

United Way of Whatcom County
Board of Directors Meeting
January 23, 2025 – 3:00 PM
In-Person at United Way of Whatcom County

Agenda

Agenda Item	Type	In Packet	Presenter	Time	Mins
1. Welcome and Call to Order			Natalie Boatman	3:00	5
2. Mission Moment – Brigid Collins House	Discussion	No	Melissa Pickel	3:05	15
3. Child Care Update	Discussion	No	Meredith Hayes	3:20	15
4. Grant Process Update	Discussion	Yes	UWWC Staff	3:35	10
5. Fund Development Team Update	Discussion	No	LaVonne Olsen Patricia Boyce	3:45	10
6. 2024-25 Campaign Update	Discussion	No	UWWC Staff	3:55	10
7. ALICE @ Work	Proposal	Yes	Executive Committee	4:05	10
➤ Approve spending up to \$15,000 to launch an ALICE@Work cohort, including \$5,000 from the Community Initiatives budget, and \$10,000 in Community Impact Funds.”					
8. DEI Update	Discussion	No	UWWC Staff	4:15	10
9. Consent Agenda	Proposal	Yes	Natalie Boatman	4:25	1
➤ Motion to “Approve the January 2025 Consent Agenda as presented.”					
10. Other Business					
• Board Member Update					
• Board Retreat update					
• June Board meeting: New date					
• Next Board meeting will be virtual on Thursday, April 24, 2025 from 3:00 – 4:30 PM					

Attachments:

- Child Care Update
- Grant Process Summary
- ALICE@work MEMO

Consent Agenda:

- Minutes
- MEMO New Board Member Election



CHILD CARE UPDATE

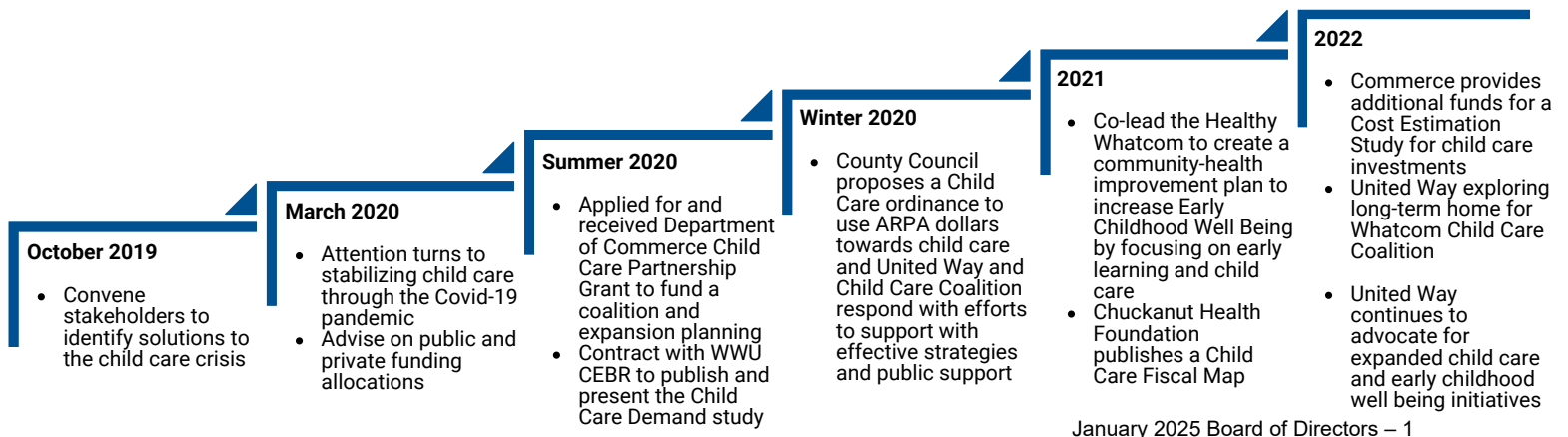
United Way of Whatcom County's impact on Child Care in our community

The United Way Child Care Initiative kicked off in 2019. Since that time, the child care landscape in Whatcom County has seen significant changes and developments. This is in part due to the catalyzing work of United Way's effort to convene stakeholders in 2019, and in part due to the detrimental impact of the Covid-19 pandemic on families and children, at which point child care was catapulted into the public eye.

In 2019, United Way made a strategic decision to focus on the economic instability of families stemming from, in part, the child care shortage that keeps parents and caregivers from accessing secure and well-paying employment. The United Way Child Care Initiative focused on 4 key areas of work:

- Convening child care stakeholders to work together to stabilize and expand child care,
- Conducting and compiling research to inform effective and efficient stabilization and expansion of child care,
- Creating a child care plan that identifies and elevates strategies that will develop a robust, community-centered child care landscape that meets the need of families and providers,
- Garnering support to fund the implementation of the child care stabilization and expansion plan.

Since laying out these key areas of work, several significant steps have been taken to improve access to effective, high-quality child care for Whatcom County families. This progress would not have been possible without the collaboration of stakeholders, community support, and donors like you, whose generosity help United Way of Whatcom County fund several local nonprofit agencies that provide free and sliding scale options for families in need. Thank you for your continued support in helping us make Whatcom County a better place for all!



United Way Grant Process for FY 2025-26

The grant process for FY 2025-26 will be an open application in coordination with the City of Bellingham and Whatcom County Government. Each organization has their own grant timeline and process but share a common portion of the grant application to ease the burden for nonprofits applying for funding from multiple sources. The common application was co-created several years ago in partnership with the City of Bellingham and United Way of Whatcom County. This is the first year that the County is participating.

