
United Way of Southeast Alaska
Board of Directors Meeting
Thursday, March 15, 2018
5:15-7:00 PM
United Way of Southeast Alaska 3225 Hospital Drive, Suite 106
Teleconference: (800) 315-6338, Code: 32251#

I. CALL TO ORDER and INTRODUCTIONS – Chair Russell

II: APPROVAL OF AGENDA – Corrections/Additions

III: APPROVAL OF MINUTES – Corrections/Additions
December 14, 2017 Meeting Minutes
February 15, 2018 Meeting Minutes

IV: PRESENTATIONS – Dr. Jenny Fremlin, PhD, Media Psychology Update on United Way Social Media efforts

V: COMMITTEE REPORTS

Resource Development
Finance Committee – Karmen Bowman, Treasurer; Chris Pace, Mark Mesdag
January Finance report

Campaign Committee – Mark Mesdag, Kendri Cesar, Warren Russell, Jennifer Treadway

Events Committee – Brittany Pace, Jennifer Treadway O’Dea, Karmen Bowman

Nonprofit Executives – Joy Lyon, Millie Ryan

Governance Committee
Board Development Committee – Mark Mesdag, Warren Russell
Personnel Committee –

VI: STRATEGIC DISCUSSIONS –
Review and update of the 2017 Strategic Areas of Focus – Chair Russell

VII: Old Business

VIII: New Business –
Conflict of Interest policy review and update
UWSEAK Table at REACH 40th anniversary 4-14-18

X: CHAIR REPORT – Warren Russell

XI: PRESIDENTS REPORT – Wayne Stevens

XII: BOARD MEMBER COMMENTS

XIII: ADJOURNMENT

Next Meeting April 19, 2018

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>Board Term Ends</th>
<th>First Name</th>
<th>Last Name</th>
<th>1/25</th>
<th>2/15</th>
<th>3/15</th>
<th>Attend</th>
<th>X's</th>
<th>Total</th>
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<tbody>
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<td>Jan - 2020</td>
<td>Karmen</td>
<td>Bowman</td>
<td>X</td>
<td>X</td>
<td></td>
<td>100%</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Jan - 2020</td>
<td>Kendri</td>
<td>Cesar</td>
<td>X</td>
<td>X</td>
<td></td>
<td>100%</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Jan - 2021</td>
<td>Jennifer</td>
<td>Treadway-O'Dea</td>
<td>X</td>
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<td></td>
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<td>2</td>
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<tr>
<td>Jan - 2020</td>
<td>Joy</td>
<td>Lyon</td>
<td>E</td>
<td>X</td>
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<td>1</td>
<td>2</td>
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<tr>
<td>Jan - 2019</td>
<td>Mark</td>
<td>Mesdag</td>
<td>X</td>
<td>T</td>
<td></td>
<td>100%</td>
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<tr>
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<td>X</td>
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<td></td>
<td>100%</td>
<td>2</td>
<td>2</td>
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<tr>
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<td>Pace</td>
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<td>X</td>
<td></td>
<td>100%</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Jan - 2020</td>
<td>Fred</td>
<td>Parady</td>
<td>E</td>
<td>X</td>
<td></td>
<td>50%</td>
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<tr>
<td>Jan - 2021</td>
<td>Warren</td>
<td>Russell</td>
<td>X</td>
<td>X</td>
<td></td>
<td>100%</td>
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<td>2</td>
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<tr>
<td>Jan - 2019</td>
<td>Millie</td>
<td>Ryan</td>
<td>E</td>
<td>X</td>
<td></td>
<td>50%</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Jan - 2019</td>
<td>Robbie</td>
<td>Stell</td>
<td>X</td>
<td>E</td>
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<td>50%</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Jan - 2021</td>
<td>Tom</td>
<td>Sullivan</td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Jan - 2021</td>
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<td>T</td>
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<td>12</td>
<td>13</td>
<td>0.833333</td>
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<tr>
<td>Attendance</td>
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<td>9</td>
<td>11</td>
<td>-</td>
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<td>Average Percentage attending</td>
<td>75%</td>
<td>92%</td>
<td>0%</td>
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<td>#DIV/0!</td>
<td>#DIV/0!</td>
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</tbody>
</table>

