

COMMUNITY IMPACT GRANTS PROGRAM

The Community Foundation for Monterey County (CFMC) recently adopted a new framework for its largest grantmaking program, one that embraces a countywide vision of "healthy, safe, vibrant communities." The CFMC's new Community Impact Grants program (formerly known as the General Endowment) focuses on the people and places of Monterey County, highlighting impact and seeking measurable results. Community Impact Grants will address critical issues and opportunities in four program areas that advance the CFMC's mission and vision for Monterey County: **Investing in Our People**, **Strengthening Our Communities**, **Celebrating Our Cultures** and **Stewarding Our Environment**.

Each program area has specific priorities that build upon past grantmaking and initiatives, and are based on a review of local needs, assets and opportunities for achieving strategic results. To arrive at these funding priorities the CFMC conducted research, held focus groups and sought input from nonprofit organizations in identifying Monterey County's priorities. Approximately \$2 million will be available to grant in 2012 through the program. Information pertaining to grant guidelines, deadlines, information sessions and application forms is available online at www.cfmco.org.

"Grantmaking is the heart of what we do" —DAN BALDWIN, CFMC PRESIDENT/CEO

Investing in our People will support programs so that Monterey County's children and youth are valued and prepared for success, and that people of all ages live healthy, independent lives with access to basic health and human services. The three priorities are: **Building Blocks**, **Basic Needs** and **Wellness**. This includes such interest areas as: early childhood education, family literacy projects, youth recreation, after-school programs, parent engagement, safety net services, community health promotion and independent living resources for older adults.

The goal of **Strengthening Our Communities** is that communities throughout Monterey County are cohesive, safe and prosperous places where people work together to build and sustain community assets. Priorities include: **Community Engagement**, **Economic Opportunity** and **Healthy Places and Spaces**. Grants will promote volunteerism, civic participation, youth leadership and other programs that engage people in working together for positive community change. Adult literacy, adult English language classes, financial education and employment readiness are among the economic self-sufficiency strategies to be supported. Funding will also focus on making neighborhoods throughout Monterey County healthier and safer places to live, work and play. Interests include revitalizing local parks, creating community gardens, increasing access to public spaces and community improvement projects.

In this Issue



*"Raising a Reader"
program
See page 7*

- 2 President's Message
- 3 The Women's Fund
- 4 Giving Back
- 5 Community Impact Grants
- 6 Grantmaking Impact
- 8 Year-End Giving

LEAD Update — One class ends, another begins

A second generation of nonprofit “LEADers” emerged August 9th when 19 participants in the LEAD class of 2010-2011 graduated. LEAD is a year-long professional development program presented by the CFMC to foster strong, effective leadership in the nonprofit sector. The program is designed to maximize the leadership potential of capable nonprofit managers through monthly personal and professional development seminars. The curriculum also includes individualized professional development plans, coaching sessions, and workplace learning.



2010-2011 LEAD graduates celebrate

“In 23 years of my career in the social service field, this was unquestionably the best training I have received, relevant and applicable on so many levels,” —GREG DINSMORE, HOPE SERVICES, 2010-2011 CLASS

A new class of 18 nonprofit managers began the LEAD Institute’s 2011-2012 class. Including this new group, a total of 56 local leaders will have participated in the LEAD program, from 53 organizations serving Monterey, Santa Cruz and San Benito Counties. They have markedly enhanced their capacity to provide leadership in their present positions and move towards greater leadership roles in the future.

LEAD is supported in part by a grant from the Community Leadership Project. The Community Leadership Project is a joint effort funded by The David and Lucile Packard, James Irvine, and William and Flora Hewlett foundations to strengthen grassroots organizations that serve low-income people and communities of color. The project was underwritten with \$10 million from the three foundations and targets small and midsized organizations in three geographic areas: the Greater San Francisco Bay Area, Central Coast and San Joaquin Valley.



Photo by Beth Cary King

President’s Message

We’re very proud to be announcing both Community Impact Grants, our new framework for how we make community investments from unrestricted and field of interest funds, and the campaign to grow the CFMC’s Women’s Fund endowment.

The development of our four new program areas — Investing in our People, Strengthening our Communities, Celebrating our Cultures and Stewarding our Environment — is the result of months of work that included meetings with nonprofits, white papers by program officers, monthly meetings of the grants and program committee, and considerable deliberation by the board, starting with the 2010 strategic planning discussions. In other words, it has been a process that speaks to the importance of our work and the commitment of all those involved at the Foundation.

