

**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, May 18, 2017**

**5:15-7:00 PM**

**United Way of Southeast Alaska 3225 Hospital Drive, Suite 201**

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

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

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

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

April 20, 2017 Board meeting minutes

**IV: PRESENTATIONS – “Know your Role: you are a supporter of the Mission, a spokesperson for the Mission, an advocate to advance the Mission.”**

- Samantha Dye, Dye Consulting - Sara Truitt, Resource Development Director

**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 - Orca Point Dinner Cruise May 3, 2017 – 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 –**

United Way Worldwide Annual Membership Certification

Letter of Support for Best Starts Initiative

Community Impact grant continuing support for universal breakfast in elementary schools

**IX: CHAIR REPORT – Mark Mesdag**

**X: RESOURCE DEVELOPMENT DIRECTOR REPORT – Sara Truitt**

**XI: PRESIDENTS REPORT – Wayne Stevens**

**XII: BOARD MEMBER COMMENTS**

**XIII: ADJOURNMENT**

**Next Meeting June 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"

<b>2017 Board Member Attendance</b>																<b>%</b>		
<b>Board Term Ends</b>	<b>First Name</b>	<b>Last Name</b>	<b>1/21</b>	<b>2/4</b>	<b>2/16</b>	<b>3/23</b>	<b>4/20</b>	<b>5/18</b>	<b>6/15</b>	<b>7/20</b>	<b>8/17</b>	<b>9/21</b>	<b>10/19</b>	<b>11/16</b>	<b>12/21</b>	<b>Attend</b>	<b>X's</b>	<b>Total</b>
Jan - 2020	Karmen	Bowman	E	X	X	E	X									60%	3	5
	Karen	Crane	E	X	X	X	E									60%	3	5
Jan - 2020	Kendri	Cesar	X	X	E	X	X									80%	4	5
Jan - 2019	Ann	Gifford	X	X	E	X										75%	3	4
																#DIV/0!	0	0
Jan - 2018	Rosemary	Hagevig	E	E	X	X	X									60%	3	5
	Jennifer	Treadway				X	X									100%	2	2
Jan - 2018	Joy	Lyon	X	X	E	X	E									60%	3	5
Jan - 2019	Mark	Mesdag	X	X	X	X	X									100%	5	5
Jan - 2020	Brittany	Pace	X	X	X	X	X									100%	5	5
Jan - 2020	Chris	Pace	X	X	X	E	X									80%	4	5
Jan - 2020	Fred	Parady	X	X	E	X	X									80%	4	5
Jan - 2018	Praveen	Mekala	E	X	X	X	X									80%	4	5
Jan - 2018	Warren	Russell	X	X	X	X	X									100%	5	5
Jan - 2019	Millie	Ryan	X	X	X	E	X									80%	4	5
Jan - 2019	Robbie	Stell	X	X	X	X	X									100%	5	5
Total Board			14	14	14	15	14	14	14	14	14	14	14	14	14	0.802817	57	71
Attendance			10	13	10	12	12	-	-	-	-	-	-	-	-			
Average Percentage attending			<b>71%</b>	<b>93%</b>	<b>71%</b>	<b>80%</b>	<b>86%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>80%</b>		
	X = Attended																	
	T = Teleconferenced in																	
	E= Excused																	
	A=Absent																	

## United Way of Southeast Alaska Board of Directors Meeting

Thursday, April 20, 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	E	Joy Lyon		<b>Staff</b>
E	Karen Crane – Past Chair	X	Brittany Pace	X	Wayne Stevens
T	Warren Russell – Chair Elect	X	Chris Pace	X	Sara Truitt
X	Jennifer Treadway	X	Praveen Mekala		
X	Karmen Bowman	X	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 twelve members present or on the telephone.

### APPROVAL OF AGENDA

**Motion: Board Member Hagevig 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.**

### APPROVAL OF MINUTES

**Motion: Board Member Hagevig moved to approve the minutes of the March 23, 2017 Board of Directors meeting. Board Member Stell seconded the motion.**

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

### PRESENTATIONS

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

Chair Mesdag welcomed Ms. Dye and asked Board members to introduce themselves.

Ms. Dye built on her last month’s discussion by asking board members to read their statements answering the questions related to the topic “Your Fund Development TEAM - the roles you play”

1. What draws you to the mission of United Way?
2. Why are you on this board?
3. If you could observe yourself in a United Way fund development conversation, what 2-3 things would you want to hear yourself say?

Board members read their statements. A copy of the dialogue and answers is attached to these minutes.

# United Way of Southeast Alaska Board of Directors Meeting

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

Ms. Dye asked board members to reach out to friends and acquaintances to ask them what inspires them to give or why they give to the organizations they support. She asked that they report back at the next meeting on the response they get.

## COMMITTEE REPORTS

### Resource Development

#### Finance Committee – Karmen Bowman

Treasurer Bowman reported that there had not been a meeting of the finance committee as the March finance report from Anchorage had not yet been received. The committee would have a report for the May meeting.

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

Resource Development Director Truitt noted that we have finished making presentations to Coeur Alaska employees. Chair Mesdag had asked Ms. Truitt to print out a campaign report from the ANDAR system to get an idea on how the campaign was progressing for the campaign year. Chair Mesdag will connect with last year's campaign co-chair Peggy Cowan to gauge her interest in serving in that role again for the coming year.

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

Board member Pace encouraged all to book their tickets to the dinner cruise with Allen Marine to Orca Point Lodge. She reported on the discussion about the silent auction. Ticket sales are picking up over the last few days. Board member Bowman has volunteered to be the MC for the evening's festivities.

