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

August 23, 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 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 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 type="checkbox"/> Hunter Jowell (Catholic Charities) | <input 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 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 June 28, 2024, meeting were reviewed and accepted.

CFD Program Updates

- Modernize System – modernization updates: Robert
 - We are starting to make our first steps with areas of improvement. This last legislative session we've secured maintenance and operation funding which is currently active and in use. Every two years state agencies have to submit budgets to show the need in order to maintain operations. Those recurring budget requests typically get approved year after year. New budget proposals get more scrutiny, so we're grateful that ours was ultimately approved.
 - We have continued onboarding new IT resources and we're seeing small movements in terms of automating our code for the back end of our system with little impact to the end user. Our system appears to be automated, but there are actually many manual processes. We're also in the process of hiring additional IT assistance through contracts with the hopes of starting it in September. Right now, our application lives in a production server and we're working on moving our application to Azure, which allows us to do updates in a more safe environment. Currently any changes to our website happen live rather than in a test environment. We have hopes to complete the Azure migration this fiscal year.
- Community Visit Updates: Robert
 - We've been trying to reengage in the community post pandemic. Since we've met at the end of June we've attended more events, one which includes the HCA all-staff appreciation event which also had a component to the event where staff could start donations through the CFD. We've also been attending Business Resource Groups meetings – RAIN, WIN, VERG – to share CFD basics. We've also been visiting state agencies and higher institutions that have lower CFD engagement. This week we partnered with the OSOS Productivity Board to reach out to build relationships and share messaging about both of our programs while visiting the School for the Blind and the WSU Vancouver campus. We're planning on continuing community visits, because as with any organization, there is turnover and it's important to re-engage and reconnect.
- Budget Review: Robert
 - We are on track, budget-wise, while moving halfway through the year. As a reminder we do disbursement on a quarterly basis and this is a snapshot of January through June. External Affairs has been a great resource in helping augment our budget and absorb some of our annual costs with the use of shared resources. With the reduction in expenditures that we were able to secure through the legislative funding – we are anticipating our admin fee to between 9% and 13%.

- Contract Review: Robert
 - We have finalized and completed all our sponsorship and partner contracts through next fiscal year. We've received a reduction in sponsorship with WSECU, which seems to be the trajectory across the board for all of their community partnerships. WSECU is our gift card sponsor for our First Week to Give promotion, and after evaluating the quantities of gift cards used last year, WSECU was able to provide the minimum amount that we project needing for this year's promotion. We also received an increase of sponsorship from TwinStar Credit Union and Puget Sound Energy and have finalized our partner contracts with UW and DSHS.

Fiscal Update

- Q3 Status
 - There is a little over \$5,000 in our GL5194 (unclaimed property) account and the total donations received for the year so far is about \$2.5 million. My subcommittee and I are working on policy updates. I've also been working on cleaning out policy documents that are in our system and removing copies of copies. I've been working a lot with IT on identifying fiscal processes. Donna is amazing and is working on stabilizing our current system so that we can work on modernization.
- Q2 Update
 - Q2 was reconciled to \$0 discrepancy! This is very rare and I'm super proud of that accomplishment. We received over \$1 million and disbursed a little over \$900,000. Our admin fee was less than 1% this quarter due to attributing part of the maintenance and operating budget towards offsetting salary costs from the time invested by our team with documenting current system functions and reviewing and vetting potential 3rd party replacements. Quarter 2 looked amazing and Quarter 3 will be a little bit lower in donations received in comparison to 2023. We'll be at about \$860,000 in donations received for quarter 3.

Marketing and Training Update

- Campaign Leader Training recap: Leila
 - We had a total of 60 attendees for this year's trainings and we are still in full swing of our training season. We received great feedback from our Campaign Leader training. We requested feedback in regard to their tiered level of trainings and received positive reviews. Campaign Leaders continue to request more insight on fundraising even though we put an emphasis of fundraisers being a secondary volunteer component. We will be hosting open Q&A sessions so that volunteers can come together and brainstorm those fundraising ideas together. Another volunteer requested more interactive opportunities during the training and we're looking into adding polls during virtual trainings and adding more variety of breakout sessions for in-person training. One

volunteer requested more tips on why donating through the CFD is more beneficial than donating directly to each of the charities that they support. Improvements of our donor management system will help strengthen that messaging.

- Local Coordinator Training: Leila
 - We are currently in our Local Coordinator training season and we have a total of 30 attendees so far. We are continuing having a charity member come and speak about their organization during each of our trainings, which showcases one of our training points of having charity speakers at their own agency CFD meetings and events.
- Marketing/Training and Promo Materials: Leila
 - We've spent some of our budget this year on marketing materials and have ordered camp mugs, chip clip magnets, pens, tote bags and explorer hats. We're open to ideas for new giveaways.
 - TRUDY: What about binoculars?
 - AMANDA/SHANNON/ROBERT: Carabiners with compass and logo
 - ELIZABETH: Chapstick
 - KARIN: Sunscreen, compass, umbrella
 - JOLYN: Knit beanie style hats, stickers

2024 Campaign

- Agency CFD Events: Erin
 - DSHS Give on the Green: Friday, August 16 at Capitol City Golf Club.
 - This is their third annual event with it happening at a different golf course each year. Signups were slow in the beginning, but participation picked up a few weeks prior to the event and was very successful overall. They raised a gross amount of \$9,500 with expenses totaling approximately \$5,300. This amount of expense is typical because hosting golf tournaments are very costly.
 - ESD All Agency Softball Tournament: Saturday, August 24
 - This is their 8th annual event with last year being the first time back after a few year hiatus. They filled up teams quickly with a lot of prior participants. They are looking to have folks come support and cheer on their favorite softball player. Join us tomorrow if you're in the area!
 - HCA Golf for Veterans: Friday, September 13
 - This was originally run by DSHS for over a decade. And as sometimes happens, when a group hosts a successful event for many years, fatigue can set in. They had a volunteer from HCA who loved the event and took it under his wing and agency. Robert had a one-on-one meeting with him to discuss any last minute logistics needs. In the past, this event was held on a Saturday with a noon shotgun start. This year, the event is on a

Friday with a 9:30am shotgun start. Current gross is approximately \$11,300.