Of the CFMC’s total assets, more than \$40 million comprise the funds that drive these grant programs, an amount that is the envy of many community foundations much larger than ours. This is a remarkable testament to the vision of Monterey County residents who recognize the importance of endowments that are flexible and can meet need as it changes over time. With such a large amount of unrestricted assets comes the responsibility of implementing grant programs that create impact. We’re confident this new framework improves our ability to do just that.

It’s a bit obvious to say we live in uncertain economic times. It’s one thing to base that statement on the volatility in the stock market and reading national economic data, it is quite another to know that families in our communities – families all around us – struggle with needs as basic as food and shelter, healthcare, education and literacy.

Compounding the dilemma are the struggles of nonprofits who deliver services to these families. Whether through reductions in public funding or lower levels of charitable giving, nonprofits are challenged as never before. This pertains to groups involved in arts and culture, human service, community development and protecting the environment. It is across the board. It is incumbent upon the CFMC to direct resources in a way that leverages the greatest possible benefit.

We also accept the responsibility of being a catalyst for philanthropy. The CFMC’s Women’s Fund has made remarkable strides in awareness and targeted grantmaking supporting women and girls. What we’ve lacked is a Women’s Fund endowment that will guarantee our ability to provide support for generations. Setting a goal of a \$1.5 million endowment is, in my mind, just the beginning. Whether through life gifts or bequests, supporting women and girls supports all of us. It is a campaign that should never end.

The Women's Fund – A New Vision

women's fund

a field of interest fund of
the community foundation
for monterey county

One of the outcomes of this year's strategic planning process was an increased emphasis on the Women's Fund, one of the CFMC's field of interest funds. A more focused grantmaking program and the launch of an endowment initiative are two key goals that emerged. This evolution in the Women's Fund reflects its full integration within the Foundation itself both as an important grantmaking program and fund development priority.



Chair of the Women's Fund Endowment Campaign, CFMC board member Tonya Antle, proudly announces the campaign

Why now?

The time was right – to harness the momentum developed over several years of impactful grantmaking and strong philanthropic support.

CFMC leadership recognized that the Women's Fund could have an even greater impact, now and in the future, with this

sharpened focus. Investing in women and girls is critical to changing the lives of families in Monterey County, and years of research tell us that improving women's lives is the most direct way to change entire communities. When women thrive, their families thrive and communities are transformed.

Why endowment?

Since 2007, the Women's Fund has awarded over \$150,000 in grants and launched several major initiatives,



Photos by Richard Green

Back: (l to r) Rebecca Barrymore, Cheryl Indelicato, CFMC board member Ann Brown, board chair Kurt Gollnick, Kay Sullivan, Jackie Cruz. Front: Carla Martinez (l) and Laurie Benjamin

Imagine a future where every woman and girl in Monterey County has what she needs to be healthy, confident and able to fulfill her dreams

including the Women's Business Education and Loan Program and the Girls' Health in Girls' Hands project. In order to ensure permanent resources to support this vital work, the CFMC decided to launch an endowment campaign. Although the needs of women and girls in Monterey County will change over time, the importance of addressing those needs will remain constant. An endowed fund is a permanent resource to meet those changing circumstances. A percentage of the fund's value is available to grant each year, while the principal remains intact and is invested to grow over time. This enables the fund to make grants in perpetuity.

"The power of the Women's Fund endowment is that the commitment you make today will impact the lives of women and girls forever." —DAN BALDWIN, PRESIDENT/CEO



Photo by Beth Cary King

Girls' Health participants Ilyanna Rose and Roxanna Sanchez

New Grantmaking Focus

At the heart of the transformation of the Women's Fund is the development of a multi-year grant program, one that reflects important issues and a focused approach. The Women's Fund Impact Committee, comprised of community members, volunteers and donors, reviewed national research and the findings from *The Lives of Women & Girls Status Report* published by the CFMC. Grantmaking will focus in two key areas: **The Future of Girls and Economic Prosperity for Women.**

Grantmaking priorities for the future of girls include girls' health programs and advocacy efforts, improved K-12 educational experiences, leadership training and community engagement. Within women's economic prosperity focus areas include guidance on post-secondary education, business development assistance and helping women achieve economic self-sufficiency at critical points of transition.

New Funds

Since our last newsletter nine new funds have been established. We appreciate the opportunity to serve as a trusted steward of these important assets.

