



DOING THE MOST GOOD™

The Salvation Army
Advisory Board Meeting
Herberger Headquarters, 2707 E. Van Buren
June 10, 2014; 11:30 – 1:00 PM
Lunch: 11:00, Call to Order: 11:30 AM

BOARD MEMBERS

- | | |
|------------------------------------|-----------------------|
| Mike Andrews.....Chair | Carol Klagge |
| Linda Dickerman...Immed Past Chair | Marlene Klotz Collins |
| Mike Karlson.....Secretary | Wally Larson |
| Bill Alkema..... Treasurer | Tom Leyda |
| Bill Brewer | James Smith |
| JoAnn Callaway | Jeff Taylor |
| Joseph Callaway | Corey Woods |
| Ken Fauth | |
| George Flores | |

OFFICERS

- Major John Brackenbury
- Major Raewyn Aspeitia

STAFF

- Suzanne Bright
- Deb Oberhamer

Guests

- I. Call to Order/Roll Call** **Mike Andrews**
- II. ☩ Opening Prayer** **Maj. Raewyn Aspeitia**
- III. Approval of Consent Agenda** **Mike Andrews**
 - a. Motion made – Marlene Klotz Collins
 - b. Motion seconded – Tom Leyda
 - c. Approved by all
- IV. Divisional Commander Report** **Maj. Raewyn Aspeitia**
 - a. Audit Committee meets June 25
 - b. Major Gifts Programs will now be head through THQ – Regional
 - i. Less case load
 - ii. Will be hiring two more people
 - c. Pathway of Hope
 - i. VSUW no longer wants to fund their portion of the program
 - d. Women’s Ministry Conference – everyone had a great weekend
 - e. Commissioning – about 60 officers in CA
- V. Valley Report** **Major John Brackenbury**
 - a. Valley of the Sun United Way
 - i. Defunded Project Hope
 - 1. Decreased funding – they are moving in a different direction (permanent housing)
 - 2. Traditional programs are affected (Project hope is just one example)
 - 3. Working internally to make up the funding
 - 1) Decreased 25% / \$162K across the board

Discussion:

Jeff Taylor suggested educating United Way on not getting the homeless housing, but teaching them how to keep it. Can we put together something?

Mike Andrews asked if there would be another opportunity to meet with VSUW to educate them.

Jeff Taylor asked if we had a copy of their study.

Major Brackenbury replied that we did not have a copy of their study.

Mike Andrews asked if we have ever written a letter to VSUW from the Phoenix Advisory Board. Marlene, George and Linda said no.

Mike Andrews mentioned Arizona Housing.

Wally asked about developing efforts in regards to donors and if we are going to tell them?

He also asked what they are doing with other organizations.

b. Water Drive

- i. June 7th, 14th and 21st

- 1. June 21st will be at West Gate Mall. Huge media event. Family orientated.

VI. Development Report

Deb Oberhamer

- a. Went over Development Report (see attachment)
 - i. VoS is up 8%
 - ii. National Donut Day – June 6
 - 1. Lamar Donuts supported – have kettles out until Friday
 - 2. Bashas will give 20% proceeds of donuts for the day
 - iii. Donor Day at Camp – July 30 – see attached flyer

VII. Chair Report

Mike Andrews

- a. Summer meeting schedule
 - i. No Advisory Board meetings scheduled for July and August
 - ii. Committees will continue to meet as scheduled
- b. Board Retreat
 - i. September 20 – Save the Date
- c. Board Retreat - planning
 - i. Look for emails – Why's?
 - ii. Inviting all boards throughout the Valley
- d. Major Brackenbury summer assignment – International College of Officers is a 6 wk. program (July 16-August 25)

VIII. Council Reports

**Council Chairs
James Smith**

a. Echelon

- i. Planning group is in place
 - 1. Core group of 5 – met last week
- ii. Water Drive @ The Vig
 - 1. June 29th.
 - 2. Locations: Arcadia and the Citadel locations

b. Herberger

Mike Karlson

- i. Reiterated the September 20, Advisory Board retreat.
- ii. HAC meeting next week
- iii. HAC Updates:
 - 1. Herb Jackson completing course – How to tie in with Goodwill Career Center
 - 2. Jay Cory from Phoenix Rescue Mission is newest member
 - 3. More volunteers needed for Hydration Stations
 - 1) Gave Danielle Shankle's and volunteer website's information
- iv. Hope Programs updates:
 - 1. \$150K grant - \$100K went to us (Hope for Families)

