

**Minutes of the Meeting of the Board of Directors
United Way of Northeast Mississippi
11:30 p.m., Wednesday, April 4, 2018**

Members Present: Troy Allen, Jesse Bandre, Tyler Basil, Jerrilynn Billingsley, Rodger Brown, Tommy Chamblee, Jeff Cox, Beth Davis, B.B. Hosch, Rod Guajardo, Hilary Hamblin, Jeff King, Laura Land, Neal McCoy, Derric Morrison, Mary Ann Plasencia, Greg Pirkle, Rob Rice, David Wilson and Eddie Wright

Members Absent: Kevin Chapman, Patrick Eaton, Shane Hooper, Gary Sparkman and David Wilson

Staff Present: Melinda Tidwell, Shelia McCool, Russ Wilson, Mike Mitchell, Robin McKinney and Cara Waters

Chairman Beth Davis called the meeting to order and gave the invocation.

Mission Moment. Robby Parman with Regional Rehabilitation Center stated their mission is: “The Mission of the Regional Rehabilitation Center is to, at no cost to the individual, restore and enhance the quality of life of North Mississippians with disabling conditions through rehabilitation services characterized by quality care and personal attention.”

Mr. Parman reported the Center has held two capital campaigns to be able to pay off their building remodel and to free up funds to hire an additional speech therapist. Mr. Parman stated they have now been able to get the waiting list for speech therapy services down to between 6 months to 1 year. Mr. Parman announced the Rehab Center will have additional fundraiser coming up soon with the Red Raspberry Dinner on April 17th and their annual Kentucky Derby Party on May 6th.

Approval of Consent Agenda. Beth Davis, Chairman, stated everyone received the minutes and financial statements prior to the meeting for review. Mrs. Davis asked if there were no objections or discussion needed both would be adopted as written.

Refresh our Value Proposition and Brand

Recommendations from Governance Committee. Jeff King, Chair, presented a Board Member Job Description, which was derived from the exercise that was done with the Board Members during the March meeting. Mr. King briefly noted the expectation the board as a whole, expectations of individual board members and a few other expectations.

Develop Enhanced Resource Development Efforts

Campaign Overview. Melinda Tidwell, President, presented a campaign overview and how the staff aligns with the success of the organization in the future. Mrs. Tidwell reported the staff conducted a CAN-DO with Patrick Jinks, which looks at our campaign accounts extremely close to see where the most potential growth lies. We also co-hosted the Major Gifts Ramp Up and were able to obtain software helping us identify overall household incomes for our area and detect potential donors. Mrs. Tidwell stated every year she has to submit a Database 2 report to

United Way World Wide who uses a third party processor to compile all the information. Mrs. Tidwell reported from that report Mississippi United Ways have seen a 20% decline in fundraising; however, United Way of NE MS has had an increase of 19%. Our donor loss has increased by 11%. Our number of leadership givers has declined but not the amount those donors give, but we project that number to start to decline. Mrs. Tidwell stated the current staff is at its maximum number of manageable accounts and the only way to be able to touch on the potential of any new accounts would be to hire an additional staff person, which we put into the current budget for 6 months. After some discussion, Rodger Brown made a motion to approve the hiring of an additional staff person with Greg Pirkle seconding. The motion carried.

Campaign Cabinet. Jeff King, Chairman-Elect, presented the 2018 Campaign Cabinet Chart stating it looks a bit different than in previous years. He also presented a division chair job description and a proposed timeline. Mr. King stated the staff used a very targeted approach in the development of the Cabinet with the goal of having very engaged and active members. Mr. King stated each division will set their own goals and develop strategies to achieve those goals. Mr. King then asked for volunteers to serve in the various divisions.

Refine Allocation Process – No Report.

Explore Community Level Focus.

Volunteer Northeast Mississippi. Robin McKinney, Communications Director, reported a new volunteer hub will be launching soon where organizations can post various volunteer opportunities and volunteers can search for those options.

