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

February 23, 2024
10:00 AM – 12:00 PM
Via 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 (Boys and Girls Clubs of Thurston County) | <input checked="" type="checkbox"/> Karin Oceguela (Family Education & Support Services) |
| <input checked="" type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input 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 type="checkbox"/> Logan Webbenhurst |

Permanent Staff Members Present:

- Bonnie Jacques (Dept. of Social & Health Services)
- Jolyn Mason (University of Washington)
- Dontae Payne (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, Derrick Nunnally |
| <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 checked="" type="checkbox"/> Angie Cellucci | <input checked="" 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 3, 2023 meeting were reviewed and accepted.

CFD Program Updates

- 2023 Campaign at a Glance: Robert
 - 2020-2023 was a challenging set of years for the CFD. What we've seen as state government is that it has gotten more technologically advanced with remote work capabilities, but we've also seen that with that, some participation has gone down as well. We've especially noticed a decline in participation with our virtual fundraisers. We've also noticed that with a lot of new state employees entering the workforce, and a lot of folks retiring, that we've gotten many new volunteers with newfound excitement. It is also apparent that there are issues within our system, which are becoming more and more evident.
 - Trudy: Is there a way for the advisory council to reinvigorate participation from volunteers?
 - Robert: How to instill excitement in our donors and volunteers? The biggest challenge is that we have that excitement and then they get to our donor management system, and then get dissuaded due to the complications of the system. Sometimes we get donors that try to log in, experience tech issues, and then decide to donate directly to that charity instead. We've also seen a downtick in interest in virtual events. Some agencies are 100% remote, some are partially in-office, so we are trying to make more content in different forms to reach as many people as possible. We've seen an increase in trainings both in-person and virtual. We've had a large turnover in both IT and fiscal which has stretched their bandwidth when assisting in addressing our issues.
- New Donor Management System – Update and Pivot: Robert
 - Unfortunately, we were unable to finalize a contract because we had clearance, but it wasn't the final product that we needed for the price and the scope. We are still moving forward, but moving forward with a standard "Request for Proposal" (RFP) process. With an RFP we say we have "X" amount of dollars, and the company creates bids to tell us what they can achieve with that budget. We then proceed with the lowest bid that can accomplish our tasks and needs. We've been expected to keep up with demand with less resources. We currently do not have a sustainable model to keep the program going. We are currently in the Governor's, Senate, and House budget for our request of \$350,000 to run and maintain the donor management system. Having a consistent source of income that we can pull from that can fund our needs will be something that the CFD has not had in 40 years. The CFD has been fully self-funding through the administrative fee.

- Jolyn: Kudos to the team. This is the most sustained change that I have seen, and I want to recognize the team for sticking with it and continuing to be advocates for the process. This is the most movement I've ever seen. Congratulations!
- Robert: It has definitely been a lot of work with our team, but we definitely would not be where we are if we all hadn't been on the same page. We've inherited what we've inherited, but we can continue with the same messaging, and we are making some progress. You're right, Jolyn, the sustained funding is going to be a game changer.
- Website Timeline: Robert
 - There is still no update for a new website for now. The plan is to still migrate to DRUPL. Our application is imbedded in our website. Until we migrate to the cloud via Azure we will be unable to have a new website.

Fiscal Update:

- Payroll File Transfer Updates: Renee
 - Our community and technical college file transfers were not transferring data as they should. We worked with IT to work through the issues but have discovered that we have a technical issue with our system that reverts new data that is received to the old file that was originally there. We have paused this process due to limited IT resources. We are continuing with a manual process in the meantime. I've been working with the Department of Retirement Systems of whom we have a great relationship with, and we are currently working on errors together. We also discovered a new hiccup with HRMS file transfers in which an error occurs when we receive donor information from someone who's name is longer than 25 characters. IT has made updates, but won't know if the issue has been resolved until another donor with a name longer than 25 characters makes a donation.
- Q4 Disbursement Update: Renee
 - We raised \$4.2million and disbursed \$3.7million in 2023. Our Quarter 1 numbers will be higher due to late fundraisers being entered into the system and not making it in time for Quarter 4 of 2023. Our admin fee is at about 11.6% and overall, we did really great for 2023. Our non-specified donations also were up in comparison to 2022.
 - Robert: We are at the whim of when people bill us. Our expenses went up by about \$64,000, but our non-specified fund went up about \$60,000. When folks do fundraisers, they can bill us for a reimbursement for costs associated with that fundraiser. We ask them to cover those expenses. An example - an agency hosts a golf fundraiser and spends \$30,000 but raises \$60,000 overall. \$30,000 gets recouped by the CFD when the agency requests reimbursement and the other \$30,000 goes to the charity that they are supporting.

