

PRESIDENT'S MESSAGE

Stewardship



Photo by Beth Cary King

2011 was a banner year for the Community Foundation for Monterey County (CFMC). Our list of accomplishments includes the writing of new mission/vision/values statements, remaking our general endowment grant program into our new Community Impact Grants, roll out of Donor Central (our electronic platform for donor advisors and agencies), launching of the Women's Fund Endowment campaign, the purchase of our building in Monterey, and the hiring of a new investment consultant. All this on top of our ongoing work.

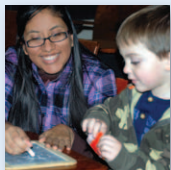
The word that resonates with this list is "stewardship." We all know stewardship is a hallmark of community foundations, but 2011's accomplishments reveal the many facets of our work in which stewardship is required.

The CFMC is, for many, most known for **stewarding financial assets** — on both sides of the equation: how we care for the money we have, and how thoughtful we are on the grants we make. Early in 2011 the CFMC investment committee distributed an RFP to investment consultants and managers. This was not driven by poor returns or overall dissatisfaction with our investment process. Rather, it was driven by a sense of having outgrown the structure we'd been using, and our obligation to our donors and the community that we avail ourselves of significant research and support in our stewardship of prized assets. At the end of the nearly year-long process, we hired Wurts & Associates. *See article page 6.*

“Inspiration springs from impact. Impact is defined through stewardship.” —DAN BALDWIN, CFMC PRESIDENT/CEO

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That same **commitment to stewardship** is what compelled us to explore how we grant from these assets. Our goal was to get the "community" more involved in the Community Foundation, feeling that the input of diverse perspectives from all over Monterey County would add tremendous value to our work. 2012 will be the first year of Community Impact Grants. We're very excited to get the process rolling.

It was **stewardship of organizational resources and identity** that motivated us to buy our building on Garden Road. Not only was it a smart financial decision, but it reinforces the notion of permanence, which is so consistent with an institution focused on endowment building.

Creating ease of access for donor advisors and agencies and collecting data on charitable interests that will bolster grant making spurred us to invest in Donor Central. **Stewarding these relationships** is central to our ability to succeed. I often remind people that philanthropy is discretionary, and so is an individual's choice to partner with the CFMC. We need to make sure we're providing the best possible service in order to have the strongest possible impact.

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Salinas Office Expands

The CFMC is committed to more deeply embedding its presence in Salinas and South County. To this end, the facilities committee had double duty as it helped steward the decision around our Salinas office expansion. In early 2011, again in the face of an expiring lease, we began looking at new office space in Salinas.

Our current offices didn't provide adequate meeting space or an executive office for meetings with professional advisors and potential fund holders. We had difficulty finding the optimal location, and then realized that until we understood in more detail the nature of our future activities, making a large investment in new space was too risky.



CFMC Administrative Services Manager, Julie Conrad

During the course of our search, the office next door to our current office became available. By adding this additional space we are now able to offer a larger meeting room, more offices and a welcoming entrance. At press time, construction is under way. We expect it to be finished soon and look forward to welcoming everyone to the new space.

SAVE THE DATE
Thursday, April 19, 5-7 pm

Salinas Valley Chamber of Commerce
Ribbon Cutting / Open House

Community Foundation
for Monterey County
945 S. Main Street, Suite 207, Salinas

We hope to see you there!



Here for Good

I am proud to announce that the CFMC has purchased its building on Garden Road in Monterey. I realize many folks may not have known whether or not we owned or leased, but there is a point behind why I'm so pleased to announce this transaction. The CFMC is an organization that specializes in endowment building. We partner with individuals and families to form permanent funds that create impact for generations. Words like stability, solidness and "Here for Good" are part of our identity. It only seemed right that we'd bring this same orientation to our building.



