



United Way
NWT

**Board Meeting
June 11th, 2014, PSAC**

Minutes of the meeting

In attendance:

Tracy St-Denis
Sheila Bassi-Kellett
Kimberly Doyle
Jeff Fowler
Paul Gillard
Julie Green
Kevin Lewis
Katherine MacDonald
Deborah Ross
Trevor Sinclair
David Connelly
Matthew Spence
Sylvie Francoeur, Executive Director

Regrets:

Frank Walsh
Cameron Buddo

1. Welcome

Tracy called the meeting to order at 5:17. She congratulated Kevin on his retirement and thanked him for his involvement with the United Way. She welcomed Matthew Spence, who will be the new Government of Canada representative on the board. Matt says that he is a great supporter of the United Way and appreciated the opportunity to join the board.

2. Review Agenda

A motion to adopt the agenda with the addition of a status report on the Executive director recruitment was moved by Julie and seconded by Trevor. Carried.

3. Review previous minutes.

A motion to adopt the minutes of the May 14th, 2014 board meeting was moved by Sheila and seconded by Kevin. Carried.

- a. **Action tracker:** Tracy will follow-up with David regarding the HMSC donation. Julie reported on the United Way presentation by Frank Walsh at the NTFL convention. The NTFL made a \$500 donation.

The board also discussed the job descriptions for board members and determined that we need to find a board member to take this on.

4. New Board Member

A motion to invite Matthew Spence to sit on the United Way NWT Board of Directors is moved by Kimberly and seconded by David. Carried.

Action item: Sylvie will send him the information to access the Member's portal.

- a. **ED Recruitment report:** The committee is made up of Paul, Deborah and Tracy. Ads have been placed in the Yellowknifer and JobsNorth. A special email account has been set-up for candidates to send in their applications. The deadline for applying is June 13th. So far, only 2 applications have been received. The board decided to extend the process for another 2 weeks. Tracy will contact the two people that have already applied to let them know of extension. The Board will probably need to do an e-motion for hiring since there is no meeting planned for July.

5. Financial Update

Katherine distributed her report. She explained that the expenses have been clarified, that the professional fees have been reduced and that the GIC's have been broken down. There is a discussion on the results of the 2013 campaign compared to the 2012 campaign, particularly the federal government's results. The total community investment fund for 2014 is \$53,500, which is \$28,500 from our regular fundraising and \$25,000, which is added from our surplus. Katherine explained that the reduction in the regular Community Investment Fund from \$51,571 to 28,500 is from an increase in Donor Designations as well as a decrease in budgeted Other Pledges/One-time Donations/Fundraising revenue. Donors seem to be giving more to other organizations. Katherine will provide more information on this issue at the August meeting.

6. Days of Caring report

Kim reviews her report (please see Appendix 1).

Kevin suggested promoting the concept of days of caring throughout the year to allow people to contribute when and with whom they want. According to him, we could provide a 'buffet' of projects that need volunteers and we could continue to offer non-profit organizations help in recruiting volunteers. This would be a great way to strengthen our relationship with the non-profits. One of the examples that are discussed is helping to recruit volunteers to help set-up Betty House in September.

The Board thanked Kim for her contribution as this project really helps in giving a new image to the UW. We will do a postmortem.

Action items: Sylvie will send an email with addresses/dates to board members of all the projects. Sylvie will also send out a media advisory, with the dates and locations of the activities. Julie will also call the paper to pitch the idea of doing a one-pager. The ED should reach out to Telus for next year's Days of Caring.

7. Campaign planning

The Campaign plan can be found on the member's portal and board members are invited to take a look at it. The plan is very similar to last year. Tracy has been working with federal and territorial governments. There will be a kick-off at the legislative assembly. One possible growth area is labour. There is also a big PSAC convention this fall, which could be a great platform. The public campaign is set to run from September 17 to October 15, 2014.

Action items: Sylvie will phone the General Manager of Canada Post and follow up with a letter requesting a free mail-out. Sylvie will send out an invitation to Kevin, Tracy, Trevor and Matt regarding a federal campaign meeting to be held in the week of June 16th.

8. ED Report

Please see Appendix 2 for ED Report. The Board asks to add the photo opportunity that was organized with DeBeers following their donation.