- CFD Past Events: Erin
 - Seahawks Ticket Auction (part 1)
 - This ticket auction is sponsored by WSECU. Part 1 of the ticket auction included 1 pre-season ticket and 4 regular season tickets. We raised approximately \$2,300.
 - Pickleball Tournament: Tuesday, July 30
 - I'll go over details event re-cap details in the next slide.
- CFD Upcoming Events: Erin
 - Tacoma Rainiers Partnership: The following is the remaining 2024 game.
 - Fri, 9/6 @ 7:05pm
 - Our final partnership game with the Tacoma Rainiers is on Friday, September 6th at 7:05pm. We would love to have you join us if you're interested.
 - Leadership Breakfast: Thursday, September 12
 - I'll go over event details in a later slide
 - Seahawks Ticket Auction (part 2)
 - The second half of this ticket auction will be in September and will include the remaining 5 tickets.
 - First Week to Give: September 30 – October 7
 - Although donors can give to charities through the CFD year-round, this is the week where we really start promotions and amp up the volume with giving to charity through the CFD. We've found that quarter 4 tends to be a generous time of year with folks already interested in giving to their favorite charities. If you haven't heard of how the First Week to Give works – it's a promotion where any donor who gives a \$5 donation (one-time or monthly) or increases a current monthly donation to any CFD charity by \$5 – they will receive a \$5 Starbucks e-gift card. We realize that not everyone can donate monetarily, so any donor that volunteers 1 hour of their time with a CFD charity member is also eligible to receive a \$5 Starbucks e-gift card. We also have a bonus/double day promo that helps benefit the CFD directly by giving anyone that has already participated in donating to a charity of their choice earlier in the week – the option of receiving a second \$5 Starbucks e-gift card by donating specifically to the CFD through a special link.
- Pickleball Tournament: Erin
 - This event was held on Tuesday, July 30th at 23 | Kitchens in Lacey.
 - We had about 100 participants joining in competitive, social, and open play plus folks that came to just join the celebration and cheer on the players.

- We also sent out emails to our charity members for an opportunity to host an informational charity booth. We had about 40 CFD charity members showed interest and we used a random name generator to selected 10 charities at random.
- We had a special guest speaker, former Secretary of State Sam Reed, come and speak about how the CFD started. He also participated in some open play sessions with guests.
- One thing we would improve are the time frames in which we had charities onsite. Once the pickleball tournaments began, interaction with the charity booths declined. We want to be conscious of the resources and time that CFD charity members provide and want our events to be a useful resource to share about their organization. Next time, we'll take into consideration activities that may take away from charity interactions.
- Leadership Breakfast: Thursday, September 12 from 8-10am at SPSCC Lacey Campus
 - 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 we want to try and open attendance. Seated max capacity for all three rooms is about 250.
 - Caterer: We are again utilizing Masonry Catering as our caterer. They are one of the few catering resources that are willing to work with state per diem restrictions.
 - Keynote Speaker: Marcus Trufant, former Seahawks cornerback
 - He and his family run the Trufant Family Foundation which provides college scholarships to under-represented youth in the Tacoma and Seattle communities
 - Additional speakers include a pre-recorded video from Governor Inslee, and an in-person speech from Secretary Hobbs.
 - Our charity speakers include Ecotrust which is a collaborative nonprofit, working with community members and organizations toward a vision of an equitable, prosperous, and climate-smart future and Camp Victory which provides a safe, nurturing environment where campers can heal and thrive in a supportive community for survivors of childhood sexual abuse. There is no cost to attend.
 - The event is also being livestreamed via TVW

Advisory Council Updates

- Fiscal and Policy:
 - Karin: we've been separating the policy from the procedure and ensuring that they are consistent.
 - Policy Reviews:
 - Donor Refund – reviewed and updated
 - Donor Privacy – reviewed and updated
 - Policy Updates:
 - Conflict of Interest – final draft
 - Discrepancy Threshold – final draft
 - Policy Webpage Update – pending policy format update

- Events:
 - 40th Anniversary & Pickleball Tournament: Erin
 - What went well:
 - Overall great attendance
 - Donors enjoyed interacting with charities
 - Great support from charities in providing silent auction baskets
 - Areas of improvement:
 - Logistics of charity participation and donor engagement versus tournament play timeframe
 - More activities other than pickleball
 - More encouragement to mingle
 - Leadership Breakfast: September 12, 2024
 - Let us know if you are available to attend and/or volunteer
- Marketing and Training: Leila
 - Website optimization:
 - continue to comb through the website and ensuring that content is updated
 - Training adjustments for 2025
 - Something that we've talked about is creating a basic beginner's level online training which gives details of the who, what, why similar to what you do within your own agencies. As a baseline for Campaign Leaders – they could send it out to their volunteers first.
 - Storytelling strategy for 2024 campaign
 - CFD weekly newsletter feature spots
 - Creating more opportunities to copy and paste to gather content
 - Video/reel posts
 - Agency specific posters

2024 Meeting Dates

- November 1

Adjournment