X = Attended  
T = Teleconferenced in  
E= Excused  
A=Absent
United Way of Southeast Alaska
Board of Directors Meeting
Thursday, December 14th, 2017
5:32-6:48 PM
United Human Services Conference Room
3225 Hospital Drive, Suite 106, Juneau, AK

<table>
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<th>X</th>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Mark Mesdag - Chair</td>
<td>E</td>
</tr>
<tr>
<td>X</td>
<td>Karen Crane – Past Chair</td>
<td>X</td>
</tr>
<tr>
<td>X</td>
<td>Warren Russell – Chair Elect</td>
<td>X</td>
</tr>
<tr>
<td>X</td>
<td>Jennifer Treadway O'Dea – Secy.</td>
<td>E</td>
</tr>
<tr>
<td>X</td>
<td>Karmen Bowman, Treasurer</td>
<td>E</td>
</tr>
<tr>
<td>X</td>
<td>Kendri Cesar</td>
<td>X</td>
</tr>
<tr>
<td>E</td>
<td>Rosemary Hagevig</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>Joy Lyon</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>Brittany Pace</td>
<td>X</td>
</tr>
<tr>
<td>X</td>
<td>Chris Pace</td>
<td>X</td>
</tr>
<tr>
<td>E</td>
<td>Fred Parady</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Millie Ryan</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Robbie Stell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Guest(s):</td>
<td></td>
</tr>
</tbody>
</table>

Legend:  X = present  E = excused absence  T = teleconference  A=absent

Call to Order & Introductions

Chair Mesdag called the meeting to order at 6:42 PM. With 9 members present, a quorum was established.

Approval of Agenda

Motion:  Past Chair Crane moved to adopt the agenda as presented. Board Member Stell seconded the motion.

Chair Mesdag asked if there were any objections to adopting the agenda as presented. Members expressed no objections to the adoption of the agenda as presented.

With no objections, the agenda was adopted as presented.

COMMITTEE REPORTS

CAMPAIGN UPDATE- President Wayne Stevens & Kaylee Matheny

United Way of Southeast Alaska’s staff had planned on updating the board members on where UWSEAK campaign progress is based on the amount of money that has been received so far but due to problems with ANDAR staff were unable to give an exact amount. Matheny explained to board members that she has been working with Vanessa Aszmus; the IT Management Director at United Way of Anchorage, to help resolve these issues so that an exact amount of money received so far can be reported by the next board meeting. President Stevens did explain that many presentations have been made with many in attendance and more presentations to come, that he is fairly certain that UWSEAK is on track to its goal.

OLD BUSINESS

No old business was reported at the time.
NEW BUSINESS

Election of Board Members-

Introduction and re-election of Board Members Warren Russell and Jennifer Treadway-O’Dea for a three year term on the board with a term expiring January 2021.

Motion: Past Chair Crane moved for the re-election of Board Members Russell and Treadway-O’Dea as presented. Board Member Stell seconded the motion.

Motion passed unanimously.

Election of New Board Members-

Introduction and election of Karen Wright for a three year term on the board with a term expiring January of 2021.

Motion: Past Chair Crane moved to elect Karen Wright to the board as presented. Secretary Treadway-O’Dea seconded the motion.

Motion passed unanimously.

Election of Small Agency Representative-

Introduction and re-election of Joy Lyon to serve as the Small Agency Representative on the Board for a two year term with a term expiring January 2020.

Motion: Past Chair Crane moved for the re-election of Board Member Lyon as presented. Secretary Treadway-O’Dea seconded the motion.

Motion passed unanimously.

Election of 2018 Officers-

Chair- Warren Russell  Treasurer- Karmen Bowman
Chair Elect- To be determined  Past Chair- Mark Mesdag
Secretary- Jennifer Treadway- O’Dea

Motion: Treasurer Bowman moved to accept the slate of officers as presented for the 2018 Board year. Secretary Treadway-O’Dea seconded the motion.

Motion passed unanimously.
BOARD MEMBER COMMENTS

Board Member Brittany Pace brought up the idea of possibly having her friend Rondell Sheridan, a comedian, that has been on the Late Night Show with Jimmy Fallon, The Jay Leno Show, and multiple Disney shows will be coming to Juneau and would be interested in doing a show to help fundraise for United Way of Southeast Alaska.

