



CFMC Launches New Website

The Community Foundation for Monterey County (CFMC) recently unveiled its new website, www.cfmco.org. Redesigned from the ground up by TMD Creative of Salinas, the site is now mobile-responsive and accessible. The navigation has been simplified, graphics updated, and content refined.

The bold new home page offers graphic links to creating a fund, professional advisor solutions and applying for a grant. You'll also find a list of upcoming events, a link to Center for Nonprofit Excellence resources and recent news. The new blog features stories of impact, donor profiles and nonprofit tips. The overall look and feel is clean, clear and contemporary. Our hope is that it's easier than ever to find what you're looking for.

We welcome your feedback. Please contact Amanda Holder, Director of Communications at 831.375.9712 with any comments.

Giving Together

Together we are stronger. Many generous individuals and families have entrusted the CFMC with their philanthropic vision and resources. This partnership has enabled the CFMC to grant more than \$125 million to Monterey County and beyond. Each spring and fall we share current grant opportunities with our fund holders. Many choose to co-invest with us and leverage our Community Impact grants. On rare occasions a circumstance arises when we reach out to our donor advisors in response to a specific community need. The arson at the Food Bank in March was one such occasion.

The Food Bank Fire

"When we learned about the devastation to the Food Bank and its cause, we knew we had to get involved," said Dan Baldwin, CFMC President/CEO. Dan and Vice President of Grants & Programs, Laurel Lee-Alexander, toured the facility. They heard first-hand from Executive Director, Melissa Kendrick, about the extent of the damage. The CFMC board immediately approved a \$50,000 grant to help sustain critical services.

Dan then communicated with fellow funders, who were also seeking to respond. Within days the CFMC, Monterey Peninsula, Harden, David and Lucile Packard and Nancy Buck Ransom Foundations, Pebble Beach Company, First 5 Monterey County, and United Way Monterey County committed \$430,000 to support the Food Bank. CFMC donor advisors continued to respond, bringing the total to \$542,500. Of that

amount, nearly half was provided by CFMC fund holders, who rose to the challenge to make sure families in need did not go hungry. The Food Bank was well positioned to respond to the crisis. They began rebuilding and are stronger than ever. They have even



"We deeply appreciate the Community Foundation's support. Their immediate response after the devastating arson made it possible for us to resume operations within two days." — *Melissa Kendrick, Executive Director, Food Bank for Monterey County*

expanded services thanks to the philanthropic response and support from business and individuals alike. The Food Bank has also been able to use the increased media focus to raise awareness of food insecurity in our county, where 1 in 5 people utilize their services.

The outpouring of support for the Food Bank is a testament to the power of local philanthropy. We are proud to be a part of that effort. For more information visit www.foodbankformontereycounty.org.

HEALTHY, SAFE, VIBRANT Communities



MONTEREY COUNTY GIVES!

SUPPORTING BIG IDEAS
FROM LOCAL NONPROFITS

November 12 - December 31, 2015

The Monterey County Gives! campaign provides a vehicle to inspire local philanthropy at all levels. This year we welcome the Monterey Peninsula Foundation as a key funding partner. They have recently made a major two-year commitment to the match.

More than \$5 million has been raised since 2009 to benefit hundreds of local nonprofits. The 2014 campaign raised over \$1.3 million. This year 141 organizations will benefit from the generosity of supporters who make investments in their "Big Ideas." Nonprofits receive a pro-rated match for each dollar raised up to \$75,000. Look for communications from participating nonprofits, or visit www.montereycountygives.com between November 12 and December 31, 2015.



Christine Dawson presents Gives! grant check to Sonia Chapa of Sol Treasures

Monterey County Gives! is a partnership between the Monterey County Weekly, the Community Foundation for Monterey County and the Monterey Peninsula Foundation. The match is supported by the Monterey Peninsula Foundation, the David and Lucile Packard Foundation, Neumeier Poma Investment Counsel, Cannery Row Company, Monterey County Weekly and the Community Foundation for Monterey County. The Monterey County Weekly Community Fund is a donor advised fund of the CFMC.



PRESIDENT'S MESSAGE

Partnering with Donor Advisors

Community foundations have always thought of themselves as important partners with their donor advisors. Conversations around the formation of funds typically begin with a description of our ability to match a donor's interest to community need, or how the CFMC will connect the donor to urgent or emerging circumstances they may want to support. I've been the CEO of a community foundation since 2002, so you can imagine I've given this description more than a few times.

In 2011 the CFMC began to make real structural investments to build on our ability to follow through with this partnership. We purchased Donor Central, a program that allows donor advisors to log into their fund account, look at balances and make grant recommendations. Donor Central also allows us to provide graphs that show grant history by interest area, size and geography.

