



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**

August 25, 2023  
 10:00 AM – 12:00 PM  
 Via Teams

**Welcome & Introduction:**

Robert Lane called the meeting to order and welcomed all in attendance. The CFD went through the process of pulling constituent applications from across the state, so today you are joined by 10 advisory council members as well as state representatives from two agency groups as well as the Secretary of State and Secretary of State executives.

**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 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 checked="" 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:**

## CFD Program Updates

- A Brief History: Robert
  - The CFD Program was founded in 1984. State agencies were trying to figure out how agencies facilitate charitable giving within state government and the CFD was born. In 2000 there was an executive order to help determine whether the CFD is part of work or is it volunteerism. Why is this a big deal? This helped clarify that the CFD becomes official state law through the passage of RCW 41.04.033, but each agency can dictate how involved they are with the CFD.
  - The CFD has raised \$164 million since 1984 and have been in the top 3 as far as monetary giving compared to other state giving programs across the nation. We have four permanent staff, but we have 1,100 volunteers throughout the state that help facilitate the CFD in their respective state agencies.
- Current Project
  - We are currently working on getting a new donor management system. It is a process for a public entity to update a self-built system. We have 10 different payroll systems that we are currently supporting which means we are getting data from 10 different sources and makes things complicated. When we were started 39 years ago we were created as an auxiliary program, so we are self-funded which is why we assess an administrative fee. We started with a systems requirement document which is a comprehensive 92-page document that said all the things the CFD needs to do to function. Next, we did a feasibility study where we hired a 3<sup>rd</sup> party that assesses our needs so that it is nonbiased. That 3<sup>rd</sup> party used our system's requirement document to vet 40 organizations to see if those organizations could fulfill our needs. A common thing is "software as solution" which is supported by a 3<sup>rd</sup> party so that it frees up our internal IT team.
- New Donor Management System: 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 to provide 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. They gave us \$150,000 to implement a new system to get it started, but we will still need to go to the legislature to keep it funded and functioning year after year. We're working as quickly as we can to catch up and hopefully will be choosing a "software as a solution" within the next month and half and with hopes to launch the first production in July 2024.

- Website: Robert
  - Our current application, the one that we've been using for 20 years, 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 and that is something we do not want to risk. The goal would be to work on the website once we get the new application up and running.

**Fiscal Update:**

- Disbursement: Renee
  - An online or paper form is submitted for a payroll donation. We process the donation and ensure that the proper amounts are received for each payroll date. Leg work has to be done for any anomalies from any mismatch in information regarding what our system says we received versus what is actually received. The collected funds are then disbursed to CFD member charities quarterly - April, July, October and January.
- Q2 Disbursement Update: Renee
  - We definitely saw a decrease in donations which is due to our increase in recorded expenses as well as fundraisers dollars that didn't get applied to this quarter. Our increase in expenses from 2022 to 2023 is due to a division reorganization that happened last year. The CFD program was part of a different division, and that division had savings of \$40,000 from another program within that division. Those excess funds were rolled over to the CFD, which covered the Q2 2022 salaries for the CFD team, resulting in savings for that quarter.
- GL5194 Debrief: Renee
  - GL5194 is our unclaimed property account. Any funds that we send out, but that bounce back or do not get cashed, get filtered to this account. We reach out to the charities and get updated mailing addresses and banking information. In 2022 we updated the policy so that currently when a warrant reaches SOL and is under \$100 it becomes CFD property and gets transferred to the CFD general fund. If the funds are over \$100 we reach out the charity one more time and give them a 2 week time frame to get back to us. If there is no response, we cancel the warrant and reach out to the donors who donated over \$100 in a quarter, per charity. If the donor does not respond within 2 week, the CFD cancels the warrant. This new policy gets the money moving rather than staying stagnant due to the inability to reach out to charities and donors who don't respond/don't have updated contact information.

## **Marketing and Training Update**

- Training Update: Leila
  - We have two tiers of volunteers. One tier is our CFD Campaign Leaders who are our main point people within the agencies. We had about 50 attendees at our virtual trainings and 12 volunteers at our in-person training.
  - Our second are our Local Coordinators. Local Coordinators are volunteers within the divisions/departments of each agency. Because of that they are a larger group and they help run agency fundraising events, create the ask to participate and/or donate through the CFD, and are the main busy bees amongst the agency departments. We've just had our Local Coordinator trainings with about 150 attendees for virtual trainings and 27 for our in-person training. For the most part folks like having the options of beginner, advanced, virtual and in-person. We will be sending out a survey to get input from training attendees.
- 2023 Theme: Leila
  - This year we came up with the theme this year of "23 and Be," so - 23 and be kind, 23 and be giving. "Be Giving, Be a volunteer, etc." Each agency and donor can customize it to whatever they want it to be.
- Social Media: Leila
  - Please follow us on Instagram and Facebook as we have some fun videos coming up. All things CFD are also on our YouTube channel and include our training videos and campaign videos.