ADJOURNMENT

Having no further business to conduct, Chair Mesdag adjourned the meeting at 6:59pm.
CALL TO ORDER AND INTRODUCTIONS-

Chair Russell called the meeting to order at 5:25 PM. A quorum was established with 11 members present.

APPROVAL OF AGENDA-

Motion: Secretary Treadway-O’Dea moved to adopt the agenda as presented. Treasurer Bowman seconded the motion.

Chair Russell asked if there were any objections to adopting the agenda as presented. Members expressed no objections to the adoption of the agenda as presented.

With no objections, the agenda was adopted as presented.

APPROVAL OF MINUTES-

Motion: Secretary Treadway-O’Dea moved to approve the minutes of the January 25, 2018 Board of Directors meeting. Treasurer Bowman seconded the motion.

Motion to approve minutes as presented was approved unanimously.

PRESENTATIONS-

Update on AmeriCorps Program- Romee McAdams

Romee McAdams explained that open recruitment has ended and seven of the available nine positions through the Juneau AmeriCorps Program have been filled. The two newest members have arrived in Juneau and both are serving at SEARHC.

McAdams also announced that she is resigning from her position as program manager and will be going back to SEARHC as the HR Manager due to financial reasons. During the interim, McAdams has agreed to cover until a new program manager is hired and trained. She has been working on a manual to allow for an easier transition.
COMMITTEE REPORTS-

Resource Development:

Finance Committee- Karmen Bowman, Chris Pace, & Mark Mesdag

Treasurer Bowman explained to the Board that the December financials do not look good, but the finance committee is very hopeful that January’s finance report will look better. As of now, UWSEAK is operating on the financial reserve and cannot keep working at a loss. The committee also expressed concern that the AmeriCorps program is currently showing as an expense.

Going forward, the finance committee and board members would like to figure out how to make UWSEAK a vibrant and operable organization. Additionally, the committee has suggested creating a simpler financial sheet for those that do not work in accounting and/or with numbers regularly, allow all board members the opportunity to read and understand what the finance reports.

Campaign Committee- Kendri Cesar & Mark Mesdag

Work continues on the index cards and presentations to organizations. The more people UWSEAK presents to, the more people we can inspire to donate.

Events Committee- Brittany Pace, Jennifer Treadway-O’Dea, & Karmen Bowman

Discussion was held on whether or not to move forward with having Rondell Sheridan, a comedian, preform as part of a fundraiser for UWSEAK. The cost of the comedy show is believed to be anywhere between $7,000- $10,000, but if UWSEAK were able to get local businesses to underwrite the event, the cost may drop to a more reasonable amount. If the event sold out without underwriters, UWSEAK could profit up to $10,000. With underwriters, UWSEAK could profit even more.

This event would be good publicity and exposure for UWSEAK, as well as getting the chance to increase our overall income. In short, if everyone works hard and puts in the time, this event could be very beneficial to UWSEAK.

Board Member Pace also discussed having a pre-performance show and has already talked to the Filipino community who has agreed and is excited to do a 15-20 minute dance performance. The hope is that ticket sales would naturally rise due to family and friends wanting to support the preforming individual(s).

Governance:

Board Development Committee- Warren Russell & Mark Mesdag

No report.
Personnel Committee - Warren Russell, Jennifer Treadway-O’Dea & Brittany Pace

Chair Russell explained that all prior members of the committee have left the board and asked if any board members may be interested in joining him on the committee.

Board members Brittany Pace and Jennifer Treadway-O’Dea volunteered.

STRATEGIC DISCUSSIONS-

Chair Russell had the board members look at the board packet that contains the current strategic plan as well as his vision. Chair Russell explained that he thought it was important to review the plan periodically given the amount of time the board spent on the strategic plan. Chair Russell wants to continue to work on and accomplish goals outlined on the strategic plan.

OLD BUSINESS-

Certificates of appreciation and clocks were handed out to Board members Lyon, Ryan, and Parady who were unable to attend the Annual Dinner.

NEW BUSINESS-

Election of New Board Members - Chair Russell

Introduction and election of Tom Sullivan for a three-year term on the board with a term expiring January 2021.

