



416 Sid Snyder Avenue SW
PO Box 40250
Olympia, WA 98504-0250
(360) 902-4162
www.cfd.wa.gov
cfd@sos.wa.gov

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

February 24, 2023
10:00 AM – 12:00 PM
Via Teams

Welcome & Introduction:

- Introduction of Dontae Payne: Rachelle Davis has moved on to a promotion and Dontae is our new liaison from the Governor’s office. Robert met with Dontae a month ago to onboard him.
- Introduction of Amanda Doyle: Amanda is the OSOS Chief of Staff and has replaced the position that was originally held by Trova O’Hefernon. Trova was a wonderful asset to OSOS for 20 years and has moved on to a new venture with her family. Amanda has been with the office for about 2 months and has been onboarded with her different positions.

Attendance:

Council Members Present:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Beth Bello (Seattle Children’s Hospital) | <input checked="" type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input checked="" type="checkbox"/> Jim Cooper (United Ways of the Pacific NW) | <input checked="" type="checkbox"/> Jolyn Mason (University of Washington) |
| <input checked="" type="checkbox"/> Dontae Payne (Office of the Governor) | <input checked="" type="checkbox"/> John Miles (Department of Revenue) |
| <input type="checkbox"/> Carol Doane (Woman of Wonder) | <input checked="" type="checkbox"/> Brian Newberry (Girl Scouts of E. WA & N. ID) |
| <input checked="" type="checkbox"/> Kara Gabriel (Central Washington University) | <input type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input checked="" type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input type="checkbox"/> Tami Collins (Boys and Girls Clubs of Thurston County) |
| <input checked="" type="checkbox"/> Alan Hamilton (Clark County Food Bank) | |

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 checked="" 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 type="checkbox"/> Chief of Staff, Amanda Doyle |

Others Present:



CFD Administrative Updates

- Website Timeline: Robert
 - We are very excited to announce that we will be moving our homegrown website over to Drupal starting in March. This project needs to come to completion by June 30th of this year and we have been working with Charlie and WaTech. In March, they will start migrating all our webpages and duplicating our content. There will be a period that Leila will be able to test the migrated webpages. Feedback from donors is that our website is not mobile friendly which results in a lot of frustrations and limitations. Moving it over to Drupal will allow us to have a more robust and responsive website which is exciting because it gives a preview of what's to come. Leila will lead the effort. I know that some of you have marketing experience and if you would like to provide feedback and test the website we would appreciate it and will have you touch base with Leila. The next time we meet we will have a new website.
- Feasibility & Mitigation/Migration Update: Robert
 - Traditionally the path in which you receiving funding from the state is that we first determine the problem, then determine the needs, and then outsource to a 3rd source party to determine feasibility. The feasibility study is used to determine what solutions are available and what fits the needs of our requirements. We are finalizing our investment plant which is our commitment to OSOS and OCIO that we are trying to accomplish "XYZ" task and then they review and determine whether it's possible prior to the release of funding. Our goal is to have the feasibility study complete by June 30th.
 - We have a migration to a cloud-based server. Currently our data and information is housed in a physical server which was a gold standard for many years. Servers go down which we've experienced. Migration to cloud-based servers is a requirement by the state which we are working on.
 - Brian: Do you not have a physical server and then it goes up to the cloud?
 - Robert: I can follow-up with IT to determine that.
 - Brian: Not a big deal. Just curious
 - Robert: I know it's the state standard and Azure is the client that we utilize and I will circle back and let you know what I find.
- Donor Management System Update: Robert
 - We've been talking about this since you've joined. When we met in November we were finalizing our Systems Requirements documents which is a 96 page document that explains the functionality needs of the Donor Management System. It has been a huge

