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Meeting Minutes
Washington State Combined Fund Drive
Advisory Council
June 13, 2014
10:00 am – 12:00 pm

Welcome and introductions:

Stephanie Horn called the meeting to order and welcomed all in attendance. Stephanie began the round of introductions and went over the minutes from the last meeting.

Attendance:

Council Members Present: Robert Coit (Thurston County Food Bank), Kerri Everly (University of Washington CFD), Paul Knox (United Way of Thurston County), Melanie Manista (United Way of Pierce County), Dave Nelson (Department of Retirement Systems) and Karen White (Community Health Charities of Washington and Idaho)

Staff Members Present: Stephanie Horn, Philip Kerrigan, Heather Lucas, and Dawn Sanquist.

Guests Present: Krosbie Carter (United Way of Thurston County)

2014 First Quarter review:

Budget and Financials

- Philip Kerrigan handed out the 2014 first quarter expenses and showed the council the monthly breakdown of expenditures.
- This year the retention for donors is more than years in the past.
- The administrative fees are at about 13% right now but should even out to around 12% for the year. This means about 94% of the money is going directly to the charity.

Oso Relief Campaign

- Over \$80,000 has been raised so far with \$47,000 of it being in the first three weeks.
- A group of quilters from Vancouver, BC sent quilts to be donated to the families. The CFD presented them to Ginger Passarelli of the Soup Ladies for her to give out at the relief site.
- Several schools and private businesses have sent checks to the CFD for the campaign.



Secretary of State
Kim Wyman

Making a World of Difference

Leadership Breakfast

- About 150 people attended.
- Philip asked the council members who attended what their thoughts on the event were and received the following comments:
 - Keep the breakfast at the Capitol if possible, even though the layout was awkward and a bigger room is needed.
 - Program was good, the table sponsors were good and the speakers were awesome.
 - Try to get the Governor to attend.

Upcoming events and projects:

Campaign Leader Workshops

- Heather Lucas present the council with the training packets and explained the materials to them.

CFD 30th Birthday Party

- The event is happening on July 24th, 2014 at the Capitol.
- A copy of the invitation was handed out to everyone.
- The CFD jerseys will be on sale during the event.

“Give 1” campaign

- A variety of posters will be available with different pricing points for agencies to use to promote the campaign.
- The University of Washington CFD campaign is using Give 1 hour of your salary per month, if this was done \$8 million additional funds would be raised this year.
- Secretary Wyman has challenged agencies to increase their percentage of participation – for small and medium agencies that have 100% participation in payroll contributions and large agencies that double their current participation percentage she will come work for them for a day.

Showcase: online presentation – the *new* donor experience:

- The council was shown the new search engine and donor log in pages.

Questions/comments:

- Dave Nelson will work with the CFD to put together legislation that would allow for a mail out to retirees.
- Put an end of the year article in the Olympian highlighting the CFD contributions from state employees and the improvements over the last 30 years.

Adjournment:

Stephanie showed the CFD “Monday Morning Meeting” video and adjourned the meeting.

