
United Way of Southeast Alaska
Board of Directors Meeting
Thursday, June 18, 2020
5:15 PM - 7:00 PM
3225 Hospital Drive, Suite 106
Teleconference: (800) 315-6338, Code: 32251#
Zoom via Invitation

I. CALL TO ORDER & INTRODUCTIONS—Chair Elect Jennifer Treadway

II. APPROVAL OF AGENDA—Corrections/Additions

III. APPROVAL OF MINUTES—Corrections/Additions

   May 07, 2020, Meeting Minutes

IV. PRESENTATIONS—

V. COMMITTEE REPORTS—

   Resource Development:
   ▪ Finance Committee—Theresa Belton, William Paneak Warren Russell, Jennifer Treadway
     o April Finance Report
   ▪ Campaign Committee—

   Donor Development & Sustainability—
   ▪ Events Committee—Desiree Smith, Janey May, William Paneak
   ▪ Nonprofit Executives—Joy Lyon, Erin Walker-Tolles
   ▪ Communications Committee—Desiree Smith, Erin Walker-Tolles, Jennifer Treadway

   Governance Committee:
   ▪ Board Development Committee—Warren Russell, Mark Mesdag
   ▪ Personnel Committee—Jennifer Treadway, Warren Russell

VI. STRATEGIC DISCUSSIONS—

VII. OLD BUSINESS—Ratification of Resolution 2020-002

VIII. NEW BUSINESS—

   United Way Worldwide Membership Certification
   Day of Caring Planning Committee appointment
   Campaign Committee Appointment

IX. CHAIR REPORT—Jennifer Treadway

X. PRESIDENTS REPORT—Wayne Stevens

XI. BOARD MEMBER COMMENTS—

XII. AJOURNMENT—

Next Meeting: July 16, 2019

Vision Statement: "United Way of Southeast Alaska addresses individual needs and improves lives by organizing the caring and collaborative power of our communities"
<table>
<thead>
<tr>
<th>Term Ends</th>
<th>First Name</th>
<th>Last Name</th>
<th>1/17</th>
<th>2/20</th>
<th>3/19</th>
<th>4/16</th>
<th>4/23</th>
<th>5/7</th>
<th>6/18</th>
<th>7/16</th>
<th>8/20</th>
<th>9/202</th>
<th>157/20</th>
<th>11/19</th>
<th>12/17</th>
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<tr>
<td>Jan - 2023</td>
<td>Theresa</td>
<td>Belton</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<td>100%</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Jan - 2021</td>
<td>Jennifer</td>
<td>Treadway-O'Dea</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>100%</td>
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<tr>
<td>Jan - 2022</td>
<td>Janey</td>
<td>May</td>
<td>X</td>
<td>X</td>
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<td>X</td>
<td>E</td>
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<td>80%</td>
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<td>5</td>
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<tr>
<td>Jan - 2022</td>
<td>Joy</td>
<td>Lyon</td>
<td>X</td>
<td>E</td>
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<td>E</td>
<td>X</td>
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<tr>
<td>Jan - 2023</td>
<td>William</td>
<td>Paneak</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Jan - 2021</td>
<td>Warren</td>
<td>Russell</td>
<td>X</td>
<td>X</td>
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<td>80%</td>
<td>4</td>
<td>5</td>
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<td>Jan - 2022</td>
<td>Millie</td>
<td>Ryan</td>
<td>E</td>
<td>E</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td></td>
<td>60%</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Jan - 2022</td>
<td>Desiree</td>
<td>Smith</td>
<td>X</td>
<td>E</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Jan - 2021</td>
<td>Tom</td>
<td>Sullivan</td>
<td>X</td>
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<td>E</td>
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<td>E</td>
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<tr>
<td>Jan - 2021</td>
<td>Erin</td>
<td>Walker-Tolles</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>Average Percentage Attending</td>
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<td>89%</td>
<td>70%</td>
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<td>90%</td>
<td>80%</td>
<td>70%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>80%</td>
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</table>

No meeting held March 16, 2020 due to State mandated Hunker Down order.
I. CALL TO ORDER AND INTRODUCTIONS-

Chair Treadway called the meeting to order at 5:20PM. A quorum was established with 7 members present. Chair Treadway thanked members of the board for joining the meeting via the Zoom electronic connection.

II. APPROVAL OF AGENDA—Corrections/Additions

Motion: Board Member Walker-Tolles moved to approve the agenda as presented.

Motion seconded by Board member Lyon.

With no objections, the agenda was approved.

III. APPROVAL OF MINUTES—Corrections/Additions

April 16, 2020 Meeting Minutes
April 23, 2020 Meeting Minutes

Motion: Board Member Smith moved to approve the minutes of the April 16, 2020 and the minutes of the April 23, 2020 Board meetings.

Motion seconded by Board member Lyon.

With no objections, the Minutes for the April 16 and April 23, 2020 meetings were approved.

IV. PRESENTATIONS - President/CEO Stevens

Stevens presented a review of the loans, grants and other contributions received over the previous two weeks. Paycheck Protection Program Loan in the amount of $37,800 was received and deposited on May 6th. A contribution from Sealaska to our COVID-19 Response Fund in the amount of $25,000 was expected any day. They had sent to an old mailing address. Other applications that remain in play are an Economic Impact Disaster Loan from SBA in the amount of $10,000.

I. COMMITTEE REPORTS–

Donor Development & Sustainability–

- Communications Committee – Jennifer Treadway, Erin Walker-Tolles, Desiree Smith

Board member Walker-Tolles reported on to Communications committee meeting of April 30, 2020.
AT that meeting, Board member Walker-Tolles presented ideas on the vision. United Way is more than just a fund raiser for our partner agencies we need to think on how to position United Way of Southeast Alaska as a Tertiary Support Agency for our 34 partner agencies.

One idea was to focus on messaging with short video to tell UWSEAK story. A decision was to invite this group to convene and discuss ideas on ways to communicate the story of United Way of Southeast Alaska.

Staff had sent out an email asking board members to consider doing a short 20-30 second video on a topic of interest to them wherein they could share information and communicate the story of United Way of Southeast Alaska.

- **Events Committee**— Desiree Smith, William Paneak, Millie Ryan, Janey May

  Board members Smith and Paneak reported on the Events/Fund Raising Committee held on May 5, 2020. The Committee, in recognition of the impact of the current COVID-19 challenges on campaign income from employees who may have been laid off or are otherwise out of work, discussed fund raising ideas including online auctions, 50/50 Fridays and a brief conversation about upcoming fall campaign efforts. One idea that the committee would explore is the idea of an on-line fund raiser.

  Members would explore ideas in greater detail and bring information back to their next committee meeting set for May 15th at 4:30pm

- **Nonprofit Executives**— Joy Lyon, Erin Walker-Tolles

  Board member Lyon gave an update on the status of challenges facing day care operators, what options existed for essential workers needing day care and challenges for keeping facilities clean and sanitized. Board Member Lyon serves on the City and Borough of Juneau Childcare Task Force. She anticipates that when the CARES funds are released by the State of Alaska, there will be funds available in some amount to assist day care providers. Treasurer Belton noted that Central Council Tlingit Haida Indian Tribes of Alaska (CCTHITA) runs a 4777 Program that is designed to help individuals get back to work which may be valuable for return employees to day care facilities.

  Board Member Walker-Tolles gave an update on Senior Services across Southeast Alaska. She raised concerns about the increasing incidences of domestic violence and child abuse. With no contact with trusted adults or any other way for children to report problems there are concern about child safety. Catholic Community Services with a new program to check on kids. She noted that the communities need to be concerned about child welfare and safety. Efforts for education of children about abuse and how to report were critical at this time. She reported that there is a lot of funding available for the right programs.

II. **STRATEGIC DISCUSSIONS**— If we are no longer the convener, connector, collaborator and fund raiser for our 34 partner agencies, then what are we? What is future role of United Way of Southeast Alaska?

  Where are the holes and what are the opportunities?

  What project could we develop that would work across all communities in SE?

