



President/CEO Todd Lueders welcomes his successor Dan Baldwin

## Transitions / New Beginnings

This is a season of transitions and new beginnings at the Community Foundation for Monterey County. We have seen staff departures and the sunset of longstanding programs, as well as key staff additions to the Foundation, the beginning of new initiatives and the launch of a new website.

Staff departures include Nick Sandoval, Kelly Gallardo and Ted Rico as the Foundation's role in the Poder Popular program ended in February. This April, both Senior Program Officer, Jeff Bryant and President/CEO, Todd Lueders will retire.

Todd Lueders will officially retire effective April 30, 2010 after nearly 30 years as the senior staff member of the Foundation.

From its modest beginnings in 1945 as an all-volunteer Monterey Peninsula historic preservation group with no endowment, the Community Foundation for Monterey County has grown rapidly over the years and is now the largest grantmaker on the Central Coast.

*"Todd's impact will be felt for years to come. Under his tenure the Foundation has become a trusted steward of resources addressing key issues facing Monterey County"*

—FOUNDATION BOARD CHAIR, DICK BORDA

Key Foundation accomplishments during Todd Lueders' tenure include:

- ◇ Growing Foundation assets from under \$200,000 in 1981 to \$127 million as of December, 2009. Over the past 28 years, the Foundation's investments have consistently outperformed the Dow Jones and the S&P 500.
- ◇ Making more than \$83 million in grants since 1981 to nonprofit organizations in Monterey County and other areas of the United States.
- ◇ Creating nearly 300 funds through contributions of over \$154 million to make a significant impact in the community. For example, the Fund for the Arts has made \$698,684 in grants in support of 7 major arts agencies since its inception in 1992.
- ◇ Developing key leadership projects, especially in the areas of youth and family development and nonprofit management, with programs such as the Management Assistance Program and Neighborhood Grants Program.
- ◇ Spearheading dozens of collaborative efforts with local and national funders to meet critical community needs. The Literacy Campaign for Monterey County grew out of such a Foundation-led effort.
- ◇ Expanding the Foundation's reach by offering grants for agencies and services for donors throughout the Salinas Valley.
- ◇ Promoting excellence in the Community Foundation field by Todd's involvement as founding chair and long-time Member of the League of California Community Foundations.

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Dan Baldwin, incoming President/CEO

Following is a message from incoming President/CEO, Dan Baldwin, who will take the reins of the Community Foundation in that capacity on May 1st, following Todd Lueders' retirement.

# greetings

from Dan Baldwin

I am very pleased to be writing the first of many messages to the friends of the Community Foundation for Monterey County. The Foundation, through Todd Lueders' leadership, is nationally known for its innovative programming and effective grantmaking. It is a great honor to have been given the opportunity to help the Foundation seek an even brighter future.

All across America, community foundations are fast becoming centers of influence. Philanthropy is remarkably nimble. Unencumbered by protocols and bureaucracy that can often weigh down efforts to respond to need or engage in community development, community foundations — and their partner philanthropists and nonprofit agencies — find themselves engaged in discussions that are central to the present and future of their respective service areas. This is true of the Community Foundation for Monterey County, and I am confident it will continue.

Some may wonder what would motivate a native Iowan to move 2,000 miles and pursue his career in an unfamiliar community. The first part of the answer is that Monterey County is not unfamiliar to me. My son is a graduate of the Defense Language Institute. I made many trips to Monterey during his time here. One can't help but be inspired by the extraordinary natural beauty of Monterey County, but I was also struck by the unique nature of the various towns and cities, the stewardship of the environment, the commitment to historic preservation, and the diverse makeup of the population. Though I'm moving here from Iowa, I spent a good portion of my working life in Dallas and St. Louis. Monterey County has many of the charms (and challenges) of urban life, yet it is packaged on a wonderfully livable scale.

I am looking forward to meeting all the partners that have helped make the Foundation so successful, and hope that through shared goals and lasting relationships, together we will have a continuing impact on Monterey County.

