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

June 23, 2023
10:00 AM – 12:00 PM
Via Teams

Welcome & Introduction:

Robert Lane called the meeting to order and welcomed all in attendance. At this meeting we are joined by some of our incoming 2023-2025 Advisory Council members.

Attendance:

Council Members Present:

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

OSOS Staff Members Present:

- Erin Aquino
- Robert Lane
- Leila Anoina
- Renee Lewis
- Angie Cellucci
- Director of External Affairs, Charlie Boisner
- Deputy Director of External Affairs, Derrick Nunnally
- Secretary of State, Steve Hobbs
- Assistant Secretary of State, Kevin McMahan
- Deputy Secretary of State, Randy Bolerjack
- Chief of Staff, Amanda Doyle

Others Present – Optional Attendance

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| <input type="checkbox"/> Nikki Huang (Denise Louie Education Center) | <input type="checkbox"/> Trudy Soucoup (Homes First) |
| <input checked="" type="checkbox"/> Hunter Jowell (Catholic Charities) | <input type="checkbox"/> Logan Webbenhurst |
| <input checked="" type="checkbox"/> Elizabeth McLaughlin (Tri Cities Cancer Center) | <input checked="" type="checkbox"/> Jennifer Williamson-Forster (So. Sound Reading Foundation) |
| <input checked="" type="checkbox"/> Karin Oceguela (Family Education & Support Services) | |

Minutes review:

The minutes from the February 24, 2023 meeting were reviewed and accepted.

CFD Administrative Updates

- Website Update: Robert
 - Our current application is much older than most and is built into our current website. Because of this, there is a fear that moving it to DRUPL may cause a catastrophic failure. Although our website will not be migrating to the new platform, the remainder of the OSOS division websites will.
- Feasibility & Mitigation Update: Robert
 - Budget passed with full support in the Senate, but not the House. We did not receive any funding for the immediate future, but instead were requested a completion of the feasibility study by December 31, 2023. Next year the legislature will review the budget again and will be able to request funds again. There is a tech, modernization and innovation fund by WATECH in which we can request funding from a \$3 million budget. We will need to pitch our need during a “shark tank” style presentation. We have been working with our independent consulting company to complete the feasibility study. We are currently in a stable state where leadership is all on the same page with our needs. We’ve been really focused on our feasibility study and the state of Washington has a lot of regulations with technology and requires a systems requirement document as well as a feasibility study. Our team has been busy with benchmarking and reviewing contenders. We’ve been looking at finding options which builds the case that we’ve been doing our research to find a solution. The state fiscal ends in the middle year so in the next 7 days we will be wrapping up this project. We are also working on an Azure migration which means we are doing online server updates and migration. We currently have physical servers and our team is working on moving everything to a more secure online server. Our application is so old that it’s taking a bit longer to move all the data over. This will allow us to have a test environment. We are focused on finding a solution and believe there is a third party solution out there that we can configure to our needs. We are just unique and more complicated. United Way utilizes StratusLive and UW is similar to how

they operate like the CFD, but we are a federation of other federations of other charities.

- 2023-2025 Advisory Council: Robert
 - You have helped stabilize and help us grow as an organization. We had a leadership, team and advisory council turn over all within 6 months and I appreciate everyone's time and dedication. I appreciate your patience. Your commitment and follow through with the organization has been tremendous. I'm proud of the work we're trying to do. Thank you for contributing to our Goods Drive and policy review.
 - Randy: We're moving forward and getting that funding, but we remain committed to everything that Robert is doing. We appreciate everything that his team and yourself are doing to support.
 - Charlie: I want to echo – for the 21-23 council - thank you for your flexibility and patience as we navigate these trials and tribulations. We have several lines of effort out mostly with IT. We had to make some tough choices. For new council members, thank you for your selfless services and continuing with this additional endeavor. The CFD is on the right track and I'm excited for what's to come.
 - Robert: We've been in a really reactive state and we think, although you all were willing to help, we didn't provide many opportunities for help. Our team has discussed creating work groups in which individuals will work with our dedicated staff to work on a project. An event group – hybrid vs in person, regional event, etc. Another work group is our policy and budget work group. Most of our policies haven't been updated since 2019, but now that we're in it – does the policy still pertain to today? Erin will lead the event group, Renee will lead the policy and budget work group and Leila will lead the training and marketing work group.