RDD Truitt noted that ticket sales for the Cruise were at approximately 29. The Waterfall and Zulu Nyala auction items could be utilized at a future date as this year's Cruise would not feature an auction. Ms. Truitt noted that upon wrap of the Cruise event, the topic could be explored more thoroughly.

### 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 Materials from prioritization poll

President Stevens presented the draft strategic plan in a one page format showing the priority order of the four strategic areas of focus as follows:

Fundraising  
Diverse, Strong, Informed Board

Southeast Alaska Awareness and Outreach  
Strengthen Partner Agency Capacity

# United Way of Southeast Alaska Board of Directors Meeting

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

Stevens noted 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.

## NEW BUSINESS

### Election of Board Secretary – Jennifer Treadway

Chair Mesdag noted that he and Chair Elect Russell had asked Ms. Treadway to serve as the Board Secretary. She has agreed to serve on the board in that capacity.

**Motion: Board Member Parady moved to elect Board Member Treadway to serve as the secretary to the Board. Motion seconded by Board Member Stell.**

**With no objections Ms. Treadway was elected as Secretary to the Board.**

### Resolution 2017-2 Add an additional check signer to the organizations bank accounts

Stevens presented Resolution 2017 -002, a resolution of United Way of Southeast Alaska authorizing the addition of Secretary Treadway as a signer on the bank accounts at Wells Fargo Bank and Alaska USA Federal Credit Union.

**Motion: Board Member Hagevig moved to approve Resolution 2017-002 authorizing Secretary Treadway to be added as a signer on the organization's bank accounts. Board Member Parady seconded the motion.**

**Motion to approve Resolution as presented was approved unanimously**

### 990 Tax Return presentation and review

Chair Mesdag reported that he and his staff had reviewed the organizations 990 tax return. They found everything to be in order. If any board members had questions about the tax filing to let him know.

### United Way Branding – Mission Statement Revision

President Stevens outlined the movement of United Way Worldwide (UWW) to work towards a unified branding. With that endeavor in mind he presented the UWW Mission Statement for the boards' consideration with a recommendation that the Board adopt it as the organizations mission statement. He referenced the presentation materials he had shared with the board at the December meeting. The purpose was to impart to all 1800 plus United Way organizations in the network that they need to be sharing the same brand credo, One Network. One Brand, One Voice. "United Way fights for the health, education, and financial stability of every person in every community. "

Discussion ensued with concerns raised about utilization of the word fights as well as concerns about not mentioning our partner agency relations. After concerns were raised, the board decided to set the item aside for further work.

**Motion: Board Member Parady moved to table the discussion on the mission statement until the May meeting. Board Member Brittany Pace seconded the motion.**

**Motion to table the discussion on the mission statement approved unanimously**

# United Way of Southeast Alaska Board of Directors Meeting

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5:15-7:00 PM

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

## United Way Worldwide Annual Meeting Proxy vote

President Stevens pointed out the materials from United Way Worldwide in the packet and asked the Board to approve his action to authorize Patricia J. Turner, Esq., Secretary of United Way Worldwide to cast our proxy as indicated at the United Way Worldwide annual meeting on May 10, 2017.

Items on the agenda for action include the following.

1. Call to the 2017 Annual Meeting by Chairman John Lechleiter
2. Proxy Statement
3. Nominees to United Way Worldwide's Board of Trustees
4. Nominees to the U.S.A. National Board of Trustees
5. Minutes from the 2016 Annual Meeting
6. Voting Proxy for USA Members
7. Voting Proxy for Non-USA Members and Partners
8. Additional Nominee - Hu Shuli, added April 11, 2017

**Motion:** Board Member Hagevig moved to direct President Stevens to authorize our proxy vote for the United Way Worldwide annual meeting to Ms. Turner. Board Member Treadway seconded.

**Motion approved unanimously.**

## AmeriCorps program –

Resource Development Director Truitt updated the Board on the grant application process. RDD Truitt reiterated the application process for AmeriCorps was submitted, requesting 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 been working on a job description for the AmeriCorps Program Manager position. RDD Truitt explained that positions like that were what she was looking for, explaining that the grant application utilized data from recent Alaska ACES studies to inform the evidence portion. Ms. Truitt noted that AEYC and REACH – also agencies represented on the board – were seeking members. RDD Truitt explained that we should have a funding decision by May 17<sup>th</sup> at the latest.

## 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

Nothing further to report.

## PRESIDENT'S REPORT

President Stevens reported that he was working on a grant with the R.O.C.K Juneau team from the Robert Wood Johnson Foundation to support the work of the collective impact effort. The Raising Places: Building Child Centered Communities grant if awarded would bring a team of facilitators

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

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to the community to work with the R.O.C.K Juneau members. Raising Places catalyzes local momentum for cross-sector collaboration, engaging diverse partners to build healthier communities where all children and their families can thrive. Through Raising Places, Greater Good Studio will offer a catalytic process—bringing together diverse stakeholders in communities primed to move from ideas to action and to create long-term, sustainable change. Through this process, communities will explore both symptoms and root causes of local challenges, identify leverage points, and create tangible solutions that address these challenges at different levels and types of impact. The specific outcomes of our work together will vary in each community, based on the local interpretation of “healthy, child-centered community” and the challenges they want to prioritize, all of which dovetails nicely with the work of the R.O.C.K Juneau group.

