



**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

MAY 2021 BOARD MEETING

**United Way of
Northeast Mississippi**
UnitedWayNEMS.org



WELCOME, INVOCATION & INTRODUCTIONS

LIVE UNITED

MISSION MOMENT



MINUTES

Minutes of the Meeting of the Board of Directors United Way of Northeast Mississippi
11:45 a.m., Wednesday, April 7, 2021

Members Present: Brandi Abbott, Tyler Basil, Rodger Brown, Carrie Coggins, Elizabeth Cummings, Ormella Cummings, Jennie Bradford Curlee, Cathy Fitzpatrick, Kim Hanna, Beth Harrison, Kory Hunter, Neal McCoy, Stewart McMillan, Jeff Moore, Bentley Nolan, Mitzi Presley, Vernon Rayford, Jimma Smith, Debra Strawbridge, David Wilson and Eddie Wright

Members Absent: Leon Hays, Joe Lowder and Buzzy Mize

Staff Present: Patti Parker, Mike Mitchell, Russ Wilson, Robin McKinney, Rebecca Nelson, Julia Monts and Cara Waters

Chairman Neal McCoy called the meeting to order and Jeannie Bradford Curlee gave the invocation. Mr. McCoy welcomed new staff members Rebecca Nelson, who is the new Community Impact Director and Julia Monts, who is the new Donor Engagement Director.

Approval of Minutes. Mr. McCoy stated the minutes had been sent a week prior for everyone to review and asked if there were any additions or corrections needed and if not, he would entertain a motion to approve the minutes as written. Bentley Nolan made a motion to approve the minutes with Stuart McMillan seconding. The motion carried.

Financial Statements. Kim Hanna, Secretary-Treasurer, presented the financial statements for March month end. Mrs. Hanna stated on the A/R Status report for the 2019/2020 pledges we will have to record a bad debt at year end due to our collections being 3% behind our budgeted bad debt of 8%. Our 2020/2021 pledges receivable are 5% ahead of where we were this time last year due to selling \$100K more in 50K tickets. Mrs. Hanna noted on the Statement of Financial Position our cash position is up due to our two PPP loans, 50K tickets sold and CARES grants received. Our investment accounts are performing well. The second PPP loan has yet to be forgiven so it is still a liability. Mrs. Hanna noted on the Functional Operating Expense we are over budget on credit card processing fees due to selling more 50K tickets online this year. Data maintenance is over budget due to a change in service but that should level off towards the end of the fiscal year. Dues and subscriptions are over budget because of the approval to hire Likemind however the CARES grant we received will help offset this expense. Advertising is overbudget but Corporate sponsorships will offset the shortage. Salaries are under budget due to staff changes. Mrs. Hanna stated we are under budget overall and asked for the board's approval. Tyler Basil made a motion to accept the financial report with Cathy Fitzpatrick seconding. The motion was unanimous.

Mission Moment. Melinda Tidwell, Executive Director of The Autism Center, stated Sheila Williamson is the resident expert but she had a prior engagement so she would try her best to present. The Autism Center is located on Thomas Street behind the Spanish Village. Mrs.

Tidwell presented information explaining what autism is and who and how it effects individuals. The Autism Center currently has 136 clients with 454 on a waiting list. There are six treatment rooms that serve 6 clients per room. Autism carries a strong mental component with treatment. Mrs. Tidwell reported they are currently looking for a larger space. The majority of their funding comes from Medicaid and private insurance.

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MINUTES

Develop Enhanced Resource Development Efforts

60th Anniversary of UWNEMS. Robin McKinney reported this year is the 60th anniversary of United Way of Northeast Mississippi and would like to incorporate that into this year's printed materials. It would encompass taking a look back from our beginning and seeing how far we have grown. Mrs. McKinney state we would like to incorporate TikTok into our media presence.

Refine Allocations Process for Future Relevance

Community Impact. Rebecca Nelson stated this the second year for the agencies two-year grant cycle from United Way and the agencies are working on preparing their year-end reports. Mrs. Nelson reported applications for the new grant cycle will begin in the fall and she is looking forward to working with our community impact volunteers.

Refresh Our value Proposition and Brand

ALICE Report Project. Patti Parker stated ALICE is an acronym for Asset Limited Income Constrained Employed which identifies the working poor that earn above the federal poverty level. The state of Mississippi has received a grant from Kellogg to cover the cost of the report. The state advisory committee has contracted with a media firm to help with rolling out the ALICE report next month. UWNEMS has agreed to cover the cost of the advertising cost of the report.

