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

June 28, 2024
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 type="checkbox"/> Tami Collins (Boys and Girls Clubs of Thurston County) | <input checked="" type="checkbox"/> Karin Oceguela (Family Education & Support Services) |
| <input type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input 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 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, 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 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 February 23, 2024, meeting were reviewed and accepted.

CFD Program Updates

- Welcome New Advisory Council Member: Robert
 - We're excited to share news of a new advisory council member, Elizabeth Coverdale, who will be taking the place of one of our members who was not able to fulfill time commitments with the council. Elizabeth is with the La Leche League of Washington which provides support for those who are breastfeeding. We are giving her an opportunity to learn about the functions of the different subcommittees and will be adding her in once she gets her footing.
- Modernize Donor Management System Update: Robert
 - Some projects have stalled out, but we have secured funding for ongoing Maintenance and Operations through the legislature. Generally, the state government doesn't question programs that already exist and are request these MO funds. We have hopefully aligned ourselves with a budget that will align with getting a new donor management system. There have been a lot of challenges, but we've positioned ourselves in a way to move forward effectively. We need to clean up the current backend of our application. Roughly we'll have \$350,000 for annual maintenance and operations which, later, we hope to use for annual subscription fees if utilizing an outside source for a new system. In the meantime, we will be utilizing these funds to maintain and clean up our current system.
 - OSOS hired a new IT professional to help with CFD administrative maintenance. We currently had over 30 backlogged IT requests for minimal system feature updates and we are excited to have the new hire on board to help work through those requests.
- Website Timeline: Robert
 - Our application system and website are tied together. We are working on moving our system application to AZURE. Right now, it lives in a server room, but we are working on getting it cloud based which is the first priority. This will allow us to put it in a test environment when we make updates before they go live. As for our website, Charlie is the point person for all office website migrations and we will be utilizing Drupal as the platform to host it, which is very user friendly.
- Community Visits: Robert
 - We've started to reengage in our donor pool. We realize that every few years donors and volunteers retire or move agencies, and we have seen that it is helpful to reintroduce ourselves again to these various agencies. We've been partnering with the OSOS Productivity Board and Secretary Hobbs' planned community visits to engage with the community. In June we went down to Clark and Cowlitz county and met with Lower Columbia College, Clark College, Washington State Patrol Region 5, and Washington

School for the Deaf. Agency CFD volunteer leads often get appointed and it's helpful for our team to retell the reason and purpose behind the CFD.

- TRUDY: Is there a role in this group to help with that kind of communication?
- ROBERT: Yes, our team can do a better job of tapping into our network. We could have also reached out to charities in the locations that we are visiting alongside the various state agencies and higher ed schools.
- TRUDY: A lot of us are connected to state agencies as well, and could be a resource for those connections.
- ROBERT: Knowing that we can tap into that network is very helpful. We could utilize an email to the group to get potential contacts.
- BONNIE: Has there been pushback with higher ed and technical colleges?
- ROBERT: Yes and no. We've been going to these institutions and emphasizing a partnership with the institution's foundation and the CFD working hand in hand rather than an either, or situation. The reality is when people are donating, they are donating to more than one organization which the CFD provides the platform to do so.

Fiscal Update

- New IT Support: Renee
 - As Robert mentioned we have a new hire with OSOS IT. I'm currently working with our new IT team with really digging into what I do. I've been explaining processes on how to set up file transfer files. Donna is amazing and picking it up really quickly. I'm excited to see what she is able to develop and produce for our system.
- GL5194 Update – Unclaimed Property: Renee
 - We currently have \$10,466 in our GL5194 account. I'm working with my subcommittee to review our current policy and procedure on handling these funds. We are hoping to have that for review soon.
- Donation Received - Q2 Disbursement Estimate: Renee
 - We have raised \$2.1 million so far this year. We are waiting on a few colleges and the DRS file transfers for our final total. We will be disbursing just under \$1 million for Q2 2024 which is pretty good.
- Q1 Disbursement Update: Renee
 - We disbursed about \$1 million for Q1 2024. Our expenses were a little higher because of some A-19 agency reimbursement requests from agency fundraisers that we knew were expected in Q4 2023, but were ultimately resolved in Q1 2024. For Q1 2024, we also increased our non-specified account by about \$20,000.