Stevens pointed out his activity report and noted that he had participated in the JCF review of the Hope Fund and CBG block grant applications. The Foundation has awarded \$1.833 million in grants to local organizations. He reported that the presentations for Coeur Alaska employees are completed with what appears to again be strong support from the employee group.

### **BOARD MEMBER COMMENTS**

### **ADJOURNMENT**

Chair Mesdag adjourned the meeting at 7:00 PM



We help you reach your full potential

United Way of Southeast Alaska  
April 20, 2017 - Board Meeting

6 Keys to Fund Development: *building relationships & having intentional conversations*

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#1 Know your MISSION by heart (and expect others to as well)

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**#2 Know what connects you to the MISSION of the organization**

**Your 'mission' 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.

**Group Dialogue:**      What does our 'team' look like?  
                                 How do our connections to United Way relate to fund development?

**Giving isn't a business transaction, it's a human connection.**

**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 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.).

\*\*preparation for next meeting: connect with others & gather some information by having a conversation with 5-10 of your favorite people - do not ask for money!\*\*

Your Conversation Script:

*Tell me about yourself....*

*What motivates you to give money to charity, regardless of which one you choose?*

*What do you hope to achieve/avoid with your giving?*

*How do you know when you've selected the right charity to support?*

**"Having ideas is a beautiful thing! But to make them matter, you have to know how to listen to others — so you can speak their language. And then they'll be able to listen to you." - gapingvoid**

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#3 Know your role: you are a supporter of the MISSION, a spokesperson for the MISSION, and an advocate to advance the MISSION

#4 Connect others to the MISSION of the organization

#5 Invite others into the MISSION of the organization

#6 Share how his/her support helps further the MISSION of the organization

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#### Building your Fund Development ToolKit:

1. Your organization's mission & vision statement
2. Your 'mission' statement as a board member
3. Your favorite people - research on why people give to charity

United Way of Southeast Alaska  
April 20, 2017 - Board Meeting

### **Your Fund Development TEAM - the roles you play**

1. What draws you to the mission of United Way?
  2. Why are you on this board?
  3. If you could observe yourself in a United Way fund development conversation, what 2-3 things would you want to hear yourself say?
- 

**Brittany Pace:** *I am on the United Way board because United Way partners with 29 major agencies in our community. United Way works with those agencies to implement a long-term solution to our communities social problems in addition to meeting our local economic needs. United Way promotes education, health, financial stability and independence for everyone in every community which aligns with my personal passion. I am proud to partner with United Way and I encourage you to do the same.*

**Chris Pace:** *I am on the United Way board because I believe and know that we are here to achieve the full human potential in health, education & income stability of those in our community because we collaborate with 29 organizations. I support United Way because I believe in its vision and I encourage you to do the same.*

**Fred Parady:** *I am on the board of United Way for the chance to work together with others to impact our community. United Way is a framework that builds our community into a community we want to live in.*

**Jennifer Treadway:** *I am on the board of United Way because I actively want to improve the health, education & income stability of our community. United Way is a way to best identify and effectively address the needs in our community.*

**Joy Lyon:** *I am on the board of United Way because I value working together and pulling together many diverse efforts to have a bigger impact on strengthening and inspiring the health, education & income stability of all individuals.*

**Karen Crane:** *I am on the board of United Way because United Way helps build a stronger community - a healthier, more caring community - by working together.*

**Karmen Bowman:** *I am on the board of United Way to bring and use my skills and abilities to support my fellow board members as we serve the community in Juneau and Southeast Alaska.*

**Kendri Cesar:** *United Way is an important unifier of many organizations which are allies of the Native community, and so I am on the board because it gives me the opportunity to give back to the kinds of causes that contributed to my own growth and success, I also think its important for my generation to take greater ownership of the community efforts that will most directly impact our children.*

**Mark Mesdag:** *I am on the United Way board because of the collaborative nature of United Way in how we support our agencies to strengthen their mission and to be more effective in doing so by providing them with knowledge of the needs of the community.*

**Millie Ryan:** *I am on the United Way board to help partner agencies become stronger and to better meet the needs of all local residents.*

**Praveen Mekala:** *I am on the United Way board because I really connect with the idea of helping people become a better version of themselves and/or build productive habits that allow folks to invest in themselves over the long term.*

**Robbie Stell:** *I am on the board of United Way because United Way touches on education, health & income stability. I have a special interest in education - I can make contributions in this area based on my past experience & I can connect others in the education world to the mission of United Way.*

**Rosemary Hagevig:** *I am on the United Way board because people in our region are away from extended family and when crises happen we are all in this together and taking care of each other. United Way is the way we can care for our community.*

**Warren Russell:** *I am part of the United Way board because I believe in service above self for an organization that provides support to many worthwhile non-profits in our community. Working Rainforest Recovery Center and volunteering for Capital City Fire/EMS I saw first-hand homelessness, hunger and families in crisis. The United Way helps to address these issues thru a focus on health, education and income stability with the goal of improving the quality of life for our families, friends and neighbors.*

**United Way of Southeast Alaska**

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

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

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**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.

