



United Way
Northwest Territories

Change starts here

MINUTES

Board of Directors Meeting
February 11, 2015
5:30 pm – 7:00 pm
PSAC Boardroom

Present: Tracy St. Denis, chair; Deborah Ross, vice-chair; Julie Green, secretary; Katherine MacDonald, treasurer; David Connelly, past-president; Cameron Buddo, Penny Ballantyne, Paul Gillard, Matthew Spence, Craig Yeo and Candace Thorne, Executive Director

Regrets: Gayla Thunstrom, Jeff Fowler, Kimberly Doyle

1. Welcome

2. Review Agenda

Motion to adopt by Deborah, seconded by Penny. Carried.

3. Review previous minutes

- a. Meeting notes from November 5, 2015 reviewed. Motion to adopt by Craig, seconded by Deborah. Carried.
- b. Update on action items (see below)

4. Financial update

Treasurer financial update – Katherine presented an updated profit and loss statement for the current fiscal year. There are no significant changes since the January statement. David requested Katherine break out repeatable versus one-time increases in revenue. He also requested additional detail in the administration expense. Those expenses are under 30% for April to January.

5. Community Investment Committee/Campaign Update

The board voted electronically to approve distribution of grants as set out at the January 14 meeting. Tracy congratulated the board and the community investment committee on their work and the successful grant announcement rollout. Candace is collecting items that were published. Tracy will also do a review of what she has regarding media coverage and forward to Candace for the website. The social media campaign featuring photos of cheque presentations are also getting picked up and shared. There are three

additional presentations scheduled for Friday. Julie will create a montage of photos for a thank you card David will send to the investment committee.

- a. GCWCC – Matt reported he called all the departments to ask for reports. There is a need to clarify who the departmental contacts are and the need for a new co-ordinator. He reported some push back from employees about donating perhaps because of morale and/or transition issues. There were several events during the Canada campaign at which people could make one-time donations. Perhaps as a result payroll deductions are down. Candace estimates she has spent 30 hours making sense of GCWCC paperwork. Candace is able to make a proposal to UW Ottawa (lead agency for GCWCC campaign) to be reimbursed for time and hard costs.
- b. GNWT – Campaign co-ordinators will meet to debrief in March. There will be a discussion about the United Way when presidents of UNW locals meet in June. Penny will revisit the question of continuous intake of payroll deduction donors with HR people.
- c. Corporate – Paul reported that NWTel didn't run a campaign because the timing was poor. He believes May would be a better campaign month. Paul will create a campaign plan with Candace's help. Cameron and David reported they are working on timing, goals and targets, aiming for 7-10 entities including NWTel and the City of Yk (which didn't have a fall campaign in 2014). There was some discussion about working with labour to get United Way in the door and the City and Dominion Diamonds and also to help create extra campaign capacity. Craig will provide a list of UNW locals and employers.

6. Executive Directors report

See Attached for Executive Director report.

Highlights: The data entry into Sumac for Canada and one-time donors is now complete. She is working on balancing the demands and time available with United Way Canada/Centreaide. Her priorities for the next month are to issue tax receipts to one-time donors, process credit card payments and plan the donor "thank you" process. Candace will call on the board for help in order to extend her hours available.

7. Other

Tracy encouraged all board members to consider attending the national United Way Canada/Centreaide conference in Saskatoon. There is a travel subsidy available. There is more information on the national website. Tracy will send out email with information on the national conference.

8. Meeting Adjourned. Next meeting March 11, 2015 at the PSAC office.

February Action Tracker

Activity	Task	Due Date	OPI	Status
Campaign	Contact prioritized business list to establish payroll deduction plans; set goals and timing; work with labour to get in the door	11 Mar 2015	Cameron David Craig	
Campaign	Report on BMO, CIBC and RBC results	11 Mar 2015	Cameron/ Candace	Pending
Campaign	Decision about spring mini campaign at NWTel, City of YK	11 Mar 2015	board	Pending
Admin	Inform United Way/Centreaide review engagements will replace audits starting in 2014-15	11 February 2015	David	Draft letter provided to Tracy for review
Admin	Break out donations that are repeatable so there can be follow up	11 Mar 2015	Katherine	
Admin	Create photo montage for thank you card	11 Mar 2015	Julie	
Admin	Pull together media on grant announcements	11 Mar 2014	Candace	
Campaign	Discuss continuous intake of donors with GNWT HR	11 Mar 2015	Penny	
Campaign	Develop a campaign plan and timing for NWTel	11 Mar 2015	Paul, Candace	