

**Mission Statement:** "United Way collaborates with partner agencies to strengthen and improve Health, Education and Income Stability in Southeast Alaska."

**United Way of Southeast Alaska  
Board of Directors Meeting**

Thursday, June 15, 2017

5:15-7:00 PM

United Way of Southeast Alaska 3225 Hospital Drive, Suite 201

Teleconference: (800) 315-6338, Code: 32251#

---

**I. CALL TO ORDER and INTRODUCTIONS** –Chair Mesdag

**II: APPROVAL OF AGENDA** – Corrections/Additions

**III: APPROVAL OF MINUTES** – Corrections/Additions

May 18, 2017 Board meeting minutes

**IV: PRESENTATIONS** – Sitka and Ketchikan Day of Caring Report – Warren Russell and Jacob Cocks

- "Connect others to the mission of the organization." - Samantha Dye, Dye Consulting

**V: COMMITTEE REPORTS**

**Resource Development**

**Finance Committee** – Karmen Bowman, Treasurer; Chris Pace, Mark Mesdag

**April Finance report**

**Campaign Committee** –Mark Mesdag, Kendri Cesar

**Events Committee**– Brittany Pace, Jennifer Treadway, Rosemary Hagevig,

Karmen Bowman

**Governance Committee**

**Board Development Committee** – Mark Mesdag, Warren Russell

**Personnel Committee** –Rosemary Hagevig, Karen Crane

**VI: STRATEGIC DISCUSSIONS** –

**Update**

**VII: Old Business**

**VIII: New Business** –

**Health, Education and Income Stability Committee meeting schedules**

**Fund Raising Concept**

**IX: CHAIR REPORT** – Mark Mesdag

**X: RESOURCE DEVELOPMENT DIRECTOR REPORT** –

**XI: PRESIDENTS REPORT** – Wayne Stevens

**XII: BOARD MEMBER COMMENTS**

**XIII: ADJOURNMENT**

**Next Meeting July 15, 2017**

**Vision Statement:** "United Way of Southeast Alaska addresses individual needs and improves lives by organizing the caring and collaborative power of our communities"

### 2017 Board Member Attendance

Board Term Ends	First Name	Last Name	1/21	2/4	2/16	3/23	4/20	5/18	6/15	7/20	8/17	9/21	10/19	11/16	12/21	Attend	X's	Total
			%															
Jan - 2020	Karmen	Bowman	E	X	X	E	X	X								67%	4	6
	Karen	Crane	E	X	X	X	E	X								67%	4	6
Jan - 2020	Kendri	Cesar	X	X	E	X	X	X								83%	5	6
Jan - 2019	Ann	Gifford	X	X	E	X										75%	3	4
																#DIV/0!	0	0
Jan - 2018	Rosemary	Hagevig	E	E	X	X	X	X								67%	4	6
	Jennifer	Treadway				X	X	E								67%	2	3
Jan - 2018	Joy	Lyon	X	X	E	X	E	X								67%	4	6
Jan - 2019	Mark	Mesdag	X	X	X	X	X	X								100%	6	6
Jan - 2020	Brittany	Pace	X	X	X	X	X	X								100%	6	6
Jan - 2020	Chris	Pace	X	X	X	E	X	X								83%	5	6
Jan - 2020	Fred	Parady	X	X	E	X	X	E								67%	4	6
Jan - 2018	Praveen	Mekala	E	X	X	X	X	E								67%	4	6
Jan - 2018	Warren	Russell	X	X	X	X	X	E								83%	5	6
Jan - 2019	Millie	Ryan	X	X	X	E	X	X								83%	5	6
Jan - 2019	Robbie	Stell	X	X	X	X	X	X								100%	6	6
Total Board			14	14	14	15	14	14	14	14	14	14	14	14	14	0.788235	67	85
Attendance			10	13	10	12	12	10	-	-	-	-	-	-	-	0%	0%	0%
Average Percentage attending			71%	93%	71%	80%	86%	71%	0%	0%	0%	0%	0%	0%	0%	79%		
			X = Attended															
			T = Teleconferenced in															
			E = Excused															
			A = Absent															