Seba M. and Mary Alice Bronson
Scholarship Fund

D'Arrigo-Martin Fund

Katherine Curtis Springer
Fibromyalgia and Chronic Fatigue
Syndrome Patient Support Fund

Friends of the Salinas Public Library
Fiscal Sponsorship Fund

The William Kieपुरa Fund

Landwatch Monterey County
Stewardship Fund

Irving R. and Helen G. Stuart Fund

Methodist Foundation of Pacific
Grove Stewardship Fund

Rancho Cielo Youth
Stewardship Fund



Susie Brusa, ED with Rancho Cielo Youth Corps
Crew Leaders Victor Barboza, Marcial Elizalde
and Aladino Soler

The Legacy Society

We welcome these new Legacy Society members who have named the Community Foundation in their estate plans or created an endowed fund.

Karen Kadushin

Valera Lyles

Tom and Kathy Macdonald

Malcolm and Joanne Millard

Lary and Tony Muller

F. Robert Nunes

Sidney Sue Slade

Betty Stallings

Robert and Leslie Taylor

We can help you create *your* legacy. Please contact Tobi Marcus at 831.375.9712 x126.

Giving Back

Margaret D'Arrigo-Martin recently opened a donor advised fund at the Community Foundation. We asked her about what inspires her generosity.



For Margaret D'Arrigo-Martin and her twin boys Sterling (l) and Alex (r), giving back runs in the family

Why did you begin to give back?

It was modeled by my parents from an early age which was key. My mom did a lot of volunteering in the community and my sister and I started volunteering at five years old. We were candy strippers at Salinas Valley Memorial Hospital and later junior servers at the Steinbeck House. My parents' financial support of the community was part of the fabric of growing up. It was the right thing to do. It's just what you did.

"I trust that the Foundation will invest my money wisely, care for it and fulfill my personal wishes today, tomorrow and in the future."

What does philanthropy mean to you?

I believe in the idea that, "From those to whom much is given, much is expected." When I was in a position to give back that's when I took a look at giving to the things that mattered to me personally.

When we lost our daughter, Alexis, (to SIDS) in 2006 I began giving in her name to create a legacy for her. I focused on children's health and wellness issues like the YMCA, Children's Hospice and Kinship Center.

How are you involving your children?

I want them to be productive members of society and it begins at home. It's important to show them your values by example and not just tell them. I've involved them in community service through gleaning in the fields for Ag Against Hunger and explained that it's our way of helping kids in our community. We volunteered at the Food Bank and we bagged food donated by Andy Boy brand produce (which they liked since that's their grandpa). They loved it.

When I accepted the Impact Award (for Margaret and D'Arrigo Brothers) from the Boys and Girls Club I took them with me. They can see it's important and the difference giving back makes to kids their own age.

What prompted you to open a Donor Advised Fund at the CFMC?

I wanted to establish a fund in honor of my children so my legacy will continue after I'm gone. Starting your own foundation is pretty complicated. Through the Community Foundation it's easy to make the impact I want without the complications.

We focus on children's health and education and childhood literacy. Recently I'm trying to do more for women in the community. When you help women get on their feet, you help their family and that helps the children.

Margaret co-founded IMPOWER with Cathy Schlumbrecht, is a founding donor of the Women's Education Leadership Initiative (WELLI) at Hartnell College and is a supporter of the Women's Fund at the CFMC.

The vision for **Celebrating Our Cultures** is that arts and culture add vitality and meaning to community life, where residents and visitors enjoy diverse artistic and cultural opportunities and historic resources are preserved for generations to come. The priority areas are: **Experiences, Creativity and Heritage**. The CFMC will invest in activities and programs that broaden, diversify and deepen participation in the arts, especially among youth, multicultural and other new audiences. Grants will support the creation of relevant, quality artistic and cultural experiences for residents and visitors. In preserving our region's heritage, the CFMC will fund activities that restore, interpret and celebrate Monterey County's rich and diverse history.

Stewarding Our Environment grants will focus on environmental engagement and animal welfare. The CFMC will support programs that educate and involve local residents in protecting and preserving our natural resources and that increase community involvement in conservation and sustaining healthy ecosystems. The CFMC will also fund nonprofits that promote the responsible and humane treatment of animals.