2012 Board Chair Craig Johnson (l) and President/CEO Dan Baldwin

We partner with individuals and families to create permanent funds that create impact for generations. —DAN BALDWIN, CFMC PRESIDENT/CEO

In the fall of 2010, a special facilities committee was formed to look at our needs. The first term of our lease was set to expire in mid-2011, and we had a one-time option to purchase. The facilities committee, chaired by CFMC board member Sarah Bouchier, created a check list of priorities that included access, size, cost, location, meeting facilities, parking and profile (would we have the same strong identity that our current building provides?). We then toured many buildings and office suites, and came to realize that nothing surpassed the qualities of our current location. It came down to simple math to decide whether to renew our lease or negotiate a purchase. We realized that if we made mortgage payments over the life of the lease, we'd nearly own the building outright.

Like anyone who moves from leasing to owning, we're looking at making improvements, particularly to the conference room. Our conference space is used by many outside groups, is the location for many of the CFMC's professional development workshops for nonprofits, and is where our board and committees meet. Creating a more meeting-friendly space – particularly upgrading our multi-media capabilities – and one that better communicates the role of the Foundation will be a top priority in 2012.

—DAN BALDWIN



Connie with her dogs Hope, Becca and Simon

LEAVING A LEGACY

A conversation with Connie Shelstad

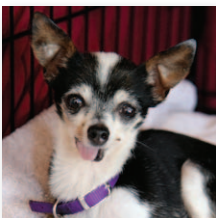
Pacific Grove resident Connie Shelstad is passionate about animal welfare and giving back to her community. In addition to her support of animals, she is an active volunteer loading and driving a truck to deliver donated food to farm workers in East Salinas with long-time community volunteer Nancy Costello. She recently included the CFMC in her estate plans, which will establish the “Peetie’s Purpose Donor Advised Trust.” We sat down with her to learn more.

“It means a lot to know that what I love most will be supported.”

—CONNIE SHELSTAD

What inspired your love of animals? I’ve always loved animals, but since I was very involved with my job, I didn’t have any of my own until I had more time to spend with them. I have a special affection towards special needs and older dogs. (Two of her dogs, Hope and Becca, pictured above, were born without their front legs.)

What prompted you to include a charitable component in your estate plans? My parents were generous. They didn’t have much money, but what they had, they shared. If you are able to do it, you should give back. I’ve been volunteering with two local rescue groups since I cut back on my accounting and tax practice about seven years ago. The programs I’m especially interested in are the spay neuter vouchers to slow the number entering shelters and the feral cat program at Animal Friends Rescue Project (AFRP). I’m currently a dog walker at the Salinas Animal Shelter. They are all well run, and I wanted to continue to support their work through my estate.



Peetie

Who was Peetie? Peetie was a four pound Chihuahua, about six years old, that I adopted from AFRP. I really connected with him. He made me feel special each and every day he was with me. He loved to go for walks on the beach. I took him in a doggie pouch when

I delivered Meals on Wheels. Because of an accident, he was only with me a year. After he was gone, I was more determined to give other dogs like Peetie a chance to be adopted into a loving home.

What types of organizations will your gift be supporting? I’ll be supporting local animal rescues that provide medical and foster care until they find loving forever homes, spay neuter programs, and programs to help dogs get medical treatment when their guardians have fallen on hard times.

Why did you choose the CFMC for your planned gift?

I felt like the CFMC could safely invest the gift that I set out in my donor advised trust and that it will be distributed according to my wishes.

If any organization I specified turned out not to be sustainable, they can direct the assets to the organizations doing work in the causes I care about.

“It means a lot to know that what I love most will be supported.”

Connie’s estate attorney, Jennifer Walker of Leach and Walker, reflected on working with the Community Foundation. “Connie wasn’t sure what would happen if the organizations she wanted to support were no longer viable. I suggested she talk with the Foundation who could make sure her wishes were followed in the future. The CFMC spent the time to help her focus on what she wanted to accomplish and fine tune the instructions for the fund. It was a great experience.”