Other.

Update to By-Laws. Tyler Basil presented a couple of changes to the By-laws and asked for the board's approval. Rodger Brown seconded Tyler's motion and the motion carried.

Conflict of Interest, Code of Ethics, Equity Training and Board Member Profile. Patti Parker stated she would be sending out a link for all Board members to review and renew those forms.

With no further business, the meeting was adjourned.

Kim Hanna, Secretary-Treasurer

A/R Trial Balance Summary Report

Campaign Type	Pledged	Received	Adjusted	Balance
Period From Any To 03/31/2021				
Corp Gift	\$372,546.53	\$288,861.41	\$0.00	\$83,685.12
Employee Gift	\$1,757,780.82	\$383,584.54	\$0.00	\$1,374,196.28
Individual	\$191,503.05	\$176,353.05	\$0.00	\$15,150.00
Other Campaign Gift	\$381,134.96	\$377,592.96	\$0.00	\$3,542.00
Non-Memo Total	\$2,702,965.36	\$1,226,391.96	\$0.00	\$1,476,573.40
Campaign Total	\$2,702,965.36	\$1,226,391.96	\$0.00	\$1,476,573.40
Campaign Type Total	\$2,702,965.36	\$1,226,391.96	\$0.00	\$1,476,573.40

We have collected 45% of 2020/21 pledges.
We had collected 40% of 2019/20 pledges at this time last year.

United Way of Northeast Mississippi
Statement of Financial Position
As of March 31, 2021

	Mar 31, 21	Mar 31, 20
ASSETS		
Current Assets		
Checking/Savings		
10000 - Petty Cash	200.00	200.00
10050 - Renasant Checking-Total	790,599.80	416,444.77
10800 - Hardy Reed Tier 3 Reserves	802,210.13	566,011.90
11100 - HARDY REED - Tier 2 Bond	111,305.55	103,503.75
11200 - HARDY REED - Endowment	207,858.85	146,486.32
Total Checking/Savings	1,912,174.13	1,232,646.74
Other Current Assets		
12000 - PREPAID EXPENSES	2,137.50	2,992.50
12200 - INITIATIVE GRANTS RECEIVABLE	40,798.92	0.00
13000 - PLEDGES RECEIVABLE 18-19	0.00	187,483.09
13050 - PLEDGES RECEIVABLE 19-20	277,300.70	1,593,100.34
13100 - PLEDGES RECEIVABLE 20-21	1,476,573.40	10,564.78
13150 - PLEDGES RECEIVABLE 21-22	119.48	0.00
13500 - ALLOWANCE FOR UNCOLLECTABLES	-387,486.94	-413,421.38
16000 - INVENTORY	0.00	651.00
Total Other Current Assets	1,409,444.06	1,361,370.25
Total Current Assets	3,321,618.19	2,594,016.99
Fixed Assets		
18100 - FURNITURE, FIXTURES, COMPUTERS	49,935.22	48,172.59
18150 - LEASEHOLD IMPROVEMENTS	24,565.53	24,565.53
18200 - SOFTWARE	32,873.86	29,527.86
18900 - RESERVE FOR DEPRECIATION	-66,332.41	-54,528.36
Total Fixed Assets	41,043.20	47,738.62
TOTAL ASSETS	3,362,661.39	2,641,755.61
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 - ACCOUNTS PAYABLE	0.00	9,199.52
Total Accounts Payable	0.00	9,199.52
Other Current Liabilities		
20100 - MISCELLANEOUS PAYABLE	920.00	-10,490.59
20250 - FICA PAYABLE	-1.56	0.00
20300 - FEDERAL INCOME TAX PAYABLE	0.00	12,000.00
20350 - MISSISSIPPI STATE TAX PAYABLE	1,500.00	1,531.00
20450 - EMPLOYEE PLEGE PAYABLE	1,695.00	475.00
20550 - EMPLOYEE HEALTH INS PAYABLE	0.00	67.86
20650 - ACCURED COMPENSATION	26,594.90	20,735.84
20800 - LOANS PAYABLE	128,150.00	0.00
24000 - Payroll Liabilities	0.00	24.25
Total Other Current Liabilities	159,148.04	24,343.15
Total Current Liabilities	159,148.04	33,538.68
Total Liabilities	159,148.04	33,538.68
Equity		
30200 - PLEDGES-OFFSET FUND BALANCE	1,226,275.89	1,159,578.91
30300 - UNCOLL ACC-OFFSET FUND BALANCE	-101,811.08	-111,350.00
32000 - UNRESTRICTED NET ASSETS	1,312,868.29	1,155,688.09
33000 - DONOR DESIGNATED NET ASSETS	700,902.94	712,339.50
34000 - BOARD DESIG ENDOW NET ASSETS	177,631.63	173,419.11
Net Income	-112,354.32	-541,459.66
Total Equity	3,203,513.35	2,608,216.93
TOTAL LIABILITIES & EQUITY	3,362,661.39	2,641,755.61