  Board member Lyon used the example of a large jar filled with rocks. The jar appears full until you add smaller pebbles and sand. Then there is much room for the added material. What are the materials that United Way can add to the system? Day of Caring across SE, AmeriCorps program in Juneau, ROCK Juneau Fiscal Agent services, Reading Tutor program all examples of adding to the big picture. She noted that volunteer coordination maybe an avenue of service to explore. As the Emergency Operations Center efforts
begins to wind down and City employees return to their regularly assigned tasks, continuing to run and manage the volunteer coordination effort may be a role for United Way.

Treasurer Belton mentioned that CCTHITA runs a work experience program that may be a method to run a volunteer coordination effort.

Chair Treadway suggested that we may want to think in both short term and long term time frames. Short term goal is how to we create, manage and run a successful fall campaign. Long term question is their value in conversation about a merger of United Ways into an Alaska United Way.

V. PRESIDENT’S REPORT-  
Stevens had nothing further to add

BOARD MEMBER COMMENTS-  
Board member Lyon touched briefly on the Universal Breakfast program and the delivery of meals to students has continued through the end of the school year. She complimented staff for the well-organized Resource page on the UWSEAK website, spoke of the great AmeriCorps volunteer at AEYC-SEA.

Board member Walker-Tolles noted there are home health care challenges finding persons to go into home to help seniors with daily tasks as needed to remain living independently such as grocery shopping, cleaning, meal preparation and picking up mail. Seniors non-medical services are being curtailed and she noted there was no charge for Hospice care. There is concern that seniors are canceling medical appointments as friends and family talk them out of going to Dr appointments.

ADJOURNMENT-  
Chair Treadway adjourned the meeting at 6:30 PM.
MINUTES of the Finance Committee Meeting

Date of meeting: June 12, 2020

Place: Zoom Conference

Members Present (first & last name): Theresa Belton, Treasurer; Jennifer Treadway, Chair; William Paneak, Board Member;

Members absent (excused): Warren Russell, Past Chair, and Mark Mesdag

Other persons present: Wayne Stevens, Sari Bailey, Accountant, United Way of Anchorage

Chairperson: Theresa Belton, Treasurer

ITEMS DISCUSSED: Staff reported on receipt of $49,900 of Emergency Income Disaster Loan (EIDL) funds from the Small Business Administration (SBA) on June 08, 2020. Ms. Bailey reported that Beverly Westhoff, CFO for United Way of Anchorage is leaving the organization and Angela Pinsonneault will be serving as the Interim CFO. Len Lambert former CFO is going to be assisting in the transition. Ms. Bailey reported on the anticipated payout of the SHARE Campaign pledges would be in late June. UWA is still waiting for the State to approve expenses for campaign. April Finance statement looking much stronger and May statement will continue to improve with the receipt of the Paycheck Protection Program funds, the EIDL funds and the SHARE Campaign funds. There was a short discussion on the requirements for the Federal Single Audit and with all of our recent activity would we fall in that category. Determined that threshold is $750,000 and unless we add additional programing with Federal dollars will not cross that threshold

DECISIONS MADE: Approve April Finance Statement without objection

Next meeting: July

RECOMMENDATIONS TO BOARD FOR APPROVAL: Approve the April Finance statement as presented.

Adjourned at: 12:45pm
### Revenues

<table>
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<tr>
<th></th>
<th>Year to Date</th>
<th>Prior YTD</th>
<th>Year to Date Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actuals</td>
<td>Actuals</td>
<td></td>
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</tr>
<tr>
<td><strong>Fall 19 Campaigns</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Cpgn to UW</td>
<td>130,183</td>
<td>96,214</td>
<td>-</td>
<td>130,183</td>
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<tr>
<td>Community Impact Revenue</td>
<td>32,338</td>
<td>25,270</td>
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<td>32,338</td>
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<td>Designations from Other United Way</td>
<td>8,060</td>
<td>12,825</td>
<td>-</td>
<td>8,060</td>
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<tr>
<td>SHARE to UW</td>
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<td>-</td>
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<tr>
<td>CFC to UW</td>
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<tr>
<td><strong>Total Gross Campaign Revenue</strong></td>
<td>170,581</td>
<td>134,309</td>
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<td>170,581.38</td>
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<tr>
<td>Less Designations Expense</td>
<td>(38,511)</td>
<td>(49,709)</td>
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<td>(38,511)</td>
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<tr>
<td>Uncollectible Pledge Expense</td>
<td>-</td>
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<tr>
<td><strong>Net Campaign Revenue</strong></td>
<td>132,070</td>
<td>84,600</td>
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<td>132,070</td>
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<td>15% Designation Processing Revenue</td>
<td>5,728</td>
<td>5,571</td>
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<td><strong>Subtotal Campaign</strong></td>
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<td>90,171</td>
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<td>137,797.45</td>
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<td>Non-Campaign Income</td>
<td>219,304</td>
<td>320,183</td>
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<td><strong>Total Revenues</strong></td>
<td>357,102</td>
<td>410,354</td>
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### Expenses

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<th>Prior YTD</th>
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<td>Human Resources</td>
<td>233,113</td>
<td>(233,113)</td>
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<tr>
<td>Travel &amp; Training</td>
<td>9,601</td>
<td>(9,601)</td>
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<tr>
<td>Community Impact</td>
<td>5,000</td>
<td>(5,000)</td>
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<td>Other Expenses</td>
<td>128,252</td>
<td>(128,252)</td>
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<td><strong>Total Expenses</strong></td>
<td>375,965</td>
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### Net Income (Loss)

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<td>(18,864)</td>
<td>58,034</td>
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### Assets, Liabilities & Equity

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<th>Prior YTD</th>
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<tr>
<td>Cash (14,132)</td>
<td>20,179</td>
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<td>Accounts Receivable</td>
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<td>24,371</td>
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<td>Other 11,901</td>
<td>127,807</td>
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<td><strong>Total Assets</strong></td>
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<td>172,357</td>
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<th>Equity</th>
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<td>47,135</td>
<td>68,033</td>
<td>58,568</td>
<td>(24,347)</td>
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<td><strong>Total Liabilities &amp; Equity</strong></td>
<td>55,968</td>
<td>172,357</td>
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### Campaign Summary

![Campaign Summary Graph](image)

### Campaign Collections

#### Fall 18

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<th>Private</th>
<th>SHARE</th>
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<td>Total Campaign Pledges</td>
<td>208,865</td>
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<td>Designated to UW</td>
<td>146,508</td>
<td>69,080</td>
<td>215,588</td>
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<td>Designated to Agencies</td>
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<td>Total Collections to date</td>
<td>199,570</td>
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<td>% Collected</td>
<td>96%</td>
<td>94%</td>
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#### Fall 19

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<th>Private</th>
<th>SHARE</th>
<th>TOTAL</th>
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<td>Total Campaign Pledges</td>
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<td>169,925</td>
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<tr>
<td>Designated to UW</td>
<td>131,414</td>
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<tr>
<td>Designated to Agencies</td>
<td>(38,511)</td>
<td>-</td>
<td>(38,511)</td>
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<tr>
<td>Total Collections to date</td>
<td>124,921</td>
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<td>124,921</td>
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<tr>
<td>% Collected</td>
<td>74%</td>
<td>0%</td>
<td>74%</td>
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MINUTES of the Fund Raising Committee Meeting

Date of meeting: May 05, 2020, Time: 4:00pm

Place: Zoom Conference

Members Present (first & last name): Desiree Smith, Janey May, William Paneak

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Recognition of the impact of the current COVID-19 challenges on campaign income from employees who may have been laid off or are otherwise out of work. Coeur Alaska stopped campaign presentations with three weeks remaining in series. It is estimated that there may have been an additional $10,000 - $15,000 in campaign pledges as well as up to $6,000 in corporate matching funds. There was acknowledgement of the Orca Point Dinner Cruise fundraiser being canceled and loss of more than $10,000 of gross revenue.

Fund raising ideas discussed included online auctions, 50/50 Fridays and a brief conversation about upcoming fall campaign efforts. Board member Smith has reached out to One Cause to research ideas for on-line giving. Stevens reported that staff has researched One Cause and opted not to move forward at this moment as current resources are similar to offerings on One Cause.

