

United Way of Whatcom County
Fund Development Committee
August 1, 2024 – 1:00 pm
Whatcom Center for Philanthropy

Agenda

1. Welcome
2. Approve previous meeting minutes
3. Continue discussion and updates on progress made on potential upcoming events (cornhole tournament, pint night, etc.)

Attachments:

- Previous Meeting Minutes
- Decision Matrix

United Way of Whatcom County
Fund Development Committee Meeting
Video Conference Call
June 6, 2024 – 1:00 PM

DRAFT – Meeting Minutes

Committee Attendees: Patricia Boteler, Adrienne Czebator, Rebekah Duffy, LaVonne Olsen (Co-Chair), Meagan Southworth

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

Did Not Attend: John Ayre, Patricia Boyce (Co-Chair)

1. Welcome and Intros

LaVonne Olsen, Committee Co-Chair called the meeting to order at 1:06 PM.

2. Approve Previous Meeting Minutes

Olsen asked all present to review the minutes from the May 2, 2024 meeting.

MSA: Duffy/Southworth: Approve May 2024 minutes as presented. Motion passed.

3. Guided Revenue Expansion Brainstorming Work Session, cont'd

The Committee continued the May 2024 conversation regarding opportunities to expand revenue.

Key Discussion Points:

- Birkeland is working with John Ayre to coordinate outreach to the companies identified in the May 2024 meeting for an introduction to approach about corporate or DPIL sponsorship.
- There are four events that the Committee is primarily focusing on:
 - UWWC is signed up for Bellingham KidsFest on Saturday, August 3rd from 11:00 AM to 3:00 PM. Denise Kilcline will be the lead UWWC staff member and Rebekah Duffy and LaVonne Olsen have also offered to volunteer.
 - Olsen is working out details with the Bellingham Yacht Club on the purposed casino night. More information will be available soon including potential dates.
 - Duffy will contact Ayre and offer support on coordinating the Pint Night at Aslan Brewpub. The local band that potentially would perform at the event has disbanded.
 - Meagan Southworth offered to work with Ayre on the Cornhole tournament details.
- UWWC staff will develop a revenue goal for FDC to establish as a committee deliverable. Past conversations noted 3%-6% of annual campaign attrition.
- UWWC staff will create a decision matrix as a tool to help the Committee when considering new opportunities.

Southworth left the meeting at 1:50 PM.

4. Other Business

UWWC's sponsored Bellingham Bells game on Friday, June 28th will start later with first pitch moved to 5:35 PM.

The Committee will not meet in July 2024.

The next Committee will in-person on August 1, 2024.

No other business was presented for discussion.

The meeting was adjourned at 2:04 PM.

United Way of Whatcom County Fund Development Committee

Decision Matrix for new ideas:

- Does the idea align with UWWC values?
- Does this idea increase brand strength and/or awareness?
- Does this idea bring in additional, non-workplace campaign-related revenue?
 - If yes, is ROI or potential long-term ROI worth the output of resources?
- Does this opportunity come at a good time of year for staff/Board/community calendar?
- Will this idea be relatively easy to implement with current staff/Board capacity?
- Do the costs associated with executing this idea seem reasonable?
- Does this seem like a sustainable event/activity/action?
- Are staff and Board in agreement that this is a good fit?

These questions should provide a good basis for prioritizing our ideas and commitments.

Revenue goal for FY 2024-25 = \$30,000 – \$50,000