

**United Way of Anchorage  
Board Meeting  
September 19, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (19):** Belinda Breaux, Laurie Butcher, Jay Butler, Greg Deal, Mike Dunn, Bill Falsey, Kitty Farnham, Rick Fox, Darlene Gates, Michael Huston, Dick Mandsager, Jordan Marshall, Alexandra McKay, Susan Parkes, Frank Paskvan, Natasha Pope, Jack Sheppard, Brad Spees, Beth Stuart

**RSVP Regrets (8):** Alyssa Bish, Charles Fedullo, Geoff Lundfelt, Joe Marushack, Teri Nienhaus, Ed Ulman, Janet Weiss, David Wight

**Call to Order:** Susan Parkes called the meeting to order at 4:00 p.m.

**CONSENT AGENDA**

Jay Butler moved to accept the consent agenda (August 15 meeting minutes and July financials) as presented, Natasha Pope seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Permanent Supportive Housing/Pay for Success:**

Susan Parkes summarized the prior Board discussions and decisions regarding our work in Pay for Success/Permanent Supportive Housing. We got into this work, for many reasons. In short it's a convergence that hits our sweet spot on data-driven and outcomes-based work, a systemic approach to a highly vulnerable population, re-envisioning with partners on how to collectively fund and sustain systems work, and do all that across sectors.

There are three main buckets to this work: the permanent supportive housing intervention; the participation of investors/funders and outcome payors; and the various roles and means by which UWA supports and/or manages those aspects. The Board formed an ad hoc committee to begin to address that last point, chaired by Beth Stuart. We also said we'd discuss the other two issues at the September and October Board meetings.

Dick Mandsager and Nancy Burke (from the Municipality of Anchorage) led a discussion about permanent supportive housing, the intervention for which the Pay for Success financial model is being developed. PSH is "non-time-limited affordable housing assistance with wrap-around supportive services for people experiencing homelessness, as well as other people with disabilities." PSH is most suitable for:

- Residents of institutions who prefer to live in the community;
- Chronically homeless;
- People exiting jail or prison with chronic health conditions (especially mental health);
- Mental health, substance abuse, and/or physical health disabling conditions coupled with housing need.

For this particular effort, the eligibility criteria was set by the terms of our HUD/DOJ grant and is:

- Two or more releases from prison in the past 3 years or at least one in the past 12 months;
- “Chronically homeless” or homeless at least once in each of the last 3 years OR homeless for at least 12 months cumulatively in the last three years;
- History of high-cost utilization of crisis services (e.g. hospitals and emergency rooms) or has significant health or behavioral health challenges.

Study after study has shown that permanent supportive housing not only resolves homelessness and increases housing stability, but also improves health and lowers public costs by reducing the use of publicly-funded crisis services, including shelters, hospitals, psychiatric centers, jails, and prisons. The data from other cities demonstrates that using this intervention consistently improves client outcomes and reduces public costs. As the feasibility study indicated, the cost of providing PSH is comparable to the current community expenditures. PSH does not necessarily save money, but it offers better individual and community outcomes and a better use of public and emergency resources.

A request for qualifications is currently out seeking housing and service providers to stand up Anchorage’s PSH initiative. We expect to house/serve 270 people meeting the specified criteria. We hope to serve the first applicants beginning in December.

### **Executive Committee Report:**

Susan Parkes offered kudos to:

- Beth Stuart, Natasha Pope, and Laurie Butcher for their diligent, thoughtful and generous commitment of time in the CFO search. They were joined by former Board member Keith Hand.
- Charles Fedullo and Joe Marushack for their stirring and inspiring roles at the United Way of Anchorage campaign kickoff. Also joined by former Board member Joe Everhart.
- Natasha Pope and FNBA for being attendance champions in October.