DECISIONS MADE: Board member Paneak would gather information from K-Wolf radio station in Fairbanks about 50/50 Friday ideas. Board Member Smith would research information about online auctions. Next meeting May 15, 2020 4:00 pm. Staff will get UWSEAK and our partners registered for the 2020 SHARE Campaign, WE are signed up for Pick. Click. Give and our application for the Combined Federal Campaign (CFC) is submitted and under review. Need to begin discussing campaign committee, brochure, annual report and fall mailer efforts.

RECOMMENDATIONS TO BOARD FOR APPROVAL:

Adjourned at: 5:00 pm
MINUTES of the Fund Raising Committee Meeting
Date of meeting: May 20, 2020 Time: 4:00pm
Place: Zoom Conference

Members Present (first & last name): Desiree Smith, Janey May, William Paneak

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Committee continues exploration of fund raising ideas, including fall campaign efforts. Board member Smith suggested a 4th of July video contest where participants from across SE Alaska can enter videos of the best decorated cars, truck, boat, house, or business. Take a short 30 second video, enter to win. Folks could vote on their favorite videos, Discussion about prizes, categories such as Most Creative, Most Patriotic, fees to enter and vote and other operational details such as what platform to house the videos that are entered. Consideration for rules included categories, deadline for entry, deadline to vote, date of announcement of winners, prizes.

DECISIONS MADE: Board member Paneak would research ideas of platform for uploading the videos such as Tik Tok, Square Space and others. Board Member May would research and develop rules for the contest. Board Member Smith would research information promotions. Staff member Boone would reach out to the Douglas Fourth of July Committee to see what their rules were for the decorating contest for Flag Day on June 14.

Next meeting May 27, 2020 4:00 pm

RECOMMENDATIONS TO BOARD FOR APPROVAL: None

Adjourned at: 5:00 pm
MINUTES of the Fund Raising Committee Meeting

Date of meeting: May 27, 2020  Time: 4:00pm

Place: Zoom Conference

Members Present (first & last name): Desiree Smith, Janey May, William Paneak

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Board Member Paneak reported on his research into online platforms for the donate to vote portion of the video contest. He had found three programs that might work for our purpose. OZMO Vote and Launch Pac 6 were two that he explored. He and Office Administrator Boone were meeting with a representative from our website provider on June 1st to see if we can use an internal platform on our website. Board Member May presented a draft of the rules that she had developed and Board Member Smith covered marketing concepts to reach all major markets in SE. Discussion continued about theme and recommendations for videos and what would constitute a prize that would garner participation.

DECISIONS MADE: Prizes were set at $500.00 for 1st place, $250.00 for 2nd place and $100.00 for third place. Office Administrator Boone would reach out to Douglas Fourth of July contest representatives to see they would share information about the contest.

Next meeting was set for June 1, 2020 after the meeting with website representatives

RECOMMENDATIONS TO BOARD FOR APPROVAL:

Adjourned at: 5:00 pm
MINUTES of the Fund Raising Committee Meeting

Date of meeting: June 01, 2020 Time: 4:00 pm

Place: Zoom Web conference

Members Present (first & last name): Desiree Smith, Janey May, William Paneak

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens joined at 4:25pm

Chairperson:

ITEMS DISCUSSED: Office Administrator Boone reported on her meeting with Allyson James, VP of Customer Relations at OneEach Technologies, and Board member Paneak. They discussed the concept of the video contest and how to implement on our website. After the conversation and with the additional information provided, it is recommended that we move from a video contest to a photo contest. It will be a much simpler run, process and hopefully engage more participation. Committee discussed and ultimately agreed to the recommended change of direction.

DECISIONS MADE: The committee agreed to change from a video contest to a Fourth of July photo contest. Board member May will rewrite contest rules to reflect change in format. Board member Smith will continue development of promotion plan.

RECOMMENDATIONS TO BOARD FOR APPROVAL:

Adjourned at: 4:45 pm
MINUTES of the Fund Raising Committee Meeting
Date of meeting: June 08, 2020 Time: 5:00 pm
Place: Zoom Web conference

Members Present (first & last name): Desiree Smith, Janey May, William Paneak

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Discussion continued of what would be the best name for the contest - Southeast Alaska Independence Day Photo Contest seemed to be the agreed upon name. There was further discussion about fee for entry and fee to vote. Consensus was $5.00 per entry and $1.00 per vote. Deadline for entries and date for ending voting were both discussed.

DECISIONS MADE: Entry fee is established at $5.00 per photo entered and $1.00 per vote with no limit on number of votes. Deadline to enter set for Mid-night July 6. Deadline to vote for favorite photo is Midnight July 16.

RECOMMENDATIONS TO BOARD FOR APPROVAL:

Adjourned at: 4:45 pm
MINUTES of the Communications Committee Meeting

Date of meeting: April 30, 2020 Time: 4:30 pm

Place: Zoom Meeting

Members Present (first & last name): Jennifer Treadway; Erin Walker-Tolles; Desiree Smith; Jenny Fremlin, Aflourish Media Psychology LLC; Patricia Kalbrener, Catholic Community Services;

Members absent (excused):

Other persons present: Sabrina Boone, Maggie Dalrymple, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Board Chair Treadway led off the meeting with background on the purpose of meeting. After a Board discussion on the future of UWSEAK, Board members Treadway and Walker-Tolles agreed to continue the conversation on strategic direction. How do we message who we are and what our value is to our partners and our communities they serve?

Board member Walker-Tolles presented ideas on the vision. United Way is more than just a fund raiser for our partner agencies we need to think on how to position United Way of Southeast Alaska as a Tertiary Support Agency for our 34 partner agencies.

One idea was to focus on messaging with short video to tell UWSEAK story. A decision was to invite this group to convene and discuss ideas on ways to communicate the story of United Way of Southeast Alaska.

Ms. Walker-Tolles gave examples of how a company ad for BASF touted the additions they make to products. They don’t make the products, they make them better. She advocated for messaging to position UWSEAK to tell our story of who we are? What we do? Who do we serve? Why do we do it? We need to establish brand recognition.

Maggie Dalrymple shared her first draft video, and conversation on getting board members to participate in making short 20 – 30 second videos. Videos on COVID related messages, how to wash your hands, wear your mask and message about our work programs like the Reading Tutors, Day of Caring, Universal Breakfast were ideas to explore. Something along the lines of: United Way working with community volunteers to improve students reading skills. United Way Universal school breakfast, fueling a great start to our students day. Caring in our communities. One idea to draw attention to philanthropy training was a piggy bank with separate compartment for spend – save – give. Videos to be posted on You Tube and perhaps doing pod casts with similar information as the videos.

DECISIONS MADE: Staff to send out a survey to Board members to encourage them to help record video messages. Next meeting set for May 14 at 4:30pm

RECOMMENDATIONS TO BOARD FOR APPROVAL:

Adjourned at: 5:30pm
MINUTES of the Communications Committee Meeting

Date of meeting: May 14, 2020  Time: 4:30pm

Place: Zoom Conference

Members Present (first & last name): Erin Walker-Tolles, Desiree Smith, Jenifer Treadway, Patricia “PK” Kalbrener, Jenny Fremlin

Members absent (excused):

Other persons present: Sabrina Boone, Maggie Dalrymple, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Committee continued discussion on how best to share the story of United Way of Southeast Alaska (UWSEAK). Staff reported on the outcome of the video survey and request for input. Six Board members responded and three reading tutors. Staff will work with those nine individuals to get a series of videos recorded and posted. Discussion turned to the question of where to post videos. Platforms include Face Book, Snap Chat, Instagram and Tik Tok, the platform preferred by younger individuals.

Discussion continued on how best to reach younger individuals and how best to introduce them to the act and art of giving/philanthropy. Board Member Walker-Tolles suggested that we need to think of UWSEAK as a watering can nurturing and growing the next generation of potential donors. WWE need to invest in the next generation of donors and volunteers. Encourage the gift of time as a volunteer now and grow into the possibility of financial gifts as they grow and become engaged in the issues and causes they are interested in supporting. Clearly the marketplace is segmented and how best to reach all segments of the market. Ms. Fremlin reported on the platform of Tik Tok. There was discussion about doing some type of video contest. Ideas included a lip syncing to a popular song with prizes for best video.