## United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 18, 2017  
5:15-7:00 PM

United Human Services Conference Room 3225 Hospital Drive, Suite 106, Juneau, AK

### Board Members in Attendance

X	Mark Mesdag - Chair	X	Joy Lyon		<b>Staff</b>
X	Karen Crane – Past Chair	X	Brittany Pace	X	Wayne Stevens
E	Warren Russell – Chair Elect	X	Chris Pace	X	Sara Truitt
E	Jennifer Treadway	E	Praveen Mekala		
X	Karmen Bowman	E	Fred Parady		<b>Guest(s):</b>
X	Kendri Cesar	X	Millie Ryan	X	Samantha Dye, Dye Consulting
X	Rosemary Hagevig	X	Robbie Stell		
Legend: X = present    E = excused absence    T = teleconference    A=absent					

#### CALL TO ORDER AND INTRODUCTIONS

Chair Mesdag called the meeting to order at 5:20PM. A quorum was established with ten members present.

#### APPROVAL OF AGENDA

**Motion: Past Chair Crane moved to adopt the agenda as presented. Board Member Ryan 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.**

#### APPROVAL OF MINUTES

**Motion: Board Member Stell moved to approve the minutes of the April 20, 2017 Board of Directors meeting. Past Chair Crane seconded the motion.**

**Motion to approve minutes as presented was approved unanimously.**

#### PRESENTATIONS

##### Fund Development presentation – Samantha Dye, Dye Consulting

Ms. Dye built on her last month’s discussion by asking board members to report on their experiences in asking people the question, “Why do you give and where you give?” What did you discover in your conversations about how and why people around you give to charity? What can we learn from this information?

Your ‘mission’ statement as a board member - defines what connects you to the organization and is a clear, concise message that you can share upon request when talking about United Way.

Fund Development = the process of cultivating relationships with people who will support a nonprofit organization. Cultivation is defined as any activity that builds awareness and connection for donors/funders and prospective donors/funders with your organization, and increases your understanding of why someone might

# United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 18, 2017  
5:15-7:00 PM

United Human Services Conference Room 3225 Hospital Drive, Suite 106, Juneau, AK

give to your organization. Fund development includes fundraising which is the specific methods used to secure charitable donations (e.g. annual fund, face-to-face asks, online, proposals, etc.).

Ms. Dye asked board members to prepare for next meeting by connecting with others & gather some information by having a conversation with 5-10 of your favorite people - do not ask for money!\*\*

Spheres of Influence = people, systems & areas over which you have influence

Group Activity: What are your personal spheres of influence?  
Identify one 'action step' in each sphere for how to share UW's story

\*\*preparation for next meeting: identify the next level of your spheres of influence. Choose 3-4 that you want to share with the group at the next board meeting. We will use these to identify the board's 'collective' sphere of influence.

## COMMITTEE REPORTS

### Resource Development

#### Finance Committee – Karmen Bowman

Treasurer Bowman reported that the April Finance statements were included in the packet. The committee has reviewed the statements and recommends approval by the board. The committee is concerned with the level of campaign donations and noted that the efforts of the board in raising funds for United Way are a critical component for success.

**Motion: Treasurer Bowman moved to approve the April Finance statements as presented. Board Member Chris Pace seconded the motion.**

**Motion to approve April Finance statements was approved unanimously**

#### Campaign Committee – Mark Mesdag, Kendri Cesar

Resource Development Director Truitt noted that the Campaign Committee had met on May 17<sup>th</sup>. At the request of Chair Mesdag Ms. Truitt had printed out a campaign report from the ANDAR system for the committee to get an idea on how the campaign was progressing for the campaign year. Donor designations direct to UWSE and our impact area's for Campaign 2016. The committee reviewed comparison numbers from Campaign 2015, 2014 and 2013. They discussed strategies in engaging workplaces more efficiently for 2017. They reviewed Churn data for 2016 – report of New, Increased, Flat, Decreased and Lapsed donors for Campaign 2016. Discussed different ways to interpret data, and how different donor categories on Churn report warranted a different approach.

