

UWCF Board Member Name	Title		In-Person	Via Zoom	Unable to attend
Arroyo, Mayor Omar					X
Baker, Jenny			X		
Barnett, Wesley					X
Boyer, Dr. Naomi	Community Impact Cabinet Chair	*		X	
Braswell, Commissioner Bill			X		
Chaffin, Chris	Treasurer	*	X		
Crain, Jonathan	Chair Elect	*		X	
Crawford, Sheriff Vent	Hardee County Representative	*			X
Donnelly, Brian	Community Investment Team Chair	*		X	
Elwell, Don				X	
Floyd, Chief Ian			X		
Fowler, Tip					X
Garcia, Rick			X		
Garthwaite, Tom					X
Giordano, Lauren	Agency Director Council Chair	*	X		
Haas, Brian	Chair	*	X		
Heid, Superintendent Fred	Vice Chair	*			X
Hurley, Dana				X	
Johnson, Dusty	Highlands County Representative	*			X
Killebrew, Representative Sam			X		
Long, Kim				X	
Lupercio, Erica			X		
Mitchell, Larry				X	
Neslund, Callie				X	
Noris, Paul			X		
Norris, Brian			X		
Oguntola, Dr. Andy			X		
Plott, Nick					X
Sale, Brittany	Marketing Chair	*	X		
Saunders Feaster, Lauren	Resource Development Chair	*	X		
Sjoblom, Scott					X
Spath, Emily	Secretary	*	X		
Tamney, Michael	Immediate Past Chair	*	X		
Wood Rogers, Ana			X		
Wright, Ali	Governance Committee Chair	*	X		

STAFF PRESENT: Shirley Balogh, Gretchen Ceranic, Christina Criser Jackson, Rod Crowley, Jes Garcia, John Hardesty, Ileana Kniss and John Rounds.



A meeting of the Board of Directors of United Way of Central Florida was held on August 15, 2024, in the Executive Board Room at United Way of Central Florida with members and staff present as recorded above.

[Call to Order & Welcome: Brian Haas, Chair](#)

Brian welcomed everyone and called the meeting to order at 11:01am. He touched the following points:

- **Board Introductions:** Asked everyone to share their name, workplace and involvement with United Way of Central Florida
- **Board Self-Assessment:** Thanked the board for their participation in the self-assessment conducted by UWW. A few board members pointed out the importance of our board members attending meetings and attending in person when at all possible. The results also highlighted the emphasis on a desire to better understand how the team works with the United Way network. This will be a larger part of the board reports moving forward.
- **Meeting Schedule:**
 - The Board meets every third Thursday at 11:00 AM:
 - September: Central Florida Speech and Hearing
 - October, February, April, and June: United Way of Central Florida
 - November: CANCELLED due to United Way of Florida visit
 - December: CRC/Florida Children's Museum/Bonnet Springs Park
 - January: Peace River Center
 - March: Lighthouse for the Blind and Low Vision
 - May: Good Shepherd Hospice
 - Executive Committee meets the 1st Wednesday of every month via zoom

[Consent Agenda: Emily Spath, Secretary](#)

Emily presented the Consent Agenda, which was sent out to the board via email prior to the meeting, and highlighted the following items:

- UWCF is still looking for more ReadingPals
- \$10,125 was donated to the Ride United program

The Consent Agenda contained the following:

- June Board Meeting Minutes
- Community Impact Monthly Board Report
- Resource Development Monthly Board Report
- Marketing Monthly Board Report

Then asked if there were any comments or questions on the Consent Agenda. *With none, Sam Killebrew made motion to approve, Chief Floyd seconded; motion passed with no objections.*

[2024-2025 CYS Goal Presentation and Approval: Ileana Kniss, Chief Development and Marketing Officer](#)

Ileana did a presentation on the strategy that the Resource Development team will implement for the new campaign year. The main points were:

- The RD team is fully staffed. Part of the team specializes in corporate philanthropy, with one team member dedicated to the Publix campaign, part of the team focused on individual philanthropy, a designated grant writer and two team members dedicated to Highlands County.
- 2024 Local Annual Campaign goal is \$8,127,052.34
 - Publix Goal consists of \$4,494,220.69, striving for a 15% increase in associate giving
 - Corporate Philanthropy Goal is \$1,753,335.34
 - Individual Philanthropy Goal is \$708,093.00
 - Highlands County Goal is \$371,403.31
 - Board Challenge Goal is \$162,000
 - Staff Challenge Goal is \$37,960.41



- 2024 Total Current Year Support is \$13,939,014.87

Ana Wood Rogers added comments after Ileana's presentation:

- The RD team needs to be sensitive about the economy. There could be a focus towards the government industry, but not expect an increase in giving from the private sector

Lauren Feaster, RD Chair, presents a motion on behalf of the Resource Development Committee, to approve the 2024-2025 CYS Goal of \$13,939,014.87. Emily Spath seconded; motion passed with no objections.