## **2023 Campaign**

- CFD Events: Erin
  - The CFD hosts and facilitates many events that range in size, scope, virtual and/or in-person. We host statewide CFD events, some of which include a
  - We have our Statewide Volunteer Recognition event where we celebrate our CFD volunteers who have been recognized by their peers for going above and beyond during the campaign. This year we were able to host a small in-person reception with the winners.
  - We also host several virtual and in-person Campaign Leader and Local coordinator trainings which Leila has touched upon. One new event that we ran in partnership with the Thurston County Steering Committee was our Charity Fair that was held on July 19<sup>th</sup> in the late afternoon with 46 charities in participation. It was definitely a learning experience in which we will be making several changes for next year.
  - A few CFD statewide fundraising events that target all state employees include a Valentine's day and Veteran's Day e-gram. For in-person we had hosted our annual Well

Fed, Well Read event which is a food and book drive in partnership with the Thurston County Food Bank and South Sound Reading Foundation as mentioned by Jennifer.

- We also host fundraisers that are supported financially by our sponsors such as our Seahawks ticket auction and First Week to Give, \$5 Starbucks gift card promotion, both sponsored by WSECU.
  - Washington state agencies and higher education folks are also able to run their own CFD fundraising events. Sometimes they are able to run them on their own, and sometimes they are a big lift on our end. There has been a growth in 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 and they also recently had their flower sale which was on a hiatus during COVID. Some of the other 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 happening this Saturday with Robert attending to handle any payments. Employment Security Department is bringing back their all-agency softball tournament being attended by Leila. This event is also happening this Saturday.
- Leadership Breakfast: Erin
    - The Leadership Breakfast is an opportunity to invite agency leaders to kick-off the giving campaign Event is sponsored by TwinStar Credit Union and have provided \$8000. This is our formal kick-off before we get the campaign going with the First Week to Give.
    - 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. This year's keynote speaker is Alonda Williams w/ Big Brothers Big Sisters of Puget Sound.
    - We serve 4,700 charities and this is an opportunity to also feature charity speakers and we opened it up to all CFD charity members to submit charity speaker applications. This year's charity speakers: Monique Valenzuela w/Ventures & Niki Gane-Butler w/Dignity for Divas
    - Prior to COVID: attendance we had an attendance of 500 was when we had Seahawks players as the keynote. This year, similar to last year, we anticipate an attendance of 150 and will be livestreaming via TVW as well.

### Questions?

- Tami: Is there an opportunity to work with K12?
  - Robert: We are resistant to messing with the system more than we need to. Working with K12 is certainly on the table, but we don't have the capacity right now. We want to make sure that when we do it, we do it right.

### Advisory Council Updates

- The last advisory council was able to provide input and feedback during our quarterly meetings, but we did not engage them during the off times. We are hoping to create subcommittees this year. The goal is to meet for one hour, once a month during the off months with your subcommittees which gives you tangible work as well as provides my team leadership growth opportunities. We are looking to have 3-4 people in each group. If you, as the advisory council, can rank #1,2,3 which group interests you the most, we will work on plugging you into that group.
  - New model w/three work groups
    - Fiscal & Policy with Renee
      - For folks that like looking over rules and regulations, looking at numbers, budgets this would be for you.
    - Events with Erin
      - This group is for you if you are that person that likes coming to events and planning events. If you are on that committee, we would look to you as serving at events and being an event planning expert. If you are not in Thurston County, we could work on sending you out to other events in your local area to represent the CFD.
    - Marketing/Training with Leila
      - This group is for those that will be looking at our current training – does this make sense? Should we do a training for charities? Marketing as a nonprofit you are usually targeting a geographic location, but for us we are targeting all state employees and we're trying to finesse – is this too much? Is it enough? Do we have enough content? You would help gauge and provide input on our methodology.

### Dates for 2023

- November 3

### Adjournment