Board member Mike Abbott resigned from the Board and his role of Board Secretary. Since the Alaska Mental Health Trust may be a major funder in UWA’s Permanent Supportive Housing/Pay for Success work, it was best for Mike to step down from the Board. With that separation, and with Dan Clark’s departure, two Board officer positions are vacant: Vice-Chair and Secretary. Susan Parkes called for nominations. The Executive committee nominated Belinda Breaux to serve as Vice-Chair/Chair Elect and Natasha Pope to serve as Secretary. Michael Huston moved to accept the Resolution to elect Board officers, with Kitty Farnham seconded, and the Resolution passed unanimously.

### **Finance Committee Report:**

Natasha Pope reported on selecting Beverly Reem Westhoff as the CFO/VP for Finance and Administration. She begins October 1, and Len Lambert will come up to train her.

Due to the transition, the audit will be delayed about a month. There are no red flags, but it has taken longer to assemble the information for the auditors. We expect to have the 990 done on time.

The Sx6 building is now fully rented except for a kitchen area.

### **Campaign Update:**

Michele Brown reported that the UWA Campaign Kickoff luncheon had 300 attendees.

The campaign cabinet, led by Tom Barrett, is on the job. Thanks to Board members who are in the cabinet: Mike Dunn, Rick Fox, Mike Huston, Brad Spees. Other cabinet members are: Julie Taylor, Patrick Flynn, Jeanette Levine, Tina Grovier, Casey Knight, Jerrod Mustain.

Over 75 employee campaign coordinators have attended training - up 23% from last year. The top 20 accounts have either kicked off their campaigns or are scheduled to do so. The 2019 Chevy TRAX donated by Alaska Sales and Services has been on display at or driven around to various locations to promote the sweepstakes.

This year's goal is \$6 million. We raised \$5.5 million last year. To reach our \$6 million goal, we need a 5% increase from all the accounts from last year totaling \$275,000, and we need about \$225,000 in new accounts. That's 3% more than we raised in new accounts last year. Some of the early campaign reports are behind where we were last year at this time. It reflects more like the year before when we finished lower. The economy and changes in the oil sector are still a concern, for instance, Alyeska will kick-off its campaign in the midst of a reorganization. There will be some employees who won't be pledging until they know if they will have a job.

Michele requested Board assistance in contacting any of the following companies:

- ASRC Energy Services, President/CEO Doug Smith
- Bering Straits Native Corps
- Chenega
- GMC Contracting, President Greg Clayton
- Neeser Construction, President Jerry Neeser
- Northern Air Cargo, President/CEO David Carp
- Odom, Executive Vice President, William (Bill) Odom
- Ravn Alaska
- St. Elias Hospital

### **2-1-1 Update and Healthcare Navigation:**

Sue Brogan reported on the latest work to revamp 2-1-1 to become a more robust community partner and be more useable for consumers. The 2-1-1 website is being upgraded, with a redesign that follows a study of other 2-1-1 websites and the beta test is scheduled for October. New partnerships and business lines are opening the 2-1-1 database to other platforms, becoming an earned revenue source and will help keep the service robust. Currently 2-1-1 is partnering with Recover Alaska, Microsoft, Pew Foundation, Alaska Legal Services.

Since 2013, Healthcare Navigators under the Affordable Care Act have helped Americans understand their health insurance options and facilitated their enrollment in health insurance through a federally-facilitated exchange. Entities and individuals cannot serve as federally certified Navigators without receiving federal cooperative agreement funding, authorized under the law. The United Way of Anchorage has served as a Navigator for five years and was just selected for a sixth year. Unfortunately, the funding has been significantly reduced and the service area is now the entire state rather than just Anchorage. We are meeting with potential funders to leverage the grant funds. The Alaska 2-1-1 call center is the means that consumers across Alaska will access Navigator services, and we will partner with local assisters where available.

Goals of the project for the entire 2018-2019 budget period include:

- 100,000 consumers reached through education and outreach activities
- 3,000 one-on-one interactions with consumers, both general and specific inquiries
- 200 consumers assisted with enrollment or reenrollment in a QHP
- 700 consumers assisted applying for or being referred to Medicaid/CHIP

### **Motion to Adjourn**

Greg Deal moved to adjourn, and Jordan Marshall seconded, and the motion passed unanimously.

Next Board meeting: October 17, 2018.