## Search Committee appoints Dan Baldwin

Last summer, a search committee of current and former Board members oversaw a nationwide search for the next President/CEO. The board selected Dan Baldwin, who served as President/CEO of the Greater Cedar Rapids Community Foundation in Eastern Iowa since 2002. That Foundation holds more than 500 funds and more than 40 agency endowments, along with total assets of approximately \$95 million. In 2009 it issued more than \$8.5 million in grants.

Baldwin was a 15-year museum professional before his most recent position. From 1996-2002, he was President/CEO of the National Czech & Slovak Museum & Library in Cedar Rapids. He was previously Executive Director of Old City Park Museum in Dallas, Texas, and Director of Collections and Conservation at the Missouri Historical Society in St. Louis. Dan is an Iowa native. He is married to Anne Ylvisaker. They have three children. He holds a B.A. and M.A. from the University of Iowa.

President/CEO Todd Lueders (left), Distinguished Trustee Award Winner Julie Packard, and Board Chair Dick Borda at the Foundation's Annual Donor Recognition Event held at the InterContinental, The Clement, in October, 2009. Packard was given a Dale Chihuly sculpture and a \$10,000 grant in her honor was made to the Monterey Bay Aquarium.



# PROGRAM TRANSITIONS

## Poder Popular to Live on at Center for Community Advocacy

**Poder Popular** has been a special project of the Community Foundation funded by The California Endowment since May of 2006. Its purpose is to improve the health and well-being of farmworkers and their families and the communities where they live.

*Over the past four years:*

Poder Popular has become a regional collaborative of organizational partners, farmworker leaders and local representatives from government, business, education and nonprofit sectors.

It has supported active farmworker civic engagement and multi-sector partnerships in Greenfield, Gonzales, and East Salinas.

The result has been new, constructive relationships between farmworkers and policymakers who are working together to make needed changes in these three communities, such as reclaiming a park overrun with illegal activity, expanding public transportation for south county residents, creating art and

culture opportunities, and putting lights in a park for family use at night.

On April 1, 2010, the responsibility for Poder Popular moved from the Community Foundation to the Center for Community Advocacy (CCA). Poder Popular is closely aligned with CCA's mission to train and empower

farmworkers to advocate for improved housing and health conditions. CCA has been a strong partner and has integrated Poder Popular into its existing organizational structure to ensure its long term sustainability.

The Community Foundation is proud of what Poder Popular has achieved, and will

contribute \$50,000 this year to the program's support. Many people in the Salinas Valley identify themselves as being part of Poder Popular and see it as a force for positive community change. The successes of the program will continue thanks to the commitment of many partners, nonprofit organizations, businesses, educators, local government partners, the faith-based community, and most importantly, the resident leaders committed to improving their communities.



*Top: Poder participants from Greenfield at Environmental Health Forum. Above: Special thanks to Community Foundation staff Nick Sandoval (left), Ted Rico, and Kelly Gallardo for their hard work with Poder Popular.*

## Literacy Campaign Moves Towards Coalition Model

**The Literacy Campaign for Monterey County** was launched in 2006 as a five-year civic engagement effort to increase young adult literacy, build a network of adult literacy service providers, and increase awareness of the importance of literacy. The final goal is to transition the Campaign's efforts to an integrated, collaborative, and county-wide literacy coalition able to advocate for and represent literacy service providers and ensure high levels of adult literacy.

The Literacy Campaign's Steering Committee hosted three community stakeholder meetings between October 2009 and January 2010. The purpose was to collect input on the structure of the proposed coalition and build relationships with the workforce development community and potential funders.

Based on this feedback, sustainability consultant Literacy Powerline presented a suggested coalition structure to the Steering Committee and the Foundation's board. The proposed structure is available online at [www.literacycampaignmc.org](http://www.literacycampaignmc.org) under "How to get involved." Please visit the website for future updates on the transition.