lift and has really helped us move forward and can presented for use during the Feasibility Study. We have submitted a decision package which is a request for funding. The Governor reviews the decision packages, but our package was not approved. The Governor didn't come out against it, he just didn't include it into his budget. We did however, make the WaTech list of web needs. In our situation we are not trying to change the law. We are trying to increase funding to update our system so we are providing a proviso. Senate creates a budget, House creates a budget, they send the budget to each other, then send it to the Governor for review. We've found a Senate champion, Senator Hunt, who has agreed to submit the proviso language to adjust the budget in the Senate. And we do the same thing for the House. We don't see a lot of resistance to our request and see a lot of empathy for what we have done. By April 23rd we will know if it has been approved by the House, Senate and Governor. We are thinking about what happens if we don't get funding, what does that look like, but we are looking optimistically in having our funding approved. We are realistic, but we are putting all of our effort to leaving no stone unturned in securing the funding for the system. This has been something that has been on our wish list for a very long time. There's no legislation so there's no statute or bill. It's called a proviso which is an adjustment to the budget which doesn't change the law.

- Jim: I wondered if it would fit into the process to create a motion asking the Advisory Committee to create a letter to sign for the system needs?
- Robert: We did ask a generic question to our AAG. Jim and Beth, you have more leeway, but the individuals that are on state time are limited as to what they can do. We can go back to the AAG.
- Jim: It would not be lobbying to provide a letter that just states the facts rather than making asks to add the nuance to your request.
- Robert: I think you are right that when your stating facts rather than making asks it wouldn't be considered lobbying. I'll chat with Randy and Charlie to determine if we can utilize that
- 2023-2025 Advisory Council: Robert
 - You serve on two year terms which follows the fiscal year which goes from July through June 30. We have an application process. Everyone is encouraged to reapply, but it's also an opportunity to self-check. March is when we'll send out notices that we are requesting applications for the Advisory Council. What's important to our Secretary is representation which goes across the board and includes charities of different sizes, private entities, various agencies, representatives from across the state. Prior to this council, every member was from Thurston County. If you are planning on not reapplying, think about who you think would be a good fit. We are allowing anyone to apply. The goal would be to announce the new advisory council in April and then to celebrate the previous council's efforts in June.

- We can consider an in-person event. Personally, I would like to offer an online component. We could meet in the OSOS conference and do the teleconference for the formal meeting. And yes, Jolyn also just offered UW as a location. We can take a poll and send an email to see if we can do something like that.

Fiscal Update:

- Q4 Disbursement Update: Renee
 - Last year when I presented information, I had questions about donations and how they were received, specifically Q4 and the donations we received. We received almost \$1 million which was good. 12% were from fundraising events, limited-time donations, and one-time donations. Our monthly donations are the bulk of where our donations are received. We received \$3.9 million from the monthly donations. We did see a slight decline. We received \$4.38 million in 2022.
- 2022 Update: Renee
 - Q4 disbursed a little over \$1 million to the participating charities. Funds are disbursed quarterly in April, July, October and January.
 - We had a slight increase in expenses and a decline in donations, but overall we are proud of what was disbursed.
 - Why the decreases? Our system has had a lot of issues due to aging. The community and Technical Colleges switched to a different payroll system which we had navigate through. We've seen a decline in statewide employees, lots of turn over and our system doesn't have the capacity to reach out to new employees.
- GL5194: Renee
 - Robert and I have worked on our unclaimed property policy. We've made multiple attempts to contact charities and donors who have received uncashed checks. We have worked with our fiscal team to update this policy.
 - After making our attempts, if the warrant is under \$100 we can roll it over to our CFD general fund. If it's over \$100 we will make one additional attempt to contact the donor/ charity and if we do not hear from them after a two week period, those funds also get put into the CFD general fund.
 - Every quarter we disburse roughly every 2,000-2,500 warrants. Of those 2,500 usually about 75-100 will go Statute of Limitations (SOL) due to a variety of reason. Traditionally we would spend months reaching out to these individuals.
 - Jim: How much is this paper checks and how can we mitigate this for mandated electronic transfer?
 - It is up to each charity to register as a statewide vendor and sign up for statewide vendor number to then sign up for electronic deposit.