Strategic Plan Update. Melinda Tidwell, President, reviewed all of the accomplishments we completed since implementing the strategic plan this time last year.

With no further business, the meeting was adjourned.

Beth Davis, Chairman

United Way of Northeast Mississippi Statement of Financial Position

MARCH 2018

		This Year	Last Year	
Assets				
Current Assets				
cash & investment	01-1000	PETTY CASH	200.00	200.00
accts for 2018	01-1010	RENASANT CHECKING	182,543.15	121,679.91
1,135,771	01-1080	HARDY REED - CASH ACCT #674451	12,862.02	15,689.58
for 2017 was	01-1100	HARDY REED # 674451	651,889.23	595,112.60
1,011,795	01-1110	HARDY REED # 679313	96,851.79	96,430.77
an increase of	01-1120	HARDY REED - CASH ACCT #679313	4,775.42	2,542.25
123,976	01-1200	PREPAID EXPENSES	1,508.50	9,153.00
	01-1305	PLEDGES RECEIVABLE 15-16	-	147,208.43
Pledges Receivable	01-1310	PLEDGES RECEIVABLE 16-17	235,060.68	1,747,068.92
less allowances	01-1315	PLEDGES RECEIVABLE 17-18	1,654,782.13	-
increased	01-1350	ALLOW. FOR UNCOLLECTABLES	(353,516.63)	(362,998.04)
13,879	01-1600	INVENTORY	1,464.75	607.60
from last year	02-1010	RENASANT CHECKING	14,904.53	21,815.46
	02-1300	PLEDGES RECEIVABLE 18-19	10,483.25	-
	02-1315	PLEDGES RECEIVABLE 17-18	-	1,615.18
	02-1350	ALLOWANCE FOR UNCOLLECTABLES	(338.26)	(302.59)
	04-1080	HARDY REED CASH ACCOUNT	6,855.36	5,535.49
	04-1105	HARDY REED - ENDOWMENT # 674460	165,089.00	152,988.87
		Total Current Assets	2,685,414.92	2,554,347.43
Property/Equipment				
	01-1810	FURNITURE & FIXTURES	54,484.58	52,299.44
	01-1820	SOFTWARE	51,611.36	39,661.36
	01-1890	RESERVE FOR DEPRECIATION	(89,947.24)	(84,281.71)
		Total Property/Equipment	16,148.70	7,679.09
		Total Current Assets	2,701,563.62	2,562,026.52
Liabilities and Fund Balances				
Current Liabilities				
	01-2000	ACCOUNTS PAYABLE	2,719.86	-
	01-2015	BACK TO SCHOOL FAIR PAYABLE	2,300.00	3,276.85
	01-2025	FICA PAYABLE	2,227.98	-
	01-2030	FED. INCOME TAX PAYABLE	1,221.59	-
	01-2035	MISS. STATE TAX PAYABLE	1,219.00	-
	01-2045	EMPLOYEE PLEDGE PAYABLE	2,784.00	2,550.67
	01-2060	401K PAYABLE	549.45	535.52
	01-2065	ACCRUED COMPENSATION	13,820.50	12,989.02
		Total Current Liabilities	26,842.38	19,352.06
Total net assets	Net Assets			
increased	01-3000	NET ASSETS	1,182,897.46	1,068,094.83
132,047	01-3002	PLEDGES-OFFSET FUND BALANCE	1,391,558.84	1,390,244.28
from last year	01-3003	UNCOL ACC-OFFSET FUND BALANCE	(96,728.94)	(97,317.06)
	02-3000	NET ASSETS	25,049.52	23,128.05
	04-3000	NET ASSETS	171,944.36	158,524.36
		Total Net Assets	2,674,721.24	2,542,674.46
		Total Liabilities and Fund Balances	2,701,563.62	2,562,026.52

