



United Way
NWT

**Board Meeting
May 14th, 2014, Baker Center**

Minutes of the meeting

In attendance:

Tracy St-Denis
Cameron Buddo
Sheila Bassi-Kellett
Kimberly Doyle
Jeff Fowler
Paul Gillard
Julie Green
Kevin Lewis
Katherine MacDonald
Deborah Ross
Sylvie Francoeur, Executive Director

Regrets:

Trevor Sinclair
David Connelly
Frank Walsh

1. Welcome

Tracy called the meeting to order at 5:21.

2. Review Agenda

A motion to adopt the agenda, with the addition of an incamera item is moved by Cameron and seconded by Sheila. Carried.

3. Review previous minutes.

A motion to adopt the minutes of the April 9th, 2014 board meeting is moved by Kevin and seconded by Deborah. Carried. The board asked if we could make sure that the minutes are reviewed for grammar.

4. Financial Update

- a. **Budget:** Katherine explained that we presently have \$86,000 in the bank but that most of it is earmarked. She projects a net loss of \$25,000 at the end of March 2015. Overall growth projections are very conservative, as there are several unknown factors. For example, the \$73,000 2013 campaign result is pretty firm, however it could fluctuate depending on participants of the payroll deduction program. A line item, pledge loss, has been added to take care of that possibility. Katherine is projecting a 3% growth for fundraising activities. However, designations from other United Ways are still unknown. The Board also needs to discuss further how to be more strategic in regards to coding and spending of grants and big donations, as this will help to keep the percentage of administration costs lower. Katherine also explained that donor designations are restricted and cannot be used for anything other than what the donor specified (for example, donations to the Food Bank or NWT SPCA). This kind of donation is up 50% from 33%.

Since the Board wants to increase the percentage of revenues that are distributed for charitable causes, it is recommended that an extra \$25,000 be invested over the next three years in the Community investment fund, in addition to the campaign proceeds. The board also decided that if more money is raised during campaigns, it needs to adjust community investment for the same year. The board plans to ultimately cash in one GIC, but keep the second one as rainyday fund.

In closing, the Board has three years to make the 75% revenue sustainable before the well runs dry in 2018.

Katherine also gave the administration costs breakdown:

- ED 36,000 (40\$/20 hrs for 45 weeks)
- Professional fees \$3,600 (Mackay for reconciliation). The Board asked that this be cut in half, and get the new ED or a board member to do the bank reconciliations, with a second member to sign off.

The Board asked for the following actions to be carried through

- Break-out the GIC's on the balance sheet between restricted and unrestricted;
- Need to clarify and separate: campaign communication and organization communication; look at negotiating with Canarctic and NNSL.
- Double check other designations from campaign 2013 and provide a list for next meeting.

A motion to pass the budget as modified is moved by Cameron. Seconded by Kim. Carried.

- b. **Financial planning session:** We no longer need a session, as Katherine's budget identified the board needs to focus on decreasing administrative costs and increasing annual campaign results..
- c. **E-Transfer program update:** Sylvie explained that to lower administration costs, Tracy and Katherine have approved setting up an Electronic Transfer of Funds program. A protocol has been set-up where the Executive Director will have to prepare a list of all designation payments to be made in the year, which will be approved by the Treasurer and the Chair. Before doing any transfers of moneys from the United Way bank account, the specific list of amounts and payees will have to be approved by the Treasurer or the Chair.

5. Campaign planning

Deborah provided an update for the special GNWT mini-campaign. In April 2014, 23 employees submitted new forms, 7 of whom represent new donors, three of whom were to increase amounts and the others to change the organizations to which they were donating. These changes amount to an additional \$5,778 for a new total at \$37,000 from the GNWT campaign. Tracy and the board acknowledge and thank Deborah and Sheila for making this happen!

Tracy confirmed she is presently working on the 2014 campaign plan. It will be posted on the Member's portal as soon as it is ready. The board also discussed the possibility of setting up a union committee.

6. Northern Territories Federation of Labour Convention

The NTFL is holding it's 19th convention on June 3-4th, in Yellowknife. The United Way has been invited to set-up a booth and more importantly, will have a speaking opportunity. The Board asked Sylvie to confirm whether Frank might be interested.