Our approach for FY 2025-26 will be a blend of old and new processes. We are excited to bring back volunteer panels and will implement a plan that is realistic and achievable for UWWC staff and Board and more accessible for volunteers. This will require fewer, more focused sessions. We will continue with process changes and enhancements that were implemented in recent years, including staff recommendations regarding goal alignment and funding amounts, and providing multi-year funding and grant extensions.

This year's approach has 3 phases and will begin with an initial round of open funding requests via the common application, which will be posted and available on our website by Friday, Dec. 13, with a due date of January 16. No additional documents will be required at this time. Applicants must demonstrate alignment with our core focus areas, which remain the same: Basic Needs, Economic Mobility, Breaking the Cycle of Poverty, and serving the ALICE population. UWWC staff will review applications and meet with the Community Impact Committee (CIC) to discuss in late January or early February, depending on the number of applications. At this time, UWWC staff will make recommendations regarding which applicants fall into the following categories:

1. Current partners with clear mission alignment to receive grant extensions. *Select agencies will be asked to provide additional financial documents and information but will not need to complete the phase two application process.*
2. Current or potential new partners with clear mission alignment to advance to phase two of the application process. *These agencies will be asked to complete the addendum questions, submit additional financial documents and information, and meet with staff/CIC if/as requested.*
3. Programs that do not align with our mission or whose applications aren't as strong or compelling. *These agencies will be notified they did not make it through the process.*

After reaching consensus with the CIC, UWWC staff will notify applicants in each category and follow up with next steps. Agencies selected to continue with the process will be provided with the addendum application questions and requirements in February, with a due date TBD in March.

Once Phase 2 applications have been submitted, UWWC staff and CIC will review and determine which applicants will advance to Phase 3 – Volunteer Panels

A total of 3 volunteer panels (6-8 volunteers each) will participate in a series of 3 half-day meetings in April and May. One orientation session (to include all panel members) and 2 deliberation meetings for each individual panel. If needed, a final session with representatives from each panel will be held to determine final grant recommendations across all panels.

FY 2025-26 Grant Summary, Timeline & Details

- Phase 1 – Every applicant must fill out the common app (post on our website)
 - Post app by Dec 13. Apps due Jan 16.
 - Promote in newsletter and in a social post
- UWWC makes initial determination of who is and is not a good fit
- UWWC staff selects a number of current partners for continued 2 year grant funding
 - Documents will be required (audit, budget, financials, etc.)
 - A sub-section of these agencies may be asked to present program goals and outcomes to staff/volunteers at panel orientation
- Meet with CIC (Lisa, John, Natalie) regarding staff recommendations for who makes it through to the next round - February
- Notify those who did not make the next round.
- Phase 2 – UWWC invites all those who made it through (and did not get an extension) to fill out the addendum and provide additional required documents. (February)
- Staff and CIC to discuss recommendations for which agencies advance to phase 3 (March)
- Phase 3 – Volunteer Panels (April-May)
 - Three groups of 6 - 8 volunteers to evaluate no more than 8 applications each. Applications will be grouped by focus areas or other similarities
 - Orientation Day with visits or presentations from currently funded agencies, education about community issues, and instructions/orientation regarding the process. (Half day in April)
 - Schedule two subsequent follow up meetings with each group (April/May) for deliberation and decision making on funding and amounts
 - Staff recommendations and guidance will be provided
 - Large conf room reserved Mon | Tue | Wed from April 21st - May 14th
 - If needed: host an additional meeting at the end of May with representatives from each panel, UWWC staff and CIC to determine final funding recommendations to the Board.
- Final funding recommendations to be made by June 1, pending any adjustments based on budget and revenue numbers.

MEMORANDUM

TO: Board of Directors
FROM: United Way of Whatcom County Staff
DATE: January 8, 2025
SUBJECT: United for ALICE@Work

United Way of Whatcom County: ALICE@Work

During our October Board of Directors meeting, we had a presentation from the United for ALICE@Work team about their new program geared toward employers. The program is designed to help companies learn more about the makeup of their workforce, how their employees may be struggling financially, and what they can do to help alleviate financial stressors that may be affecting their teams in a variety of ways. The program includes 12 hours of training and a customized plan for each company outlining specific strategies to remove financial barriers and increase stability for workers who are struggling.

ALICE@Work includes the following value propositions:

1. Help companies recognize what ALICE looks like in the workforce and identify policies to lift financial burdens and increase employee attendance, engagement, and retention. Participating employees will also earn valuable SHRM credits through the program.
2. Provide tangible solutions and assistance for ALICE workers in our community through United Way-specific programming that aligns with our core mission of helping individuals and families who struggle financially.

During our strategic planning process, we talked at length about the need to diversify our revenue streams and expand our offerings and the ALICE@Work feels like a perfect fit in that regard. It's ready to implement, vetted by other United Ways, and in step with our mission to help ALICE households in Whatcom County. Partnering with local businesses has always been one of our core strengths. ALICE@Work will offer a unique opportunity to enhance our corporate relationships and provide substantial business value while actively working to make real change in the lives of local ALICE workers and families.

Proposal: We would like to take steps to launch an ALICE@Work cohort this year. The maximum projected cost is \$15,000. Today we are seeking approval to allocate funds for this program.

- Approve spending up to \$15,000, including \$5,000 from the Community Initiatives budget, and \$10,000 in Community Impact Funds.