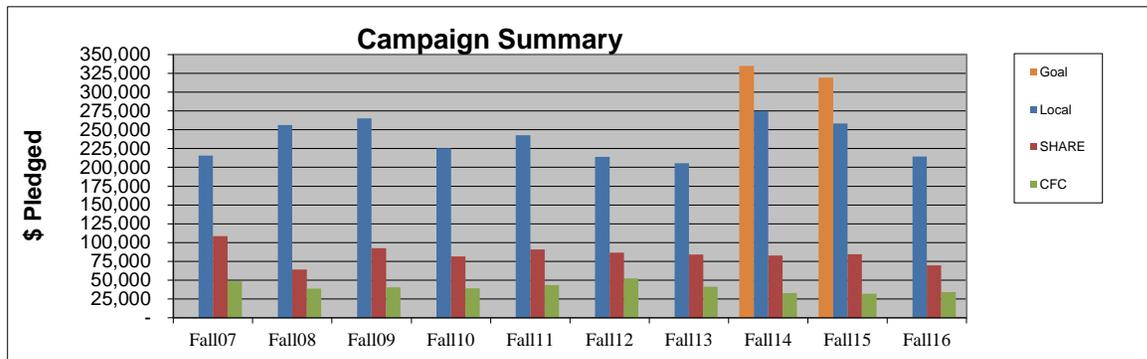
Adjourned at: 12:50 pm

**United Way of Southeast Alaska  
Financial Summary  
April 30, 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	188,275	206,917	-	188,275
Community Impact Revenue	25,888	30,509	-	25,888
Designations from Other United Way	-	-	-	-
SHARE to UW	69,773	84,391	-	69,773
CFC to UW	34,229	32,048	-	34,229
<b>Total Gross Campaign Revenue</b>	<b>318,164</b>	<b>353,864</b>	<b>-</b>	<b>318,164</b>
Less Designations Expense	(174,823)	(181,763)	-	(174,823)
Uncollectible Pledge Expense	-	(8,927)	-	-
<b>Net Campaign Revenue</b>	<b>143,341</b>	<b>163,175</b>	<b>-</b>	<b>143,341</b>
15% From private cpgn	7,949	8,636	-	7,949
<b>Subtotal Campaign</b>	<b>151,290</b>	<b>171,810</b>	<b>-</b>	<b>151,290</b>
<b>Non-Campaign Income</b>	<b>49,641</b>	<b>41,843</b>	<b>-</b>	<b>49,641</b>
<b>Total Revenues</b>	<b>200,931</b>	<b>213,653</b>	<b>-</b>	<b>200,931</b>
<b>Expenses</b>				
<b>Human Resources</b>	105,262	101,560	-	(105,262)
<b>Travel &amp; Training</b>	3,148	2,456	-	(3,148)
<b>Community Impact</b>	-	-	-	-
<b>Other Expenses</b>	77,605	78,563	-	(77,605)
<b>Total Expenses</b>	<b>186,015</b>	<b>182,579</b>	<b>-</b>	<b>(186,015)</b>
<b>Net Income (Loss)</b>	<b>14,916</b>	<b>31,075</b>	<b>-</b>	<b>14,916</b>

**Liquidity (Current Ratio)**

Assets, Liabilities & Equity	Current Year	Prior YTD	Liquidity (Current Ratio)	
			Current FY	Prior FY
<b>Assets</b>				
Cash	105,628	149,013	<b>August</b>	1.52
Accounts Receivable	170,528	193,080	<b>July</b>	1.52
Other	722	1,842	<b>June</b>	1.80
<b>Total Assets</b>	<b>276,878</b>	<b>343,936</b>	<b>May</b>	1.83
<b>Liabilities &amp; Equity</b>			<b>April</b>	1.48
Agency Designations Payable	168,106	167,121	<b>March</b>	1.90
Other	18,734	17,292	<b>February</b>	2.04
Equity	90,037	159,523	<b>January</b>	2.07
<b>Total Liabilities &amp; Equity</b>	<b>276,878</b>	<b>343,936</b>	<b>December</b>	1.71
			<b>November</b>	1.67
			<b>October</b>	1.63
			<b>September</b>	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	175,146	18,445	499	194,090
Designated to Agencies	77,328	65,946	31,550	174,823
Total Collections to date	241,128	79,169	27,632	347,929
% Collected	96%	94%	86%	94%
<b>Fall 16</b>				
<b>Total Campaign Pledges</b>	<b>214,163</b>	<b>69,773</b>	<b>34,229</b>	<b>318,164</b>
Designated to UW	136,835	3,827	2,680	143,341
Designated to Agencies	(77,328)	(65,946)	(31,550)	(174,823)
Total Collections to date	112,306	13,677	2,916	128,899
% Collected	59%	13%	9%	41%

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

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**MINUTES** of the Education and Financial Stability Joint Committee Meeting

Date of meeting: May 12/2017 Time: 10:00 am

Place: United Way Conference Room

Members Present (first & last name): Robbie Stell, Millie Ryan, Ann Gifford, Joy Lyon, Mark Mesdag

Members absent (excused): Kendri Cesar, Lisa Richardson

Other persons present: Sara Truitt, Wayne Stevens

Chairperson: Robbie Stell, Education Committee: Millie Ryan, Financial Stability Committee

**ITEMS DISCUSSED:** Best Starts Juneau program

**DECISIONS MADE:** Staff to draft letter for board review on Thursday May 18. Get copy of Juneau School Board resolution to include in packet

