

**United Way of Anchorage
Board Meeting
October 18, 2017, 4 p.m.
Alaska Communications Business Technology Center**

Members Present (16): Mike Abbott, Laurie Butcher, Dan Clark, Mike Dunn, Joe Everhart, Charles Fedullo, Keith Hand, Dick Mandsager, Alex McKay, Teri Nienhaus, Susan Parkes, Frank Paskvan, Natasha Pope, Shawn Rivera, Beth Stuart, Janet Weiss

RSVP Regrets (9): Belinda Breaux, Jay Butler, Kitty Farnham, Jordan Marshall, Joe Marushack, Cory Quarles, Jack Sheppard, Rick Fox, David Wight

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

CONSENT AGENDA

Laurie Butcher moved to accept the consent agenda (September 20 meeting minutes and September financials) as presented, Dick Mandsager seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Susan Parkes extended kudos to Dick Mandsager for PHSA again hosting the UWA health care navigators during the current open enrollment period and; to Mike Abbott for his new job taking over the helm at the Alaska Mental Health Trust Authority. Board members are encouraged to submit suggestions for officer nominations. The Committee will propose a slate of officers at the December meeting.

Audit Committee Report:

Frank Paskvan reported that the audit report is clean with no material findings or issues identified.

Campaign Update:

Elizabeth Miller reported raised \$1.9 million raised to date, 30% of \$6 million goal. Included in this number are 22 Tocqueville donations totaling close to \$400,000. The Tocqueville cultivation event is coming up with three times more prospects than attended last year. Rick Fox and his team are doing a great job in reaching out to members and prospects.

Workplace campaigns highlights:

- ConocoPhillips closed out \$50,000 higher than last year. The number of givers is also close to double when compared to last year.
- Fairweather – did not participate last year, but raised \$1,700 to date and will match
- ACS – up from last year in payroll deductions for Anchorage; doubled special events by utilizing text to give option this year
- UAA – first year back as UWA only campaign; hoping to raise participation

Companies that need attention include:

- NANA Development/Management

- Providence – has allowed presentations; not many pledges to date
- Nabors
- ADN
- Marsh & McClellan
- Hotel Captain Cook
- Caelus – no longer offering company matching gift
- Northrim
- Wells Fargo

Mike Dunn encouraged Board members to do peer to peer asks as it helps create more enthusiasm and generate more response.

President’s Report:

Michele Brown reported that UWA is working with UW of Kenai Peninsula for an orderly transition as UWKP closes down.

UWW system report: \$4.72 billion raised from 8.98 million donors, 1800 communities, and 40 countries. This is an overall decline of 1.1% in revenue but much less decline than previous years. Numbers of donors continue to decline – workplace fundraising is less dominant in philanthropy. Resources under management rose from 76.4% to 76.9%. Affinity groups keep growing, albeit slowly, particularly Women United. UWW is executing a digital donor engagement strategy, but it has a steep admission price and results are not impressive. Tocqueville and major gifts declined overall but those staying at leadership or Tocqueville increased average gift levels.

In education, graduation rate is up overall – 81%. Even better is the steady increase for economically disadvantaged students. The Leadership Team evaluated the work done to identify best practices and build partnerships in the community. Key learnings are:

- Engagement and attendance cannot be overstated, from pre K to graduation.
- K ready, 8th grade math, and graduation remain key benchmarks but need to step up on 3rd grade reading.
- When we hone in on the best practices to bend leading indicator curves, we have greater impact than generalized services.
- When we focus on identified neighborhoods, schools, and/or students, we can better track outcomes.
- When we combine the identified best practices with targeted child/family supports, we gain better outcomes.
- When we provide targeted, wraparound, best practice supports on an ongoing basis, we achieve the most successful outcomes.
- Investors are more inclined to contribute to defined activities than generalized outcomes.
- More focused work in neighborhoods and schools allows for more consistent volunteer opportunities.
- Education has been somewhat eclipsed by other public concerns and there is a need to reinvigorate the community.

In homelessness, the Municipality of Anchorage, the Anchorage Coalition to End Homelessness, and UWA are the three entities involved to “backbone” homelessness work. The backbone and Mayor asked several community members to serve on a Community Leadership Team. The core of the work is to move toward a unified, coordinated system known as Coordinated Entry that quickly assesses and

matches people to the most appropriate housing and services, including rapid rehousing, supportive housing, and/or other housing interventions. It is a community system where action plan work falls into three big buckets: people, housing, and sustainability. Sustainability is particularly important; the primary way to achieve sustainability is by aligning resources. The homelessness area has been more difficult to work on than education, in terms of competition, resources, and willingness to collaborate.

Motion to adjourn was made by Dan Clark, seconded by Keith Hand, and unanimously approved.

Next Board meeting: December 6, 2017