#### Events Committee – Orca Point Dinner Cruise May 3, 2017 – Brittany Pace, Jennifer Treadway, Rosemary Hagevig, Karmen Bowman

Board member Brittany Pace reported that we had a successful cruise to Orca Point with 89 tickets sold. She thanked all who participated and the committee members for their efforts. She noted that a full finance statement for the event would be available in early June.

# United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 18, 2017  
5:15-7:00 PM

United Human Services Conference Room 3225 Hospital Drive, Suite 106, Juneau, AK

## Governance

### Board Development Committee – Mark Mesdag, Warren Russell

Chair Mesdag reported that he and Chair Elect Russell will be meeting in the next week or so to discuss additional opportunities to add board members from communities outside of Juneau.

### Personnel Committee – Rosemary Hagevig, Karen Crane

No activity to report

## STRATEGIC DISCUSSIONS – Review updates and progress

President Stevens presented the updated strategic plan noting the priority order of the four strategic areas of focus and calling attention to the top two Key Objectives in each Focus Area. Staff will be updating activity under each Focus Area to include in board packet every month. This past month much work was done on the AmeriCorps program and preparing for the two Days of Caring in Sitka and Ketchikan.

## NEW BUSINESS

### United Way Worldwide Annual Membership Certification

Stevens presented the United Way Worldwide annual Membership Certification materials and asked for approval from the Board so that he could submit the Certification.

**Motion: Board Member Hagevig moved to approve the annual Membership Certification to be submitted to United Way Worldwide. Past Chair Crane seconded the motion.**

**Motion to approve the Membership Certification was approved unanimously**

### Letter of Support for the Best Starts Initiative

Board Member Lyon reported on the activity of the group working on the Best Starts Initiative. She pointed out the draft letter in the board packet and asked for board approval for the letter of support. While board members expressed support for the concept there was concern about asking for the initiative to be funded through the ½ of 1 percent of sales tax that would be on the ballot this coming October. Traditionally the 1% sales tax initiative has supported construction projects and with the small capital budget from the State of Alaska they did not want to take work away from local contractors. Board members asked staff to refine the letter indicating support for the concept but not support for the ½ of one percent sales tax as the source of funding.

### Community Impact Grant funding support for the Universal Breakfast in the elementary schools

President Stevens reported on the success of the Universal Breakfast program and noted that the Juneau Community Foundation would like to award a second year grant. They were asking for United Way to commit to another \$5,000 to support the program.

# United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 18, 2017  
5:15-7:00 PM

United Human Services Conference Room 3225 Hospital Drive, Suite 106, Juneau, AK

**Motion:** Board Member Hagevig moved to approve the expenditure of \$5,000 for the Community Impact Grant funding of the Universal Breakfast Program at the elementary schools. Board Member Stell seconded the motion.

Motion to approve the Community Impact Grant funding in the amount of \$5,000 was approved unanimously

## CHAIR'S REPORT – Chair Mesdag

Chair Mesdag noted that he had nothing further to report at this time. He thanked board members for staying later to accomplish the work.

## RESOURCE DEVELOPMENT DIRECTOR REPORT – Sara Truitt

Resource Development Director Truitt reported that United Way of Southeast was notified that we are a successful applicant to administer the AmeriCorps program. We were approved for funding for 12 positions at 8 sites across Juneau. Ms. Truitt noted that it would be important for all 12 positions to be filled in order for the grant to remain viable. To that end, all 8 sites report being committed to the process. Ms. Truitt was now focused on working with Serve Alaska and Faith Lee at Sitka AmeriCorps to ensure proper timeline was followed with regard to positing positions and recruiting members. Ms. Truitt reported she has prepared a job description for the AmeriCorps Program Manager position.