**RECOMMENDATIONS TO BOARD FOR APPROVAL:**

Adjourned at 11:10am

# 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

## 2017 KEY OBJECTIVES

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

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

Solicit one board member from outside the Juneau area

Meet with community leaders to discuss needs

Investigate video conferencing options for board meetings

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

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

## METRICS

- C Completed
- O Ongoing
- P Planned

## METRICS

- C Completed
- O Ongoing 15
- P Planned

## METRICS

- C Completed
- O Ongoing
- P Planned

## METRICS

- C Completed
- O Ongoing
- P Planned

## METRICS

- C Completed
- O Ongoing
- P Planned



## 2017 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

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?	Yes
Did your United Way file the IRS Form 990 in a timely manner (within nine months of last fiscal year end)?	Yes
Date the last IRS Form 990 submitted to IRS:	3/23/2017
Does your United Way file the 990-N? Only organizations with gross annual receipts of \$50,000 or less can submit the 990-N.	No
Have you followed the <i>UWW Implementation Standards for Membership Requirement A</i> in completing the IRS Form 990?	Yes
Was a copy of the IRS Form 990 provided to the organization’s governing body before it was filed?	Yes
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?	Yes
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.	No
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 in Part VII?	Yes
Does your United Way make the IRS Form 990 (990 E-Z or 990-N) available to the public?	Yes

### Requirement B: Legal Requirements

Does your United Way comply with all applicable legal, local, state, and federal operating and reporting requirements (e.g., nondiscrimination)?	Yes
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.	No
Does your United Way conduct anti-terrorism compliance measures?	Yes
Does your United Way comply with provisions of Sarbanes-Oxley applicable to nonprofit corporations (whistleblower protection and implementation of document retention and destruction policies)?	Yes
Does your organization promote itself as an equal opportunity employer?	Yes
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.	Yes
Is your United Way compliant with all provisions of the Fair Labor Standards Act?	Yes

**Requirement C: Governance**

<b>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?</b>	Yes
Does the board approve the annual budget?	Yes
Does the board include at least two members with financial experience?	Yes
Does the board, or board-delegated committee, review financial statements on at least a quarterly basis?	Yes
Does your United Way regularly provide training (e.g., onboarding, access to conferences, webinars, outside speakers) to governing board members?	Yes
Does your United Way produce an annual report?	Yes
Does your United Way's governing board review its bylaws and other governance documents at least once every three years?	Yes
Are meeting minutes maintained for all governing board meetings?	Yes
Does your United Way have a board-approved business expense reimbursement policy?	Yes
Does your board meet at least quarterly?	Yes
Is the external auditor engaged by and working for the board or board-appointed committee?	Yes
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
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
Did the board specifically approve the CEO's compensation?	Yes
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
Does the board proactively support, engage and drive fundraising efforts year-round to ensure adequate resources for your United Way?	Yes
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
Does your board have a process to identify and recruit well-qualified board members to ensure inclusive and sustainable United Way leadership?	Yes

**Requirement D: Diversity & Inclusion**

<b>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?</b>	Yes
Does your board review the organization's diversity statement at least once every two years?	Yes
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
<i>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 inclusion across all dimensions (race, age, gender, sexual orientation, gender identity, national origin, religion, physical or mental ability, etc.). The following two questions, while not required, highlight best practices and are opportunities to consider the value of adopting new practices or policies.</i>	
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
Has your board and senior management created and executed a strategic plan that reflects a commitment to diversity and inclusion?	Yes

**Requirement E: Trademark**

<b>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?</b>	Yes
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
Does your United Way follow United Way brand identity guidelines in all respects?	Yes
Does your United Way only solicit businesses located in your zip codes on file at United Way Worldwide (GiftLink)?	Yes
Does your United Way limit its workplace solicitations to individuals who work at facilities in your zip codes on file at UWW?	Yes
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
Has your United Way's CEO (if any) and at least one board member read the 2017 United Way Trademark License Agreement?	Yes

**Requirement F: Membership Investment**

<b>Does your United Way provide financial support to United Way Worldwide in accordance with the membership investment formula?</b>	Yes
Will 2017 membership investment be paid in quarterly installments and in full no later than December 31, 2017?	Yes

**Requirement G: Code of Ethics**

<b>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?</b>	Yes
Do all staff and board members annually verify in writing they have reviewed the code of ethics?	Yes
Does your United Way have a written conflict of interest policy?	Yes
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
Does the code of ethics or conflict of interest policy include a process for reporting and resolving conflicts of interest should they occur?	Yes
Are the board members and staff required to disclose in writing, on an annual basis, any potential conflicts of interest?	Yes
Does your board review the code of ethics at least once every three years?	Yes

**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.	Yes
Please select your United Way's annual revenue range	<p>More than \$4 million</p> <p>More than \$500,000 and less than \$4 million</p> <p>X Less than \$500,000, and financial statements were audited</p> <p>Less than \$500,000 and financial statements were reviewed</p>
<i>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.</i>	

Were most recent financial statements audited by an independent CPA?	Yes
Was the auditor's opinion unqualified/unmodified (i.e., a "clean" audit)?	Yes
Were most recent financial statements reviewed by an independent CPA (acceptable only for organizations with annual revenue of less than \$500,000)?	N/A
Have you conducted an independent internal controls assessment within last three years? Note: the first internal controls assessment is due no later than December 31, 2018	N/A
Fiscal year of most recent audit or review:	2016
Has your United Way followed the <i>UWW Implementation Standards for Membership Requirement H</i> (updated in 2015) in preparing the audited financial statements?	Yes
Does the board, executive committee or audit committee review the auditor's management letter and take appropriate actions to minimize any risks identified?	Yes
Has the board established or considered establishing an operating reserve policy?	Yes
Has the board, or board-delegated committee, approved the current provision for uncollectible pledges (estimated shrinkage)?	Yes

**Requirement I: Self-Assessment – Suspended for 2017****Requirement J: Database II**

<b>Did/will your United Way submit Database 2 to UWW by May 15, 2017, or by June 30, 2017 (if on a July-June fiscal cycle)?</b>	Yes
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**Requirement K: Income and Expense Survey – Suspended for 2017****Requirement L: Campaign Reporting**