DECISIONS MADE: Stevens would reach out to Board Treasurer and Amy Fletcher at Sealaska Heritage Institute to see if he can find the name and contact for the young man who produced the “rap” video from last year. Ms. Fremlin volunteered to do some research on Tik Tok and the best way to engage that audience. Board member Smith will do some research on ways to hold video contest.

Next meeting June 11, 2020 4:30 pm

RECOMMENDATIONS TO BOARD FOR APPROVAL: Get your videos completed!

Adjourned at: 5:00 pm
MINUTES of the Communications Committee Meeting

Date of meeting: June 11, 2020  Time: 4:30pm

Place: Zoom Conference

Members Present (first & last name): Erin Walker-Tolles, Patricia “PK” Kalbrener, Jenny Fremlin

Members absent (excused):

Other persons present: Sabrina Boone, Wayne Stevens

Chairperson:

ITEMS DISCUSSED: Committee continued discussion on how best to share the story of United Way of Southeast Alaska (UWSEAK). An outcome of the conversation at the Communications Committee is the Fundraising committees effort to host an Southeast Alaska Independence Day photo contest. Contest rolling out now. Board member Walker-Tolles shared efforts of CCS to conduct a region-wide fund raiser.

Office Administrator Boone gave an update on the video project. We have posted Board Member May’s video to FB as she edited it herself and made it easy for us. We would love to see different lengths of videos 15/30/60 second videos as this allows us to post on different SM platforms easily. We have received content from Desi, Janey, William, and Jennifer. Looking for more content as we will run out quickly!

Maggie’s term of service will be coming to a close on the 19th of this month and she has agreed to organize her work thus far for the next individual who will be working on the video project.

Do we want to do a quick video about the photo contest? If so who can make a video and return it no later than Monday?

Ms. Fremlin offered an update on the group on some of the challenges of using Facebook and alternatives Facebook is censoring nonprofits’ messaging, thwarting organizing efforts and putting barriers between nonprofits and donors. United Way SEAK account has experienced this challenge. We had to get vetted to keep posting because they categorize education (and possibly health/financial issues) as political.

There was discussion about finding a different social media platform. If you drop Facebook for those reasons, you will also need to drop Instagram - it's owned by Facebook and although it operates slightly differently the same issues will be there eventually. Functionally, Twitter isn’t a good replacement for the content that we do have and want to share. Increased email could be a good substitute, with shorter but possibly weekly issues and a real push to get more people signed up.

Local research is showing that people in Southeast list the top two places they get information as Friends/Family and Facebook. It might be worthwhile to jump on the complaint bandwagon and list some
examples of ways the United Way tried to promote well-being for everyone in the community but had it labeled a political issue. We could also submit it to Facebook and try to rally the support of other local nonprofits, who are bumping into similar issues. If it gets back the organic reach and the ability to boost posts without a big notice that it's political, it might be a worthwhile effort.

**DECISIONS MADE:**
Next meeting June 11, 2020 4:30 pm

**RECOMMENDATIONS TO BOARD FOR APPROVAL:**

Adjourned at: 5:00 pm
Resolution 2020-02

A Resolution of the United Way of Southeast Alaska Board of Directors
Authorizing an application to the Small Business Administration for an Economic Impact Disaster Loan

WHEREAS, United Way of Southeast Alaska is recognized as a 501(c)(3) Nonprofit Corporation by the Internal Revenue Service; and

WHEREAS, United Way of Southeast Alaska conducts an annual fundraising campaign each fall to provide financial support for our 34 partner agencies through employee payroll deductions each pay period; and

WHEREAS, due to the COVID-19 pandemic, business operations for many companies including United Way of Southeast Alaska have been materially impacted by layoffs, business closures, and reduced operations; thus, reducing philanthropy through payroll deductions; and

WHEREAS, the U.S. Small Business Administration (SBA) is offering eligible organizations access to Emergency Income Disaster Loans (EIDL); and

WHEREAS, United Way of Southeast Alaska submitted a preliminary application on March 31, 2020, and was assigned application number 3600300094; and

WHEREAS, on May 20, 2020, we received notification that we could now fill out the application for approval; and

WHEREAS, United Way of Southeast Alaska staff seeks board approval to submit an application for a loan of $50,000 to cover payables and other costs resulting from reductions in philanthropic giving over the past few months; and

WHEREAS, the loan terms are for thirty (30) years at an interest rate of 2.75% with the first payment of approximately $220.00/month due twelve months after approval of the loan request; and

WHEREAS, the Finance Committee reviewed the request for loan application and after lengthy discussion agreed that we should move forward with the loan application; and

WHEREAS, the loan will provide opportunity for United Way of Southeast Alaska to adequately prepare for the 2020 Fall Campaign, build a budget for FY 2021, and prepare to make strategic decisions for future growth of programs in service to all citizens of Southeast Alaska; so

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of United Way of Southeast Alaska authorizes the Organization’s President/CEO Wayne A. Stevens to apply for the SBA, EIDL program in the amount of $50,000.
Signed this 28th day of May, 2020.

UNITED WAY OF SOUTHEAST ALASKA

SIGNED:  

[Signature]
Jennifer Treadway  
Chair

ATTEST:  

[Signature]
Wayne A. Stevens  
President/CEO
2020 Membership Certification

- Both the Board Chair and Chief Executive Officer must sign and submit this form. If your United Way does not have a CEO, a second officer must also sign.
- Answer all questions and provide an explanation for any “no” answers.
- Responses will be kept confidential and will only be shared with essential volunteers and staff of United Way Worldwide.
- Guidance on completion of this certification is available on United Way Online.

As stated in United Way Worldwide’s bylaws, United Ways will refrain from taking any actions or conducting activities likely to damage the welfare, interests, or reputations of the United Way system. United Ways will also meet the following requirements.

Does your United Way have paid employees? Yes

Note: Some questions in this certification apply only to United Ways with paid employees. Your response helps identify applicable questions.

### Requirement A: Tax-Exempt Status and Completion of the IRS Form 990

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your United Way recognized as exempt from taxation under Section 501(c)(3) of the Internal Revenue Code as well as from corresponding provisions of other applicable state, local and foreign laws or regulations?</td>
<td>Yes</td>
</tr>
<tr>
<td>1. Did your United Way file the IRS Form 990, or 990-EZ or 990-N, in a timely manner (within ten and a half months of last fiscal year end)?</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Date the LAST IRS Form 990 submitted to IRS:</td>
<td>1/31/2020</td>
</tr>
<tr>
<td>3. What version of the IRS Form 990 was most recently filed?</td>
<td>990</td>
</tr>
<tr>
<td>4. Have you followed the UWW Implementation Standards for Membership Requirement A in completing the IRS Form 990?</td>
<td>Yes</td>
</tr>
<tr>
<td>5. Was a copy of the IRS Form 990 provided to the organization’s governing body before it was filed?</td>
<td>Yes</td>
</tr>
<tr>
<td>6. Is your United Way properly classified as a public charity as evidenced by checking box 7 on Part 1 of Schedule A of the IRS Form 990?</td>
<td>Yes</td>
</tr>
<tr>
<td>7. For the prior fiscal year, did the organization become aware of a material diversion of the organization’s assets? Please provide an explanation for a “YES” response to this question. Per the IRS, a material diversion (e.g., unauthorized use of organizational assets) is more than 5% of gross annual receipts or more than $250,000, whichever is less. Report all material diversions of assets to <a href="mailto:membership@unitedway.org">membership@unitedway.org</a> for review, advice and counsel.</td>
<td>No No explanation needed for your “No” response</td>
</tr>
<tr>
<td>8. Is the compensation for the top management official (e.g., CEO, executive director) and top financial official (e.g., chief financial officer) reported as required on the IRS Form 990?</td>
<td>Yes</td>
</tr>
<tr>
<td>9. Does your United Way make the IRS Form 990 (990-E-Z or 990-N) available to the public?</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Requirement B: Legal Requirements