Action items: The board should approach all the mines about donating their safety award budgets to United Way. Sylvie is also to make sure that DeBeers and Imperial Oil receive our newsletter.

9. Next meeting

There will be no meeting in July. The next meeting will be a working dinner on August 13th at 5:15 pm at Tracy's house. Please bring your own beverages. Meeting adjourned at 6:28.

APPENDIX 1: Days of Caring Report

I am very excited about doing this project. Things have come together quite nicely for the 4 Non Profit organizations that will be receiving the United Ways help this year.

This will be the schedule of events for next week

Saturday June 14th starting about 10 am, the volunteers from the CIBC will be packing and handing out at food rescue. Their new Address is 6 Coronation Drive in Kam Lake.

Monday June 16th starting at 6pm volunteers from Williams Engineering will be constructing planter boxes and putting soil and flowers. The address is the Rock Hill Apartments

Tuesday June 17th starting around 3:30 the volunteers from the RBC will be cleaning the Centre for Northern Families play area for the kids and racking the yard.

Thursday June 19th starting at 5:00pm the volunteers from the BMO will be cleaning the tent that is used for storage in the winter for Food Rescue. The address is 345 Old Airport Road (Central Mechanical Systems, drive up and the tent is in their back parking lot.

I have gotten a donation from Northbest Distributors for the use of their pressure washer and also boxes of latex gloves and boxes for large garbage bags.

I will be looking for a couple of more donations for the soap.

I want to thank Sylvie for all her help in getting me organized and helping me send out information. I will be at all the events that are taking place taking pictures and such for our newsletter and sending to Julie so she can put them out on twitter. I am hoping some of you can make it out to see these wonderful projects being completed.

Thanks

KIM

APPENDIX 2: EXECUTIVE DIRECTOR'S REPORT

May 9th-June 11th, 2014

Administration & Operations

- Participated in three short meetings with Tracy, either in person or by phone
- Had a meeting with Katherine to discuss our bookkeeping procedures. Updated our list of accounts.
- Paid invoices and checked the mail.
- With the help of Office Compliments, prepared the first designation payments from 2013 campaign. These will be mailed out with an invitation to fill-out an E-Transfer form.
- Updated our donor database.
- Processed credit card payments.
- Prepared a deposit.
- General filing.
- Finalized the CRA Directors' worksheet for 2013.
- Reviewed job description and interview questionnaire for recruitment of new ED. Coordinated the ad placement in the paper and posted the job on Jobsnorth.ca
- Arranged for Tracy to have an address for United Way business: chair@nwt.unitedway.ca
- As per Tracy's instructions, follow-up with board members regarding donor policy.
- Prepared ED report.

As requested from the last meeting, here is a list of designations from Other United Ways:

United Way Calgary	\$1,789.58
United Way Lower mainland	\$234.00
United Way Peel Region	\$1090
United Way York Region	TBC

Governance

- Follow-up with UWCC threshold audit letter and participated in the UWCC AGM.
- Completed another questionnaires for UWCC: engagement.
- Under Tracy's guidance, helped organize the June 11th board meeting and participated (took notes).
- Uploaded all required documents to Members' portal.
- Coordinated the next meeting date of the Community engagement committee.
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Marketing & Fundraising (Campaign)

- Assisted Kim with the organization of Days of caring.
- Coordinated United Way participation at 19th convention of the Northern Federation of Labour convention. Prepared a special edition of our newsletter for the convention. Thanks to Frank for representing us and to Julie for taking down our booth.
- Prepared thank you letters for Telus
- Continued weekly updates to the website.
- Prepared and got approval for our third E-Newsletter: 35% of people who received it opened it, compared to the industry average of 22%!
- Followed up with Imperial Oil regarding 2014 campaign and grant process. They have put aside \$15,000 for United Way NWT!
- Organized a photo opportunity with DeBeers following their donation to the United Way.

In the next few weeks:

- Prepare June Newsletter
- Cross-reference GNWT payroll list and update results
- Send out Days of Caring press release and participate in the events
- Meeting for the review of the Community Engagement Committee
- Bookkeeping
- Research for 2013 financial statement preparation
- Set-up of new database

And anything else that Tracy has in store for me!!