<b>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?</b>	Yes
Are amounts reported on Database 2 provided in accordance with the NPC Total Resources Generated Policy?	Yes
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**

<b>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?</b>	Yes
Does your United Way allow donor-designated contributions? If answer is no, you may skip next three questions.	Yes
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
Has the board, or board-delegated committee, approved the currently used cost deduction rates for fundraising and management/general expenses?	Yes
Does your United Way pay designated gifts quarterly that include reports required under this standard?	Yes

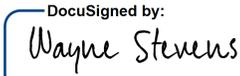
**Review by United Way Governing Board**

Did/will your United Way's governing board review this certification?	Yes
Please provide the date of the board's review of this certification:	05/18/2017

Please provide an explanation for any "no" responses to any questions on pages 1-4.

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.**

DocuSigned by:  
First Signature   
A2821DB72CB241C...

Second Signature

Name Wayne Stevens

Name

Title President/CEO

Title

Date Signed 4/24/2017

Date Signed

Phone 907-463-5530

Phone

E-mail president@unitedwayseak.org

E-mail

Mailing Address 3225 Hospital Drive, Suite 106  
Juneau AK 99801-7863

Mailing Address

May 18, 2017

The board of Directors of United Way of Southeast Alaska strongly supports the effort of the Juneau Best Starts initiative. Juneau Best Starts is an initiative supporting high quality Pre-K to improve Kindergarten readiness and student success. Initiated by business and civic leaders, Juneau Best Starts will provide the resources needed to put every Juneau child on a path toward lifelong success.

According to the Alaska Department of Education, less than half of Juneau's kids are prepared to enter Kindergarten and less than 40% of Juneau kids in grades K-12 meet the state education standards. Meanwhile, results demonstrated by Alaska School Districts receiving state funds to provide pre-school have been able to document an increase in scores for those children who attend preschool vs children who did not. Overwhelming scientific evidence tells us prevention/early intervention is the most effective and least expensive way to address critical youth issues such as poor academic performance. School districts where high quality pre-K programs have been implemented, have shown reduction in the demand for special education services, thereby saving valuable financial resources for other pressing needs. Positive effects include academic benefits, health improvements, reductions in crime and improved economic outcomes such as higher earnings and reduced need for public benefits. Longitudinal studies such as the Perry High Scopes Study demonstrate that high-quality pre-k leads to higher lifetime incomes. Noble Prize winning economist James Heckman has shown a rate of return to society on investments in pre-k and early education about 10%.

A community effort, Best Starts for Juneau's Kid's aims to improve the health and well-being of Juneau's youngest citizens by investing in strategies focused on children under 5, such as high quality child care and universal high quality pre-school. They will invest in strategies to "sustain the gain" for K-12 youth by providing school connected individual support and resources and additional out of school academic related physical and social activities to keep youth healthy and productive. Ongoing efforts will support evaluation, data collection and improving the effectiveness of services.

Implementation of the Juneau Best Starts program will be overseen by CBJ, United Way and the Juneau Community Foundation in cooperation with a steering group of business and community leaders. The strategy for this effort is not to start new programs but to strengthen and connect the energy and creativity of current private and public sector providers and programs using evidence based solutions.

The board of Directors of the United Way of Southeast Alaska supports development of high quality Pre-K programing in Juneau to improve Kindergarten readiness. We encourage our community to invest in early education so as to develop academic, social and emotions skills, sustain that gain through high school graduation, and ensure the most effective outcomes for all young children in Juneau.

Yours in economic and educational prosperity

Mark Mesdag  
Board Chair

## **Keep Young Families in Juneau and Support Youth In October**

Many Juneau people ask why many young people who grew up here decide to leave Juneau. Among key factors that impact Juneau's livability, especially for young families, is the availability, affordability, and quality of Juneau's child care and preschool.

(If you go to [www.juneaubeststarts.com](http://www.juneaubeststarts.com) you will find recordings from young families impacted by Juneau's lack of adequate child care/preschool.)

Child care/preschool, along with affordable housing, good health care, and other community services are each critical components of a "family friendly" community, and also a key component of Juneau's Economic Development Plan.

Safe, affordable, available, and high quality child care and preschool is **critical community infrastructure**. Many scientific studies of the developing brain conclude that the ages 0-5 are the most critical in healthy brain development. High quality child care and early learning is a key component in developing healthy successful students and healthy successful adults. Lack of such services, like our current situation in Juneau, can also add to parental stress and make it harder for families to succeed. (For example, Harvard University, Center on the Developing Child, <http://developingchild.harvard.edu/>)

**But why should our community do something about its child care and preschool?**

The economic model for child care and preschool simply does not work well - not in Juneau, nor anywhere else in the U.S. Basically, the amount families can afford to pay is most often not sufficient to encourage people to enter the child care and preschool industry, even though there is a high demand. For example, the industry is currently not able to pay staff a living wage that fosters stable, well trained teacher/providers even with subsidies like a reduced facility cost. (According to the Juneau Association for the Education of Young Children (AEYC) the average annual wage for a child care worker in Juneau was \$26,600 in 2015.) Therefore, without some outside help, like financial support from a community, we will NEVER be able to have enough safe, affordable, available, and high quality child care and preschool. This priority is also part of Juneau's adopted Economic Development Plan.