Motion: Secretary Treadway-O’dea moved to elect Tom Sullivan to the board as presented. Treasurer Bowmen seconded the motion.

Motion passed unanimously.

CHAIR’S REPORT - Chair Russell

Chair Russell explained that his focus for the coming year would be based on the acronym S.A.F.E.

- Strategic Plan: Continue to work on key components of the Board’s five-year plan.
- Awareness: Increase the recognition and promotion of the UWSEAK.
- Fundraising: Grow the number of groups and individuals who support the United Way.
- Engagement: Sustain a full and active board that represents a vibrant cross section of the community.

To make this possible, Russell explained that board members should work hard and be excited about UWSEAK and why the organization is important to them.

The Board also discussed the possibility of supporting the efforts of the US Census Bureau given the likely budgeting concerns for Alaska’s smaller communities. Census workers will likely not travel to the smaller communities, which could directly affect the funding for organizations serving these communities.
United Way of Southeast Alaska
Board of Directors Meeting
Thursday, February 15, 2018
5:25-7:00 PM
United Human Services Conference Room
3225 Hospital Drive

PRESIDENT’S REPORT-

President Stevens ask everyone to review their contact information and revise any necessary updates.

Also discussed was the board member job description and commitment form. Each member was asked to sign the commitment form for the current year. Board member Cesar is working to update the code of ethics.

Lastly, Stevens discussed the recent news that a former employee of Four A’s, a UWSEAK partner agency, had been embezzling money from the agency for the last couple of years.

BOARD MEMBER COMMENTS-

Board member Lyon congratulated Chair Russell on doing a good job running his first board meeting as Chair.

ADJOURNMENT-

Chair Elect Russell adjourned the meeting at 7:00 PM.
## United Way of Southeast Alaska
### Financial Summary
January 31, 2018

### Campaign Summary

#### Campaign Collections

<table>
<thead>
<tr>
<th>Fall 17</th>
<th>Private</th>
<th>SHARE</th>
<th>CFC</th>
<th>TOTAL</th>
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<tbody>
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<td>92,704</td>
<td>-</td>
<td>-</td>
<td>92,704</td>
</tr>
<tr>
<td>Designated to UW</td>
<td>22,029</td>
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<td>-</td>
<td>22,029</td>
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<tr>
<td>Designated to Agencies</td>
<td>70,676</td>
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<tr>
<td>Total Collections to date</td>
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<tr>
<td>% Collected</td>
<td>66%</td>
<td>0%</td>
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<table>
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<th>SHARE</th>
<th>CFC</th>
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<td>Total Campaign Pledges</td>
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<td>69,773</td>
<td>34,229</td>
<td>326,933</td>
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<td>Designated to UW</td>
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<td>69,773</td>
<td>34,229</td>
<td>304,958</td>
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<td>Designated to Agencies</td>
<td>21,975</td>
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<td>Total Collections to date</td>
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<td>48,987</td>
<td>19,432</td>
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<tr>
<td>% Collected</td>
<td>90%</td>
<td>70%</td>
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### Revenues

#### Fall 16 Campaigns

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<th>Budget</th>
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<tr>
<td>Revenues</td>
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<td>Fall 16 Campaigns</td>
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<td></td>
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<tr>
<td>Private Cpgn to UW</td>
<td>76,729</td>
<td>150,567</td>
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<tr>
<td>Community Impact Revenue</td>
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<td>Designations from Other United Way</td>
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<tr>
<td>SHARE to UW</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>CFC to UW</td>
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<tr>
<td>Total Gross Campaign Revenue</td>
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<tr>
<td>Less Designations Expense</td>
<td>(21,975)</td>
<td>(70,676)</td>
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<td>(21,975)</td>
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<td>Uncollectible Pledge Expense</td>
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<td>Net Campaign Revenue</td>
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#### Non-Campaign Income

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<th>Prior YTD</th>
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<td>Non-Campaign Income</td>
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### Expenses

