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**WASHINGTON STATE COMBINED FUND DRIVE
ADVISORY COUNCIL MEETING**

February 21, 2025
10:00 AM – 12:00 PM
Via Microsoft Teams

Welcome & Introduction:

Robert Lane called the meeting to order and welcomed all in attendance.

Attendance:

Council Members Present:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Tami Collins (Tumwater School District) | <input checked="" type="checkbox"/> Karin Oceguela (Family Education & Support Services) |
| <input checked="" type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input checked="" type="checkbox"/> Nikki Huang (Denise Louie Education Center) | <input checked="" type="checkbox"/> Trudy Soucoup (Homes First) |
| <input checked="" type="checkbox"/> Hunter Jowell (Catholic Charities) | <input checked="" type="checkbox"/> Jennifer Williamson-Forster (S. Sound Reading Foundation) |
| <input checked="" type="checkbox"/> Elizabeth McLaughlin (Boys and Girls Club Benton & Franklin) | <input checked="" type="checkbox"/> Elizabeth Coverdale (La Leche League) |

Permanent Staff Members Present:

- ☐ Bonnie Jacques (Dept. of Social & Health Services)
- ☒ Jolyn Mason (University of Washington)
- ☐ Vacant (Governor's Office)

OSOS Staff Members Present:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Erin Aquino | <input checked="" type="checkbox"/> Director of External Affairs, Charlie Boisner |
| <input checked="" type="checkbox"/> Robert Lane | <input type="checkbox"/> Deputy Director of External Affairs |
| <input checked="" type="checkbox"/> Leila Anoina | <input type="checkbox"/> Secretary of State, Steve Hobbs |
| <input checked="" type="checkbox"/> Renee Lewis | <input type="checkbox"/> Assistant Secretary of State, Kevin McMahan |
| <input type="checkbox"/> Angie Cellucci | <input type="checkbox"/> Deputy Secretary of State, Randy Bolerjack |
| | <input checked="" type="checkbox"/> Chief of Staff, Amanda Doyle |

Others Present:

Minutes review:

The minutes from the November 1, 2024, meeting were reviewed and accepted.

CFD Program Updates

- Management System – modernization updates: Robert
 - Working on Hangfire jobs which means as we move things over to the on-premise server, we are also updating the way that our files run. Processing code currently runs on Sequel and we're moving it to Hangfire. We are moving the features of how we operate into a better processor. Hangfire will minimize downtime and increase stability. We've never lost data, but we've had moments where data wasn't pulling correctly and there has been times when the system was down. The biggest lift of how the processing system works was established in 2008 and we've piece mailing new features and updates to the system throughout the years.
 - We are able to have reports for new charitable organizations that register with the CFD
 - Recently have deployed a code fix with our online donation link which will enhance customer experience and reduce user error and specify is something specific needs to be addressed.
- Discussion Requirements for CFD Payments: Robert
 - Currently once an organization is signed up with the CFD, we encourage registration for a statewide vendor number and then enrolling for electronic payment. Registering for a statewide vendor number is not required with the CFD. In the last 2 quarters, Renee has had to process and research over 300 returned donation disbursements. We are currently struggling with the efficiency of following-up with these CFD charity members and their bounce back donation payments due to payments being sent to old addresses or old bank accounts. Is it realistic to require every CFD charity member to register for a statewide vendor registration and electronic ACH/EFT?
 - JOLYN: How many payments are disbursed and how many bounce back?
 - ROBERT: 4,500 organizations receive donations per quarter and about 150-200 bounce back.
 - TRUDY: what happens to the money that bounces back? Can they recoup it from the Treasurer and unclaimed property?
 - ROBERT: The donation bounces back and we do our due diligence on getting it back to the organization before it reaches the statute of limitations. After so many attempts and failure of response from the organization, the funds then get absorbed into our CFD non-specified fund account to continue to benefit the other CFD charity members.
 - TRUDY: Does the CFD send out quarterly newsletters?
 - ROBERT: We are sending out information, not quarterly, but perhaps, every four months to help organizations know that a disbursement is coming and to ensure that addresses and other necessary information is updated. The problem is that there are multiple accounts that are needing to managed, up to four, and updates need to be made with all accounts.
 - JOLYN: It might be worth it to provide information in these newsletters that they would receive their donations faster if they registered for direct deposit. If we're telling charities this is a way to get your funds quicker – that would be an impetus for that.