Ms. Truitt noted that this would be her last board meeting as she has accepted a position with the Alaska Seafood Marketing Institute. She starts with ASMI on June 1.

## PRESIDENT'S REPORT

Stevens pointed out his activity report for the past month. Of note was his work with the Juneau Community Foundation in bringing the Feeding Juneau's Future and the Foodbank together to share space. He was working on ideas for staffing with the departure of the Resource Development Director and searching for a Program Manager to administer the AmeriCorps program. He has spent an inordinate amount of time updating our Dun and Bradstreet information to get certified as a federal contractor via the SAM's program, The Reading Tutor program is drawing to a close for the year. Three luncheons were held in celebration of the tutors, students, and staff at the three elementary schools. Reading Tutor Coordinator Sharon Cannon will be working on the year-end report to deliver to Coeur.

## BOARD MEMBER COMMENTS

Board members thanked Ms. Truitt for 2 and one half years of service to United Way of Southeast Alaska and wished her well in her new position.

## ADJOURNMENT

Chair Mesdag adjourned the meeting at 7:00 PM

## PRESS RELEASE

June 8<sup>th</sup>, 2017  
United Way of Southeast Alaska  
3225 Hospital Drive Suite 106  
Juneau, AK 99801  
[www.unitedwayseak.org](http://www.unitedwayseak.org)

**CONTACT:**  
**Jacob Cocks**  
**907-463-5530**  
[compass@unitedwayseak.org](mailto:compass@unitedwayseak.org)

### **United Way of Southeast Alaska 2017 Sitka Day of Caring**

In keeping with the spirit of Volunteerism in our community United Way of Southeast Alaska held its second annual Sitka Day of Caring on Wednesday, June 7<sup>th</sup>. Local nonprofit agencies are matched up with local businesses whose employee teams perform an assortment of duties including landscaping, power washing, painting assembling equipment, moving furniture and shredding.

Each business/employer donated up to four hours of their employee's time to complete these projects. The employee team members receive a "LIVE UNITED" t-shirt and a complimentary breakfast at Pacific High School before starting their projects at their respective work sites.

We were thrilled to have employees from Wells Fargo, GCI, First National Bank Alaska, as well as United Way of Southeast Alaska Chair Elect Warren Russel and our AmeriCorps Member Jacob Cocks participating in this special event. These employee teams completed projects at Southeast Alaska Independent Living, Sitkans Against Family Violence and the Swan Lake Senior Center.

We are truly grateful for all those who participated and we are eager to continue to grow this event each year and further benefit the community of Sitka. We also hope to expand Day of Caring throughout Southeast Alaska, starting this year with our first Ketchikan Day of Caring on Tuesday, June 13<sup>th</sup>.

Again, thank you to all of the businesses and employees that donated their time, as well as the nonprofits who opened their doors to us and our volunteers.

June 2017

8

Thursday

# Daily Sitka Sentinel



LAWN CARING – As part of United Way of Southeast's annual Sitka Day of Caring, Heather Riggs mows the lawn in front of the Sitka SAFV Shelter Wednesday. She and other local volunteers – from Wells Fargo, GCI, First National Bank Alaska and United Way – also put together wheelchairs at Sitka's Southeast Alaska Independent Living and did office work at Swan Lake Senior Center. (Sentinel Photo by James Poulson)



**United Way of Southeast Alaska**

3225 Hospital Drive, Suite 106  
Juneau, Alaska 99801  
tel 907.463.5530

[unitedwayseak.org](http://unitedwayseak.org)