We then hired our first Philanthropic Services Officer (PSO), essentially a relationship manager for our donor advisors. Donor advisors quickly began utilizing Donor Central, and calling the PSO for support. In 2013 we began sending donor advisors a digest of select grant applications we'd received in our Community Impact grant program, offering them co-investment opportunities. While the first-year response was modest, our donor advisors told us they liked receiving the list. The number of donor advisors participating has grown each year since.

In 2014 we added a second Philanthropic Services Officer. In the meantime, we'd also changed the name of the department from Resource Development to Philanthropic Services. We felt this was a truer statement of our priorities. Also in 2014 we began talking to some of our long-time fund holders whose funds were endowed, and wondered whether they wanted to convert them to non-endowed, tremendously increasing their grantmaking capacity. Many took advantage of this.



"the story isn't about the CFMC... It's about giving together"

—Dan Baldwin, President/CEO

Funders gather to support the Food Bank

What's all this mean? It means that when an event like the Food Bank fire occurs, and the CFMC board commits \$50,000 from our unrestricted fund, and we then put a call out to our donor advisors, they quickly respond through Donor Central, speak directly with their PSO, and many have much more capacity to give. As you read in our cover article, the results were amazing. Why is this so important? Because in the end, the story isn't about the CFMC, it is about supporting the ability of the Food Bank to seamlessly continue alleviating food insecurity in Monterey County. It's about giving together.

Tassajara Fire Fund

The devastation of the Tassajara Fire was a great concern to the CFMC. We're thankful for the courageous work of the firefighters who spent days fighting the blaze. We have created the Tassajara Fire Fund to assist with recovery efforts. Grants from the fund will be distributed to nonprofit agencies assisting individuals and organizations on the long road to recovery. The CFMC has waived its administrative fee, so 100% of donations will be used for grantmaking. Visit www.cfmco.org/tassajara to learn more.

Women's Fund Reaches \$1.5 Million Goal

The Women's Fund was created to improve lives and increase opportunities for women and girls in Monterey County. Each spring at the Women's Fund Luncheon, hundreds of donors gather to invest in the future of girls and economic security for women. Their combined energy and philanthropic support has enabled the Women's Fund to meet its goal to grow the endowment to \$1.5 million.

The fund will fuel grantmaking to help change lives through programs such as Girls' Health in Girls' Hands and the Women's Economic Security Initiative, and be a permanent source of philanthropic resources.



(l to r) Peggy Downes Baskin, Karen Kadushin, Christine Dawson

At the 10th anniversary Women's Fund luncheon this May, the early founders were honored. Peggy Downes Baskin and Karen Kadushin accepted a signed photo



Women's Fund supporters and GHGH participants celebrate at annual luncheon

in gratitude for their support, on behalf of the founders not present.

Although the endowment campaign met its goal, contributions are always welcome to grow the fund. Why? Because the needs are great and will change over time. If you are interested in supporting the Women's Fund now or through your estate, please contact Christine Dawson, Vice President of Philanthropic Services at 831.375.9712 x126.

"The Women's Fund is a way we can pay it forward to the next generation," said Tonya Antle, Women's Fund Endowment Chair and CFMC board member.

GHGH Leaders Advocate for Social and Emotional Health



Girl leaders present to Monterey County Board of Education

and will next consider adoption of a resolution to support the work of GHGH and prioritize these important health issues.

Youth participating in programs of the Boys & Girls Clubs of Monterey County, Girls Inc. of the Central Coast, Monterey County Health Department, Monterey County Rape Crisis Center, Planned Parenthood Mar Monte and the YWCA Monterey County took part in the campaign. The six agencies comprise the GHGH collaborative created by the Women's Fund. For more information, visit www.cfmco.org/ghgh or www.ghghmonterey.org.

GHGH is an initiative of the Women's Fund and our funding partners: The Peggy and Jack Baskin Foundation, The Claire Giannini Fund, Monterey Peninsula Foundation, The David and Lucile Packard Foundation, Nancy Buck Ransom Foundation and Women's Fund donors.