- ROBERT: I do like what Trudy and Jolyn are saying that instead of regulating, incentivizing that registering for a statewide vendor number and signing up for ACH direct deposit is ultimately more beneficial.
- ELIZABETH: From the non-profit side of it, if we're looking at a \$10 check for instance, where the CFD is doing research to get the check back to the organization, and then the nonprofit is also incurring cost in putting forth time and efforts to deposit the check, it would save time and money for both parties if the nonprofit has direct deposit established.
- ROBERT: We don't want to add a barrier for entry, but maybe we could use the list of newly registered CFD charities, and follow-up with them to include information for signing up for a statewide vendor number and direct deposit.
- KARIN: Instead of giving them an option, let them know what the next step is, and that the next step is registering for direct deposit and signing up for a statewide vendor number. You're not saying that a check isn't an option, but you're providing next steps for the organization to efficiently receive their donations.
- ELIZABETH: Are the majority of these returned checks smaller amounts?
- ROBERT: The majority are, but sometimes there are larger organizations with larger amounts that might have forgotten to update their address with the Office of Financial Management who manages statewide vendor number registrations.
- Agency Updates – SNOPUD and Ellensburg: Robert
 - We had two changes almost simultaneously. Snohomish Public Utility District ended their contract with us on December 31. They joined in 2017 and had an initial group that signed up and established monthly donations with the CFD which has declined over time. They have since decided to run their own charitable giving within their own organization that focuses on benefiting clients of SNOPUD.
 - Around the same time that SNOPUD informed us of their cancelation, the HR director of the city of Ellensburg had reached out inquiring about CFD enrollment and we have started working with them and established a data sharing agreement. One of things we're requiring for new organizations, is that they supply an HR refresh file, so that the CFD has continuously updated information of current donors.
- 2025-2027 Advisory Council Timeline: Robert
 - New advisory council term begins on July 1st. We'll go through an application or re-application process. There is currently no upper term limit and if it's something that you can recommit to, we encourage you to re-apply. April will be mini interviews with our team, we'll provide recommendations to the Secretary, and then extend formal invitations in May.
- Next/Last Meeting
 - Our last meeting is in May. Is there interest in coming together and meeting in person? It doesn't have to be everyone, but we will have a virtual component for those that are not able to come in person. For the future we can look into having 3 meetings virtually, and 1 in person during the calendar year.
 - Thank you! I've heard enough members interested that we'll explore an in-person event.
 - JOLYN: If you are interested in meeting in person at UW, I have access to some really fancy rooms.
- Personnel Changes

- Our new deputy director, Greg Tito, will be leaving the OSOS on 2/28/25. He oversees our division, but Charlie is our direct lead. Also, our Senior Application Developer that works closely with the CFD is leaving for an early retirement on 3/31/25. If you know anyone that loves IT, coding and charity, then we have a position for you. The position is open until 2/27 and hoping to fill that position soon. Robert will be going on FMLA on June 15 or 16 as we are expecting our first child. Goal is to be back before the Leadership Breakfast.

Fiscal Update

- 2024 Fiscal Review: Renee
 - I took information for the previous spreadsheet that we normally review that had been continually shared and created a different visual of what we do. This last quarter we received \$1.3 million dollars. 110 fundraisers were hosted across the board with the largest event raising \$17,000. We reconciled over 300 fundraising transactions. Charity disbursement was brought down to a 0% discrepancy. We disbursed \$1.2 million dollars with an admin fee of 1.64%, which is not typical and was due to some bills being submitted a little late which will be pushed into the next quarter, and also receiving additional funding that was applied to our Q4. I predict that our Q1 2025 will be a little bit higher and am bracing for a rough Q1. Top ten charities that received disbursed funds include local area food banks, Planned Parenthood and Doctors Without Borders. The For the Fallen organization was also in the top 10 and that was one of the organizations that was supported by a fundraiser that was hosted by one of our state agencies.
 - We raised a little over \$4.5 million and disbursed almost \$4 overall over the course of the year. Our expenses decreased, again, because some of our billing issues. Our CFD non-specified fund has increased about \$25,000 every year since our team has been here, which shows that people are donating directly to the CFD, showing that they believe in our mission and also brings down the cost to overall charities. This last year has been the best year since our team has been in place. We are increasing donations even in an economic downturn. With the support of our advisory council and subcommittees that have helped increase efficiency and ultimately increased donations to our area communities and the support that we provide.

Marketing and Training Update

- 2025 Themes: Leila
 - Every year during our annual planning session we brainstorm theme ideas for the upcoming year. This year we don't have any rhyming words. I will be showcasing a complete list of ideas, but we have paired down the list to our top three which we will be discussing.
 - THEME: Be the Spark: Ignite hope. Fuel communities. Powered by purpose. Ignite passion. Spark something.
 - JOLYN: I like "ignite," but I'm concerned about the fire image as wildfires have been very prevalent. I do like "powered by purpose."
 - SHANNON: What I do with my work – I'm seeing a lot of parallels with "Be the Spark." And from what I see you should lean into "spark."
 - THEME: Puzzle. Every piece matters. Every piece counts. Find your perfect fit which could relate to finding your perfect charity. Piece together or peace together.