---



**MINUTES** of the Finance Committee Meeting

Date of meeting: May 15, 2017 Time: Noon

Place: Elgee, Rehfeld, Mertz conference room

Members Present (first & last name): Mark Mesdag, Chris Pace, Karmen Bowman

Members absent (excused):

Other persons present: Wayne Stevens

Chairperson: Karmen Bowman

**ITEMS DISCUSSED:** April Finance statements, Community Impact grant to school breakfast program w/Juneau Community Foundation, and establish regular meeting date and time for committee

**DECISIONS MADE:** Approve April Finance statements as presented. Approve expenditure of \$5,000 of Community Impact grant funds for second year of Universal Breakfast program with Juneau Community Foundation. Set the Friday before the Third Thursday at Noon as the regular meeting time for the Finance Committee.

**RECOMMENDATIONS TO BOARD FOR APPROVAL:** Approve April Finance statements as presented. Approve expenditure of \$5,000 for second year of Universal Breakfast program with Juneau Community Foundation.

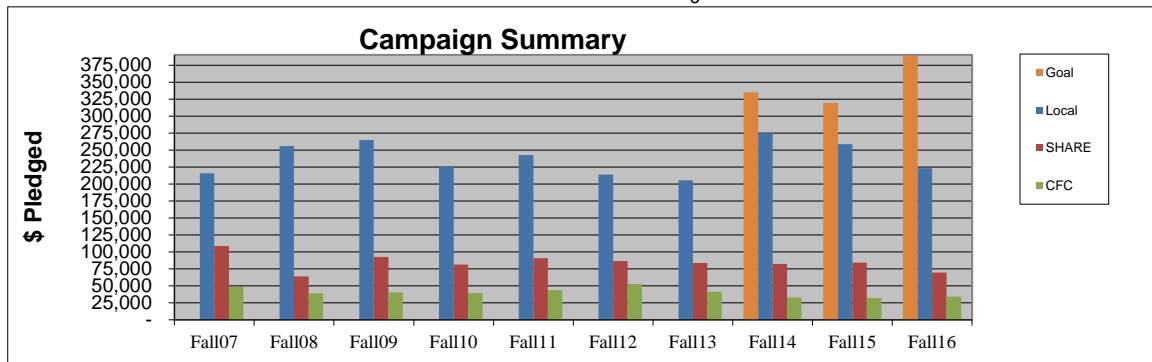
Adjourned at: 12:50 pm

**United Way of Southeast Alaska  
Financial Summary  
May 31, 2017**

	Year to Date Actuals	Prior YTD Actuals	Year to Date Budget	Variance
<b>Revenues</b>				
<b>Fall 16 Campaigns</b>				
Private Cpgn to UW	189,946	223,932	228,321	(38,375)
Community Impact Revenue	25,978	32,909	40,000	(14,022)
Designations from Other United Way	7,392	-	-	7,392
SHARE to UW	69,773	84,391	85,000	(15,227)
CFC to UW	34,229	32,048	33,000	1,229
<b>Total Gross Campaign Revenue</b>	<b>327,318</b>	<b>373,280</b>	<b>386,321</b>	<b>(59,003)</b>
Less Designations Expense	(173,836)	(181,763)	(179,761)	5,925
Uncollectible Pledge Expense	-	(8,927)	-	-
<b>Net Campaign Revenue</b>	<b>153,482</b>	<b>182,590</b>	<b>206,560</b>	<b>(53,078)</b>
15% From private cpgn	7,801	8,636	8,519	(718)
<b>Subtotal Campaign</b>	<b>161,283</b>	<b>191,226</b>	<b>215,079</b>	<b>(53,796)</b>
<b>Non-Campaign Income</b>	<b>56,686</b>	<b>47,587</b>	<b>38,456</b>	<b>18,230</b>
<b>Total Revenues</b>	<b>217,969</b>	<b>238,813</b>	<b>253,535</b>	<b>(35,566)</b>
<b>Expenses</b>				
<b>Human Resources</b>	105,262	112,312	110,620	5,358
<b>Travel &amp; Training</b>	3,148	5,489	5,837	2,689
<b>Community Impact</b>	-	5,000	-	-
<b>Other Expenses</b>	77,605	91,841	73,637	(3,969)
<b>Total Expenses</b>	<b>186,015</b>	<b>214,641</b>	<b>190,094</b>	<b>4,079</b>
<b>Net Income (Loss)</b>	<b>31,954</b>	<b>24,171</b>	<b>63,441</b>	<b>(31,487)</b>