c. Citadel

Gayle Tanner / absent

- i. No report given

d. KROC

Ted McClure / absent

- i. No report given

e. ARC

Randy Long / Absent

- i. No report given

f. Maryvale

Linda Dickerman

- i. Building new council
 - 1. Has 8 people to contact

- 2. Waiting for new officers to arrive
- g. Central -** **TBD**
 - i. No report
- IX. Program Reports** **Program Chairs**
 - a. Golf Classic** **Roger Marce / absent**
 - i. No report given
 - b. Red Kettle Kick-Off** **Marlene Klotz-Collins**
 - i. November 6, 2014 @ the Kroc Center – Confirmed
 - 1. ARC volunteers confirmed
 - 2. Edsel Ford confirmed
 - 3. Money drop – Bill Alkema and son will do it again - confirmed
 - ii. Recap of last year:
 - 1. 500 in attendance
 - 2. \$100K raised
 - 3. Went over speakers and guests
 - 4. Challenges: food and counting of money
 - 5. Went over last year's board support of event
 - 1) 23 out of 40 supporters
 - 2) 38 out of 50 tables of that 20 were less than \$1K, 10 of those were less than \$500. 16 tables were \$1K-\$2K and 4 tables were \$2K or up.
 - 6. Expectations this year:
 - 1) Open kettles
 - 2) Less teams
 - 3) Pre-fill kettles
 - 4) Possibly charge \$2500 per table
 - 7. Possible Speakers
 - 1) Kyle Petty has been extended an invitation – so far no response
 - 2) Mike Joy has also been extended an invitation – he has a good connection to Barrett Jackson
 - c. Red Kettle Club** **Marlene Klotz-Collins**
 - i. New Club formed – Desert Vista
 - 1. President is Hayden Boucher
 - 2. Board Advisor is Bill Alkema
 - ii. 2nd Leadership Seminar is tentatively scheduled for – August 2
 - 1. Kroc Center – from 8am-1pm
 - 2. Speaker would be Frank Vascara from National Advisory Board
 - 1) From McDonald's USA
 - 2) Gave the Corona kids \$500
 - 3) Will talk to the kids about being strategic thinkers
 - d. Real Estate Wednesday**
 - i. Book tour / Callaways
 - 1. REW / ARC relationship
 - 1) They were in Tucson last week and JoAnne thinks that a rep will come out of it for REW to start down there.
- X. Committee Reports** **Committee Chairs**
 - a. Nominating** **Linda Dickerman**
 - i. Linda said that she is working on getting the committee together to meet
 - b. Finance** **Bill Alkema**
 - i. Went over the City Fund, Kroc and Herberger Campus financials ending April 2014.
 - 1. That the financials were late due to a change in staffing
 Explained the following:
 - 2. Phoenix Fund had a change of \$70K

3. Herberger had \$60K additional surplus, expenses were down
4. Kroc – not as good as last month
 - 1) \$100K below budget, trending in the right direction.
 - 2) Ha a deficit of \$133K

c. Strategic Initiatives **Ken Fauth - designee**
 i. Went over 1 page updates on initiatives – see attached

d. Property **Ken Fauth**

- i. Camp Ponderosa Updates
 1. Donor Day at Camp – July 30
- ii. Kroc Improvements
 1. No updates
- iii. Citadel Updates
 1. Parking
 - 1) Have entered into a short term lease \$500/month for 50 spaces across the street from the Phoenix Citadel.
 - 2) Additional long term parking is still being considered.

Proposed Motion: The Executive Committee recommends purchasing Option B, then to consider and pursue Option C

(Additional parking needs to be met by property available across and further down from the Phoenix Citadel. 2 separate land parcels)

Motion is made by: Ken Fauth

Seconded by: George Flores

Discussion: Carol Klagge asked how much? \$350K

George Flores asked to clarify Option C – dilapidated office building.

Carol asked about splitting the parcel? – No

Vote was passed with a unanimous vote

- iv. Herberger Campus
 1. No updates
- v. Next Property Committee is Tuesday, June 17

e. Volunteer **Ken Fauth - designee**

- i. Experience Matters / Active 8 is meeting every Tuesday
- ii. Volunteers are important

f. Legislative Liaison **Jeff Taylor**

- i. Discussed strategic plan – next year’s funding
- ii. Legislature brought back into special session to discuss child care
 1. Asking for \$25M, received \$9M, plus an additional \$4M,
 2. \$.80 for every pack of tobacco product purchased
 3. Possibly to total \$430M
- iii. Prison System
 1. Privatize prison beds
 2. Release From 100 population to 1200 prison population
 3. Allowed 15 people every 6 month from Co. Attorney’s Office
 - 1) Received 0
 4. What happens after the verdict? (Ken asked)

g. Resource Development **Roger Marce - absent**
 i. No report given

XI. Old Business **Mike Andrews**

XII. New Business **Mike Andrews**

XIII. Closing Prayer, Adjournment **Maj. John Brackenbury**
Adjourn at 1:06pm

ATTACHMENTS:

- Development Report (1 page)**
- Donor Day at Camp (1 page)**
- Strategic Initiatives Update (1 page)**

Next Meeting: September 9, 2014

PORTFOLIO Income October 1st - May 30th

	FY14 Total \$	FY13 Total \$	FY14 # Gifts	FY13 # Gifts	Difference	Diff %
Direct Mail	\$7,308,531.76	\$7,403,947.52	105,545	109,579	(\$95,415.76)	-1%
Internet	\$1,099,797.37	\$1,001,211.87	6,002	5,229	\$98,585.50	10%
*All Other Non remit Income including Grants & Major Gifts	\$6,422,352.97	\$5,949,749.75	22,093	20,031	\$472,603.22	8%
Kettles Portfolio only	\$211,502.31	\$266,860.95	1,202	1,892	(\$55,358.64)	-21%
Sub Total	\$15,042,184.41	\$14,621,770.09	134,842	136,731	\$420,414.32	3%
OTHER INCOME						
Disaster	\$187,122.19	\$290,349.10	307	1,388	(\$103,226.91)	-36%
Planned Giving	\$1,223,220.65	\$1,658,550.45	31	41	(\$435,329.80)	-26%
Kroc Capital Campaign	\$14,710.00	\$165,471.00	34	53	(\$150,761.00)	-91%
Phoenix Major Gift Initiative	\$79,000.00		5	0	\$79,000.00	0%
Sierra Major Gift Initiative	\$187,357.88	\$15,210.60	171	14	\$172,147.28	0%
Tucson Major Gift Initiative	\$384,312.56	\$376,461.94	98	79	\$7,850.62	2%
Yuma Major Gift Initiative	\$36,000.00		4	0	\$36,000.00	0%
Totals	\$17,153,907.69	\$17,127,813.18	135,492	138,306	\$26,094.51	0%

All INCOME Oct 1 - May 30th

Service Center Desc	FY14 Total \$	FY13 Total \$	FY14 # Gifts	FY13 # Gifts	Difference	Diff %
C1DIV-Southwest DHQ	\$194,659.19	\$295,402.10	335	1,412	(\$100,742.91)	-34%
C1KRC-Kroc Center	\$10,480.00	\$160,644.00	13	30	(\$150,164.00)	-93%
C1PCN-Phoenix Central Corps	\$8,385.00	\$4,793.87	55	40	\$3,591.13	75%
C1PEH-Elim House	\$68,259.19	\$58,162.00	27	30	\$10,097.19	17%
C1PFS-Phoenix Family Services	\$173,063.93	\$109,207.07	11	10	\$63,856.86	58%
C1PKC-Kaiser Family Center	\$92,133.29	\$89,079.25	29	24	\$3,054.04	3%
C1PLD-Laura Danielli Senior Center	\$12,359.69	\$5,650.00	5	3	\$6,709.69	119%
C1PMY-Phoenix Maryvale Corps		\$1,460.00	0	6	(\$1,460.00)	-100%
C1PPC-Phoenix Citadel	\$34,786.10	\$32,253.89	172	133	\$2,532.21	8%
C1PPH-Phoenix Project HOPE	\$47,860.00	\$24,265.00	16	15	\$23,595.00	97%
C2AZ1-SW Arizona State SE	\$565,808.92	\$649,464.34	7,112	6,507	(\$83,655.42)	-13%
C2NM1-SW New Mexico SE	\$273,889.53	\$271,802.34	3,727	3,482	\$2,087.19	1%
C3AFS Albuquerque Family Services	\$15,176.34	\$36,462.80	18	46	(\$21,286.46)	-58%
C3ALB-Albuquerque Corps	\$812,843.59	\$721,388.24	9,238	9,129	\$91,455.35	13%
C3ALM-Alamogordo Corps	\$104,246.28	\$86,313.78	1,060	1,284	\$17,932.50	21%
C1PHO-Phoenix Metro	\$1,185,241.05	\$1,106,781.98	7,140	7,339	\$78,459.07	7%
C1PHX-Phoenix City	\$2,061,352.14	\$1,793,077.05	12,329	12,187	\$268,275.09	15%
C3APJ-Apache Junction Corps	\$120,036.66	\$118,616.61	1,577	1,263	\$1,420.05	1%
C3CHA-Chandler Corps	\$553,077.01	\$492,076.06	4,964	5,120	\$61,000.95	12%
C3ETM-Estrella Mountain Corps	\$148,832.15	\$108,377.76	1,258	1,194	\$40,454.39	37%
C3GLE-Glendale Corps	\$233,786.93	\$213,386.34	2,798	2,440	\$20,400.59	10%
C3MES-Mesa Corps	\$572,398.88	\$587,037.88	6,727	7,119	(\$14,639.00)	-2%
C3SUN-Sun City Corps	\$709,883.66	\$691,373.20	10,050	10,246	\$18,510.46	3%
C3TEM-Tempe Corps	\$287,932.48	\$319,760.69	2,285	2,456	(\$31,828.21)	-10%
Valley of The Sun Subtotals	\$5,872,540.96	\$5,430,487.57	49,128	49,464	\$442,053.39	8%
C3BHC-Bullhead City/Laughlin	\$83,153.00	\$81,290.37	1,115	1,111	\$1,862.63	2%
C3CAS-Casa Grande Corps	\$87,226.71	\$69,470.57	833	882	\$17,756.14	26%