President’s Message, continued

The Women’s Fund endowment campaign represents **stewardship of commitment**. Issues affecting women and girls in Monterey County will always be present. As circumstances change, new needs may emerge, but the importance of having a permanent source of grant dollars to mitigate these issues will be unchanging. Our community is only as healthy as the status of its women and girls.

Nothing speaks to stewardship more than an organization’s mission/vision and values statements. These statements characterize who we are, why we’re here, and what guides our work. When I referenced that philanthropy is discretionary, I forgot to mention that that’s what I love about it. It is up to us to inspire philanthropic acts. Inspiration springs from impact. Impact is defined through stewardship. —Dan Baldwin

New Funds

The following funds were established in the fourth quarter of 2011:

The Landreth Family Fund

Loiacono Family Fund

Anita Tarr Turk Fund for Breast Cancer Research

The Legacy Society

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

Margaret D'Arrigo-Martin

Kenneth and Mary Wright

We appreciate the opportunity to serve as stewards of our fund holders' assets in their lifetime and through their estates.

Enhancing Your Philanthropy

Are you reviewing your financial plans or estate plans? Do you need help thinking about or planning your charitable giving?

Let us know how we can help you maximize the impact of your giving as you prepare to meet with your professional advisor. Contact Tobi Marcus at 831.375.9712 x126 or tobi@cfmco.org.

Did You Know?

The Community Foundation offers a free secure online wills planner to assist you. It can be used with your attorney or as a tool for your own personal planning. Visit www.cfmco.org and click "Gift & Wills Planning" under "Ways to Give."



GRANTMAKING

Youth Arts Collective (YAC)
\$8,500 for a new computer, design software and art supplies

Youth Arts Collective (YAC) is a nonprofit, afterschool art program formed in 2000 by professional artists and mentors Marcia Perry and Meg Biddle as a safe and stimulating environment within a fully equipped and functioning art studio. YAC's adult mentors reinforce their mission of creating a positive sanctuary for 60 young Monterey County artists through their organizational maxim "Do art, be kind" and by stressing the core values of creative opportunity, tolerance, education, diversity, self-expression, no starving artists, fun and respect. A grant from the Robert & Virginia Stanton Endowment Fund of the Community for Monterey County supported technology upgrades – including a new iMac and Adobe Creative Suite software.



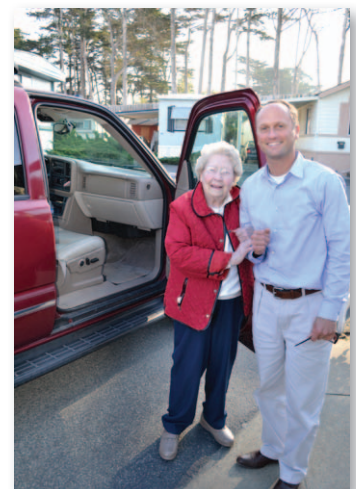
YACsters: Wilma Gustilo, Leda Annest, Nayeong Oh (l to r)

Friends of ITN (Independent Transportation Network)
\$15,000 for transportation for seniors and visually impaired

Aging with dignity involves choice and independence. Transportation is one of the most significant unmet needs for senior citizens. ITNMontereyCounty meets that need with its new transportation service. In Monterey County, the number of people aged 60 and older is expected to increase by more than 60% in the next 20 years. The program began as a Leadership Monterey Peninsula project by a planner with the Transportation Agency for Monterey County (TAMC). It is now affiliated with a national program (ITNAmerica) which provides a turn-key model, software and dispatch program, training and support.