United Way of Northeast Mississippi Statement of Functional Operating Expense

MARCH 2018

Number	Account Description	Community			YTD Actual	YTD Budget	(Over)/Under Budget	Annual Budget	(Over)/Under Budget
		Admin	Campaign	Service					
01-7000	SALARIES	98,788.61	43,108.80	27,184.10	169,081.51	168,800.00	(281.51)	353,000.00	183,918.49
01-7002	TEMP SALARIES	-	-	11,891.24	11,891.24	11,900.00	8.76	33,800.00	21,908.76
01-7005	HEALTH INSURANCE	11,939.73	6,424.75	3,480.18	21,844.66	26,350.00	4,505.34	53,350.00	31,505.34
01-7010	DISABILITY INSURANCE	1,111.38	598.03	323.94	2,033.35	2,100.00	66.65	4,200.00	2,166.65
01-7015	LIFE INSURANCE	1,711.76	921.10	498.94	3,131.80	3,360.00	228.20	6,800.00	3,668.20
01-7020	401K/RETIREMENT	6,765.47	2,952.28	1,861.68	11,579.43	12,800.00	1,220.57	27,000.00	15,420.57
01-7025	STAFF UNIFORMS	997.28	-	-	997.28	1,000.00	2.72	1,200.00	202.72
01-7030	FICA EXPENSE	7,315.30	3,035.60	3,060.80	13,411.70	12,600.00	(811.70)	28,500.00	15,088.30
01-7035	SUI EXPENSE	27.83	14.97	8.11	50.91	500.00	449.09	800.00	749.09
01-7040	WORKMAN'S COMP INSURANCE	443.82	238.82	129.36	812.00	960.00	148.00	2,000.00	1,188.00
01-8006	BROKERAGE FEES	3,070.29	-	-	3,070.29	2,500.00	(570.29)	5,000.00	1,929.71
01-8008	LEGAL AND ACCOUNTING	10,900.00	-	-	10,900.00	10,900.00	-	10,900.00	-
01-9005	BOARD MEETING EXPENSE	994.13	-	-	994.13	1,400.00	405.87	2,000.00	1,005.87
01-9010	CREDIT CARD EXPENSE	-	730.66	-	730.66	1,100.00	369.34	2,300.00	1,569.34
01-9015	OFFICE SUPPLIES	4,156.22	-	-	4,156.22	3,600.00	(556.22)	6,500.00	2,343.78
01-9017	OFFICE SUPPLIES - COMMUNITY PROJECTS	-	-	21.00	21.00	-	(21.00)	-	(21.00)
01-9025	MISC. OFFICE EXPENSE	89.05	-	-	89.05	400.00	310.95	1,000.00	910.95
01-9030	TELEPHONE	1,225.90	659.66	357.32	2,242.88	2,100.00	(142.88)	5,000.00	2,757.12
01-9033	INTERNET	594.99	320.16	173.43	1,088.58	1,200.00	111.42	2,500.00	1,411.42
01-9035	POSTAGE	866.89	-	-	866.89	1,000.00	133.11	1,400.00	533.11
01-9040	OFFICE RENT	5,739.03	3,088.16	1,672.81	10,500.00	10,500.00	-	21,000.00	10,500.00
01-9045	EQUIPMENT MAINTENANCE	1,414.67	761.23	412.35	2,588.25	2,820.00	231.75	5,800.00	3,211.75
01-9047	DATA MAINTENANCE SERVICES	4,058.92	2,184.10	1,183.09	7,426.11	7,100.00	(326.11)	9,800.00	2,373.89
01-9050	STRATEGIC PLANNING EXPENSE	5,012.76	-	-	5,012.76	5,200.00	187.24	5,200.00	187.24
01-9060	CONFERENCE/TRAINING-STAFF	1,759.02	-	-	1,759.02	2,000.00	240.98	2,000.00	240.98
01-9065	TRAVEL - GENERAL	71.69	-	-	71.69	300.00	228.31	800.00	728.31
01-9066	TRAVEL - EXCEL BY 5	-	-	-	-	240.00	240.00	1,000.00	1,000.00
01-9075	DUES AND SUBSCRIPTIONS	1,650.01	887.87	480.94	3,018.82	2,850.00	(168.82)	5,700.00	2,681.18