Marketing and Training Update

- Annual Report & Charity Guide: Leila
 - Our annual report is done and posted on our website. Our charity guide also finished, and it is in the queue to be posted and should be live soon on our website. Our charity guide is useful for donors that don't know what kind of charity they are looking for. It helps provide an overall snapshot of all potential charities to choose from. If there is another format that you've seen charity guides that have been published, please share them, as we are interested in revamping our current design.
 - ROBERT: Our online charity search platform can be particular with how it populates data and the keywords that are used, so we've received feedback that a charity guide has been a helpful tool for donors.
 - As mentioned our annual report is currently live. We are open to any feedback to changing and updating the flow of that product if you had any suggestions.
- Campaign Leader Training Overview: Leila
 - We had 4 different Campaign Leader trainings this year. Last year we only had 3, but received feedback that volunteers wanted an additional training. We kept the experience level aspects which separated volunteers who were seasoned versus those who were new in the role. This year we had a total of approximately 60 attendees.
 - Last year we also had feedback from volunteers that they wanted more action-based techniques. I had created a Campaign Leader template/toolkit to make it easier for volunteers to quickly utilize, edit for their needs and then share out CFD information with their agencies. Making the volunteer experience more user friendly has been on my docket.
- HR Material Update: Leila
 - We are in the community and listening to what it is that our donors and agency volunteers need. Something I've heard in the trainings is that they want a one pager for the CFD - what we are, what we do, etc which will be universal for our volunteers to utilize. I'm working on creating something for our volunteers to utilize.
 - I'm also going to a training in September to learn about Premier Pro to advance my skills with video making and infographics. And I'm also working on creating a training for volunteers who want to use Canva. Canva is really user friendly.

2024 Campaign

- Agency CFD Events: Erin
 - For some of these larger scale/high startup cost events, we help by paying "day of" costs like green fees, buffet meal service, etc with the caveat of informing CFD volunteers running those events know that, we will recoup those costs from funds raised. Anything raised above that amount will be disbursed to the charity(s) that they are supporting

with that event. This helps greatly reduce our administrative fee as agency reimbursements go into increasing that fee.