ITN provides rides to its members for any reason, although 57% of rides are expected to be medically related. Membership costs \$50 per year for individuals (\$75 for families) and members prepay for rides at \$1.50/mile, with discounts for scheduled and shared rides. The program relies on volunteers but uses paid drivers as needed. Unlike taxis or MST services, ITN drivers will provide "door-through-door, arm-through-arm service"

and assistance such as buckling a seatbelt or lifting packages. Services began in January and include Monterey Peninsula cities (Castroville to Carmel), through the Hwy 68 corridor and Salinas, with goals to expand in the future. ITNMontereyCounty is looking for more volunteers, especially those who can drive during the day. For more information visit www.ITNMontereyCounty.org.



Virginia K. with Executive Director Matt Nelson on inaugural ride

IMPACT

Save Our Shores (SOS)

\$10,000 for the Central Coast Sanctuary Alliance

SOS leads many beach clean-up efforts along the Central Coast. Approximately 41,000 pounds of trash was collected last year and plastic bags were one of the five most common items. Plastic bags pose harmful threats to sea turtles and other marine mammals and seabirds.

"We were inspired by this photo when we heard that the mother otter spent several minutes trying to pull this bag off of her pup who thought it was just a fun thing to play with rather than a danger to its life. SOS works to protect otters and all of the other marine species impacted by the threat of plastic bags and knew that a bag ban was the best way to keep these bags out of our ocean," said Laura Kasa, Executive Director.

When the state failed to enact a state-wide law, SOS decided to form a coalition with others that shared their goal of passing local ordinances. With support from the Community Foundation, SOS led the creation of the Central Coast Sanctuary Alliance to ban single-use plastic bags in local jurisdictions and address other shared interests. The Alliance is currently made up of 70 nonprofit and business members and has made progress towards its goal, such as the City of Salinas banning Styrofoam take out containers. In the past year both the County of Santa Cruz and City of Monterey have passed bans and many other cities around the Sanctuary are now moving in that direction.



Sea Otter pulls plastic bag off her pup



Monterey County "GIVES" More Than Ever

An astounding \$572,172 was raised for 95 nonprofits through the 2011 Monterey County Gives! Campaign.

This amount does not include the \$100,000 match from Neumeier Poma Investment Counsel, the David & Lucile Packard Foundation, the Community Foundation for Monterey County and the Monterey County Weekly.

The community's contributions will support nonprofits in the categories of Animals, Arts & Culture, Community & Social Service, Education & Youth, Environment & Sustainability, and Health, Wellness & Food.

This year the CFMC is again pleased to award three additional grants. The Franciscan Workers of Junipero Serra (who run Dorothy's Place) will receive a \$2,500 Ingenuity Award for the documentary photography project, "Sights Unseen." MEarth Habitat will receive \$1,000 for having the most donors under the age of 35, and the International School will receive \$1,000 for the most donors overall.

"We're proud to partner with the Weekly in this annual effort to celebrate the work being done by nonprofits and encouraging our friends and neighbors to 'give where they live.' The increase in gifts this year is a testament to the generous people who call Monterey County home."

—Dan Baldwin

Monterey County Agricultural and Rural Life Museum (MCARLM)

\$13,000 for school tours and docent program

The Monterey County Agricultural and Rural Life Museum, founded 1978 in King City, preserves the history of Native American, agricultural and rural life in the Salinas Valley by discovering, acquiring, restoring and preserving artifacts, structures, documents and photos. MCARLM's museum complex contains a restored farm house, a one-room school, blacksmith shop, train depot, agricultural exhibit barn, irrigation history museum, and a large outdoor collection of farm implements. The museum welcomes 6,000 tourists and county residents plus 1,200 school children annually.

The grant supports the hiring and training of local high school students as Tour Guides to educate the public and school groups. Those trained so far have become ardent supporters of the museum, encouraging friends and family to visit. Supporting the School Tour Guides program will increase the impact of MCARLM as a cultural, educational and recreational asset to our county.



Tour guide Blanca Ramirez and young guest at the Gloria schoolhouse

MONTEREY COUNTY
WEEKLY

The Monterey County Weekly Community Fund is a donor advised fund of the Community Foundation for Monterey County.