Finance Investment RFP: Chris Chaffin, Treasurer

Chris shared the process of the Investment RFP was almost done, the Finance Committee had voted, and the next step was to present to the board for approval. Before a vote, Chris wanted to give more context of the process:

- Currently UWCF holds investments with Allen & Company and Johnson Stivender Wealth Advisors
- The Finance Committee had 5 members involved in the RFP Process
- Two of the members worked for firms who were selected as finalists, Dana Hurley and Sterling Searcy Jr.
- Those two members will not gain any financial remuneration if their firms were selected to handle the UWCF accounts, therefore they were part of the voting members of the Finance Committee
- After the Finance Committee voted, the firms selected to be presented to the board were CPS Investment Advisors and Allen & Company
- Jonson Stivender Wealth Advisors would lose the account. They shared their concern with Christina, mentioning a possible conflict of interest by allowing Dana and Sterling to vote

After presenting the facts and discussing them with the board, Brian decided there would be no vote towards moving forward with the two selected firms for the investment accounts. Further discussion will need to happen between the Executive Committee, external individuals to expand the review and a vote would be presented in the future.

Community Impact Cabinet Update: Brian Donnelly, CITC Chair

Brian shared for the sixth year, The George Jenkins Foundation is providing funds for positions at Crystal Lake Elementary, A Community Partnership School. For 2024-2025, they have committed to a \$216,000 grant designated to the following:

- \$100,000 for the Director position to Heartland for Children which manages and supervises this position.
- \$116,000 as budgeted by the Community Partnership School Executive Cabinet and approved by University of Central Florida. If there is a budget amendment the funds will coincide with the amendment
- \$88,400 for the Wellness Coordinator position to Central Florida Health Care
- \$27,600 for wrap around services
- \$116,000 was received by UWCF on July 31, and the remaining \$100,000 is expected in November

Brian presented a motion to approve that United Way of Central Florida disburse \$216,000 to Heartland for Children, Central Florida Health Care and wrap around services at Crystal Lake Elementary, A UCF Certified Community Partnership School as budgeted for 2024-25 on behalf of the Community Impact Cabinet. Andy Oguntola seconded; motion passed with no objections.

Community Investment Team Update: Brian Donnelly, CITC Chair

Brian shared the final results on how the CIT processed closed out in June, since there was no meeting in July:

- Health Initiative was 8% down
- Safety Net was 3% up
- Financial Stability was 3% up
- 7 programs received stage 3 funding



The feedback from this year was very positive. There will be some revision to an ROI question, and more guidance will be provided to the agencies for their storytelling portion.

Department Updates:

- Community Wellness Director, Shirley Balogh shared this fiscal year UWCF has awarded \$6,236,866 to 17 agencies running 27 programs. September 30th ends the fiscal year for the grant process. Some programs have decided not to move forward with renewing their grant due to the difficulty of meeting the requirements of the population they intend to serve. Several agencies have presented their interest in moving forward, new agencies as well, those will be receiving a letter of inquiry. Those will be evaluated to confirm they meet the criteria of the Community Wellness program, and if they do, they will submit an RFP. Current partners will receive their funding starting in October, new partners will receive their funds in January. The Navigators had 7,602 encounters with individuals in the community to give them information about United Way, the Polk Health Care Plan and other services through United Way. They had 357 signups for the PHP this past year.
- Success By 6 Director Gretchen Ceranic shared about the 2nd Annual Back to School Event. This event was focused on developmental screenings, physical exams, dental screenings, hearing tests, and vision screenings. 218 families attended.
 - Dental Screenings– 34, 50 sealants
 - Speech Screenings – 5 (2 referrals for service)
 - Bicycle Helmets – 82 fitted and distributed
 - Vision Screenings – 97, 39 fails/referrals to CFHC
 - Hearing Screenings – 107, 20 fails/referrals for free eval at CFSH, 2 referrals to ENT for active ear infections
 - Physicals - 98
 - 3 signed up for Polk Healthcare Plan with UWCF Navigator

After Gretchen's presentation Sam Killebrew mentioned he would like to see this type of event on the east side of the county, and he could help find a location for it. Andy Oguntula mentioned he could help find a location in Lake Wales as well

President's Report: Christina Criser Jackson

Christina shared the following updates:

- **HR:** UWCF went through a restructuring of the HR department. Mary Shaw, UWCF HR consultant, will be in person at the next board meeting.
- **IT:** Computer Man has been our IT providers for the past 20+ years. The lead technician for them reached out wanting to transition to work full time with UWCF. He will be starting on September 3rd.
- **Facilities Committee:** The first meeting will be September 11th to evaluate the plans for the current facilities.
- **Public Policy:** UWCF is evaluating two firms to assist us with our Public Policy efforts. More information to come.
- **United Way of Network:** The past week UWCF visited Heart of Florida UW for a leadership team meeting, sharing best practices. Mid-September, Christina, Suzette Jones and Greta Dupuy will be going to Fort Lauderdale for the United Way of Florida Board Meeting.
- **Feeding Tampa Bay:** UWCF has 16 food pantries in Polk, 3 in Highlands and 1 in Hardee County. Recently Feeding Tampa Bay presented a 40% increase in their contract renewal, but we are in the process of negotiating.
- **Disaster Relief:** UWCF has an amazing relationship with the EOC, you will get to hear more about that at the next board meeting. UW is continuing to aid Publix associates impacted by the latest storm in Florida and Georgia.

Closing Remarks: Brian Haas

Board Meeting adjourned at 12:37pm

Next UWCF Board of Directors Meeting – Thursday, September 19, 2024 at Central Florida Speech and Hearing

Minutes submitted by Jes Garcia