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does your United Way comply with all applicable legal, local, state, and federal operating and reporting requirements (e.g., nondiscrimination)?</td>
<td>Yes</td>
</tr>
<tr>
<td>1. In the last 12 months, have there been any government agency led investigations of your United Way for violations of local, state, or federal laws? Please provide an explanation for a “Yes” response to this question.</td>
<td>No No explanation needed for your “No” response</td>
</tr>
<tr>
<td>2. Since January 1, 2019, has your organization amended its articles of incorporation and filed them with the Secretary of State’s office in your state? Please provide an explanation for a “Yes” response to this question.</td>
<td>No No explanation needed for your “No” response</td>
</tr>
<tr>
<td>3. Does your United Way conduct anti-terrorism compliance measures?</td>
<td>Yes</td>
</tr>
<tr>
<td>4. Does your United Way comply with provisions of Sarbanes-Oxley applicable to nonprofit corporations (whistleblower protection and implementation of document retention and destruction policies)?</td>
<td>Yes</td>
</tr>
<tr>
<td>5. Does your organization promote itself as an equal opportunity employer?</td>
<td>Yes</td>
</tr>
<tr>
<td>6. Is your United Way currently registered to conduct charitable solicitations at the state and local level? A response is not required if not applicable to your United Way.</td>
<td>Yes</td>
</tr>
</tbody>
</table>
8. Has your United Way adopted a policy that confirms the organization’s commitment to providing an environment free from sexual harassment, including a commitment to investigate credible allegations? This policy must apply to United Way board members, volunteers and employees (if any). | Yes

All organizations, including nonprofits, must maintain data using secure systems, policies and procedures. The following questions reflect Federal laws as well as best practices to safeguard sensitive information. Please consult the United Way Information Security page on United Way Online (https://online.unitedway.org/infosec) for more guidance on the questions below.

9. Has your United Way established a donor and data privacy policy? These policies typically include what information is collected and for what purposes, how the information protected, how and/or when it is disclosed to third parties, and how changes to the privacy policy will be communicated. Best practice includes posting the policy to your website and establishing a simple method for individuals to inquire about their personal data. | Yes
10. Has your United Way established a data security risk assessment program? These programs evaluate reasonable foreseeable threats that could result in unauthorized disclosure, misuse, alteration or destruction of donor/volunteer information; the likelihood and potential damage of threats; and the sufficiency of policies, procedures, customer information systems, and other controls. Best practices also include creating an incident response plan, identifying professionals responsible for data security and privacy, staff training on security/privacy, and cyber insurance. | Yes
11. In the past 12 months, has your United Way experienced an incident that was deemed to be a data breach? Data breaches must be reported to United Way Worldwide, via an email to membership@unitedway.org, where they will be forwarded to UWW’s Information and Technology staff for review, advice and counsel. | No

**Requirement C: Governance**

Does your United Way have an active, responsible, and voluntary governing body which ensures effective governance over the policies and financial resources of the organization? | Yes

1. Does the board approve the annual budget? | Yes
2. Does the board, or board-delegated committee, review financial statements on at least a quarterly basis? | Yes
3. Does your United Way regularly provide training (e.g., onboarding, access to conferences, webinars, outside speakers) to governing board members? | Yes
4. Does your United Way produce an annual report? | Yes
5. Does your United Way’s governing board review its bylaws and other governance documents at least once every three years? | Yes
6. Are meeting minutes maintained for all governing board meetings? | Yes
7. Does your United Way have a board-approved business expense reimbursement policy? | Yes
8. Does your board meet at least quarterly? | Yes
9. Is the external auditor engaged by and working for the board or board-appointed committee? | Yes
10. Does your board review the external annual audit (or financial review if annual revenue is less than $500,000), and is the audit (or review) presented to the board by the auditor or audit committee chair? | Yes
11. Did the board approve the process for determining the CEO’s compensation (e.g., type of comparability data, independent members of the board reviewing and approving CEO compensation)? | Yes
12. Did the board specifically set and approve the CEO’s compensation? | Yes
13. Does your board establish performance expectations for the CEO annually and have a written performance review process in place to guide and assess the performance? | Yes
14. Does the board proactively support, engage and drive fundraising efforts year-round to ensure adequate resources for your United Way? | Yes

No explanation needed for your “No” response.
15. Does the board regularly (at minimum once every three years) self-assess to ensure the organization, CEO (if any), and the board are working on the most relevant, mission-critical issues?  

   | Yes |

16. Does your board have a process to identify and recruit well-qualified board members to ensure inclusive and sustainable United Way leadership?  

   | Yes |

17. Does your organization have a written board member agreement that outlines expectations of service? These agreements include sections on board member duties (duty of care, duty of loyalty, duty of obedience), the organization’s values, expectations for fundraising and personal giving, participation on committees, meeting attendance, and confidentiality requirements. Consider including a commitment to support a trusting environment free of harassment, intimidation, and unlawful discrimination. Best practice includes confirmation of what the organization provides to the board (protection from liability through D&O insurance coverage, accurate and timely reports and meeting materials, recognition for service).  

   | Yes |

Requirement D: Diversity & Inclusion

Does your United Way adhere to a locally developed and adopted statement to ensure volunteers and staff broadly reflect the diversity of the community it serves?  

   | Yes |

1. Does your board review the organization’s diversity statement at least once every two years?  

   | Yes |

2. Does your board review, at least once every two years, a report of the board, volunteers and staff composition to ensure diversity is achieved?  

   | Yes |

Diversity and inclusion are at the heart of what it means to LIVE UNITED. To effectively and authentically address our communities’ most pressing needs requires an outward and intentional commitment to equity and inclusion across all dimensions (race, age, gender, sexual orientation, gender identity, national origin, religion, physical or mental ability, etc.). The following questions, while not required, highlight best practices and are opportunities to consider the value of adopting new practices and policies and engaging the community in the process.

3. Is your United Way’s commitment to diversity and inclusion displayed prominently on your website (either on the home page or on a link directly from the home page)?  

   | Yes |

4. Has your board and senior management created and executed a strategic plan that reflects a commitment to diversity, equity, and inclusion?  

   | Yes |

5. Does your staff and board possess an emergent understanding of the race disparities that exist among the populations in your community? Increasingly United Ways must examine race disparities as part of their commitment to diversity and equity.  

   | Yes |

Requirement E: Trademark

Does your United Way represent itself as a United Way in accordance with all United Way Worldwide trademark standards and requirements, including those contained in the licensing agreement?  

   | Yes |

1. Does your organization’s name include a geographic modifier (e.g., United Way of XYZ County), and is the full corporate name included in public advertising (e.g., broadcast, print, electronic, email, social media, website)?  

   | Yes |

2. Does your United Way follow United Way brand identity guidelines in all respects?  

   | Yes |

3. Does your United Way only solicit businesses located in your zip codes on file at United Way Worldwide (GiftLink)?  

   | Yes |

4. Does your United Way limit its workplace solicitations to individuals who work at facilities in your zip codes on file at UWW?  

   | Yes |

5. Does your United Way limit its non-workplace solicitations of individuals to your zip codes on file at UWW (e.g., home addresses in your United Way’s territory, special events in your United Way’s territory)?  

   | Yes |

Requirement F: Membership Investment

Does your United Way provide financial support to United Way Worldwide in accordance with the membership investment formula?  

   | Yes |

1. Will 2020 membership investment be paid in quarterly installments and in full no later than December 31, 2020?  

   | Yes |

Requirement G: Code of Ethics

Does your United Way adhere to a locally developed and adopted code of ethics for volunteers and staff, which includes provisions for ethical management, publicity, fundraising practices, and full and fair disclosure?  

   | Yes |
1. Do all staff and board members annually verify in writing they have reviewed the code of ethics? Yes
2. Does your United Way have a written conflict of interest policy? Yes
3. Does the code of ethics or conflict of interest policy instruct the board and staff to avoid conflicts of interest that would act against the best interest of United Way? Yes
4. Does the code of ethics or conflict of interest policy include a process for reporting and resolving conflicts of interest should they occur? Yes
5. Are the board members and staff required to disclose in writing, on an annual basis, any potential conflicts of interest? Yes
6. Does your board review the code of ethics at least once every three years? Yes
7. Has your United Way established a tip line for the reporting of concerns (e.g., ethical breaches, malfeasance)? No

**Requirement H: Audit**

Does your United Way have an annual audit conducted by an independent certified public accountant whose examination complies with generally accepted auditing standards and generally accepted accounting principles? Exception: organizations with annual revenue totaling less than $500,000 may have their financial statements annually reviewed rather than audited by an independent public accountant provided they also conduct an independent internal controls assessment at least once every three years.