New Investment Consultant Selected

After an extensive search, the CFMC hired Wurts & Associates as its new investment consultant. The investment consultant works with the CFMC Investment Committee to establish, review and maintain asset allocations, make fund/manager recommendations and perform research for the Foundation's investment portfolio. The CFMC had been utilizing two consultants, but felt it was time to consolidate services.

Early in 2011 a subcommittee of the Investment Committee was formed to oversee the selection process. Approximately thirty firms were contacted, and all but two sent proposals. Five were interviewed. The entire committee participated in the interview process, which culminated with the board approving Wurts at its December meeting.



Stephen Dart, Investment Committee Chair

"We were very impressed by Wurts & Associates," says Investment Committee Chair, Stephen Dart. "We're very excited to be working

with them. We also want to thank Beacon Pointe Advisors and Steve Emerson at First Pacific Financial Services for their years of service to the Foundation."

About Wurts & Associates:

Wurts & Associates was founded in 1986 to provide institutional clients with thoughtful and independent investment advice. Today, its clients, whose assets total over \$38 billion, include educational and charitable organizations, corporate and public retirement funds, health care and financial institutions, multi-employer trusts and substantial net worth families. (www.wurts.com)

GOVERNANCE

The Community Foundation for Monterey County's board of directors is active and engaged and committed to the vision of healthy, safe, vibrant communities throughout Monterey County. The CFMC is currently governed by a seventeen member board. They are charged with defining operational excellence in fulfillment of the CFMC's mission, vision and values. They have a fiduciary responsibility to be careful stewards of the assets entrusted to the Foundation, as well.

Board members each participate in several committees, including: executive, finance, resource development, governance, audit, investment, real estate and grants and programs. Our recent retreat in January had 100% board participation, demonstrating the members' commitment to the organization.

"Thanks to the board's leadership and commitment, the Community Foundation is in very good hands." —Dan Baldwin

CFMC Board News

Five board members retired in 2011: Byrl Anderson-Smith, Paul Bianchi, Jim Bogart, Tom Bohnen, and J. Breck Tostevin. The outgoing board members were recognized at the Celebration of Philanthropy. We thank all of them for their many years of service to the CFMC

and the community. Special thanks also to outgoing board chair, Kurt Gollnick, for his outstanding leadership during his term.

The 2012 officers are: Craig Johnson, Chair, Ann Brown, Vice Chair, Jeri Gattis, Secretary, and Gail Delorey, Treasurer. In December 2011 the CFMC welcomed two new board members, Rick Kennifer and James Claypool.



Tom Bohnen (l), Kurt Gollnick and J. Breck Tostevin (r)

"Serving on the Community Foundation Board of Directors was an exceptionally rewarding experience for me. It was a great way for me to give back to this wonderful community and assist so many worthy causes and organizations. The Community Foundation is an incredible organization with a first-class staff whose vision, mission and goals I will continue to proudly support in the years to come. — JIM BOGART

Rick Kennifer is an attorney with Johnson, Fantl & Kennifer, LLP, focusing on trust and estates law and real estate transactions. Rick currently serves as a board member at Santa Catalina School and the Foundation of CSU Monterey Bay. He has also served on the boards of Rotary Club of Monterey, Hospice Foundation, Monterey Credit Union, All Saints' Day School and Monterey Peninsula United Way.



Rick Kennifer

James Claypool performed the duties of Economic Development-Redevelopment Manager for the Redevelopment Agency of the City of Seaside for 28 years. He was also the Agency's Project Manager for many undertakings including the Embassy Suites of Monterey Bay. James currently serves on the Seaside/Sand City Chamber of Commerce Board of Directors and is an Emeritus Director with the Monterey Bay Blues Festival.