"We believe this new framework will enable philanthropic dollars to have the greatest impact in strengthening communities throughout Monterey County, and attract co-investment from our fund holders and partners,"

—JULIE DREZNER, VP OF COMMUNITY ENGAGEMENT



INVESTING IN OUR PEOPLE

- Building Blocks
- Basic Needs
- Wellness



STRENGTHENING OUR COMMUNITIES

- Community Engagement
- Economic Opportunity
- Healthy Places and Spaces



CELEBRATING OUR CULTURES

- Experiences
- Creativity
- Heritage



STEWARDED OUR ENVIRONMENT

- Environmental Engagement
- Animal Welfare

Check www.cfmco.org/grantsandsupport for more information.

Board & Staff Changes



Photo by Richard Green

Senior Program Officer
Janet Shing

Janet Shing has been promoted to Senior Program Officer and will be a key strategic partner with Vice President of Community Engagement, Julie Drezner, in implementing the new Community Impact Grants program. Janet will continue to oversee Community Initiatives. She takes over the

grantmaking responsibilities from long time staff member Jackie Wendland, who left the Foundation this fall.

For questions on the new grant program, please contact Janet at 831.375.9712 x137 or janet@cfmco.org. For fund holder services, please contact Julie Drezner at 831.375.9712 x112 or julied@cfmco.org.

Welcome New Board Members

The CFMC recently welcomed three new board members: Tina Starkey Lopez, Catherine Kobrinsky Evans and Greg Chilton. Tina Starkey Lopez, a King City resident, is Branch Manager of Pacific Valley Bank. Catherine Kobrinsky Evans resides in Salinas and is a commercial property asset manager and partner at the Kobrinsky Group. Greg Chilton, also a Salinas resident, is an attorney with Chilton & House, LLP. All three have had active leadership roles with many professional and nonprofit organizations.



(l to r) Tina Starkey Lopez, Catherine Kobrinsky Evans and Greg Chilton

"We're extremely pleased to welcome these new board members. Their talents, character and commitment to the community will make them excellent additions to the board." —DAN BALDWIN

Power of Networks

Working in a networked way by bringing organizations together around common interests has emerged as a powerful tool to leverage philanthropic funding and community resources. A multi-year grant from the David and Lucile Packard Foundation allowed the CFMC to learn how to apply a network approach to complex issues. Drawing from the latest thinking in this field, the CFMC supports this approach among local community leaders and nonprofit organizations.



Nonprofit leaders in the learning community explore the power of networks

The CFMC's work in this area included creating maps to better visualize four different networks in Monterey County and introducing basic network concepts to the nonprofit sector. The CFMC also provided support for nonprofit leaders through two four-session series to increase effectiveness by strengthening existing networks.

This collaborative approach is reflected in the recent changes to both the Community Impact Grant guidelines and the Management Assistance Program to strengthen local nonprofits.

Modeling network strategies which emphasize openness, transparency and shared learning, the CFMC joins other leaders in the field by having its work featured in two recent publications: *Assessing Nonprofit Networks (Foundation Review)* and *Catalyzing Networks for Social Change (GEO)*. For information, visit www.cfmco.org (Special Projects/ Social Network Support).

GRANTMAKING

SpectorDance

\$10,000 for *Ocean*

SpectorDance is poised to present the world premiere of *Ocean*, a new dance media project about the state of the world's oceans and their influence on climate change. SpectorDance and the Monterey Bay Aquarium Research Institute (MBARI) are working in collaboration to bring together artists, scientists and educators to stimulate discussion around one of the planet's most critical resources. *Ocean* utilizes SpectorDance's signature style of blending movement, music, spoken word and visual images while exploring themes such as ocean acidification, changes in sea level and temperature, ocean rhythms, storm patterns, the food web, and innovative opportunities for dealing with environmental challenges. In collaboration with MBARI and Sunset Center, SpectorDance will offer educational programs to 750 youth enrolled in Sunset Center's Classroom Connections program. This unique project brings together the marine science, youth development, and arts community to engage audiences about human interactions with the environment.



SpectorDance dancer, Lilly Nguyen

SpectorDance recently received \$20,000 for *Ocean* from Tom's of Maine "50 States for Good" national grant sponsorship. SpectorDance was the only Monterey County nonprofit and only arts organization represented. Mark your calendar for the premiere of *Ocean* on November 11, 12 and 13. Visit www.spectordance.org for information.

Food Bank for Monterey County

\$50,000 for Emergency Food Assistance Program (EFAP)

There is a steadily increasing number of "working poor" who have lost jobs and homes as a result of the recession.