7. Incamera

The board discussed finding a new executive director. A committee of Paul, Deborah and Tracy was appointed by the board to search for an executive director and make a recommendation to the board for hiring. Moved by Kim, seconded by Katherine. Carried.

8. ED Report

Even though the Board had previously passed a motion to purchase Income Manager, a data management program, Sylvie felt that after discussing with staff at both United Way Yukon and United Way Lethbridge, the question needed

more research. She therefore presented to the Board the results of a comparison between three different programs: Income Manager, Sumac and Gift Works. For many reasons, she recommends that the Board purchase Sumac: it is cheaper, more user friendly, and is adapting reports that will respect UWCC reporting requirements.

After discussion, the Board accepted Sylvie's report. A motion to allow Sylvie to proceed with the purchase of Sumac instead of Income Manager is moved by Paul and seconded by Cameron. Carried.

Sylvie is to post her report to the Member's portal as well as send out the Sumac's promotional video. (See page 5 for complete ED report)

- a. **Action tracker:** Remove lines 4, 4a, 5, 5a, and 5b (done), as well as 6b (done). Kim provides and update on the Days of Caring. We still have four projects. CIBC has signed up to assist the Food bank on May 18th move locations. Kim will be approaching BMO and RBC, as well as PSAC and Katherine Bruce with AANDC. Sylvie will prepare a press release. Kevin also mentioned that he spoke to his staff and they seemed to prefer not being tied to a particular event, but more to any day that needed volunteers; they also wanted to choose their own charity. As for the other items, 10 is ongoing, as well as 11. 12 is done, and 13 is ongoing. 14 is done and the board asked Sylvie to post the UWCC letter on the member's portal. 15 is ongoing.

The Board also started a discussion on the role of United Way as a link and liaison between volunteers and non-profits; need to talk about this further.

Please see attached for ED Report.

9. Next meeting

Meeting is adjourned at 6:56. Next meeting is scheduled for Wednesday, June 11th, 2014. Sylvie is to send an email to ask about people's preference for the location.

EXECUTIVE DIRECTOR'S REPORT

April 10th-May 9th 2014

Administration & Operations

- Participated in two short meetings with Tracy, either in person or by phone
- Completed our bookkeeping for March dropped off all required materials at Crowe-Mackay. Met with Katherine to make sure our system was set-up appropriately. Second meeting is planned for May 17 to discuss the details of our accounts.
- Paid invoices and checked the mail.
- With the help of Office Compliments, completed last designation payments for 2012
- Completed designation spreadsheet for 2014.
- Followed up with Income Manager. Total price is \$3,195 + GST.
 - o \$1,695 for purchase of software
 - o \$700 for training
 - o \$800 for annual support, which starts as soon as training starts.
- Updated our donor database.
- Researched our capacity to set-up E-Transfer program. Still waiting on CIBC to see what kind of checks-and-balances system we could set-up.
- Continued research into our database management system. Please see attached comparison table. Upon review of three different systems and discussions with two united ways, I recommend the United Way of NWT purchase SUMAC.
- Processed credit card payments.
- Prepared a deposit.
- General filing.
- Prepared ED report.
- Prepared spreadsheet for designation payments to others groups and Health Partners. Have asked Office compliments to double check for accuracy.

Governance

- Completed two questionnaires for UWCC: fundraising and governance.
- Under Tracy's guidance, helped organize the May 14th board meeting and participated (took notes).
- Uploaded all required documents to Members' portal of website.
- Exchanged emails with Kimberly regarding Day's of Caring.
- Had a meeting with campaign coordinator from United Way Yukon

Marketing & Fundraising (Campaign)

- Have received all outstanding donation payments: Telus and DND.
- Completed survey for City recognition event.
- Prepared thank you letters for DeBeers and Finning employees

- Ordered campaign material for Federal government campaign
- Assisted Kim with the Days of Caring, particularly CIBC recruitment and updates to our website.
- Continued weekly updates to the website.
- Prepared and got approval for our second E-Newsletter.
- Followed up with Imperial Oil regarding 2014 campaign and grant process. Awaiting a call from head-office.

In the next few weeks:

- Prepare June Newsletter
- Assist Kim in the Days of Caring planning
- Meeting for the review of the Community Engagement Committee.
- Set-up of new database
- And anything else that Tracy has in store for me!!!