#### Fall 16 Campaigns

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<tr>
<td>Private Cpgn to UW</td>
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<td></td>
</tr>
<tr>
<td>Community Impact Revenue</td>
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<td></td>
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<tr>
<td>Designations from Other United Way</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHARE to UW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFC to UW</td>
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<td></td>
</tr>
<tr>
<td>Total Gross Campaign Revenue</td>
<td></td>
<td></td>
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<tr>
<td>Less Designations Expense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uncollectible Pledge Expense</td>
<td></td>
<td></td>
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<tr>
<td>Net Campaign Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15% From private cpgn</td>
<td></td>
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<tr>
<td>Subtotal Campaign</td>
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### Expenses

<table>
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<th>Current FY</th>
<th>Prior FY</th>
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<td>Revenues</td>
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<td>Fall 16 Campaigns</td>
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<tr>
<td>Community Impact Revenue</td>
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<td>Designations from Other United Way</td>
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<tr>
<td>SHARE to UW</td>
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<td>CFC to UW</td>
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<td>Total Gross Campaign Revenue</td>
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<td>Uncollectible Pledge Expense</td>
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<tr>
<td>Net Campaign Revenue</td>
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<tr>
<td>15% From private cpgn</td>
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<td></td>
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<tr>
<td>Subtotal Campaign</td>
<td></td>
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### Liquidity (Current Ratio)

<table>
<thead>
<tr>
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<th>Current FY</th>
<th>Prior FY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets, Liabilities &amp; Equity</td>
<td>August</td>
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<td>Cash</td>
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<td>Accounts Receivable</td>
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<td>Other</td>
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<td>Other</td>
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<td>Equity</td>
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<td>Total Liabilities &amp; Equity</td>
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<td>189,721</td>
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### Campaign Collections

<table>
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<tr>
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<th>Privatte</th>
<th>SHARE</th>
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<tbody>
<tr>
<td>Fall 16 Campaigns</td>
<td>92,704</td>
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<tr>
<td>Designated to UW</td>
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<tr>
<td>Designated to Agencies</td>
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<td>% Collected</td>
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<td>0%</td>
<td>0%</td>
<td>66%</td>
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### Campaign Collections

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<th>Privatte</th>
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<tbody>
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<td>Fall 16 Campaigns</td>
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<td>69,773</td>
<td>34,229</td>
<td>326,933</td>
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<td>Designated to Agencies</td>
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<td>% Collected</td>
<td>90%</td>
<td>70%</td>
<td>57%</td>
<td>83%</td>
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</table>
MINUTES of the Committee Meeting

Date of meeting: 03/10/18 Time: 12:10

Place: Edward Jones Conference Room

Members Present (first & last name):

Brittany Pace Jennifer Treadway
Karmen Bowman

Members absent (excused):
Warren Russell, Mark Musdaq, Kendri Ceasar, Karen Wright, Robbie Stell, Jay Lyon, Millie Ryan, Fred Parady

Other persons present: Ø

Chairperson: Brittany Pace

ITEMS DISCUSSED:
- Ticket sales locations programs of each
- Hearthsides Books vs. JACC
- Underwriter Sponsorship opportunities
- Gathering information needed for advertising from Fendell
- Sponsorship levels bronze, silver, gold

DECISIONS MADE:
- Sponsorship amounts required per level as well as items given per level.
- Target Sponsor amount needed 10k

RECOMMENDATIONS TO BOARD FOR APPROVAL: Ø

Adjourned at: 1:25 pm
Events Committee Agenda

~ Ticket Sales

Hearthside books VS. UW Link **VS. JACC**

Hard Copy Tickets

Ticket numbers, making tickets, where to sell, tracking

~ Advertising

Rondell offered to do press Thursday (day before event)

- *research* Costs affiliated, radio time

*Capital Chat & Juneau Afternoon* is free.

Offered to provide advertising materials

Newspaper, Radio, Social Media, Fliers, other Fund raisers, Mailing.

~ Reminders e-mail

~ Opening Acts

Type of performances (cultural dancing, singing, dancing, comedy)

- *Karmen will contact 2 local comedians she knows* - Jenn will contact native cultural dancers

Hold auditions

Where, when, who will judge, how will we get the word out about it

~ Underwritings Sponsorships

Offer in exchange for sponsorship Bronze thank you in program, name on advertisements

Silver radio, newspaper, programs

Level of sponsorships Bronze 250 Silver 500 Gold 1K

Amount we want sponsored

10K

Advertise sponsorships

Who will we ask Large Companies, Board member Company affiliation

Partnering agencies

Rules we should be aware of checks should be written to UW for tax pur. Letter needs to be written showing what they give.