**Liquidity (Current Ratio)**

Assets, Liabilities & Equity	Current Year	Prior YTD	Liquidity (Current Ratio)	
			Current FY	Prior FY
<b>Assets</b>				
Cash	76,584	136,644		1.52
Accounts Receivable	166,791	198,557		1.52
Other	642	1,745		1.80
<b>Total Assets</b>	<b>244,017</b>	<b>336,946</b>		1.80
<b>Liabilities &amp; Equity</b>				
Agency Designations Payable	142,177	167,121		1.60
Other	10,616	17,205	1.60	1.83
Equity	91,225	152,620	1.48	1.87
<b>Total Liabilities &amp; Equity</b>	<b>244,017</b>	<b>336,946</b>	1.90	2.58
			February	2.04
			January	2.07
			December	1.71
			November	1.67
			October	1.63
			September	1.55



**Campaign Collections**

	Private	SHARE	CFC	TOTAL
<b>Fall 15</b>				
<b>Total Campaign Pledges</b>	<b>252,474</b>	<b>84,391</b>	<b>32,048</b>	<b>368,913</b>
Designated to UW	176,133	18,445	499	195,076
Designated to Agencies	76,341	65,946	31,550	173,836
Total Collections to date	241,822	79,169	27,632	348,623
% Collected	96%	94%	86%	95%
<b>Fall 16</b>				
<b>Total Campaign Pledges</b>	<b>223,316</b>	<b>69,773</b>	<b>34,229</b>	<b>327,318</b>
Designated to UW	146,975	3,827	2,680	153,482
Designated to Agencies	(76,341)	(65,946)	(31,550)	(173,836)
Total Collections to date	124,503	13,677	2,916	141,095
% Collected	63%	10%	9%	43%

