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**WASHINGTON STATE COMBINED FUND DRIVE
 ADVISORY COUNCIL MEETING**

November 4, 2022
 10:00 AM – 12:00 PM
 Via Teams

Welcome & Introduction: Robert introduced Angie Cellucci and Derrick Nunnally. Angie joins us for temporary assignment to fill the shoes of Erin while she’s on maternity leave. Angie has been with us for about a month and has been really helpful with our day to day operations. Derrick is rejoining OSOS. You might have seen him in a different role, but he now joins us as the Deputy Director of External Affairs. As you know our previous division was dissolved and is now restructured as External Affairs. We have about 7 months remaining with this current CFD advisory council with reapplication occurring in July of 2023.

Attendance:

Council Members Present:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Beth Bello (Seattle Children’s Hospital) | <input type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input type="checkbox"/> Jim Cooper (United Ways of the Pacific NW) | <input checked="" type="checkbox"/> Jolyn Mason (University of Washington) |
| <input type="checkbox"/> RaShelle Davis (Office of the Governor) | <input checked="" type="checkbox"/> John Miles (Department of Revenue) |
| <input checked="" type="checkbox"/> Carol Doane (Woman of Wonder) | <input checked="" type="checkbox"/> Brian Newberry (Girl Scouts of E. WA & N. ID) |
| <input type="checkbox"/> Kara Gabriel (Central Washington University) | <input type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Tami Collins (Boys and Girls Clubs of Thurston County) |
| <input type="checkbox"/> Alan Hamilton (Clark County Food Bank) | |

Staff Members Present:

- | | |
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| <input checked="" type="checkbox"/> Erin Aquino | <input checked="" type="checkbox"/> Director of External Affairs, Charlie Boisner |
| <input checked="" type="checkbox"/> Robert Lane | <input checked="" type="checkbox"/> Deputy Director of External Affairs, Derrick Nunnally |
| <input checked="" type="checkbox"/> Leila Anoina | <input type="checkbox"/> Secretary of State, Steve Hobbs |
| <input checked="" type="checkbox"/> Renee Lewis | <input checked="" type="checkbox"/> Assistant Secretary of State, Trova O’Heffernan |
| <input checked="" type="checkbox"/> Angie Cellucci | <input checked="" type="checkbox"/> Deputy Secretary of State, Randy Bolerjack |

Others Present:

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CFD Administrative Updates:

- Donor Management System Update: Robert
 - We've been in the process of working on our donor management system replacement project. Last night we discussed that the readiness assessment called for a pause and reinvestment in a Business Analyst and Systems Analyst was needed to create a needs list in an effort to start potentially asking for a decision package that would help with a replacement project. We have submitted a decision package for the 2023 biennium, which means we have submitted a package requesting funds for a replacement system. We are also seeing how we can reutilize the funds from the original package that was received by providing a proposal to the individual's that oversee those funds to reallocate the funds for two reasons. 1 - to work on a feasibility study because we believe our system is a custom built system and 2 is mitigation of our current system. We are experiencing a lot of technical issues. We are still a secure system, but it's becoming increasingly more difficult to maintain the system. We are trying to prevent a system failure. We are hoping to assign additional resources to mitigate those issues. Everything that we mitigate will help us for our 2.0 system. As we learn more information there are those pivots and I've tried to keep you up to date. The current situation is that we have a decision package submitted. We are seeking your assistance to identify legislative champions to help make the case that the CFD is worth investing in. We haven't had major system investments from the legislature in at least 11 years. We are asking for \$3 million for a custom built solution. Charlie and Derrick's team has created a template email to Secretary Hobbs that can be used expressing your support for a new decision package. We need to focus and pivot forward.
 - Jolyn: Can we send those emails through our personal email or state emails? I just want to make sure that we aren't doing any inappropriate emailing on our computers
 - Robert: Great question. You are volunteering on the behalf of the state CFD, but technically conducting work for legislation.
 - Trova: I suspect given the role on the advisory council that it would be ok, but like all things ethics related, we will do our due diligence follow-up.
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- Website Update: Robert
 - The OSOS has been partnering with WaTech to update our website so we no longer use home grown coding. Two weeks ago they started with the Corporations and Charities Division and transitioned their page over to DRUPL. It is operational and functioning. Our goal is to pause any movement until after the election to prevent any potential issues. External Affairs is currently slated for early 2023. Our hope is that during the next

meeting I will be able to have a specific date for the CFD transition. In the meantime, Leila has been maintaining the current website.

