

United Way of Whatcom County  
**Fund Development Committee**  
October 3, 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
4. Other business

**Attachments:**

- Previous Meeting Minutes

United Way of Whatcom County  
**Fund Development Committee Meeting**  
Video Conference Call  
September 5, 2024 – 1:00 PM

**DRAFT – Meeting Minutes**

Committee Attendees: Adrienne Czebator, LaVonne Olsen (Co-Chair), Meagan Southworth

Staff/Other Attendees: Patricia Boyce (Co-Chair), Kristi Birkeland (President/CEO), Mike Weinstein

Did Not Attend: John Ayre, Rebekah Duffy

1. Welcome and Intros

LaVonne Olsen, Committee Co-Chair called the meeting to order at 1:04 PM.

An in-person training session for Employee Campaign Coordinators will be offered on Thursday, September 12<sup>th</sup>.

UWWC is hosting a campaign kickoff breakfast event on October 15<sup>th</sup> at Silver Reef Casino. The agenda is in development but a guest speaker has been confirmed and the program will include a light to medium donation ask that morning. More details will be shared soon, and anyone is welcome to attend.

2. Continue discussion and updates on progress made on potential upcoming events

Cornhole Tournament Update – Meagan Southworth checked in with Eric from Upper Left Cornhole regarding the committee's additional questions from the August 2024 meeting.

- Estimate \$400 per set to create sponsor-branded cornhole boards
- Estimate two weeks to create custom boards if just a couple sets (less than 4) are needed because Eric has a contact who has some ready to go. If more than 4 are needed, estimate six weeks to order from the Cornhole Solutions company.
- Eric can also facilitate the creation of custom boards and/or banners; would just need the high-resolution Vector file (.eps, .pdf, .ai, etc.) from each sponsor.
- Recommend starting in Q4 2024 to recruit sponsors for an event in 2025 to allow potential sponsors to include in their budget, Upper Left Cornhole can also “post-date” until Q1/Q2, if needed.
- If a contract is needed, Upper Left Cornhole can get something in writing. Eric typically operates with a handshake/promise to save the date and deliver a good event. Eric has plenty of referrals if requested and can also provide an invoice, if needed for payment.
- Upper Left Cornhole will bring everything needed for the tournament and can handle set-up/clean-up. The biggest area that UWWC can offer support is with registering players/teams.
- Eric estimates the Sportsplex would ask for about \$500 to use the field (maybe less) if they can sell food and alcohol. If it's available, the blacktop could be provided for free.

- Number of teams the Sportsplex can accommodate: Small field, no more than 32 teams; large field no more than 64 teams; blacktop area no more than 24 teams.

An Upper Left Cornhole event with 17 teams participating recently raised \$4,000.00 for the Marysville youth football team.

The Committee noted a Memo of Understanding for the event would be beneficial to clearly define the expectations of all parties.

Casino Night Update – Capacity for the upstairs of the yacht club is 185 people. Keno, roulette, and bingo are all treated as a raffle. Would have to get more into details of the ROI of a larger event and if a gambling license is worth it (cost and state fees). Olsen will share the information she has gathered to date with UWWC staff.

3. Approve Previous Meeting Minutes

Olsen asked all present to review the minutes from the August 1, 2024 meeting.

**MSA: Southworth/Boatman: Approve August 2024 minutes as presented. Motion passed.**

4. Other Business

UWWC staff and volunteers attended Bellingham KidsFest on Saturday, August 3<sup>rd</sup>. Lots of families recognized the Dolly Parton Imagination Library (DPIL) and their kids were enrolled but didn't connect DPIL to United Way. A brand refresh will be launched in the coming months and investment in materials will take place afterwards.

There may be volunteer opportunities to help staff with the bp Cherry Point and Phillips 66 refinery campaign(s) during the first week of October.

UWWC staff researched the Haggan Foundation round up program and confirmed that United Way's fundraising model does not qualify.

The Waffle Wednesday Giveback at Sweet As Waffles on August 21<sup>st</sup> raised \$150.00.

UWWC staff will explore a roundup opportunity and potential DPIL partnership with Village Books - <https://www.villagebooks.com/round-it-village-books-and-paper-dreams>

The next Committee will be in-person on October 3, 2024 in-person at the Whatcom Center for Philanthropy.

No other business was presented for discussion.

The meeting was adjourned at 2:28 PM.