United Way of Southeast Alaska  
Posted General Ledger Transactions

Effective Document Date Number	ID	Fund Source	GL Code	Activity Code	Sub Activity	Debit	Credit	Transaction Description	Name
4/21/2017 001		100	4160	100	206		200.00	1338 1339	
4/28/2017 001		100	4160	100	206		200.00	1340 1348	
4/30/2017 001		100	4160	100	206		1,900.00	1349	
5/5/2017 001		100	4160	100	206		100.00	1354	
5/31/2017 001		100	4160	100	206		6,600.00	1365	
						<b>Income</b>	<b>9,000.00</b>		
9/30/2016 100716-3	UWSE-06	100	5001	200	206	35.56		Employee: UWSE-06; Pay Date: 10/7/2016	Sara J. Truitt
12/6/2016 120716-2	UWSE-06	100	5001	200	206	43.55		Employee: UWSE-06; Pay Date: 12/7/2016	Sara J. Truitt
4/19/2017 042117-2	UWSE-06	100	5001	200	206	185.83		Employee: UWSE-06; Pay Date: 4/22/2017	Sara J. Truitt
4/30/2017 050217-2	UWSE-06	100	5001	200	206	278.40		Employee: UWSE-06; Pay Date: 5/7/2017	Sara J. Truitt
5/16/2017 052217-1	UWSE-01	100	5001	200	206	230.61		Employee: UWSE-01; Pay Date: 5/22/2017	Wayne A. Stevens
5/16/2017 052217-2	UWSE-06	100	5001	200	206	367.49		Employee: UWSE-06; Pay Date: 5/22/2017	Sara J. Truitt
9/30/2016 100716-3	UWSE-06	100	5002	200	206	3.06		Employee: UWSE-06; Pay Date: 10/7/2016	Sara J. Truitt
12/6/2016 120716-2	UWSE-06	100	5002	200	206	3.53		Employee: UWSE-06; Pay Date: 12/7/2016	Sara J. Truitt
4/19/2017 042117-2	UWSE-06	100	5002	200	206	16.06		Employee: UWSE-06; Pay Date: 4/22/2017	Sara J. Truitt
4/30/2017 050217-2	UWSE-06	100	5002	200	206	24.08		Employee: UWSE-06; Pay Date: 5/7/2017	Sara J. Truitt
5/16/2017 052217-1	UWSE-01	100	5002	200	206	19.95		Employee: UWSE-01; Pay Date: 5/22/2017	Wayne A. Stevens
5/16/2017 052217-2	UWSE-06	100	5002	200	206	31.78		Employee: UWSE-06; Pay Date: 5/22/2017	Sara J. Truitt
9/30/2016 100716-3	UWSE-06	100	5003	200	206	0.22		Employee: UWSE-06; Pay Date: 10/7/2016	Sara J. Truitt
12/6/2016 120716-2	UWSE-06	100	5003	200	206	0.22		Employee: UWSE-06; Pay Date: 12/7/2016	Sara J. Truitt
4/19/2017 042117-2	UWSE-06	100	5003	200	206	0.88		Employee: UWSE-06; Pay Date: 4/22/2017	Sara J. Truitt
4/30/2017 050217-2	UWSE-06	100	5003	200	206	1.75		Employee: UWSE-06; Pay Date: 5/7/2017	Sara J. Truitt
5/16/2017 052217-1	UWSE-01	100	5003	200	206	2.14		Employee: UWSE-01; Pay Date: 5/22/2017	Wayne A. Stevens
5/16/2017 052217-2	UWSE-06	100	5003	200	206	2.29		Employee: UWSE-06; Pay Date: 5/22/2017	Sara J. Truitt
5/10/2017 11428	CopyExpress	300	5115	302	206	90.00		Copies @100	Copy Works
4/17/2017 041717	Troll Raymond	100	5160	200	206	346.20		Raymond Troll Traveler	Raymond Troll
5/3/2017 050317-1	CocksJacob	100	5160	200	206	4.00		Parking	Jacob Cocks
10/31/2016 103116 WS	StevensWayne	100	5180	200	206	26.56		Reimburse-Meeting luncheon expenses	Wayne Stevens
4/30/2017 17041226	AlaskaBroadcastCommu	100	5210	200	206	1,080.00		Advertising Pick Click Give	Alaska Broadcast C
4/30/2017 10006704391	MorrisPublishingGrou	100	5211	200	206	313.92		Cruise for a cause advertising	Morris Publishing G
5/3/2017 050317	Lennie Gorsuch	100	5225	200	206	300.00		Trip Gratuity	Lennie Gorsuch
						<b>Expenses</b>	<b>3,408.08</b>		
						<b>Net</b>	<b>5,591.92</b>		

# United Way of Southeast Alaska

## OUR STRATEGIC ANCHORS

**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 IMPERATIVES

## 2017 STRATEGIC AREAS OF FOCUS

Fundraising	Southeast Alaska Awareness and Outreach	Diverse, Strong, Informed Board	Strengthen partner agencies capacity
<p>Conduct a pilot efforts that includes:</p> <ul style="list-style-type: none"> <li>Loaned Executive program</li> <li>Workplace Campaigns</li> <li>Based on identified needs</li> </ul> <p>Build region-wide campaign on what is accomplished by UWSEAK funding and on identified needs</p> <p>Provide Board training on how to make the ask</p>	<p>Develop a year-long SE specific campaign based on local benefits that incorporates partner organization stories of impact</p> <p>Host Day of Caring activity in Juneau, Sitka and Ketchikan</p>	<p>Solicit one board member from outside the Juneau area</p> <p>Meet with community leaders to discuss needs</p> <p>Investigate video conferencing options for board meetings</p>	<p>Host AmeriCorps program to support nonprofits</p> <p>Identify and implement "connector" opportunities</p> <p>Host Day of Caring activity in Juneau, Sitka and Ketchikan to address partner organization needs.</p>