*(l to r) Program Officer, Janet Shing, and Literacy Conference Committee Members: Marie Miller, Graniterock, Bruce Woolpert, Kristen Atkins and Ann Kilty.*



*Margaret Dougherty, Literacy Powerline, (left) displaying the Declaration for the Right to Literacy with Literacy Campaign Steering Committee members and Foundation staff at the Steinbeck House in Salinas.*

# NEW INITIATIVES:

## Building Healthy Communities, Community Leadership Project, and the LEAD Institute



Building Healthy Communities artwork by Jose Ortiz.

The Community Foundation has recently undertaken three new initiatives. With **Building Healthy Communities**, the Foundation was chosen to take the lead in supporting the East Salinas community in defining health priorities and submitting a plan to The California Endowment, which will infuse millions of dollars per year over the next ten years to affect systems change. East Salinas was one of 14 communities chosen statewide to receive this funding. It was chosen for the vibrancy of the neighborhood that, despite its serious social and economic challenges, has a growing sense of community pride and the desire to create an environment where kids and youth are healthy, safe and ready to learn.

The **Community Leadership Project** is a special grants program to strengthen the capacities of grassroots organizations that serve low-income people and communities of color. The project is jointly funded by the David and Lucile Packard Foundation, the James Irvine Foundation, and the William and Flora Hewlett Foundation. The Community Foundation was selected as the partner for this grants program in Monterey County. In December 2009, the following organizations were awarded \$40,000 each for the next two years: the Alisal Center for the Fine Arts, the Central Coast Center for Independent Living (CCCIL), Central Coast Interfaith Sponsors (COPA), Second Chance Youth Program and the Village Project, Inc.

In September 2009, the Community Foundation for Monterey County inaugurated its new leadership development program, **Leadership Education and Development (LEAD)**. Over the course of a year, LEAD provides 20-25 capable nonprofit managers with the skills to assume organization-wide leadership roles. Participants represent



Community Leadership Project grantees attend January training

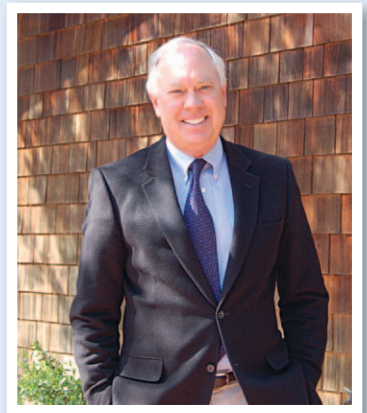


Program Officer Kaki Rusmore, far left, with members of the first LEAD cohort.

and Lucile Packard Foundation provided start-up funding, and the Community Leadership Project will provide partial funding for the first three years. Current participants are very enthusiastic about the program, and LEAD's second cohort will be formed this summer. For more information on these and our other initiatives, please visit the Foundation website at [www.cfmco.org](http://www.cfmco.org).

## Transitions

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Retiring President/CEO, Todd Lueders

"Todd's greatest impacts have been his ability to help donors connect with realizing their dreams and to engage

*"Thanks to the support the Foundation has enjoyed from its donors and our professional partners for nearly 65 years, we are proud of our past and remain confident in our future. As our motto promises, the Community Foundation will truly be 'Here for Good.'"*

— TODD LUEDERS

the Foundation as more than just a grantmaker, but also a critical community resource to identify problems and contribute to their solution," said Board Chair, Dick Borda. Todd will stay on as a consultant for a time to personally introduce Dan Baldwin to the community and to ensure a smooth transition.

*2009/2010 LEAD Cohort "Through my experience with LEAD I feel better prepared to take on tough projects within my nonprofit."*

— LEAD PARTICIPANT

the diversity of our communities, and include Monterey, Santa Cruz and San Benito counties. The David



# Board and Staff Comings and Goings



## BOARD UPDATES

The Community Foundation board recently announced the election of **Alfred Diaz-Infante**, President and CEO of CHISPA, to the Board of Directors. Concluding her term, but continuing on as chair of the Literacy Campaign for Monterey County, is **Diane Cordero de Noriega**.