*Note: answer “Yes” if your United Way’s annual revenue was less than $500,000 and you produced financial statements reviewed by an independent public accountant.*

<table>
<thead>
<tr>
<th>Please select your United Way’s annual revenue range.</th>
<th>More than $4 million</th>
<th>More than $500,000 and less than $4 million</th>
<th>Less than $500,000, and financial statements were audited</th>
<th>Less than $500,000 and financial statements were reviewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: some of the questions below depend on your United Way's annual revenue and will appear as N/A if not applicable. For United Ways with annual revenue of less than $500,000, please indicate if your financial statements were audited or reviewed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Were most recent financial statements audited by an independent CPA?</td>
<td>N/A</td>
</tr>
<tr>
<td>2. Was the auditor’s opinion unqualified/unmodified (i.e., a “clean” audit)?</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Were most recent financial statements reviewed by an independent CPA (acceptable only for organizations with annual revenue of less than $500,000)?</td>
<td>Yes</td>
</tr>
<tr>
<td>4. Fiscal year of most recent audit or review:</td>
<td>2019</td>
</tr>
<tr>
<td>5. Have you conducted an independent internal controls assessment within the last three years? Additional information on internal controls assessments is available on United Way Online: <a href="http://online.unitedway.org/ica">http://online.unitedway.org/ica</a></td>
<td>No</td>
</tr>
<tr>
<td>6. Year of last independent internal controls assessment:</td>
<td>N/A</td>
</tr>
<tr>
<td>7. Were any findings from the internal controls assessment implemented?</td>
<td>N/A</td>
</tr>
<tr>
<td>8. Has your United Way followed the UWW Implementation Standards for Membership Requirement H (updated in 2018 and available on United Way Online) in preparing the audited financial statements?</td>
<td>N/A</td>
</tr>
<tr>
<td>9. Does the board, executive committee or audit committee review the auditor’s management letter and take appropriate actions to minimize any risks identified?</td>
<td>N/A</td>
</tr>
<tr>
<td>10. How much does your United Way have in operating reserves, per the most recently audited or reviewed financial statements? Operating reserves are calculated from the Statement of Financial Position (balance sheet) as follows: Unrestricted, undesignated net assets less net fixed assets (property &amp; equipment net of depreciation and net of any borrowing secured by fixed assets).</td>
<td>22,600.00</td>
</tr>
</tbody>
</table>
11. How many months of expenses does your United Way’s operating reserves represent? At a minimum, United Ways must maintain at least three months’ of expenses including grants to other organizations in operating reserves; higher reserves may be required based on other factors (economy, likelihood of disaster, and any risks that will interrupt cash flow). Calculate this using the organization’s annual expense budget, dividing by 12 to determine one month’s expenses. Divide the operating reserves by one month’s expense to determine the number of months the reserves will cover. If your organization has little to no operating reserves, it is an indication that a financial crisis is imminent and immediate steps must be taken to restore stability.

<table>
<thead>
<tr>
<th>Less Than 3 Months</th>
</tr>
</thead>
</table>

12. Has the board, or board-delegated committee, approved the current provision for uncollectible pledges (estimated shrinkage)?

| Yes |

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**Requirement I: Self-Assessment**

A new self-assessment will be released in 2020.

**Requirement J: Database II**

Did/will your United Way submit Database 2 to UWW by May 15, 2020, or by June 30, 2020 (if on a July-June fiscal cycle)?

| Yes |

**Requirement K: Income and Expense Survey – Suspended for 2020**

**Requirement L: Campaign Reporting**

Does your United Way adhere to standard reporting guidelines contained in the Database 2 Survey in reporting campaign revenue and resources generated to United Way Worldwide?

| Yes |

1. Are amounts reported on Database 2 provided in accordance with the NPC Total Resources Generated Policy?

| Yes |

2. Has your United Way talked with neighboring United Ways and United Ways with whom you share accounts to ensure that your campaign proceeds are being properly reported in accordance with NPC policies?

| Yes |

**Requirement M: Cost Deduction Standards**

Does your United Way adhere to the following cost deduction standards on designations (agency transactions): a) fees charged will be based on actual expenses; b) will not deduct fundraising or processing fees from designated gifts originating by or from another United Way organization?

| Yes |

1. Does your United Way allow donor-designated contributions? If answer is no, you may skip next three questions.

| Yes |

2. Have you calculated the maximum cost deduction rates according to the Cost Deduction Standards for Membership Requirement M (Part I) and are the rates charged at or below those rates?

| Yes |

3. Has the board, or board-delegated committee, approved the currently used cost deduction rates for fundraising and management/general expenses?

| Yes |

4. Does your United Way pay designated gifts quarterly that include reports required under this standard?

| Yes |

**Review by United Way Governing Board**

Did/will your United Way’s governing board review this certification?

| Yes |

Please provide the date of the board’s review of this certification:

| 06/18/2020 |

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Optional – please provide your organization’s board roster, ideally including each board member’s name, professional title, employer, and email address. United Way Worldwide may share selected communications with these board members (e.g., Board Newsletter). United Way Worldwide will not share or disclose this information to outside parties. Do you have a board roster to attach? (Excel preferred, but any format will be accepted)

| Yes |

---

Page 5 of 6
Please provide an explanation for any “no” responses.

Please provide contact information so that United Way Worldwide may communicate directly with your United Way’s leadership. United Way Worldwide will not share or disclose this information to outside parties.

I affirm that the information provided in this certification is accurate. I acknowledge my United Way’s obligation to comply with the membership eligibility criteria contained in the United Way Worldwide bylaws, and to adhere to the rules and guidelines for use of United Way Worldwide collective and service membership marks as contained in the Member Trademark License Agreement. Failure to comply with United Way Worldwide membership eligibility criteria, including payment of membership investment, or to adhere to trademark policies, may result in termination of United Way Worldwide membership status.