Marketing and Training Update

- 2024 Theme: Leila
 - After getting a lot of great feedback from you folks we've decided on "Explore: 40 years, 40 stories" for our 2024 theme. This will include stories of donors, volunteers, and charities to explain the CFD through their eyes. Shout out to Hunter who came up with the tagline of "40 years, 40 stories."
- Logo Updates: Leila
 - Another project that is in the works is that I've worked with the OSOS communications team on updating the CFD logo. She cleaned it up a bit and ensured that colors were consistent with all logo components. She also customized a new logo to celebrate this year's 40 year celebration of the CFD.
- Preview of Annual Report: Leila
 - I've been working on our annual report for 2023. I plan on getting that out on March 8th and I've also been working with our subcommittee group.

2023 Campaign

- Statewide Awards: Erin
 - The Statewide Volunteer Recognition is our opportunity to celebrate and recognize all the unbelievably hard work that our hundreds of volunteers from the various state agencies across the state put forth throughout the campaign year. We received 68 nominee submissions for the 2022 campaign. This year we received 42 nominations recognizing the efforts from the volunteers during the 2023 campaign. Leila created a "tips" one-pager to help nominee submitters provide more detailed information which is extremely helpful for our team when scoring each nomination. The nominations that we did receive were phenomenal and robust.
 - 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
 - Outstanding Fundraising Event – Individuals and Teams
 - 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.
 - For the past several years we have been hosting virtual celebrations. Last year, we again hosted the volunteer recognition event virtually where we acknowledged all nominees and announced winners. We then followed up this event with an in-person reception a few weeks later for award winners, which was held in the Secretary of State's Office. We had a great turn out and received great feedback.

- This year we will be hosting the event in-person on Thursday, April 11th from 4-6pm. The tentative location will be the Columbia Room located on the first floor of the Capitol/Legislative Building. Max seated capacity is 120. I'm currently waiting on availability from the SPSCC Lacey Campus and the ASHHO Cultural Center in Tumwater to compare alternative options and pricing. I also have sent an inquiry to TVW to see if they are available to livestream the event with an alternative option to use a webcam and laptop and stream via Teams which would be monitored by Leila. We plan on serving heavy appetizers and also having beverages. Angie has been looking at alternative sources for our awards in hopes that we can scale back the amount spent on them to allow more room in the budget for food. We would love to have you there to help volunteer if you are interested!
- Judy: Have you looked into the option of Thurston Community Media as a location? They are located on the west campus.
- Upcoming Events: Erin
 - Statewide Volunteer Awards: Thursday, 4/11 from 4-6pm
 - Well Fed, Well Read: Monday, 4/1 through Tuesday, 4/16
 - Tacoma Rainiers Partnership: 2024 games
 - Sat, 5/25 @ 6:05pm
 - Sun, 7/21 @ 1:35pm
 - Sun, 8/18 @ 1:35pm
 - Fri, 9/6 @ 7:05pm
 - Campaign Leader Trainings x3: June – 2 virtual, 1 in-person

Advisory Council Updates

- Fiscal and Policy: Renee
 - As we've been working on our policy review, we've noticed that a lot of our policies are very intertwined with our procedures. Our team is stellar at separating the policies from the procedures. We've reviewed the conflict-of-interest policy and included our feedback and input which has been submitted for review. It will take time for policies to be reviewed. We are currently working on reviewing our closed, delinquent, and merged charities policy. We're looking at the procedure within this policy to streamline it and update the policy online so that it reflects the actual process. I have some new pieces of feedback from our financial services team with finding dollar amounts and the threshold that would be applicable.
 - Robert: Most of these policies were changed and updated in 2019. What Renee has been referring to is, each month we reconcile the donations that our system says we received versus what was actually received. We had used a threshold of \$5000 of difference which is what was stated as a threshold by the former administration. We are often far less in discrepancy than that \$5000 threshold. I think Renee and team had gotten it

down to \$100 this last quarter. Renee is confirming a new threshold and updating policies.

- Events: Jennifer
 - We've been able to meet virtually and in-person. The Spelling Bee was very popular and we are earmarking December 5 as a potential date for 2024. Statewide awards are going to be happening on April 11, 2024 from 4-6pm. 40th Anniversary Celebration location is tbd right now. An annual CFD event that will be happening in April is Well Fed, Well Read, which is a food and book drive benefiting children in Thurston County. The CFD has partnered with the South Sound Reading Foundation and Thurston County Food Bank for the last 20 years to help run this event. It's an important resource builder for our two organizations.

- Marketing and Training:
 - Nikki: Our subcommittee has been creating some goals of which we have 3:
 - Highlight the CFD story using media: updating site pages and social media
 - Identify areas of website optimization
 - Determine the possibly of creating training materials that are cohesive, yet specialized toward each agency.
 - Hunter: From where I come from stories are really the heart of the organization. One of the ways we help share these stories is by creating toolkits which are resources for our volunteers. These toolkits include web banners, social media banners, etc. so that branding and messaging are consistent.
 - Leila: Our team has been utilizing each of their strengths to create these goals, Nikki – website, Hunter – social media, Liz – training.

2024 Meeting Dates

- February 23
- June 28
- August 23
- November 1

Adjournment