- DSHS Give on the Green: Friday, August 16 at Capitol City Golf Club.
 - This is their third annual event. They are off to a slow start with only 1.5 teams signed up so far, but will hopefully will have more participants in the next month.
- ESD All Agency Softball Tournament: Saturday, August 24
 - 8th annual event with last being the first time back after a few year hiatus. Great turn out with a lot of participation. On track for having similar turn out for this year.
 - If any of you on the Advisory Council are interested in playing we would love to have you on our team.
- HCA Golf for Veterans: Friday, September 13
 - This was originally run by DSHS for over a decade. The baton has been passed to HCA with an HCA CFD volunteer who had been volunteering with DSHS and was more than happy to take the reigns. This event has a lot of attendees that look forward to this annual event and come back year after year.
- CFD Past Events: Erin
 - Well Fed, Well Read
 - Well Fed, Well Read is an annual food and book drive that we host during the first 2 weeks of April. This event supports the Thurston County Food Bank and the South Sound Reading Foundation. This was a successful event for us and Jennifer be going over specific amounts raised and participating agencies that put in great efforts and donated large amounts. We are working on utilizing resources to make this a more statewide effort.
 - Statewide Awards
 - This year's event was held on Thursday, 4/11. Thank you so much for those on the advisory council that donated wine for our event and also helped by being present and volunteering your time.
 - As a reminder, 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.
 - The following categories are the categories that we 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 recognized 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.
- CFD Upcoming Events: Erin
 - Pickleball Tournament: Tuesday, July 30
 - I'll go over details for this event in the next slide.
 - Tacoma Rainiers Partnership: The following are the remainder of the 2024 games.
 - Sun, 7/21 @ 1:35pm
 - Sun, 8/18 @ 1:35pm
 - Fri, 9/6 @ 7:05pm
 - We had our first partnership game on Memorial Day weekend. We do not receive feedback immediately after events, but tend to receive overall feedback for ticket sales, funds raised, etc at the conclusion of our partnership. This is as low effort fundraiser that helps raise a good amount for our non-specified fund and ultimately helping to reduce admin fees.
 - Local Coordinator Trainings x4: August
 - This year we will have 4 Local Coordinator trainings during the last 2 weeks of August. Three of the trainings will be virtual and 1 will be in-person. The in-person training will be held in the Legislative/Capitol Building in the Columbia room.
 - Leadership Breakfast: Thursday, September 12
 - This event will again be held at the SPSCC Lacey Campus. We have 3 side by side rooms booked to accommodate more attendees. We average about 120 guests, but with this being our 40th Anniversary and our attempts to seek a high profile keynote speaker, we are anticipating a larger attendance. Please let us know if you have any budget friendly suggestions for a keynote speaker.
- Pickleball Tournament: Erin
 - This event is being held on Tuesday, July 30th at 23 | Kitchens in Lacey.
 - We did our due diligence before jumping into planning this event. Our team did site visits and we also sent an interest survey to all of our 800+ volunteers from which we garnered a little over 100 folks that said they would be interested in participating. We currently have 37 folks signed up with 28 participating in tournament plays.
 - We also sent out emails to our charity members for an opportunity to host an informational charity booth. There are only 10 spaces available. We have signups open

until July 4 and on July 5 we will use a random name generator to select 10 charities at random that have submitted their interest.

Advisory Council Updates

- Fiscal and Policy: Trudy
 - We've been working on policy review and policy updates. We've also been looking at website updates as well. So far we've reviewed 3 policies and procedures. Part of the website refresh has been updating the flow of the webpage, but also removing the procedures portion, because that's internal information that doesn't need to be posted. We are utilizing the current documents and reworking them.
 - RENEE: This team has taught me so much of policies and how they should be defined.
 - ROBERT: When those are approved we will send them out to the advisory council for review. All policies get reviewed by our assistant attorney general.
- Events:
 - Well Fed, Well Read: Jennifer
 - This event is rebounding from the last few years in which there was a hiatus during COVID. This year we had 3,000lbs of food collected and over 4,500 books with over 20 agencies that volunteered. The agency that brought in the most books was Secretary of State, most food was Lottery, and Employment Security Department is receiving the WOW award for greatest overall effort. South Sound Reading Foundation is here and open to helping get this event statewide. The book donation organization piece is a little harder to pinpoint.
 - Statewide Volunteer Awards: Erin
 - Highlights: Some feedback from the subcommittee team as well as from a survey that was sent to attendees – some highlights and pros of the event were the storytelling portion in which segments of submissions were shared about each award winner, having photos present during the PowerPoint presentation, and the ability to have photo's taken immediately after receiving their awards.
 - Item of Improvement: Event timing was seen as being a hardship for some volunteers especially for those that travelled several hours to be present at the event. This is something we are looking into as it's a hard balance to find timing that works for everyone.
- Marketing and Training: Leila
 - Website optimization:
 - Nikki has been reviewing the website and sharing feedback on areas for website optimization
 - Storytelling:
 - I'm working creating marketing tools for volunteers to be able to use, edit and share their stories of why they give, what they love about the CFD, etc. We will

be highlighting CFD stories and identify key ways to optimize a user-friendly experience.

- Charity Map:
 - Hunter shared the option of creating a google map that shows where all our charity members are as well as their charity code. It's a really cool tool that gives a nice visual snapshot of where our CFD charity members are located.

2024 Meeting Dates

- August 23
- November 1

Adjournment