MP

United Way of Northeast Mississippi
Statement of Financial Income and Expense
 October 2020 through March 2021

	Oct '20 - Mar 21	Oct '19 - Mar 20
Ordinary Income/Expense		
Income		
40200 · PLEDGES CURRENT CAMPAIGN	820,870.20	763,566.75
40250 · NET ASSETS RELEASED	0.00	0.00
40400 · ALLOWANCE FOR UNCOLL INCOME	-92,751.79	-84,786.06
41500 · CREDIT CARD FEES EARNED	5,185.56	4,672.82
44600 · Meeting Income	0.00	1,356.00
45000 · INTEREST INCOME	86.40	1,226.92
45500 · DIVIDEND INCOME	10,324.42	21,332.51
45600 · GAIN/LOSS ON ASSETS	140,944.30	-152,266.75
45800 · MISCELLANEOUS REVENUE	131,384.75	4,024.19
46000 · ORGANIZATION GRANTS	167,562.23	153,605.49
Total Income	1,183,606.07	712,731.87
Gross Profit	1,183,606.07	712,731.87
Expense		
62100 · CONTRACT SERVICES	22,269.41	20,668.30
62800 · FACILITIES AND EQUIPMENT	13,537.28	13,453.89
65000 · OPERATIONS	46,309.83	31,602.40
65100 · OTHER EXPENSES	91,652.27	78,344.77
66000 · COMPENSATION AND BENEFITS	339,614.50	316,824.50
68300 · TRAVEL, MEETINGS, TRAINING	2,444.46	9,392.07
Total Expense	515,827.75	470,285.93
Net Ordinary Income	667,778.32	242,445.94
Other Income/Expense		
Other Expense		
70500 · AGENCY ALLOCATION EXPENSE	751,783.78	805,445.75
70510 · DESIGNATIONS TO OTHER UW'S	22,258.05	22,938.93
71000 · UNITED WAY WORLDWIDE	23,599.44	13,285.18
Total Other Expense	797,641.27	841,669.86
Net Other Income	-797,641.27	-841,669.86
Net Income	-129,862.95	-599,223.92