Fiscal Update:

- Q1 Disbursement Update: Renee
 - We sent out a little over \$1 million in Q1 which is almost \$135,000 more than last year's Q1. Our expenses have decreased slightly in Q1 as well. Our non-specified donations, donations that went directly to the CFD, was about \$25,000. We are projecting Q2 to be similar to what it has been in 2022.
- GL5194: Renee
 - GL5194 is our unclaimed property account. So any funds that we send out, but that bounce back or do not get cashed, they get filtered to this account. We reach out to the charities and get updated mailing addresses and banking information. Angie knocked out about \$40,000 that was unaccounted for. Currently we are at \$5,000 which is our limit at right around what we should be.

Marketing and Training Update

- Theme Update: Leila
 - The last time we talked we were going over themes and possible theme ideas and what we did get a lot of feedback on is our campaign theme. Our theme this year is “23 and Be,” so 23 and be kind, 23 and be giving.
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- Training Update: Leila
 - We’ve had our Campaign Leader training with 18 attendees for beginner, 26 for advanced and 13 for our in person training. For the most part folks like having the options. We are looking to doing something similar to our Local Coordinator trainings.
- We had an in person statewide award reception. Everyone had an opportunity to meet all 2022 CFD award winners.
- For Well Fed, Well Read - 1050 lbs of food, 2400 gently used books and \$1395 monetary gifts were donated. Like last year, we split the event into 2 drop off days.

2023 Campaign

- Goods Drive Launch: Erin
 - Thank you again to Alan and Bonnie for your input and contributions for our Goods Drive form. We’ve been sharing this resource with our volunteers as a tool to use for their other methods of fundraising.
- CFD Events: Erin
 - We’ve seen a growth in popularity of the return of larger in person agency events which pre-covid were occurring on an annual basis.
 - L&I had hosted a Furbaby Fun Run in April which was a run/walk that included pets. They also plan on hosting their Car & Bike Show in August.
 - Some of the other upcoming larger events include golf tournament fundraisers for DSHS region’s 2 & 3 as well as the return of the annual Department of Corrections golf tournament. Employment Security Department is also working on bringing back their all agency softball tournament while trying to also make it an all bodied inclusive event by offering kickball teams to participate as well.
 - We’ve seen a sprinkling of agency online events some of which include egrams, trivia, and pet photo contests.
 - As for the State CFD – our next bigger in-person event is in partnership with the Thurston County Steering Committee and it is our Charity Fair/Volunteer Appreciation event on Wednesday, July 19th from 3-5pm. It is truly a “Fair” theme in which we will be giving out free popcorn, cotton candy, and will have face painting and music. We currently have 42 charities participating with a max capacity of 46. If you hadn’t already signed up to have a charity booth present - we would love to have you there to help with the CFD booth.

Advisory Council Updates

- Leadership Breakfast - September 14 from 8-10am
 - Speaker Ideas: ALL
 - Robert: We collect funds all year, but we make a lot of noise in Quarter 4. The Leadership Breakfast is an opportunity to invite agency leaders to kick-off the giving campaign. We serve 4,700 charities and so have a feature charity speaker. This is our formal kick-off before we get the campaign going with the First Week to Give. The event will be at the South Puget Sound Community College Lacey Campus. In case you were wondering we get sponsored by TwinStar to put on our Leadership Breakfast of \$8,000, so we try to keep the event under that amount. Last year, for our keynote speaker we had Erin Jones who is a community influential leader here in Thurston County. The year prior we had Hoan Do. One year we had Kim Wyman as the speaker. Sometimes it's someone local who is good at speaking. In the past when we had 500 attendees, we had Seahawks players as the keynote speaker. Right now, it's been 150 people in person and about 100 live stream. We've run the gambit as far as who has spoken in the past.
 - Speaker Ideas: Chris Gregoire, West Texas Bee Works, American Idol winner, the BeeGees, Parfet, Ijemoa Oluo, Susan Howlett, Mary Kay national sales directors, Keke Palmer from Akeelah and the Bee. Burts Bee's founder.

Dates for 2023

- August 25
- November 3

Adjournment