**But should a community local government help support child care and preschool?**

In fact, providing services that are needed by a community is the purpose of local governments. For example, communities made the decision long ago to provide a free education for every child starting at age five. Unfortunately at that time no one knew that from birth to five is the time when most critical to a child's brain and personal development, and teaching/learning is most effective.

But can Juneau **afford** to have safe, affordable, available, and high quality child care and preschool for every family and child who wants it?

YES, for about the cost of one semester of K-12 school Juneau can support five years (ages 0-5) of child care and preschool. This can be accomplished by working with the private and non-profit sectors with sliding fee scale support for families, directly supporting teacher training and stability by offering pay incentives, and helping develop high quality curriculum and activities for each provider. Each of these strategies has been tested in other communities, and these strategies have also been used successfully in Juneau on a smaller scale.

This coming October, Juneau citizens will vote on **renewing** the current 1% temporary sales tax. In the past, this part of the current 5% sales tax has been used for capital projects, like building the Valley Library or fixing existing buildings and infrastructure. 1% of the sales tax yields at least \$8.5 million per year. Using ½% of the 1% (\$4. 25 million) would **keep the sales tax at 5% (No Tax Increase) and fund safe, affordable, available, and high quality child care and preschool for every family and child who wants it.** It would also fund improved prenatal and family support and fill some holes in our declining services to K-12 age youth, such as drug and alcohol prevention and intervention. The 5 year authorization of ½% of sales tax allows voters to decide in five years if this has a good use of public funds.

Is safe, affordable, available, and high quality child care and preschool for every family and child who wants it a community priority and key capital infrastructure?

Many people say that our youth are our most important resource. It is true. A key argument for building a new library in the Valley was to serve youth. Of course, operating a library, or any other public service, has significant long term operating costs paid for by taxes. Making safe, affordable, available, and high quality child care and preschool for every family and child who wants it has the same goal and changes the lives of every child in Juneau forever. By supporting youth this way, the private and non-profit sectors will use their creativity to make the facilities available.

How would safe, affordable, available, and high quality child care and preschool for every family and child who wants it compare to other capital projects?

Harbors: Juneau does not have enough boat stalls for all of the people who own or want boats, so the community builds more boat stalls. Juneau only has about a quarter of the day care and preschool “slots” it needs to serve Juneau’s families. We need to provide more “slots” for our young families.

Water: If Juneau had toxic leaded water pipes like Flint Michigan, it would absolutely replace the water pipes. Social scientists describe the impact of adverse childhood experiences as “toxic stress” that actually prevents normal development of the brain of

a young child. But high quality child care and early learning has proven to help identify and treat “toxic stress”, and build resilience in young children to overcome it. (See <https://highscope.org/perrypreschoolstudy>)

Skiing and skating: Juneau has used public funds to build, improve, and operate a ski area, ice rink, and many other parks, trails, etc. Much of the emphasis is on providing youth with wholesome activities and making Juneau more “family friendly” and a better capital city. Providing safe, affordable, available, and high quality child care and preschool for every family and child who wants it is likely the greatest thing Juneau could do to make Juneau one of the most family friendly communities in the nation, the best capital city, and nurture a high level of successful student and adults while reducing long term incidence of crime, substance abuse, etc.

Roads: A safe well maintained system of roads is a very high priority to Juneau residents and ranks high is spending priorities. According to scientists, safe, affordable, available, and high quality child care and preschool for every family and child who wants it helps families actually build permanent positive “neural pathways” in the brain that increase the likelihood that every youth in Juneau will “get where they want to go.” (<http://developingchild.harvard.edu/>)

Citizens of Juneau have always approved helping our youth if there was a clear need and an affordable solution. A dedicated group of volunteer citizens and civic leaders working together have presented a clear plan to give Juneau’s youth the Best Start possible. Regarding steering and improving the delivery process over the next five years can be done by the CBJ Assembly and/or a group of citizens and experts they designate.

However, it will only happen if you show your support to the Assembly to allow the voters to decide this October. Please:

- Go to: [www.juneaubeststarts.com](http://www.juneaubeststarts.com) to read more, ask questions, and SIGN AN ONLINE PETITION SHOWING YOUR SUPPORT TO THE CBJ ASSEMBLY
- Talk to friends and ask them to sign the petition as well

## 7.6 RESOLUTION IN SUPPORT OF PRE-K PROGRAMS

### CITY AND BOROUGH OF JUNEAU BOARD OF EDUCATION

#### *Resolution No. 2017 - 02*

#### *A RESOLUTION SUPPORTING HIGH QUALITY PRE-K TO IMPROVE KINDERGARTEN READINESS AND STUDENT SUCCESS*

**WHEREAS**, according to the Alaska Department of Education, less than half of Juneau's kids are prepared to enter kindergarten; and

**WHEREAS**, less than 40% of Juneau kids in grades K-12 meet state education standards; and

**WHEREAS**, research shows that pre-k promotes the successful acquisition academic skills such as pre-reading and pre-math; and

**WHEREAS**, preschool has positive impact on kindergarten readiness and increased likelihood of long-term academic achievement; and

**WHEREAS**, school districts have shown reduction in the demand for special education services after high quality pre-k programs have been implemented; and

**WHEREAS**, effects include academic benefits, health improvements, reductions in crime, and improved economic outcomes such as higher earnings and reduced need for public benefits; and

**WHEREAS**, preschool students enjoyed positive academic outcomes lasting into elementary, middle, and high school and led to higher high school graduation rates and greater likelihood to graduate college,

**WHEREAS**, results demonstrated by Alaska School Districts receiving state funds to provide preschool have been able provided documentation of student progress an increase in scores for those children who attended preschool versus children who did not; and

**WHEREAS**, prevention/early intervention is the most effective and least expensive way to address critical youth issues achieving long term savings in a wide range of local social and law related service costs; and

**WHEREAS**, building a family friendly environment is a huge economic driver in communities; and

**WHEREAS**, high quality preschool programs have a more pronounced positive effect on children from low-income families; and

**WHEREAS**, longitudinal studies such as the Perry High Scopes study demonstrate that high-quality pre-k leads to higher lifetime incomes; and

**WHEREAS**, Noble Prize winning economist James Heckman has shown a rate of return to society on investments in pre-k and early education above 10%.

