

United Way of Lee, Hendry, and Glades
Board of Directors Meeting
January 10, 2025

Minutes

Present: Patricia Bell, Bob Beville, Noelle Branning, Cindy Carfore, Nick Chlumsky, Barbara Hartman, Cindy Hawkins, Beth Hendry, Matt Humphreys, Sally Jackson, John Joyce, Tony Lapi, Brian Lucas, Stephen Martus, Charlotte Miller, Bill Motzer, Landon Mullinax, Stan Nelson, Scott Nygaard, Dan O'Berski, Pat O'Donnell, David Oliver, Harlan Parrish, Janet Pogar, Steve Pontius, Jay Santos, Bob Shearman, Bryan Simmering, Mary Snell, John Streger, Ted Todd, Tom Uhler, Corey Vertich, Darren Wallace, Scott White, Christy Williams, Matthew Zwack

Staff: Barbara Alderson, Daniel Benzing, Connie Boyd, Edelyn Castellon, Dan Campbell, Patrice Cunningham, Terri Erling, Angela Fischler, Vicki Fling, Greg Gunter, Brenda Hayes, Michelle Hidalgo, Gail Holton, Angela Jackson, Jeannine Joy, Irina Mirabales, Jennylyn Mitchell, Madison Mitchell, Hannah Pelle, Areli Pinzon, Lisette Quintero, Crystal Rodriguez, Toni Rozelle-Rosio, Jim Sanger, Karen Turcotte, Marcia Turner, Lisa Wentland, Matthew Zwack

1. United Way Board Chair Matt Humphreys called the meeting to order at 8:05 a.m. via a virtual meeting with a quorum present.
2. The minutes of the December 6, 2024, Board of Directors Meeting were approved as presented.
3. President and CEO Jeannine Joy presented the new United is the Way Award in combination with our internal BRAVO Award and shared a Holiday story about helping to house a grandmother who had two granddaughters in her care. She had been homeless and living out of her car for four years. Hannah, Keila, Manny and other United Way staff were relentless and with the collaboration of FineMark National Bank and Trust, Publix, and UW GIK, they were able to get them housed before Christmas. All Board Members who supported our Christmas families were also thanked.
4. Chief HR Officer Connie Boyd announced new hires: Vicki Fling-HR Assistant, CPS with three new employees: Pathrience Shaw-Expanded Learning Manager, Lisa Wetland-Wellness Director, and Kyleigh Moses-Expanded Learning Coordinator, and the promotion of Ernie Reid to Assistant Director 211 Data.
5. Treasurer Cindy Hawkins Presented the 2024 Auditor Engagement Letter from CLA for approval. The fee for the financial statement is \$18,000 an increase of \$700 from last year. The single audit is \$9,000 with a minor increase of \$250 from last year. No additional fees are expected. Motion was approved as presented.
6. Campaign Co-Chair Scott Nygaard announced that we have raised \$7,773,201, which is 69% of our goal. The Alexis de Tocqueville Society has seen 33 increases and 11 new members, bringing the total to 128 members to date. The ongoing Leadership and Admiral Challenges were reviewed, noting that 25 Admirals are still pending confirmation of their gifts this year. The board was asked to make direct calls to these members for renewals. Beth Hendry reported that the Fund Distribution Team Members' contributions total \$667,535, with a 34% participation rate. VP of Resource Development Marcia Turner indicated that the mailing to all active communities has

been completed, and the second mailing to past donors who have not yet contributed has begun. Community campaigns currently total \$3,080,069, which is 27% of our goal, as we aim to reach the 33% mark. Upcoming events include Sanibel Captiva Golf Tournament on January 26 from 8AM to noon, Marham Norton's annual shred event on January 31 from 9AM to noon, Gandezza's Virtual Auction is from February 10-14, a Ball Drop on February 16, a Men's United Way Golf Tournament February 20 and a Women's Golf Tournament on February 25. Hendry/Glades is having their fundraising Cork Pull on February 18 and Swing into Spring on April 26. We are currently running company/employee campaigns at Collaboratory and Lake Michigan Credit Union, with a new campaign launching at NeoGenomics in early February. We are also exploring the Combined Federal Campaign and a partnership with Chico's. Planned fundraisers include events at an upcoming Everblades game this spring and the Mighty Mussels on May 10, 2025.

7. Fund Distribution Chair Tom Uhler provided an overview of the origination and ongoing progress of the Beesley's Paw Prints pet therapy program totally funded by Carol Beesley. With the recent transition of our program manager to 211, we now have the opportunity to return the Beesley's Paw Prints Program back to the Children's Advocacy Center (CAC). With the support of the CAC's Executive Director and United Way, this move will ensure that the day-to-day oversight, reporting, and accountability standards are maintained. A funding request of \$45,000 for the addition of a full-time staff position was proposed and approved.

8. Volunteer Center Chair Steve Pontius announced that the first blood drive of the year is taking place today at the David Lucas Campus. Our United Way Volunteer Income Tax Assistance (VITA) program volunteers are actively certifying and preparing to assist households with incomes of \$66,000 or less. We operate over 30 sites across five counties and have trained more than 300 volunteers of all ages. Site locations include CPS schools, United Way Resiliency Hubs, partner agencies, FGCU, and faith-based organizations. Our goal this year is to serve over 9,000 households. This crucial service empowers clients by providing access to essential tax assistance, resulting in an additional average savings of \$300 per tax return. Last year alone, we saved \$2.8 million in tax preparation fees, which helped redirect funds towards vital needs such as food, medical care, and housing. With refunds and volunteer time included, this program has an \$11.2 million impact. An email will be sent out with all relevant materials for you to share with your staff, colleagues, and communities.

9. VP of 211 Gail Holton indicated that the Mission United team members are participating in a project called "Mission Ready," which is being developed by the Collaboratory and began with a discussion from The Shell Point Legacy Foundation seeking creative ways to assist veterans. We are pleased to be part of this important initiative. In 2025, we plan to increase outreach to First Responders to educate them about Mission United, 211, and the United Way. We hope to add a team member with First Responder experience to enhance our efforts. In the last six months of 2024, Mission United/211 spoke with 569 veterans or families, providing them with 2,068 resources and Direct Financial Assistance totaling \$39,810 to 33 veteran households during this same period.

10. COO Hannah Pelle informed the board about the new United Way 211 facility, which is set to open in February. She expressed her gratitude to Matt with O.A.K., as well as to Matter Brothers, John Joyce, and Pat and Al O'Donnell for their contributions. We are waiting for a grant from the

Florida Division of Emergency Management and if it goes through for \$1.7 million, a new generator and impact windows will be installed by June 1. A ribbon cutting is planned in the near future.

11. Director of Gifts in Kind Jim Sanger provided an overview of the School Resource Center's last quarter of 2024. The SRC processed 1,439 orders and distributed 13,321 items to students in need, for an estimated value of \$386,276. For the calendar year of 2024, the Gifts in Kind Program processed 1,661 orders, received 359,191 donated items valued at \$11,534,451 and distributed 297,910 items to the community valued at \$11,993,616.

12. WeCare Chair Scott Nygaard announced that the program generated \$9 million in donated care for 2024. The board is invited to a reception on January 22 at FineMark National Bank & Trust from 5:30PM-7:30PM to celebrate this achievement.

13. The next meeting will be on February 21, 2025. The meeting was adjourned at 9:05 a.m.

Respectfully Submitted,



Jeannine Joy
President & CEO