## Senior Program Officer, **Jeff Bryant**, Retires

Jeff Bryant joined CFMC's staff in 2000 and leaves his position as Senior Program Officer in April for semi-retirement, travels with his wife Marj, improving science education, and play with his 4 grandchildren. Educated in New York and California, Jeff has worked in education, science, conservation, and community development. Jeff directed the Foundation staff engaged in the

development of programs, professionals, leaders, nonprofits, partnerships, and networks. He developed special projects leading to the Non-point Source Pollution (abatement) Grants Program, the Collaborative for Salinas Youth, the Literacy Campaign, and the Social Networks Support Project. Jeff's grantmaking work has focused on the fields of education, youth, and environment.

Over the past year, Jeff led the integration of Foundation's grants and programs staff into a single department now led by Vice President of Community Engagement Julie Kenny Drezner. He may return on occasion as an advisor, a presenter, or to assist with research and evaluation.

"No one has worked harder to advance the mission of the Community Foundation in the last decade," said President/CEO Todd Lueders. "We have been proud to have him as a colleague."

**NEW TO THE STAFF IN LATE 2009** were Julie Kenny Drezner, Vice President of Community Engagement and Amanda Holder, Communications Officer.



## **Julie Kenny Drezner**, VP of Community Engagement

Julie Drezner comes to her new role with more than 30 years of experience with philanthropic grantmaking programs and public benefit organizations. She was program director of The California Wellness Foundation, served as program officer of The James Irvine Foundation, and worked for the Washington, DC-based Center for Community Change, providing technical assistance to

grassroots community groups in low-income and minority communities. Julie holds a Masters of Social Work degree from San Diego State University with a specialty in organizational development.



## **Amanda Holder**, Communications Officer

Amanda Holder, a Salinas resident, was founding Marketing Director of the National Steinbeck Center, where she worked for over ten years. She was most recently Director of Communications at the Monterey Museum of Art. Holder graduated cum laude from Duke University and earned her Masters of Business Administration at Boston College.

## Foundation Offices

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# New Website Unveiled



The Community Foundation unveiled its new website in March. The site, designed by Byte Technology, has received rave reviews for its look and feel, ease of navigation and depth of information. With special sections for donors, grantees, and professional advisors including the Crescendo gift planning service, the site is a rich online resource for the Community.

To hear what's new at the Foundation via e-mail, please sign up on our home page to receive your choice of electronic newsletters including:

- Management Assistance Program (MAP) for nonprofits
- Women's Fund of Monterey County
- Professional Advisors
- Donor news
- General Community Foundation news

Please visit [www.cfmco.org](http://www.cfmco.org) for more information. We welcome your feedback and suggestions as to how we can continue to improve our site. Please contact Amanda Holder, Communications Officer at 831.375.9712 x123 or [amandah@cfmco.org](mailto:amandah@cfmco.org)

## Word, Wine, and Song

A TRIBUTE TO  
TODD LUEDERS  
FRIDAY, APRIL 30, 2010

Celebrate Todd's 30 years of service as President/CEO of the Community Foundation for Monterey County.

- ◇ 6:30 PM Reception
- ◇ 7:00 PM Dinner
- ◇ Hyatt Regency Monterey
- ◇ Tickets \$60 per person

Tickets are available online at [www.cfmco.org](http://www.cfmco.org).  
Questions? Call Kathryn Hart at 831.375.9712 x109.

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## Save the Dates:

- APRIL 30** A Tribute to Todd Lueders
- MAY 20** Women's Fund Breakfast
- JUNE 9** Meet and Greet Dan Baldwin  
(Community Foundation, Monterey Office)
- JUNE 16** Meet and Greet Dan Baldwin  
(National Steinbeck Center, Salinas)

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