Come hang out with us . . .

Wednesday, July 30, 2014
CAMP PONDEROSA RANCH



DOING THE
MOST GOOD

Where: The Salvation Army's Camp Ponderosa Ranch in Heber, Arizona

When: Wednesday, July 30, 2014

Time: 7:00 a.m.—Meet at 101 and Shea in the Barnes & Noble parking lot to be chauffeured on an air-conditioned bus

OR

9:45 a.m.—Meet in the camp dining hall if driving separately

Directions: North on Hwy 87 to Payson, east on Hwy 260 for 50 miles. Just before Heber, turn left at the Circle K; the entrance is on the right.



RSVP by July 16, 2014

Contact Aileen Yancey: (602) 267-4105
Aileen.Yancey@usw.salvationarmy.org

Strategic Initiatives Document
Overview of Significant Updates February thru June 2014

Initiative F: Additional Pod(s)....Update from Ken indicating the Development Department believes the name of the contemplated new pod should be changed from "Activity Center" to "Family Activity & Education Center" to be more descriptive of its actual intended use.

Initiative G: Camp Ponderosa....Update from Ken regarding Property Committee decision points with regard to near term priorities including the recommendation to engage an outside marketing firm that would be performance based to help develop and implement the brand for third party usage/revenue.

Initiative I: Red Kettle Clubs....Update from Marlene indicating RKC involvement at Camp Ponderosa, the addition of a new high school Desert Vista (bringing the total to 4), effort to involve other advisory boards where schools are located, presentations by Marlene at the national level, and creation of a RKC manual by Marlene.

Initiative J: Echelon Program....Update from Marlene on the work being lead by Mackenzie Ford with assistance from James Smith which included an event at the Vig downtown on 6/4th to raise awareness and involvement. Next the Vig will do a water drive on 6/29. For every case of water collected or \$10 donated to TSA, customers will receive a \$5 coupon toward purchases at the Vig.

Initiative K: Super Bowl Involvement (2015)Update from Marlene indicating Kroc has been selected to host the "Super Kids Super Sharing" event on 1/15/15. This is an event that will provide books, sports equipment and school supplies to kids in need.

Initiative M: Property Acquisition Review: TSA and Property Committee are currently exploring several alternative sites for purchase in close proximity to the Citadel to address their parking needs.

Initiative N: Workforce Development: The grand opening of the Goodwill Career Center at the warehouse occurred on 5/13/14.

Initiative L: Golf Tournament....Update from Roger indicating Net Income from the 3/31/14 "2nd Century Golf Classic" was approximately \$36,000 shared equally between TSA and Rotary 100.

Initiative O: Women's Residential Drug Treatment....This is a new initiative spawned by Jeff Taylor's earlier presentation that lack of women's drug prevention and treatment is the chief cause of child neglect. The initiative is to create a collaborative effort between ARC and the Changing Lives Center to expand and improve the overall program. Erik Hoogstad of ARC and Jay Cory of the Phoenix Rescue Mission (parent to Changing Lives) are still working out the specific policies to implement.

Initiative P: Phoenix Fire & TSA Collaboration....A request of TSA has been made by PFD to lower the threshold for response to disasters to include local logistical support to the PFD. This is a new initiative still under development between Jim Puza of TSA and the PFD.

Initiative Q: Enhanced Volunteer Usage program....Ken recommends we develop a new initiative to assist Nick Odem and the Volunteer Committee to take maximum advantage of the ACTIVATE8 program.