James Claypool

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BOARD OF DIRECTORS

Craig Johnson, *Chair*
Ann T. Brown, *Vice Chair*
Jeri Gattis, *Secretary*
Gail Delorey, *Treasurer*

Tonya Antle
Sarah Bouchier
Greg Chilton
Jim Claypool
Stephen Dart
Alfred Diaz-Infante
Catherine Kobrinsky Evans
Kurt Gollnick
Rick Kennifer
Tina Starkey Lopez
Kelly McMillin
John M. Phillips
Mark J. Verbonich

Opportunity Grants - *New*

In addition to the recently announced Community Impact Grants, the CFMC has developed a new grants program called Opportunity Grants. This small grants program incorporates the CFMC's long standing Technical Assistance Grants to address a wider spectrum of needs. There are three major areas for the grants: organizational development projects, emerging organization ventures, and urgent needs and other time-sensitive efforts where a small amount of money will make a difference. Opportunity Fund grants typically range between \$1,000 and \$5,000.

There is no deadline to apply; however funds are limited. We are now accepting applications which will be considered as they are received. Eligible organizations are 501(c)3 nonprofits or fiscally-sponsored organizations. Organizations may apply for a Community Impact Grant and an Opportunity Grant in the same calendar year, as long as the applications are not for the same purpose. For more information, please visit www.cfmco.org/grantsandsupport.



A past grant for organizational development supported a Diversity Conference sponsored by NAMC

Save the Dates

Healthy Cities Information Session & Training - Wednesday, March 14

Use Healthycities.org state-of-the-art online mapping capabilities to improve your communities with this free tool. Connect clients to the services they need, access data to support policy planning and advocacy and upload your own data and multi-media to tell your own story. The same presentation will be offered at both locations.

Community Foundation for Monterey County
2354 Garden Road, Monterey 9–11:30 AM

Community Foundation for Monterey County
945 South Main Street, Suite 207, Salinas 2–3:30 PM

For more information, visit www.cfmco.org/map.

Community Impact Grant Applications Due August 3, 2012 Strengthening Our Communities, Celebrating Our Cultures & Stewarding Our Environment

Please plan to attend an Informational Session including our program areas and priorities, how to apply, and the Common Impact Evaluation form. All sessions are scheduled for 2:30-4:30 PM. Location and registration information to be announced.

Thursday, June 14, Monterey

Monday, June 18, Greenfield

Wednesday, June 20, Salinas

For more information,
visit www.cfmco.org/grantsandsupport
or call 831.375.9712 x137.



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ADDRESS SERVICE REQUESTED

STEWARDSHIP



INSIDE

- Leaving a Legacy
- Grantmaking Impact
- Opportunity Grants—**NEW!**



2012-2013 LEAD Institute

Application Deadlines: April 30 (early bird) May 30 (final)

The LEAD Institute, now in its fourth year, stewards the health of local nonprofits by building leadership and capacity. LEAD provides talented nonprofit managers with skills and experience to be successful in organization-wide leadership teams. Serving Santa Cruz, San Benito and Monterey Counties, the LEAD Institute provides high quality, in-depth professional development. The program consists of monthly seminars complemented by applied learning in the workplace, peer and leadership coaching and personal and professional goal setting. LEAD offers:

- ➔ essential leadership and management training for aspiring nonprofit professionals
- ➔ immediate benefits by integrating with an organization's goals and needs
- ➔ development of strong effective leadership representing our underserved communities

Tuition is based on an organizational budget size, and this is the last year for CLP* scholarships. Please apply or share this information with nonprofit managers with strong leadership potential.



Including the 2011/2012 group (above), 54 leaders have increased their impact in the nonprofit sector through participation in LEAD

“LEAD gave me access to technical skill building on par with a professional degree program without taking me away from my current work.”

—HENRY MARTIN,
 WATSONVILLE LAW
 CENTER

Applications are available at www.cfmco.org/LEAD. If you have questions, please contact us at lead@cfmco.org or 831.375.9712.

**LEAD is supported in part by a grant from the Community Leadership Project (CLP), 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.*