First Signature
Name
Wayne Stevens
Date Signed
Phone
Mailing Address
E-mail
president@unitedwayseak.org
Second Signature
Name
Date Signed
United Way Title
Professional Title (if different from United Way Title)
Professional Organization (if different from United Way)
E-mail
Phone
Mailing Address
## 2020 Board Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Jennifer Treadway-O’Dea (Chair)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title/ Workplace</strong></td>
<td>State Records Manager/ Alaska State Archives</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>401 Cordova Street, J2 - Juneau, AK 99801</td>
</tr>
<tr>
<td><strong>Home Phone</strong></td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>Work Phone</strong></td>
<td>(907) 465-2276</td>
</tr>
<tr>
<td><strong>Cell Phone</strong></td>
<td>(540) 597-9514</td>
</tr>
<tr>
<td><strong>Term Ends</strong></td>
<td>January 2021</td>
</tr>
<tr>
<td><strong>E-mail(s)</strong></td>
<td><a href="mailto:jennifer.treadway@alaska.gov">jennifer.treadway@alaska.gov</a> / <a href="mailto:jbtreadway@gmail.com">jbtreadway@gmail.com</a></td>
</tr>
<tr>
<td><strong>Spouse</strong></td>
<td>Conor O’Dea</td>
</tr>
<tr>
<td><strong>Birthday</strong></td>
<td>January 10th</td>
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<tr>
<th>Name</th>
<th>Warren Russell (Past Chair)</th>
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<tbody>
<tr>
<td><strong>Title/ Workplace</strong></td>
<td>Former Vice President/ GCI (SE Region) Current Retiree</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Home Phone</strong></td>
<td>(907) 789-5517</td>
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<tr>
<td><strong>Cell Phone</strong></td>
<td>(907) 723-5139</td>
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</tr>
<tr>
<td><strong>Email(s)</strong></td>
<td><a href="mailto:Big-bear@geci.net">Big-bear@geci.net</a></td>
</tr>
<tr>
<td><strong>Spouse</strong></td>
<td>Lori Russell</td>
</tr>
<tr>
<td><strong>Birthday</strong></td>
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<thead>
<tr>
<th>Name</th>
<th>Millie Ryan (Ex-officio: Large Agencies) (Secretary)</th>
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<tbody>
<tr>
<td><strong>Title/ Workplace</strong></td>
<td>Retired/ Former REACH Executive Director</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>800 F St, Parkshore Unit E-1</td>
</tr>
<tr>
<td><strong>Home Phone</strong></td>
<td>(907) 440-8635</td>
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<tr>
<td><strong>E-mail(s)</strong></td>
<td><a href="mailto:millie309@gmail.com">millie309@gmail.com</a></td>
</tr>
<tr>
<td><strong>Spouse</strong></td>
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<tr>
<td><strong>Birthday</strong></td>
<td>April 1st</td>
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<tr>
<th>Name</th>
<th>Joy Lyon (Officio: Small Agencies)</th>
</tr>
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<tbody>
<tr>
<td><strong>Title/ Workplace</strong></td>
<td>Executive Director/AEYC Southeast Alaska</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>3100 Channel Drive, Suite 215 - Juneau, AK 99801</td>
</tr>
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<tr>
<td><strong>Cell Phone</strong></td>
<td>(907) 321-5887</td>
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<tr>
<td><strong>E-mail(s)</strong></td>
<td><a href="mailto:jlyon@aeyc-sea.org">jlyon@aeyc-sea.org</a></td>
</tr>
<tr>
<td><strong>Spouse</strong></td>
<td>Rich Lyon</td>
</tr>
<tr>
<td><strong>Birthday</strong></td>
<td>April 1st</td>
</tr>
<tr>
<td>Name</td>
<td>Erin Walker-Tolles (Officio: Large Agencies)</td>
</tr>
<tr>
<td>--------------------</td>
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</tr>
<tr>
<td>Title/ Workplace</td>
<td>Executive Director/ Catholic Community Service</td>
</tr>
<tr>
<td>Address</td>
<td>9215 Emily Way, Juneau, AK 99801</td>
</tr>
<tr>
<td>Home Phone</td>
<td>907-321-9871</td>
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<tr>
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<td>E-mail(s)</td>
<td><a href="mailto:erin.walker-tolles@ccsjuneau.com">erin.walker-tolles@ccsjuneau.com</a> – Work <a href="mailto:ewtalaska@gmail.com">ewtalaska@gmail.com</a> - Home</td>
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<thead>
<tr>
<th>Name</th>
<th>Tom Sullivan</th>
</tr>
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<tbody>
<tr>
<td>Title/ Workplace</td>
<td>Relationship Manager/ First National Bank Alaska</td>
</tr>
<tr>
<td>Address</td>
<td>840 W. 10th Street Juneau, Alaska 99802-1248</td>
</tr>
<tr>
<td>Home Phone</td>
<td>907-957-0477</td>
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<tr>
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</tr>
<tr>
<td>E-mail(s)</td>
<td><a href="mailto:TSullivan@FNBAlaska.com">TSullivan@FNBAlaska.com</a></td>
</tr>
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<tr>
<th>Name</th>
<th>Janey May</th>
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<tr>
<td>Title/ Workplace</td>
<td>District Manager Wells Fargo Bank</td>
</tr>
<tr>
<td>Address</td>
<td>P. O. Box 33283 Juneau, AK 99803</td>
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<tr>
<td>Home Phone</td>
<td>512-734-5030</td>
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<tr>
<td>E-mail(s)</td>
<td><a href="mailto:Janey.May@wellsfargo.com">Janey.May@wellsfargo.com</a></td>
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<thead>
<tr>
<th>Name</th>
<th>Theresa Belton (Treasurer)</th>
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<tr>
<td>Title/ Workplace</td>
<td>CFO with Tlingit &amp; Haida</td>
</tr>
<tr>
<td>Address</td>
<td>10495 Ann Coleman Rd. Juneau, AK 99801</td>
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<tr>
<td>Name</td>
<td>Desiree Smith</td>
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<tr>
<td>Title/Workplace</td>
<td>Sr. Sales Executive with Juneau Radio Center</td>
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<tr>
<td>Address</td>
<td>2940 Simpson Ave, Juneau, AK 99801</td>
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<tr>
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<tr>
<td>Title/Workplace</td>
<td>Staff Accountant/ Elgee Rehfeld, LLC</td>
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<tr>
<td>Address</td>
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May 19, 2020

Jennifer Treadway-O’Dea, Board Chair
Theresa Belton, Treasurer
Millie Ryan, Secretary
United Way Southeast Alaska, Board of Directors
3225 Hospital Drive, Suite 106
Juneau, Alaska 99801

Dear United Way SE Alaska, Board of Directors,

Amid many serious struggles within our community to ensure safety and care for children and families, there is one good story to share.

R.O.C.K. Juneau saw a need and responded. The Juneau School District has been offering bagged breakfast and lunch meals to 550 students, Pre-K through 12th grade for the last few months…meals to those qualifying for free and reduced lunch. Their heroic efforts to mobilize this service to a ‘take-out’ model, daily, to many different sites, was really an amazing feat.

Within one week, R.O.C.K. Juneau mobilized a volunteer group of 70 individuals who would commit to hand writing 25 or 50 small notes of encouragement each week and bringing them in an envelope to a drop-off box at Thunder Mountain High School. These notes were quarantined for 3 days, then a note went into each food bag.

In the 4 weeks of operation, we generated approximately 12,000 handwritten notes, which allowed for each student to receive at least one note….every day. We heard from one of the recipients, “Thank you for the notes, they were so fun to see what the surprise was whenever I got a food bag!”

Kindness can be found in the simplest of actions. I’m quite sure that the volunteers loved the active project as much as the students did in receiving them. My guess is that many of the notes did not get thrown out with the orange peels!

R.O.C.K. Juneau will continue to respond to the needs for basic food service and kindness opportunities for kids and families this summer.

Sincerely yours,

Becky Roth

Becky Roth, R.O.C.K. Juneau Coordinator
ROCKJuneau@gmail.com
907-209-7393
Steering Committee Agenda

May 14, 2020, 1:30-3:00pm on Zoom

1. Hello + virtual cookies... (~10 min)

2. Summer programming for kids-youth; summer supports needed (~30 min)

3. Next steps for ROCK to support & lift the compact (~20 min)

4. Potential new area of collective impact: hosting/co-hosting community conversation re: integrating Trauma Informed Practices + Culturally Relevant Teaching (post Zaretta Hammond’s Book Study) + Youth Prevention efforts (substances, relationships, mental health, etc.) (~30 min)

- Update: ACE Facilitator Training, June 2, 4, 9 & 11th
- Update: Successful Handwritten Student Notes campaign

5. Next meeting is: June 11th, 1:30-3 pm
June 14, 2020

Jennifer Treadway-O’Dea, Board Chair
Theresa Belton, Treasurer
Millie Ryan, Secretary
United Way Southeast Alaska, Board of Directors
3225 Hospital Drive, Suite 106
Juneau, Alaska 99801

Dear United Way SE Alaska, Board of Directors,

School is out for the summer, COVID-19 continues and the community calls for deeper conversations to improve youth and adult equity and reform of oppressive policies and systems.

Despite our challenges, there are several wonderful investments in kindness & support unfolding!

• Our local racial & gender equity coalition, Haa tóoch lichéesh and AEYC will both be launching incredibly positive social media campaigns in the next weeks to engage our community’s families and youth. These are messages of support, encouragement and skills.

• R.O.C.K. Juneau commits to posting family resources to support equity dialogues, and additional ways parents can lift and support their kids as we move forward.

• CBJ will be issuing its first checks to local daycare providers to support their re-opening needs in the face of COVID-19.

