



# CALIFORNIA UNITED WAY CEOs MEETING

## AGENDA

FEBRUARY 21-22, 2024

# HUMPHREYS HALF MOON INN, SAN DIEGO

2303 SHELTER ISLAND DR.  
SAN DIEGO, CA 92106

### REGISTRATION & HOTEL

<https://www.unitedwaysca.org/ceo>

United Ways of California  
<https://www.unitedwaysca.org>  
877.355.8922

## WEDNESDAY, FEBRUARY 21

Harborview Room

2:00 PM	WELCOME, AGENDA OVERVIEW, GROUP AGREEMENTS
2:45 PM	2024 STATEWIDE PRIORITIES & NETWORK ANNOUNCEMENTS Pete Manzo, United Ways of California
3:15 PM	BREAK
3:30 PM	REVENUE GROWTH AND DIVERSIFICATION DISCUSSION
5:00 PM	CONCLUSION
7:00 PM	NETWORKING DINNER: SOLARE RISTORANTE 2820 Roosevelt Road, Liberty Station Point Loma, San Diego, CA 92106

## THURSDAY, FEBRUARY 22

Harborview Room

8:00 AM	BUFFET BREAKFAST
8:30 AM	QUICK AGENDA OVERVIEW, REMINDER OF GROUP AGREEMENTS, AND WELCOME OF NEWCOMERS
8:45 AM	REVENUE GROWTH & DIVERSIFICATION (PART 2): STRATEGIES TO SUPPORT OUR REVENUE GOALS Henry Gascon, United Ways of California & Group Conversation
9:45 AM	MORNING BREAK
10:00 AM	ORGANIZATIONAL DEVELOPMENT & CAPACITY BUILDING
11:15 AM	OUR BOARDS & EQUITY Mikela Thomas, United Ways of California & Group Conversation
12:15 PM	BUFFET LUNCH
1:00 PM	2024 ELECTION YEAR STRATEGIES
2:00 PM	BRANDING AND MARKETING
3:00 PM	CONCLUSION Pete Manzo, United Ways of California