MS

**United Way of Northeast Mississippi
Functional Operating Expenses- March 2021**

	Admin	Resource Development	Community Impact	Hunger Coalition	Read First/Excel by 5	Volunteer Hub	Total Community Service	TOTAL	Budget	(\$ Over Budget)
	31-Mar	31-Mar	31-Mar	31-Mar	31-Mar	31-Mar	31-Mar	31-Mar	Budget	(\$ Over Budget)
62100 - CONTRACT SERVICES										
62110 - Accounting and Legal Fees	11,810.00	0.00	0.00	0.00	0.00	0.00	0.00	11,810.00	11,700.00	(110.00)
62140 - Brokerage Fees	3,005.02	0.00	0.00	0.00	0.00	0.00	0.00	3,005.02	3,067.00	61.98
62145 - Endowment Brokerage Fees	706.07	0.00	0.00	0.00	0.00	0.00	0.00	706.07	780.00	43.93
62150 - Credit Card Processing Fees	6,748.32	0.00	0.00	0.00	0.00	0.00	0.00	6,748.32	6,600.00	(148.32)
Total 62100 - CONTRACT SERVICES	22,269.41	0.00	0.00	0.00	0.00	0.00	0.00	22,269.41	22,117.00	(152.41)
62800 - FACILITIES AND EQUIPMENT										
62840 - Equip Rental and Maintenance	1,236.74	570.11	143.35	23.40	36.68	0.00	203.43	2,009.28	2,512.00	502.72
62870 - Office Content Insurance	445.62	245.53	30.50	96.47	146.56	63.32	336.85	1,028.00	1,036.50	8.50
62890 - Office Rent	3,840.78	2,800.87	623.95	1,127.35	1,057.05	1,050.00	3,858.35	10,500.00	10,504.50	4.50
Total 62800 - FACILITIES AND EQUIPMENT	5,522.14	3,616.51	797.80	1,247.22	1,240.29	1,113.32	4,398.63	13,537.28	14,053.00	515.72
65000 - OPERATIONS										
65020 - Postage, Mailing Service	746.50	3,772.88	519.97	27.00	0.00	-11.20	535.77	5,055.15	5,686.00	630.85
65030 - Printing and Copying	658.42	5,046.32	1,157.86	0.00	0.00	0.00	1,157.86	6,862.60	9,068.00	2,205.40
65040 - Supplies	1,002.70	3,579.30	5.56	0.00	0.00	0.00	5.56	4,587.56	3,624.00	(963.56)
65050 - Telephone	1,626.74	1,186.74	186.05	811.77	428.37	210.00	1,636.19	4,449.87	4,700.00	250.33
65060 - Internet	379.03	210.49	44.67	97.27	91.68	75.00	308.62	896.14	925.50	27.36
65070 - Data Maintenance Services	4,911.26	2,627.13	560.90	326.75	352.77	203.71	1,444.13	8,882.52	5,558.00	(3,324.52)
65075 - Dues and Subscriptions	4,517.24	2,897.23	5,182.22	137.99	132.59	1,626.82	7,079.72	14,494.19	9,271.50	(5,222.69)
65080 - D & O Liability Insurance	888.00	0.00	0.00	0.00	0.00	0.00	0.00	888.00	880.00	(8.00)
65085 - Employee Fidelity Bond	192.00	0.00	0.00	0.00	0.00	0.00	0.00	192.00	193.00	1.00
Total 65000 - OPERATIONS	14,921.89	19,220.09	7,657.23	1,400.78	1,005.41	2,104.43	12,167.85	46,309.83	39,906.00	(6,403.83)
65100 - OTHER EXPENSES										
65120 - Awards	213.74	0.00	0.00	0.00	0.00	0.00	0.00	213.74	200.00	(13.74)
65130 - Advertising Expense	225.00	34,313.14	78.84	0.00	0.00	0.00	78.84	34,616.98	26,554.00	(8,062.98)
65140 - Giveaways/Donor Incentives	0.00	65.95	0.00	0.00	0.00	0.00	0.00	65.95	0.00	(65.95)
65160 - Special Event Expenses	0.00	56,142.86	0.00	0.00	0.00	0.00	0.00	56,142.86	51,000.00	(5,142.86)
65199 - Miscellaneous Expense	612.74	0.00	0.00	0.00	0.00	0.00	0.00	612.74	475.00	(137.74)
Total 65100 - OTHER EXPENSES	1,051.48	90,521.95	78.84	0.00	0.00	0.00	78.84	91,652.27	78,229.00	(13,423.27)
65170 - Community Projects	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
66000 - COMPENSATION AND BENEFITS										
66100 - Salaries	109,660.77	64,807.04	20,150.21	21,852.78	33,750.00	16,050.87	91,803.86	266,271.67	275,299.00	9,027.33
66200 - Health Insurance	13,813.91	7,610.10	1,654.17	2,841.96	0.00	4,362.89	8,859.02	30,283.03	36,016.00	5,732.97
66300 - Disability Insurance	1,342.41	800.14	164.69	158.34	0.00	258.06	561.09	2,723.64	2,766.00	42.36
66400 - Life Insurance	2,144.24	1,197.16	260.33	202.02	0.00	237.32	698.67	4,041.07	3,882.00	(149.07)
66500 - Retirement-401K	7,652.33	4,893.85	1,527.59	1,681.75	0.00	1,255.16	4,464.52	17,010.70	17,805.50	794.80
66700 - FICA Expense	6,977.56	4,597.70	1,522.82	1,658.16	2,581.88	1,073.11	6,835.97	18,411.23	21,069.50	2,658.27
66800 - SUI Expense	48.58	8.26	1.47	2.65	3.35	1.84	9.31	66.16	177.50	111.34
66900 - Workman's Comp Insurance	349.52	192.85	41.07	72.47	101.23	49.76	264.53	807.00	907.00	100.00
Total 66000 - COMPENSATION AND BENEFITS	141,989.33	84,107.20	25,322.35	26,470.13	36,436.46	23,289.03	113,517.97	339,614.50	357,932.50	16,209.99
68300 - TRAVEL, MEETINGS, TRAINING										
68310 - Conference/Training Staff	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	756.00	756.00
68320 - Travel/Mileage	0.00	2,305.88	0.00	138.58	0.00	0.00	138.58	2,444.46	4,758.02	2,313.56
68330 - Meeting Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,505.00	1,505.00
Total 68300 - TRAVEL, MEETINGS, TRAINING	0.00	2,305.88	0.00	138.58	0.00	0.00	138.58	2,444.46	7,019.02	4,574.56
Total Expense	185,754.25	199,771.63	33,856.22	31,256.71	38,682.16	26,506.78	136,301.87	515,827.75	519,256.52	3,428.77