~ Alcohol
Who: Baranof & Brewing Co.

Equipment Needs: Table

Cost: Jenn will research

Atmosphere: may reduce the amount of people who can come

~ Assigning Tasks

~ Next meeting date will determine at our next board meeting

Tasks:

Jenn: research alcohol costs, needs, restrictions.

research photographer, costs, how will people get photos, set up needs, operational needs.

Contact cultural dance group.

Karmen: JACC ticket sales

- Schedule us for Capital Chat & Juneau Afternoon
- Speak to 2 comedians for opening opportunity

Wayne: build template draft for sponsorship agreement

- Build advertising visual aids once Brittany receives info.

from Rondell

- Rules we need to be aware of

Beitl: follow up with Rondell for visual aid info: verbage, pictures, sound bites, flyers
Hi Wayne,

Sorry but I will be MCing the Mindfulness Film Festival with Tayler, our Americorps volunteer, as part of the Resilience Symposium. The Film Fest will be repeated Friday night from 7-8:30, so please encourage everyone to come!

Brief Non Profit Leadership Council Report:

A dozen people attended the United Way non-profit leadership council meeting March 2. There was a presentation from Melissa Griffiths, SERCC communications director about setting up a private Facebook group for non-profit leaders, staff and volunteers. Everyone present was enthusiastic about the connection, networking, and information sharing potential, and appreciated United Way support for this effort.

There was also a presentation about ROCK Juneau and the Year of Kindness for Kids, and how partner organizations can contribute and highlight the positive work they are doing as well as gaps and needs. Becky Roth and Tayler Shae presented, and can be reached at rockjuneau@gmail.com on www.rockjuneau.org and on Facebook and Instagram.

Other discussion topics were: disaster preparation for non-profits, state, national and local funding changes affecting programs, topics for future meetings.

The group decided to meet the first Friday of every month from 2-3:30 pm.

Joy Lyon
## United Way of Southeast Alaska

### Mission
- **United Way** fights for the health, education and financial stability of every person in every community.

### Vision
- **United Way** envisions a region where all individuals and families achieve their human potential through education, income stability, and healthy lives.

### Our Values
- Impact and Commitment to Community Success
- Volunteerism
- Inclusiveness
- Integrity and Accountability
- Innovation

### Our Strategic Anchors
- **Volunteerism**
- **Inclusiveness**
- **Integrity and Accountability**
- **Innovation**

### Our Strategic Imperatives
- **Fundraising**
- **Southeast Alaska Awareness and Outreach**
- **Diverse, Strong, Informed Board**
- **Strengthen partner agencies capacity**

### 2017 Strategic Areas of Focus

#### 2017 Key Objectives
- **Fundraising**
  - Conduct a pilot efforts that includes:
    - Loaned Executive program
    - Workplace Campaigns
    - Based on identified needs
  - Build region-wide campaign on what is accomplished by UWSEAK funding and on identified needs
  - Provide Board training on how to make the ask

- **Southeast Alaska Awareness and Outreach**
  - Develop a year-long SE specific campaign based on local benefits that incorporates partner organization stories of impact
  - Host Day of Caring activity in Juneau, Sitka and Ketchikan

- **Diverse, Strong, Informed Board**
  - Solicit one board member from outside the Juneau area
  - Meet with community leaders to discuss needs
  - Investigate video conferencing options for board meetings

- **Strengthen partner agencies capacity**
  - Host AmeriCorps program to support nonprofits
  - Identify and implement "connector" opportunities
  - Host Day of Caring activity in Juneau, Sitka and Ketchikan to address partner organization needs.