• Parents As Teachers, in-home/online parenting support program through AEYC has met & exceeded their long held goal to serve 100 families in southeast, 120 families are now enrolled!

• The AEYC Americorp created a beautiful ‘Welcome to Kindergarten’ video for incoming kindergarteners & their parents. It’s wonderful to see our Juneau Principals & Teachers offer such excitement and encouragement to our 5 year olds.

• Zach Gordon Youth Center has outside only space open with to-go food bags for kids and youth. They are hosting weekly Zoom calls for teens, and fire-pit time for teens to gather and stay 6 feet apart! Haa tóoch lichéesh also hosts daily wellness calls and weekly learning opportunities for our teens.

We have big challenges and hard working, committed partners, aligning to support our children and youth. Thank you United Way for being a magnificent partner!

Sincerely yours,

Becky Roth

Becky Roth, R.O.C.K. Juneau Coordinator
ROCKJuneau@gmail.com
907-209-7393
Steering Committee Agenda
June 11, 2020, 1:30-3:00pm on Zoom

1. Hello + virtual cookies… (~10 min)

2. A deep cleansing breath together. Maybe several. It’s been a rough couple of weeks, actually rough for several months. Let’s re-group, re-assess and think together. Where are we & what do Juneau’s kids need going forward, mindful of:
   - mental wellness
   - food & basics
   - connection + learning

隗 Finished: ACE Facilitator Training, 26 participants from Juneau & Sitka, earning 15 hours of CME from Alaska Native Health Consortium & receiving general content around adverse childhood experiences & resilience. Thank you JSPC for paying the expenses to bring this training to Southeast.

3. Next meeting is: July 9th, 1:30-3 pm or is it summer vacation?
April 16, 2020

Dear Member of Congress:

Across the country, United Ways are on the frontlines of the response to the coronavirus and its economic fallout. We are in virtually every community in America, so it is not surprising that during times of uncertainty and crisis, people look to us for help. We are almost entirely funded by private donations. Yet we are the largest non-government funder of human services in the U.S. As CEOs from United Ways representing all 50 states, we know that we are uniquely positioned to respond to the short- and longer-term needs of those most affected by the outbreak. We are mobilizing to provide accurate information to those struggling to get by, and responding to immediate community needs for food, shelter, and health care resources, in coordination with local governments and health officials.

We are grateful for your bipartisan efforts to pass three major pieces of legislation that provide vital economic relief for workers, children and families. As the scale of the devastation grows, however, it is clear that additional support is needed to help unemployed workers manage financially, provide a safety-net for our most vulnerable populations, ease the financial burden of employers, and help families unable to maintain proper childcare as schools shut down.

Therefore, as you consider a fourth relief package, we urge you to prioritize investments in policies and community supports that will enable financial stability for those who need it most. Specifically, we ask that you:

- Enhance charities’ ability to raise private donations by expanding and making the new nonitemizer charitable deduction permanent.
- Provide support for charities by allocating additional funding for charities in the Paycheck Protection Program.
- Connect people to the vital health and economic services they need by providing an emergency appropriation of $150 million to 211.
- Provide temporary economic relief for workers and employers by making additional investments in unemployment insurance.
- Put more money into the economy by expanding the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC) for working individuals and families.
- Help low- and moderate-income families file federal taxes and access tax benefits by providing a $12 million emergency appropriation for the Volunteer Income Tax Assistance (VITA) Program operating under the FY2019 appropriations and an additional $5 million for VITA to increase FY2020 appropriations to fully fund VITA at $30 million moving forward.
- Respond to the growing food insecurity needs of children and families by temporarily increasing the basic Supplemental Nutrition Assistance Program (SNAP) benefit level by 15%.
- Create millions of jobs and train workers to respond to the pandemic by investing in job training and skill-building in an infrastructure package.
• Ease the financial strain on state budgets by providing a temporary increase in the Federal Medical Assistance Percentage (FMAP) by an additional 6%.

• Strengthen the role of child care providers to support essential workers and families by providing a $50 billion emergency appropriation for the child care system.

In this time of national emergency, we recognize that additional federal action is necessary to support the communities we serve during this public health and economic crisis. We urge you to shore up the critical programs outlined above that better position nonprofits to meet the demands of COVID-19 directly and connect people to the essentials they need to get by. We stand ready to work with you to mitigate the impact of this coronavirus outbreak and help our communities recover.

Thank you.

ALABAMA
Sharon Fuller, Lake Martin Area United Way, Inc.
Jimmy Hill, River Region United Way
Drew Langloh, United Way of Central Alabama, Inc.
Shannon Jenkins, United Way of East Central Alabama, Inc.
Clay Vandiver, United Way of Madison County, Inc.
Jennifer McNulty, United Way of Northwest Alabama
Jackie Wuska, United Way of West Alabama, Inc.
Walter Hill, Wiregrass United Way

ALASKA
Michele Brown, United Way of Anchorage
Wayne Stevens, United Way of Southeast Alaska
Brenda Riley, United Way of the Tanana Valley

ARIZONA
Debi Pennington, River Cities United Way
Carol Dykes, United Way of Northern Arizona
Allen Vilalobos, United Way of Pinal County
Tony Penn, United Way of Tucson and Southern Arizona
Karina Jones, United Way of Yuma County
Carla Vargas Jasa, Valley of the Sun United Way

ARKANSAS
Lynn Pharr, Heart of Arkansas United Way
Kristy Williams, River Valley United Way, Inc.
Kimberly Tucker, United Way of North Central Arkansas

Sarah Fowler, United Way of the Ouachitas
Nan Tucker, United Way of White County, Inc.

CALIFORNIA
Gwendolyn Rodgers, Arrowhead United Way
Susan B. Parks, Orange County United Way
Bill Kitson, United Way Bay Area
Stephanie Bray, United Way California Capital Region
Pete Manzo, United Ways of California
Katy Castagna, United Way Monterey County
Lindsay Callahan, United Way of Fresno and Madera Counties
Elise Buik, United Way of Greater Los Angeles
Ken Wuytens, United Way of Imperial County
Mari Perez-Dowling, United Way of Kern County, Inc.
Manuel J Alvarado, United Way of Merced County
Nancy Sasaki, United Way of San Diego County
Kristen Birtwhistle, United Way of San Joaquin County, Inc.
Rick London, United Way of San Luis Obispo County
Keisha Browder, United Way of Santa Cruz County
Francine DiCiano, United Way of Stanislaus County
Lisa Wright, United Way of the Inland Valleys
Rosemary Caso, United Way of Tulare County
Eric Harrison, United Way of Ventura County
Bob Harlan, Yuba-Sutter-Colusa United Way
COLORADO
Rebecca Kanaly, United Way of Eagle River Valley
Chaundra Jacobs, United Way of Morgan County, Inc.
Shanna Farmer, United Way of Pueblo County
Jeannine Truswell, United Way of Weld County

CONNECTICUT
Jeff Kimball, United Way of Coastal Fairfield County
Richard Porth, United Way of Connecticut
Jennifer Heath, United Way of Greater New Haven
David Rabin, United Way of Greenwich
Gary Johnson, United Way of Milford, Inc.
Virginia L. Mason, United Way of Southeastern Connecticut
Kimberly Morgan, United Way of Western Connecticut

DELAWARE
Michelle Taylor, United Way of Delaware, Inc.

FLORIDA
Jeff Hayword, Heart of Florida United Way
Beth Walton, Town of Palm Beach United Way, Inc.
Kelly Jasen, United Way Emerald Coast
Robert Rains, United Way of Broward County
Kathleen Cannon, United Way Broward County
Christina Criser Jackson, United Way of Central Florida
Angie Matthiessen, United Way of Charlotte County, Inc.
Meghan Pitzer, United Way of Citrus County
Steven Sanderson, United Way of Collier and the Keys
Rick Owen, United Way of Florida, Inc.
Angie Bonfardino-Walasek, United Way of Hernando County, Inc.
Michael Kint, United Way of Indian River County
Jeannine Joy, United Way of Lee, Hendry, Glades and Okeechobee Counties
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