AK

COMMUNITY IMPACT TIMELINE

- June - NOFO (Notice Of Funding Opportunity) goes out
- July - Info sessions for agencies planning to apply
- August - Part I of application due
- September - Review of financial documents
- October - Applicable financials presented at board meeting
- November - Part II of application due
- December - Task force members review applications
- January - Agency interviews
- February - Recommendations made for allocations
- March - Proposed allocations presented at board meeting

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GROUNDSWELL



Thomasville History Center "Crate to Plate" Fundraiser
October 2020

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GROUNDSWELL



Full Meal, Wine
and Picnic
Items for Two
—
\$150 Per Box

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GROUNDSWELL

Why?

Kick off a new fundraiser to engage young people in giving back to our community. We hope this is a conduit for additional support of the United Way.

What?

Coordinate a “Date Night in a Box”/ “Tailgate in a Box” fundraiser targeting young philanthropists under the age of 40. We would coordinate sponsorships for the cost of items in the box, and people would buy the boxes to support the United Way campaign.

When?

Fall 2021. The current target is late October.

Where?

Annual event that involves all of the counties in some capacity with a focus on Lee county for the initial pilot. The Groundswell Committee would need to identify a space to be able to store, set up, and distribute these boxes in an easily accessible manner that is free to us.

GROUNDSWELL

How?

- Product – The fundraiser will involve local sourced items from the packaging, picnic items, food, flowers, and beverage. We will need the physical carrier, local items for a picnic, beverage, food, and flowers. We plan to target Lee County items for the first box and distribution site.
- Funding – We will determine the cost of participating in this event (i.e. \$100 or less) as well as the cost of sponsorship levels (\$250, \$500, \$1,000, and \$2,500 with a hierarchy of recognition and perks).
- Marketing – We will market this with-in Groundswell, but anyone can purchase a box. In terms of materials, we would like to have a menu card and flyer as well as a QR code with a music playlist and information about Groundswell + United Way.
- People – We will need volunteers to support the packaging and distribution of these boxes above and beyond the Groundswell committee.

How can you help as a UW board member? Reach out to Stewart McMillan at stewart.brevard@gmail.com if you have any ideas for this fundraiser! Also, please feel free to let her know if there are ways you can help with the publicity/marketing/sponsorship of this fundraiser.

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GROUND SWELL



Installation of the first Born Learning Trail at Ballard Park. Open to leadership donors under 40, encouraged to bring their families.

We will have media, refreshments, and giveaways to launch Born Learning and educate about Groundswell.

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WOMEN UNITED



Celebration on June 10th from 5:30-7:30 at Farmhouse.

The steering committee is working on sponsors, speakers, and food and drink.

Invitation-only for Women United members.
75-100 guests.