### 2017 Key Initiatives

#### Fundraising
- Fund Development training for board and staff
- Fund Raising idea at 6/15 board meeting
- Campaign committee beginning work
- Donor recognition & Kickoff 9/28/17

#### Southeast Alaska Awareness and Outreach
- Day of Caring planning for Sitka and Ketchikan
- Events held 6/7 Sitka, 6/13 KTN
- Day of Caring 9/28/17 Juneau

#### Diverse, Strong, Informed Board
- Fund development training for Board members

#### Strengthen partner agencies capacity
- Working with partner agencies in Ketchikan and Sitka for Day of Caring in June
- AmeriCorps Grant Program Manager hired. Expecting Grant Award 8-1-17
- Nonprofit Leadership gathering 9/15/17

### Metrics

#### Fundraising
- **C** Completed
- **O** Ongoing
- **P** Planned

#### Southeast Alaska Awareness and Outreach
- **C** Completed
- **O** Ongoing
- **P** Planned

#### Diverse, Strong, Informed Board
- **C** Completed
- **O** Ongoing
- **P** Planned

#### Strengthen partner agencies capacity
- **C** Completed
- **O** Ongoing
- **P** Planned
**Strategic Plan:** Continue to work on key components of the Board’s 5 year plan

**Awareness:** Increase the recognition and promotion of the United Way in SE Alaska

**Fundraising:** Grow the number of groups and individuals who support the United Way

**Engagement:** Sustain a full and active board that represents a vibrant cross section of the community
Mission –

United Way collaborates with communities and agencies across Southeast Alaska to strengthen and improve the Health, Education and Income Stability of all individuals. Adopted 3-15-2013

Vision –

United Way envisions a region where all individuals and families achieve their human potential through education, income stability and healthy lives. Adopted 3-15-2013

Core Values

Impact and commitment to community success
Volunteerism
Inclusiveness
   Equity, Diversity
Integrity and Accountability
   Respect for all, Trust, Highest ethics, fiscally responsible
Innovation
On April 14th, REACH is holding our 40th Anniversary Celebration, which has been sanctioned by the Alaska State Legislature. A poster and Save the Date card are attached. I’m hoping that you and the United Way board will come and help us mark the event by taking a table. You can get tickets from me, or online at [REACH 40th Anniversary Tickets](#).

Hope to see you there as we celebrate four decades of service to those with developmental disabilities!

Warm regards,

Joann Flora
Fund Development Director

REACH INCORPORATED
213 Third Street #206
Juneau, Alaska 99801
W 907-796-7202
C 907-500-3760

*Promoting choice and well-being through advocacy and services.*

Please visit our [web site](#)!
Fabulous & 40!

REACH 40TH ANNIVERSARY PARTY

Elizabeth Peratrovich Hall
April 14th | 7-10 PM

Tix 50 ea, $450 Table
canvasarts.org or 796-7202

Reception Buffet - No Host Bar
Drawing for Alaska Airlines Tickets!
Whale Watching Canoe Paddle & Trek
Presidents Report for March 15, 2018

Meetings
2/16 – Marie Stevens AmeriCorps discussion, Dawn Wesley AmeriCorps discussion
2/20 – Rotary meeting
2/21 – Mike Abbott, CEO MHTA; UWSEAK update to Wostmann & Associates; JEDC Innovation Summit; Heather Holt, Coastal Helicopters, UW campaign discussion
2/22 – JEDC Innovation Summit
2/23 - Lunch w/staff, Romee McAdams last day, meet w/Kathie Wasserman, AML
2/26 – Lunch w/Dawn Wesley; Marie Stevens, paperwork for AmeriCorps
2/27 - discussion on AmeriCorps reporting w/UWA CFO, Rotary meeting, Maria Uchytil, BRH Foundation, dinner w/Dennis Haas, John Cannon, KEY Coalition & Elizabeth Ripley Mat-Su Health Foundation
3/1 – SWAMC Conference, lunch w/Len Lambert UWA
3/2 – SWAMC Conference
3/6 – Coeur Alaska campaign presentation, Rotary meeting
3/7 – Capital Chat KINY,
3/8 – Samantha Dye Fund Development conversation, Chamber meeting, ROCK Juneau meeting
3/9 – Brittany Pace, Event Committee
3/13 – Coeur Alaska Campaign presentation, FNBA Check presentation photo op, Rotary meeting
3/14 – Be the Change conference, UWSEAK Finance Committee meeting
3/15 – Wells Fargo Advisory board meeting, Foraker Ops Board meeting, United Way Board meeting

Worked on following tasks –
- AmeriCorps Program Manager recruitment/replacement
- Campaign presentations
- AmeriCorps reporting
-