- ELIZABETH: I think of a puzzle as a question as in “I’m puzzled: and that it’s showcasing something that is incomplete. Quilting, however, is something where you’re putting pieces together.
- JOLYN: I am a puzzler. I like puzzle’s – I like, “we’re all a piece of the bigger picture” where hearts are put in place of the counties. One concern is the similarity with “Autism Speaks.”
- THEME: Make some change. Give change for change. 2025 give change. Marketing opportunity where we put someone’s face on a coin and having a slogan of “I make change for the Trevor Project. Etc.
 - JOLYN: Chocolate candy coins can be handed out.
 - ELIZABETH: This is my least favorite of the 3. It seems small like you’re contributing in small ways.
 - JOLYN: Of the 3, I like “ignite” the best, and I do agree with Elizabeth that change seems small.
 - ELIZABETH: There is also a bit of political turmoil with our current client with a lot of change happening.
 - HUNTER: “Spark” is the most compelling and proceeds well with last year’s them of storytelling. “Spark” evokes an idea of being intentional about being engaged. Making change is a little passive.
 - TRUDI: I agree with spark being my favorite.
- Website homepage refresh: Leila
 - Showcasing a demo later in the meeting.

2024 Campaign

- Statewide Volunteer Awards: Erin
 - The Statewide Volunteer Recognition is our opportunity to celebrate the hard work that our hundreds of volunteers from the various state agencies across the state put forth throughout the campaign year. This year we received 49 nominations recognizing the efforts from the volunteers during the 2024 campaign.
 - The following categories will be recognized:
 - Executive Leadership: an upper management agency advocate for the CFD
 - Campaign Leader: the CFD volunteer team lead for the agency
 - Local Coordinator – Individuals & Teams: CFD volunteers in the various sub-divisions/department of the agency that are executing any fundraising events
 - UPDATED: Outstanding Fundraising Event – rather than recognizing individuals and teams, we will be recognizing monetary and food/goods drives events.
 - NEW Category: Rookie of the Year – recognizes a new volunteer who made exemplary efforts with the CFD during their first year of volunteering
 - NEW Category: Community Volunteer – recognizes a state employee who made significant contributions of time and energy to a CFD charity member outside of their day to day work hours.

- We also recognize 1 agency from each category of small (1-100 employees), medium (101-500) and large (500+), universities, and community and technical colleges for their CFD participation and volunteer hours.
- Last year we hosted the event in-person in the Columbia Room located on the first floor of the Capitol/Legislative Building which has a max seated capacity of 120. We received feedback last regarding the 4-6pm frame as being a difficult time to attend. We've taken that input into consideration and have scheduled this year's from 5-7pm. Robert secured additional funding from one of our sponsors, TwinStar Credit Union, which increased from \$10,000 to \$12,000 - \$4,000 which is slated for the Statewide Awards and will cover the cost of catering. Renee has reached out and vetted 4 different options for catering which our team is currently reviewing. We would love to have you there to help volunteer if you are interested!
- Upcoming State CFD Events
 - Well Fed, Well Read: Tues, 4/1 through Tues, 4/15
 - Statewide Volunteer Awards: Wed, 4/23 from 5-7pm
 - Tacoma Rainiers Partnership: 2025 games
 - Sat, 7/19 @ 6:05pm
 - Sun, 8/10 @ 1:35pm
 - Sat, 9/6 @ 6:05pm
 - Every year we've seen a decline in the total
 - Campaign Leader Trainings x4: June – 3 virtual, 1 in-person

Advisory Council Updates

- Fiscal and Policy:
 - Our committee has met 3 times. In 2024 we reviewed and updated 7 policies. The work that we did really impacted what we do. Looking forward in 2025 we're going to try and tackle 5 more policies. My subcommittee has eagle eyes and is great with word smithing. Subcommittee
- Events: Erin
 - Events:
 - Leadership Breakfast 9/12/24
 - Well Fed, Well Read: 4/1 – 4/15/25
 - Statewide Awards 4/23/25
 - Public Service Recognition Week: 5/7/25
 - Our committee has taken time to review feedback from our various events and will be working on continuing to implement any improvement or suggestions that we are able. Additional venues were discussed, such as the various local community centers, as options to host events prior to confirming the Columbia Room for the Statewide Awards. With this being a year in which budgets are being scrutinized and potentially cut, we will likely not be introducing any new events during this campaign year. One opportunity in which there will be potential for increased involvement is through additional leadership in managing volunteer opportunities during the in-person Public Service Recognition Week event taking place on Capitol Campus on Wednesday, May 7.

- Marketing and Training:
 - Annual Report: For our annual report we've been talking about how we can celebrate donors and how we can recognize them as well. We've been coming up with ideas in having a "shout out" page to recognize them.
 - Website optimization: We've been updating the website over time. Would appreciate initial reactions.
 - Current webpage: Currently there are a lot of clicks and a lot of buttons. There are a lot of buckets.
 - New webpage: we've tried to make it easier to find things depending on who you are when visiting the site. Subcommittee really helped consolidate the various options into buckets.
 - KARIN: After my eyes eventually focused on what the main image actually was, I can correctly identify it, but it did initially look like a giant squid going across the page.
 - JOLYN: I love the "Washington Gives." slogan and the reflection, because it's a nice representation of once people do give, what was given is then reflected back.

2025 Meeting Dates

- February 1, 2025
- May 16, 2025
- August 22, 2025
- November 14, 2025

Adjournment