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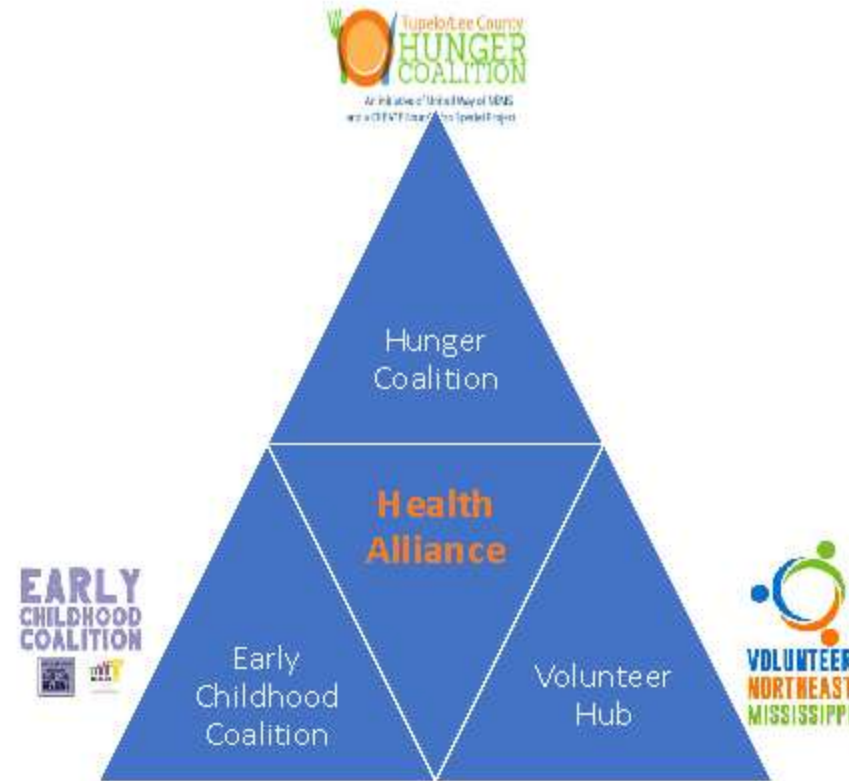


UNITED WAY OF NORTHEAST MISSISSIPPI

BACK 2 SCHOOL PROJECT

- 8 counties
- 18 school districts
- 68 elementary schools
- Over 11,000 students
- \$20,000 in supplies
- Will also purchase 425 backpacks on behalf of Baptist Hospital Union County
- Goal is \$10,000 in B2S sponsorships plus \$10,000 from corporate sponsorships
- Supplies delivered to the Furniture Market by July 22
- Mike and Russ deliver to the schools

Expense Considerations Re: Reserves/Coalition Work				ALTERNATE ANALYSIS			
		Scenario 1	Scenario 2			Scenario 1	Scenario 2
		PPP2	W/O PPP2			PPP2	W/O PPP2
UWNEMS 2020/2021							
Amount Raised							
Campaign and \$50K Giveaway		\$ 2,702,965	\$ 2,702,965	Renasant checking at 3/31/2021		790,600	790,600
Grants		\$ 248,000	\$ 248,000	Less: one month admin		(81,717)	(81,717)
Interest and Investment Income		\$ 25,000	\$ 25,000	Less: one month allocations		(124,789)	(124,789)
Miscellaneous Income		\$ 5,000	\$ 5,000	Less: payable & accruals at 3/31/2021		(30,998)	(30,998)
PPP Loan 1		\$ 117,000	\$ 117,000	Less: PPP Loan 2 repayment		-	(128,000)
PPP Loan 2		\$ 128,000					
Total		\$ 3,225,965	\$ 3,097,965	Excess cash		553,096	425,096
				Set aside for mini grants		(10,000)	(10,000)
Less: All Administrative Obligations	980,602	980,602		Set aside for reserves - 2% of campaign		(54,059)	(54,059)
Less: All Restricted Donations	377,846	377,846					
Less: 2021 Allocations	1,497,469	1,497,469		Available for coalition work		489,037	361,037
		2,855,917	2,855,917				
Amount Over Allocations/Obligations		370,049	242,049				
				Available for coalition work-2 months allocations reserved		364,248	236,248
Less Set aside for mini grants	10,000	10,000					
Less Set aside Reserves 2% of Campaign	54,059	54,059		Available for coalition work-3 months allocations reserved		239,459	111,459
		64,059	64,059				
Available for Coalition Work		305,989	177,989				
Hardy Reed Tier 3 Reserve		802,210					
Hardy Reed Tier 2 Bond		111,306					
Total Reserves		913,516					
3/31/2021							
Approx. 4.4 months of reserve							



Potential Areas of Work: Northeast MS Health Alliance

Produce Prescription Program

Barriers to Accessing Mental/Behavioral Health

Childhood Screenings

Workforce Investment – Certified Nursing Assistant Training Programs