- Jolyn: Also, with the new system, I'd love to be able to offer non-DRS retirees a way to give monthly. We get asked that every fall.
- Budget Update: Robert
 - We only get our income 4 times a year for disbursement. Q3 has not been tallied yet. I will have an updated budget sent out as soon as it is updated. Budget is on par for the year. We have some savings in salaries. Heather Hirotaka, our previous director, was able to have some salary savings in her department and was able to lower costs in our second quarter. Also, when Stephanie Prentice moved on to her new role and we were able to work with fiscal to have our new deputy director salary pulled from different funding. We were able to work with WSECU to work with funding for our Seahawks ticket fundraiser. They were able to purchase those tickets, so all those funds were net from that fundraiser. All projections were made a year ago and we didn't know that our rent was going to experience a sharp increase. Training and development: I was selected to participate in Leadership Thurston County, so you'll see that that was an overage. Travel is under budget because we are still not traveling. And of course equipment and software – there's always going to be some overages there. We just like to be very transparent with our budget. Section C: agencies are able to submit for fundraiser reimbursement. We are doing pretty well at keeping our costs down. There are 9 months of budget, but 6 months of revenue on this current iteration of the budget.

Fiscal Update:

- Q3 Disbursement Update: Renee
 - We disbursed \$831, 506. We are down, which we anticipated due many employees leaving state employment and not being able to grasp new employee's information. Our admin fee is currently at 13.11%, which is a bit higher but we do anticipate it being lower in Q4. We had quite a few fundraisers that didn't quite make it to Q3, but will be captured in Q4.
 - Robert: I met with senior management and my guess is that we will hover around the 12% admin fee. Slightly higher than years past, but we have a story to tell. We have fixed expenses, but variable incoming donations. It has caused our new leadership team to pause and see how are we are funding the CFD and what new ways the leadership team can help support. We are readdressing our fixed costs and how we can lower costs on behalf of donors which is supported by leadership. We are trying to meet people where they are at. We are still trying to help donors as well as volunteers to run their fundraisers. Last year we got lucky in regards to our projections. California had a huge dip and we didn't. This is our year to adjust. I have made our budget really known so there aren't any surprises. Leila and I have targeted low performing agencies these last few months to having only a few people donate to increase their participation and we

have seen success with at least two community colleges. We are working towards a solution, but we are facing a tough market where people are unsure of the economy which affects donor giving.

- John: I think it would be helpful if on the spreadsheet we could have the yearly total to date.
- Robert: That must be a formula mix-up. We will make sure to have those totals on there.

Marketing and Training Update

- FWTG Recap: Leila
 - We just wrapped up our First Week to Give promotion and we raised over \$44,000. Overall, we have good numbers of participants.
 - Robert: We are down about \$10,000 from last year.
- 2 in 22 Sweepstakes: Leila
 - Sweepstakes with TwinStar which is a giveaway for any state employee or retiree who starts or adds a recurring donation of \$2 or more. Those donors will be put into a drawing and the winner will be able to give \$2,000 to their charity of choice.
 - I created a poster if you would like to share it and I will be sending out an email later today.
- Current Events w/Agencies: Leila
 - Veteran's egrams is currently running. There have been a wide variety of agency fundraisers that I've been continuing to work with various agencies and create them as needed.
 - The Seahawks online auction went well and we were able to net all profits thanks to our WSECU sponsorship.
 - Robert: We have about 75 concurrent agency fundraiser events in October.
- Goods Drive Status Update: Leila
 - The 123formbuilder form is ready to use, although it hasn't been utilized yet.
 - Robert: we are excited to share what everyone has done in a way that we haven't before.

Dates for 2023

- None – will schedule dates for 2023. Traditionally they have been Friday morning meetings, because people don't like Friday meetings which means we can capitalize on that. There are four meetings next year, but your term will expire in June of 2023. The WAC and RCW explains that it's at the leisure of the Secretary of State to appoint the advisory council positions. More information to come on that as far as Secretary Hobbs' outlook on the process to fill the positions.

MISC

- Robert: If all goes according to plan it will be in fall of 2024 that we are utilizing an updated system. You have seen that we have system issues that take an extraordinary amount of manual processes which prohibit us from working more closely with donors. I feel like we've done some great moves to have more updates regarding our system.
- Carol: Do we do any outreach to retirees?
- Robert: The current way that we function is that if you are a state employee that has a PERS we allow them to donate on a monthly basis. If you don't have PERS we don't have a way for them to donate other than having them write us a check. We are trying to figure out how our new system can capture that. We have been able to reestablish our relationship with DRS and have been able to include information in their newsletter. The hardest thing is that we don't get their personal emails unless they set up an account. We are good at communicating to those that are currently donating, but we do not have a way to reach out to donors who have never given. We don't have an easy way to communicate to our constituents, because we relied heavily on in person contacts for so long. We've identified that there needs to be a standard transfer of employee information.
- Carol: Do we have a one sheeter that talks about the CFD I'm just trying to look for talking points for when I approach legislators.
- Robert: Leila and I can create a one sheeter infographic to use during the legislative session.
- Jolyn: We have some of those on our UW website so that you don't have to start from scratch
- Trova: Are you trying to utilize the one sheeter to promote the CFD generally or for the fund request?
- Robert: This will be good to utilize as we move forward with the replacement project request as the advisory council.
- cfd@sos.wa.gov is the best way to reach us for any questions or comments.
- We will work with Secretary Hobbs to figure out the 2023 dates and advisory council appointments. We will also work out legalize for requesting legislative fund support from your state systems.

Adjournment