## 2017 KEY INITIATIVES

				METRICS	METRICS	METRICS	METRICS
Fund Development training for board and staff	Day of Caring planning for Sitka and Ketchikan		Working with partner agencies in Ketchikan and Sitka for Day of Caring in June	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned
Fund Raising idea at 6/15 board meeting	Events held 6/7 Sitka, 6/13 KTN			<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Planned

## Committee Structure 2017

- **Executive Committee** – Mark Mesdag, Chair; Karen Crane, Past Chair;  
Warren Russell, Chair Elect; Karmen Bowman, Treasurer; Jennifer Treadway, Secretary
- **Finance Committee** – Karmen Bowman, Treasurer; Chris Pace, Mark Mesdag
- **Campaign Committee** – Mark Mesdag, Kendri Cesar
- **Events Committee** – Brittany Pace, Jennifer Treadway, Rosemary Hagevig, Karmen Bowman

### Governance Committee

- **Board Development Committee** – Mark Mesdag, Warren Russell
  - **Personnel Committee** – Rosemary Hagevig, Karen Crane
- 
- **Financial Stability Committee** – Millie Ryan, Mark Mesdag, Chris Pace
  - **Education Committee** – Robbie Stell, Kendri Cesar, Joy Lyon
  - **Health Committee** – Warren Russell, Kendri Cesar, Fred Parady

## **Presidents Report for June 15, 2017**

### **Meetings**

5/19 – Sharon Lowe Feeding Juneau’s Future storage, Lunch w/Sheryl Weinberg, Teleconf Elizabeth Schultz SHARE Campaign planning, Best Starts conversation  
5/22 – Lunch w/Jeffra Clough Eaglecrest AmeriCorps, Joann Flora REACH fund raising ideas  
5/23 – Rotary meeting, R.O.C.K Juneau conversation  
5/24 – NCN UHS space interview  
5/25 – Tim McLeod & Connie Hulbert AELP campaign, John Coleman, Juneau Airport Reading on the Fly, Bill Peters, job description discussions  
5/26 - Lunch w/Mark Mesdag & Warren Russell, Best Starts conversation  
5/30 – Rotary meeting  
5/31 – Juneau After School Coalition @ Mendenhall library, Mt. Side neighborhood gathering  
6/1 – Lunch w/Lennie Gorsuch Allen Marine  
6/5 – Lunch w/Emily Miller Juneau Empire Editor  
6/6 – Rotary Meeting, AmeriCorps Program Manager interview  
6/7 – Day of Caring in Sitka, Best Starts conversation @JEDC  
6/8 – Teleconf w/Margy Hughes AmeriCorps budget and grant application  
6/9 – Sharon Gaipman re marketing fall 2017 campaign, UWSEAK Finance committee meeting, tour Feeding Juneau’s Future backpack storage site w/Dennis Watson SE Alaska Foodbank  
6/11 – Participate as speaker at AFL-CIO labor rally,  
6/13 – Empire advertising staff conversation about annual report, Rotary meeting,  
6/15 – Wells Fargo advisory board emeeting, FOrkater Operations board meeting, United Way board meeting

### **Worked on following tasks –**

AmeriCorps Program Management assessment/Development  
Best Starts initiative  
R.O.C.K. Juneau, Raising Places: Building Child Centered Communities grant application  
Office Administrator job development  
AmeriCorps Program Manager interviews  
Fund Raising concept development  
Marketing planning for Campaign 2017