**NOW THEREFORE BE IT RESOLVED** that the Board of Education of the City and Borough of Juneau Supports High Quality Pre-K to Improve Kindergarten Readiness and Student Success and investing early to develop the academic and social emotional skills in young children, sustaining the gain through high school graduation, and ensuring the most effective outcomes through evaluation, oversight, and data.

**ADOPTED** in Regular Session this 9th day of May 2017.

**ATTEST:**

BOARD PACKET FOR 05/09/2017

7.6 RESOLUTION IN SUPPORT OF PRE-K PROGRAMS

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Brian Holst, President

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Andi Story, Vice President

Dear Mayor and Assembly

Re: Fixing child care/preschool and other youth infrastructure.

We represent Juneau Best Starts, a group of volunteers working to make Juneau the most youth and family friendly community Alaska, and develop Juneau's economy. The end product we feel Juneau needs to strive for, is a community that:

- Has much less crime and vandalism and fewer addiction problems resulting in a stronger community, significant long term local government savings, and higher local tax revenues.
- Has more successful K-12 students because many more students enter kindergarten "ready to learn" as defined by the State DOE, and all youth receive better support throughout their school years.
- Has more jobs resulting from expansion of the care and preschool industry (approx. 100), the increased ability of more parents to work to better support their family (250 estimated), and new or expanded businesses benefiting from a stronger workforce and employees less stressed by child care issues.
- Is a stronger Capital city, and is a family friendly community that is more inviting to young families.

Overwhelming scientific research has proven that the first 5 years is the most important learning time in a child's life and largely sets a child up for success or failure in school and adulthood. Research over 40 years has also documented high economic returns to the community in fewer social, addiction, and criminal problems, plus K-12 school savings, stronger businesses, and a more inviting family friendly community. We would be happy to share this research with you.

Unfortunately, it is generally recognized that Juneau's child care and pre-school system cannot meet the demand, and state and federal budget cuts are stressing Juneau's service net for youth. The problem is recognized in the Juneau Economic Development Plan and has been discussed by the Assembly. The reason the problem has not been resolved has been the lack of an affordable and effective plan.

A full solution for **ALL** Juneau's kids is affordable and within our grasp. By partnering with existing providers and the private sector we can change the business model for child care and preschool creating adequate high quality care and early learning that is affordable for all Juneau kids and families from ages 0-5 for about the same as the current cost of a single semester (half year) of K-12. (An average of an additional \$250 to \$350 per kid per month.)

One funding solution with a very small fiscal impact is asking voters to allow the use of half of the 1% sales tax that has traditionally been used for "capital projects" this coming October. Assuming that our youth infrastructure is in serious need of rebuilding, this critical infrastructure project is very likely will have a greater positive short term and long term impact on our community than any other.

We ask the Mayor and Assembly to consider this proposal. We would like the opportunity to present these ideas to the Assembly Committee of the Whole or Finance Committee, and answer questions. If you want to see more information now, you are welcome to go to [www.juneaubeststarts.org](http://www.juneaubeststarts.org).

Sincerely,  
Kevin Ritchie, for Juneau Best Starts (957-1599)

## **Presidents Report for May 18, 2017**

### **Meetings**

- 4/20 – Juneau Community Foundation (JCF) presentation
- 4/21 – Feeding Juneau’s Future conversation with JCF
- 4/24 – Lunch w/Dustin Grimes computer system discussion
- 4/25 – Rotary meeting
- 4/26 – Rotary Pillars of America luncheon w/staff
- 5/1 – Lunch w/Mark Mesdag & Warren Russell
- 5/2 – Becky Roth work on Raising Places grant application, Rotary meeting
- 5/3 - Becky Roth work on Raising Places grant application, Orca Point Lodge dinner and cruise
- 5/4 – Reading Tutor thank you luncheon @ Riverbend Elementary
- 5/5 – Lunch w/Charlene Bamford publicity ideas, JEDC Maritime dinner
- 5/8 – Reading Tutor thank you luncheon @ Gastineau Elementary
- 5/9 - Reading Tutor thank you luncheon @ Harborview Elementary, Rotary meeting
- 5/11 – Chamber luncheon, R.O.C.K. Juneau collective impact meeting
- 5/12 – Education & Financial Stability joint meeting to discuss Best Starts support
- 5/15 – UWSEAK Finance Committee
- 5/16 - Financial Reality Fair JDHS, Rotary meeting,
- 5/17 – Meet w/ Amy Skilbred & Dennis Watson @ Southeast Alaska Foodbank
- 5/18 – Chamber luncheon, UWSEAK Board meeting

### **Worked on following tasks –**

- AmeriCorps Program Management assessment/Development
- Strategic Planning
- Best Starts
- R.O.C.K. Juneau, Raising Places: Building Child Centered Communities grant application
- Reading Tutor thank you luncheons