01-9085	NAME BOND	163.00	-	-	163.00	180.00	17.00	350.00	187.00
01-9090	OFFICE CONTENT INSURANCE	496.00	-	-	496.00	480.00	(16.00)	1,000.00	504.00
01-9095	OFFICER/DIRECTOR LIABILITY	856.00	-	-	856.00	900.00	44.00	1,800.00	944.00
01-1810	COMPUTER EQUIP & UPGRADE	785.24	-	-	785.24	-	(785.24)	3,000.00	2,214.76
01-9105	FUNDS DIST. MEETING EXPENSE	-	-	1,148.80	1,148.80	1,400.00	251.20	1,400.00	251.20
01-9110	FUNDS DIST. TRAVEL	-	-	589.69	589.69	750.00	160.31	750.00	160.31
01-9115	FUNDS DIST. MISCELLANEOUS	-	-	61.27	61.27	400.00	338.73	400.00	338.73
01-9125	FUNDS DIST. VOLUNTEER AWARDS	-	-	1,300.00	1,300.00	1,000.00	(300.00)	1,000.00	(300.00)
01-9130	CAMPAIGN MISC EXPENSE	-	-	-	-	-	-	-	-
01-9135	CAMPAIGN PRINTING	-	3.60	-	3.60	-	(3.60)	15,000.00	14,996.40
01-9140	CAMPAIGN SUPPLIES	-	889.72	-	889.72	1,050.00	160.28	3,500.00	2,610.28
01-9145	CAMPAIGN MEETING EXPENSE	-	76.82	-	76.82	200.00	123.18	800.00	723.18
01-9150	CAMPAIGN BANQUETS	-	-	-	-	-	-	12,000.00	12,000.00
01-4210	CELEBRATION EVENT	-	-	-	-	-	-	(8,500.00)	(8,500.00)
01-9155	CAMPAIGN ADVERTISING	-	12,993.81	-	12,993.81	13,000.00	6.19	13,000.00	6.19
01-9160	CAMPAIGN POSTAGE	-	325.09	-	325.09	1,100.00	774.91	2,800.00	2,474.91
01-9165	CAMPAIGN TRAVEL	-	3,517.81	-	3,517.81	3,700.00	182.19	9,000.00	5,482.19
01-9170	CAMPAIGN VOLUNTEER AWARDS	-	-	-	-	200.00	200.00	200.00	200.00
01-9180	CAMPAIGN GIVEAWAYS	-	1,001.32	-	1,001.32	1,000.00	(1.32)	38,500.00	37,498.68
01-4315	T-SHIRT SPONSORS	-	(1,000.00)	-	(1,000.00)	-	1,000.00	(19,500.00)	(18,500.00)
01-9190	FUNDRAISING EVENT - COOPER TIRE	-	2,827.00	-	2,827.00	-	(2,827.00)	4,200.00	1,373.00
01-4220	SPECIAL EVENTS- COOPER TIRE GOLF	-	-	-	-	-	-	(14,000.00)	(14,000.00)
01-9617	COMMUNITY PROJECTS - B2S	-	-	-	-	-	-	38,000.00	38,000.00
01-4200	SPECIAL EVENTS- BACK TO SCHOOL	-	(566.41)	-	(566.41)	-	566.41	(38,000.00)	(37,433.59)
04-8006	BROKERAGE FEES	809.75	-	-	809.75	750.00	(59.75)	1,500.00	690.25
		173,814.74	85,994.95	55,839.05	315,648.74	321,690.00	6,041.26	666,750.00	351,101.26

Under Budget

Percentage of yearly budget used in

6 months

47.34%

Attendance Requirement. An active and engaged board is a vital component to the success of an effective corporation. If any member of the Board of Directors misses either three consecutive meetings of the board or four (4) meetings of the board in any calendar year, said individual shall be automatically removed from the Board of Directors without necessity of any action by the board. The position vacated by said removal may be filled by the board of directors or may remain vacant until the next election of directors by the board.