

United Way of Whatcom County
Executive Committee
November 21, 2024 – 4:00 pm
Video Conference Call Meeting

Agenda

1. Welcome
2. Review Previous Meeting Minutes
3. Board Member Nomination
4. ALICE@Work
5. Updates from President/CEO
6. Other Business

Attachments:

- Minutes from the previous meeting
- Board Candidate Nomination – Spencer Palmer
- Board Membership Questionnaire – Spencer Palmer
- MEMO United for ALICE@Work

United Way of Whatcom County
Executive Committee Meeting
Video Conference Call
October 17, 2024 – 4:00 PM

DRAFT – Meeting Minutes

Committee Attendees: Natalie Boatman (Chair), Doug Montgomery, Jason Sears

Staff/Other Attendees: Kristi Birkeland (President/CEO), Mike Weinstein

Did Not Attend: None

1. Welcome

Natalie Boatman, Committee Chair called the meeting to order at 4:06 PM.

2. Review Previous Meeting Minutes

Boatman asked all present to review the September 19, 2024, meeting minutes. No corrections were offered.

MSA: Sears/Montgomery: Approve September 2024 minutes. Motion passed.

3. Updates from President/CEO

United Way Worldwide's 137th Birthday was on Wednesday, October 16th. We will celebrate with cupcakes at the Board meeting.

The United Way brand refresh will launch next week. As an early adopter, UWWC is excited to share the changes and updates as they become available.

Greenwood Ohlund has completed the FY2024 audit. The audit firm has presented the final report to the Finance Committee and the board will be asked to accept it into the record at the October 2024 board meeting.

The lease renewal for the Whatcom Center for Philanthropy is complete. The extension is for a 5-year term with a 3% increase annually.

Campaign going well. The top 3 workplaces, bp Cherry Point, Phillips 66, and WECE, will all run their campaigns in October and there is a lot of energy and excitement this year. UWWC is thankful for the members representing those organizations on the board for their leadership.

The breakfast event went well. Over 100 individuals registered with about 70 attending. 5 elected officials were invited but not able to join.

The Fund Development Committee is planning some cool events including a pint night at Aslan Depot in the next month or so and a cornhole tournament in Spring 2025.

Representatives from the United Way of Northern New Jersey will join the October 2024 Board meeting to present ALICE@Work, a program that helps local business leaders humanize ALICE data in the workforce and implement creative and effective solutions to support ALICE workers.

4. Review Draft October 2024 Board Meeting Agenda

The Committee reviewed the Board meeting agenda for October 24, 2024, and no changes to the agenda were made.

5. Other Business

Birkeland shared that Spencer Palmer from PowerTek is interested in joining the Board. More details will be shared as this conversation moves forward.

No other business was presented for discussion.

The next meeting will be on November 21, 2024, at 4:00 PM immediately following the Finance meeting.

The meeting was adjourned at 4:29 PM.



UWWC BOARD CANDIDATE NOMINATION FORM

1. Your name: Kristi Birkeland

2. Recommended Candidate

Name Spencer Palmer

Title President

Organization PowerTek Electric

Email SPalmer@powertek.net

Phone 360.319.1380

3. Why do you think this person would be a good fit for our board?

Spencer has been a longtime United Way donor and champion both personally and through his company, PowerTek Electric. He believes in the power of the work we do and is always happy to share information about United Way with others. Spencer has led the workplace giving efforts at PowerTek for many years and participates in United Way campaign activities at the refineries where he has employees, including Whatcom and Skagit County. For the Palmers, United Way is a family affair, with several individuals supporting and advocating for our work in a variety of ways.

4. Have you spoken with the candidate about serving on the UWWC Board?
If yes, what questions/considerations should we know about?

Yes, I've spoken with Spencer and he is eager to serve. There are no specific questions or concerns.



United Way Board Membership Questionnaire

Why are you interested in joining our Board?

The involvement I have had over the past 20+ years as a donor, workplace coordinator and sponsor have given me plenty of exposure to know that this is a cause I value deeply. I am interested in expanding my ability to assist United Way in its mission.

What inspires you about United Way's work?

Over the years I have watched United Way of Whatcom County tailor its approach to the needs of the community. I feel the move toward focusing on helping individuals/families enter or secure a stable place in society though income and equity creates a lasting impact for the people affected as well as the community as a whole.

Do you have experience on other Boards, with events, and/or in fundraising?

Vice president of Cherry Point REACHOut.

Please add a brief professional bio

I am the president/owner of PowerTek Electric Inc., an industrial electrical contracting company servicing Whatcom and Skagit counties since 2000. We Typically employ between 50 and 200 people in Whatcom County. I earned a B.S. in Electrical Engineering from the University of Washington in 2003 and have worked in Whatcom County ever since.

Anything else you'd like to share?

I grew up in Whatcom County and decided to stay here to raise my own family. I care deeply and feel very invested in the community and look forward to continuing to support United Way of Whatcom County any way I can.

Thank you for your consideration!

MEMORANDUM

TO: Board of Directors
FROM: United Way of Whatcom County Staff
DATE: November 11, 2024
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.

Implementation: We would like to take steps to launch an ALICE@Work cohort in early 2025. The maximum projected cost is \$15,000, and we can fund it in a variety of ways:

- \$7,500 from the Community Initiatives budget, with the rest coming from reserves.
- \$7,500 from the Community Initiatives budget, with the rest coming from program fees for participants.
- \$5,000 from the Community Initiatives budget, with the rest coming from \$10,000 in Community Impact Fund dollars currently set aside for other programming.

Proposal: We will be asking the Board of Directors to approve spending up to \$7,500 from our Community Initiatives budget and up to \$7,500 from reserves or other sources to fund our first ALICE@Work cohort.