Marketing and Training Update

- Current Events w/Agencies: Leila
 - Currently the CFD is hosting a Heart Health Promo which is similar to our First Week to Give. I had sent an email to our charities to have them included and see if they wanted to be part of our promo. This was also an opportunity to highlight those charities. We utilized the gift cards which were left over from WSECU. We have about 500 gift cards available and about 50 donors have participated so far. This promo will run through 2/28.
 - We hosted a Valentines Day E-gram. Last year we raised about \$800 and this year we raised \$2700. This promo utilizes the least amount of man power, but these contributions do have to be input manually into the system.
 - Other upcoming agency events include the DOC golf tournament, DOL art show, L&I Furbaby Fun Run, etc.
 - We are looking into ways for agencies to utilize a platform similar to 123formbuilder for e-grams that is free for them to use. Any suggestions for a free platform or easier way to have volunteers to do e-grams themselves would be great.
- Annual Report Preview: Leila
 - Something that I would like to add is an advisory council feature. If you would like to provide some answers and an updated photo we would like to include those details.
- Theme Ideas and Feedback: Leila
 - During our training retreat we had come up with a few ideas and loose concepts
 - DRIVE: Be the drive, help drive change.
 - The We in 23: every piece matters. Inspire change together
 - Bounce forward, live to give, be the change
 - Jolyn: "23 and We." I like things that rhyme and alliteration.
 - Jim: I think there's a lot of play that you can do with the DNA strand.
 - Jolyn: "Giving is the DNA of a better world." Or "23 and BE." People can be who they need and want to be.
 - Jim: or "23 and BEE."
 - Jolyn: You can have an adult spelling bee as a fundraising. I can see how this can be a lot of things!

2023 Campaign

- State Awards: Erin
 - The State Awards is our opportunity to celebrate and recognize all the hard work that our hundreds of volunteers from the various state agencies put forth throughout the campaign year. Angie has done a fantastic job of organizing and redacting the 68 nominations that we've received.

- We have the following categories that we'll be recognizing
 - Executive Leadership: an upper management agency advocate for the CFD
 - Campaign Leader: the CFD volunteer team lead for the agency
 - Local Coordinator: CFD volunteers in the various sub-divisions/department of the agency that are executing any fundraising events
 - Local Coordinator Team:
 - Innovative Fundraising Event
- This year we will be hosting another virtual event via Teams that we would love for you to attend: Wednesday, **March 22, 2-3:30pm**
- Our in person event for Award Winners will be Thursday, **April 6, 4-6pm**
- Well Fed, Well Read: Erin
 - This is our annual 2 week promo that's in partnership with Thurston County Food Bank and the South Sound Reading Foundation. The book drive focuses on collecting books for babies through high school age.
 - South Sound Reading Foundation helps provide books to low-income children, they provide story time and literacy programs that engage children in reading and educate families on the importance of reading.
 - This year bringing back the competition aspect. Will have 2 drop off days. One day possibly on Capitol Campus, the other day at Labor & Industries HQ in Tumwater.
 - This promo will run from Monday, **April 3 – Friday, April 14**
 - Bonnie: Will Spokane be included?
 - Jim: Are there sponsorship opportunities? I might know a charity or two that would chip in to expenses if so.
 - Robert: Right now we work with Thurston County Food Bank and South Sound Reading Foundation. Some organizations steer clear from working with organizations that are 3rd party. The credit unions have been very great to us.

Dates for 2023

- June 23
- August 25
- November 3

MISC

- Leadership Breakfast will be September 14 at the SPSCC Lacey Campus and we would love for you to join. We are shooting for a 150 person Leadership Breakfast with a live stream from TVW. I'm also looking for speakers. TwinStar gives us about \$8,000 to host the event. We have about \$1,000 that we can utilize for a speaker. I want the people to be there who are people who love the CFD and what we do.



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- John Miles: How about Marilyn Strickland?
- Jim Cooper: Parfait Bassale. Have you ever had Chris Reykdal speak?

Adjournment