNBA, which was selected as the investment advisor following an RFP. Belinda Breaux moved to approve the resolution as presented, Alex McKay seconded, and the motion passed unanimously.

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

Susan Parkes reported that the Committee prepared the 2018 public policy agenda and recommends it for Board approval. It contains issues consistent with last year's agenda. Dick Mandsager moved to approve the 2018 public policy agenda as presented, Laurie Butcher seconded, and the motion passed unanimously.

### **Investment Product Update:**

Michele Brown reported that UWA's newer business model is seeking investors into community plans, such as 90% by 2020. On potential investor's advice, specific workplans have been developed into "products" to hopefully appeal to multiple interests.

Elizabeth Miller reported that after looking at capital campaign models as compared with annual campaign models, UWA recommends running a special two-year campaign to raise \$1 million in addition to the annual campaign to fund the 90% by 2020 efforts. The premise of the campaign is based on the unrestricted funds raised in the annual campaign being used to fund a foundational level of service and service partner that is essential for the community's well-being and expected by donors. While UWA is working with its relevant partners to align their work with the 90% by 2020 plans, they

need more than the foundational supports to partner towards these results. The additional \$1 million needed for the 90% by 2020 work plans over the next 2 years are necessary to close the gaps and get the right services at the right time to the right kids and families.

Based on over a decade of work, UWA has learned that its essential role in increasing the graduation rate is to be the connector: connecting kids who are at risk of not graduating with the supports they need to be successful. School District research shows that the kids most in need of help are those living in poverty. In order to reach the goal of 90% by 2020, these kids have to be connected to help – they need special tutoring, homework help, scholarships to afterschool programs, books. Some families need food and housing supports, childcare help, and/or help with transportation.

Target audiences for the special campaign would include new and lapsed donors and some current donors who UWA would ask to give an additional gift to ensure our kids are successful, that we meet the 90% by 2020 goal, and continue to fill the “pipeline” of kids towards success in ensuing years. For this to be a success, UWA will need one or two large lead gifts or grants that total around \$500,000 that could be used to “match” other gifts. The size of other gifts UWA is planning to seek would range from \$40,000 to \$50.

The products in the workplan focus on Back on Track – getting tutoring and other supports to high schoolers who need to “recover” credits in order to graduate; Community PLUS Schools where kids who are struggling to get to school are targeted with extra supports in key schools; and Kindergarten Ready efforts with the focus on getting one book a month to kids from birth to age 5 in the low-income neighborhoods of NE Anchorage.

UWA is proposing investment opportunities like a \$40,000 PLUS school sponsorship that could be shared among 4 friends who wanted to donate \$10,000 each, or 8 friends who wanted to donate \$5,000 each, etc. There is also an opportunity to sponsor a PLUS or a Back on Track student. In addition, there are \$50 investment opportunities to get books to pre-K kids. One idea is to market to book clubs asking members to contribute to the cause and promote to their friends.

Motion to adjourn was made by Mike Abbott, seconded by Jordan Marshall, and unanimously approved.

Next Board meeting: February 21, 2018