

**United Way of Anchorage  
Board Meeting  
March 21, 2018, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (18):** Mike Abbott, Alyssa Bish, Belinda Breaux, Jay Butler, Mike Dunn, Bill Falsey, Kitty Farnham, Charles Fedullo, Rick Fox, Mike Huston, Dick Mandsager, Jordan Marshall, Joe Marushack, Alex McKay, Susan Parkes, Frank Paskvan, Brad Spees, Beth Stuart

**RSVP Regrets (8):** Laurie Butcher, Dan Clark, Greg Deal, Geoff Lundfelt, Teri Nienhaus, Jack Sheppard, Janet Weiss, David Wight

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

**Guests:** Ethan Berkowitz and Rebecca Logan, mayoral candidates

**CONSENT AGENDA**

Dick Mandsager moved to accept the consent agenda (February 21 meeting minutes and February financials) as presented, Beth Stuart seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Susan Parkes reported that Board Secretary Cory Quarles has relocated to Houston and resigned from the Board and as Board Secretary. Executive Committee proposes a resolution to elect Mike Abbott the Board Secretary. Joe Marushack moved to approve the resolution as presented, Brad Spees seconded, and the motion passed unanimously.

**Mayoral Candidates:**

Mayoral candidates Rebecca Logan and Ethan Berkowitz met with Board and staff about their visions for Anchorage and their views on partnership with the non-profit sector.

**UWA Investment in Community Partners from Workplace Campaign Decision Process:**

Susan Parkes provided a review of UWA's business model and why UWA makes investments in community partners and how that has evolved consistent with the business model. Community partner and impact investment objectives set by the Board last year remain the guiding principles this year:

- keep the flywheels moving on business model and community goals
- investment evolution toward results-based investment and maintaining long-term vision
- keep partners strong and incent partners to support collaborative resource development
- maintain solid reputation and donor confidence

In addition, for FY'19, the Executive Committee set the following objectives:

- Clarify the distinction between revenue sources and how each revenue sourced is deployed.
- If possible from workplace campaign, restore some of the reductions to agencies that UWA had to make as campaign dropped in prior years.

- Use non-workplace campaign revenues, particularly donor goal-directed revenue, for investments in results-focused collaborations.

Because of the sharp revenue decline over the last several years; a more clear view of how donors in the workplace expect campaign dollars to be spent and; what community partners want to receive from campaign revenue in order to support the campaign; the Board chose to make a more clear distinction that revenue from workplace campaign is to be used primarily for the foundational community partners investments. Revenue from other sources (donor restricted, major gift, grants, grassroots, 90% by 2020, financial stability, ending homelessness, 211) are prioritized for impact investment. When campaign fell short in prior years, UWA did tap into these other revenue sources to soften the blow to partners in order to support UWA's historic/foundational community partners, as long as they maintained financial and operational excellence and could produce program outcomes. UWA also makes impact investments in these and other partners for the results-based collaborative work, from the revenues raised outside workplace campaign. UWA tries to align foundational and impact investments where it can.

For FY'19, 56 programs from 35 agencies submitted the streamline applications for continuation funding and 3 programs submitted full applications (2 of them requested additional funding). The total requested was \$1,468,015. The total needed for continuation funding was \$1,459,200. Financial reviews were completed by volunteers and staff. There were 28 green and 7 yellow ratings; none of the issues leading to a yellow rating precludes funding.

The Finance Committee authorized between \$1,459,200 and \$1,502,976 as available in unrestricted campaign revenue. Options for community partner investments from workplace campaign include:

- Continuation funding at \$1,459,200
- Increase pro rata at 3% which reflects campaign increase (\$1,502,976)
- Increase pro rata to a lesser % above continuation funding
- Increase pro rata to a greater %, using other limited revenue sources
- Increase or decrease on a formula other than pro rata
- Decrease in order to fund more impact investments
- Decrease to build reserve

The Executive Committee recommended funding all eligible community partner applications from unrestricted workplace campaign revenues and to make a 3% pro rata increase that reflects the campaign increase. Dick Mandsager moved to approve expending \$1,502,976 in unrestricted workplace campaign revenue for FY '19 investments with a 3% pro rata increase from the FY'18 community partner investments, Alex McKay seconded, and the motion passed unanimously.

Motion to adjourn was made by Belinda Breaux, seconded by Kitty Farnham, and unanimously approved.

Next Board meeting: April 18, 2018