Families with children make up 85% of those currently needing food assistance. The number of people being served in Monterey County by the Food Bank's EFAP has doubled in the last 2½ years to 88,700

individuals in 2010—20% of the county's population. By reducing hunger, these programs make it possible for parents to work

productively, for children to learn effectively and elderly people to maintain their health and independence. In addition to distributing food, the Food Bank effectively collaborates with other human service organizations serving low-income residents, participates in food policy advocacy and does community education to increase public awareness about issues related to hunger and poverty. The CFMC's investment in operating support for the program will have the immediate impact of feeding the increasing number of people who are hungry throughout Monterey County.



Food Bank for Monterey County volunteers at the Family Market sites

IMPACT

Raising A Reader

\$15,000 for training, books and administration for four sites

The first five years of a child's life are critical to development and school readiness. Raising A Reader (RAR) is an early childhood literacy program whose mission is to engage parents in a routine of daily book cuddling with their children. The goal is to foster healthy brain development, parent-child bonding and critical oral language and early literacy skills. RAR is a national program with over 2,500 locations in 28 states. In Monterey County, RAR plans to bring the program to a minimum of four Head Start sites, one in Marina and three in Salinas. At each of these sites childcare providers and parents will learn reading techniques to engage children in reading. Plus, children will receive books weekly (approximately 100 books over a year) and be connected with their local library. As a result, parents will increase the frequency and duration of reading to their children and community partners will increase their capacity to implement the program in the future. RAR is piloting a similar program working with the Salinas Public Library. This two-year project with the Library is also supported by the CFMC through a donor advised fund.



Raising a Reader engages parents to improve early literacy and parent-child bonding

Girls Inc. of the Central Coast

\$15,000 for support for the ECHO Leadership, Youth Leaders and Smart Choices programs

Girls Inc. is a national nonprofit dedicated to inspiring all girls to be strong, smart, and bold. Girls Inc. of the Central Coast provides a range of youth development and leadership programs to more than 737 girls ages 6-18 across 17 schools in seven cities, particularly those in high-risk, underserved areas of Monterey County. The grant will support these core programs: ECHO (Education, Careers, Health, Opportunities), Smart Choices and the Youth Leadership Program. The focus is on building leadership, preventing early pregnancies and encouraging post-secondary education and healthy relationships.

Nearly 90% of the girls served are Latinas from low-wage families with few resources or role models to support them in reaching for personal and educational goals. Many of the girls are the first in their family to graduate from high school and attend college. Girls Inc. programs help these girls overcome social and cultural barriers and motivate them to envision and create their own destiny. Girls Inc. gives the young women support, motivation and a vision for their future. Their youth leaders are truly inspiring examples of girl power.



Girls Inc. participants are given support and motivation by their peers

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NEW! COMMUNITY IMPACT GRANTS

GIVING AND RECEIVING

Make a year-end gift to the nonprofit of your choice

As we unwrap gifts and wrap up another year, this is the time when we most think of others. The good news is there are many ways to give *and* receive. As the year winds to a close, take time to make sure you have given to yourself by being generous to others.

The remaining weeks of the year offer you a final opportunity to balance your income and giving for the 2011 tax year. With all the ups and downs of the stock market, perhaps you have waited to make your charitable contributions. Now is the time. Your gift makes an impact now more than ever, and by making a tax deductible contribution to a qualified nonprofit organization, you will be both giving and receiving. This holiday season, take a moment and consider the gifts you would like to make, then make them happen.

IRA Charitable Rollover Expires December 31, 2011

Are you looking for a simple, convenient way to make a charitable gift this year without dipping into your checking or savings account? If you are over 70½, you can transfer up to \$100,000 from your IRA to a qualified

nonprofit in 2011 without paying any federal income tax. Your gift can be made simply by notifying your IRA plan custodian of your intent to make a current transfer to the CFMC or another nonprofit organization. And you will feel good knowing that you were able to make a simple easy gift from your IRA this year.

Though gifts cannot be made to a donor advised fund, gifts may be made to scholarship funds, field of interest funds (such as the Women's Fund), nonprofit endowed funds, the CFMC's Community Impact fund or operations. The donor must not receive any quid pro quo benefits in exchange for the gift. If you would like to take advantage of the IRA Charitable Rollover before it expires, please contact us or your professional advisor.