Youth leaders from Girls' Health in Girls' Hands (GHGH) recently asked the Monterey County Board of Education to prioritize social and emotional health for youth throughout the county. At the September 16 board meeting they presented the Board with a petition of over 550 signatures from 16 schools and displayed a hand-stamped banner to illustrate the broad backing from youth and educators. The Board complimented the presenters for their efforts

JOIN US! BUBBLES & BAGS

Silent Auction of New, Gently Loved & Vintage Handbags to Benefit Girls' Health in Girls' Hands (GHGH) An Initiative of the Women's Fund

SUNDAY, NOVEMBER 8
1:00 PM – 5:00 PM
THE INN AT SPANISH BAY

First Peek Preview • 1:00–2:00 PM
(for "Buy it Now" purchases only)
Tickets – \$100

Silent Auction • 2:00–5:00 PM
Special Guest Designer,
Christine Benson
Tickets – \$25

Free Parking available at
The Inn at Spanish Bay

For event information and to purchase tickets, visit
www.cfmco.org/bubblesandbags
Last day to purchase tickets online:
November 4, 2015, tickets at the door \$35

Questions? Contact Jan McAlister at
janm@cfmco.org or 831.375.9712 x120

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Platinum Sponsor: Kathy & Dan Yost
Gold Sponsor: Mann's

women's fund

of the community foundation
for monterey county

www.cfmco.org/womensfund

New Funds Established*

Agency/Stewardship Funds

Carmel Heritage Society Stewardship Fund
Central Coast Veterans Cemetery
Foundation Stewardship Fund
Central Coast Young Men's Christian
Association (YMCA) Stewardship Fund
Friends of the Andy Ausonio Library
Stewardship Fund
Girls Inc. Stewardship Fund
Anne C. Leach Scholarship Fund
Learning Opportunities Endowment Fund
for Scottish Fiddlers of California
The Morse Foundation Stewardship Fund
Peace of Mind Dog Rescue
Stewardship Fund
YWCA Monterey County Stewardship Fund



First Murphy House, Carmel Heritage Society (CHS) Headquarters. The CHS established a stewardship fund to help preserve the city's historic and cultural treasures. Carmel will celebrate its 100th birthday in 2016. www.carmelheritage.org

Designated Fund

Carl Young Memorial Earth Science
Endowment Fund

Donor Advised Funds

Buchalter/Adler Family Fund
Dekker Davidson Foundation
Ila Davis Fund
Farrell/Allen/LaSalle Carmel Rotary Fund**
Friends of Community Animal Services Fund
John and Kristina Magill Fund

Scholarship Funds

The Morse Foundation Scholarship Fund

Field of Interest Funds

Tassajara Fire Fund

The CFMC manages more than 350 funds established by individuals, families and businesses. To learn more, please contact Dan Baldwin or Christine Dawson at 831.375.9712.

*Since March 2015

**a sub fund of the Farrell/Allen Carmel Rotary Fund, created through a bequest of Richard W. LaSalle and Patricia B. LaSalle



Morse Foundation Scholarship Fund

Morse Scholarship recipients (l to r): Anna Lucido, Michelle Bernier, Jeelene Luna Jimenez, and Uriel Jacuinde

In addition to individuals and families, the Community Foundation helps companies, foundations and other organizations make a difference in their communities. The Monterey Peninsula Country Club (MPCC) recently established The Morse Foundation to provide scholarships for employees and their family members with the goal of promoting access to education.

CFMC Philanthropic Services staff worked with members of The Morse Foundation's Board of Directors to design the scholarship program, including developing guidelines, criteria, application forms, and reviewing and selecting recipients. Staff work with The Morse Foundation's Board and MPCC Human Resources staff to promote the scholarship opportunities, distribute and accept applications, and ensure eligibility. Once The Morse Foundation's Board selects scholarship recipients, CFMC staff ensures that students are enrolled and scholarships are sent directly to the schools.

This fall The Morse Foundation awarded four scholarships of \$5,000 each. The recipients represent the range of students that will receive scholarships through this new program: from a first year Biology

"What we found with CFMC was a partner with the depth and breadth of understanding that we needed to move forward quickly without having to reinvent the wheel."

—Barrie Fiske, President, The Morse Foundation

student at CSU Monterey Bay to a law student at the University of the Pacific.

The Morse Foundation also established a stewardship fund to manage the investment of their funds for growth over time while making them available for scholarships and addressing other unmet needs. The fund benefits from the CFMC's investing expertise and from being part of the CFMC's endowment.

The Morse Foundation is taking full advantage of the services offered by the CFMC. They are now able to provide meaningful scholarships to support the educational and career goals of MPCC employees and their children.

For more information visit www.cfmco.org/scholarships.

Legacy Society

The Legacy Society was created to recognize and honor those who thoughtfully plan gifts through bequests, trusts, life insurance, charitable gift annuities, and other estate gifts. Members are recognized online and in our annual report and invited to an appreciation luncheon each spring. If you are interested in becoming a member of the Legacy Society, have included the CFMC in your estate plans, or would like more information, please contact Dan Baldwin or Christine Dawson at 831.375.9712.

Safety Net Organizations Empowered

Futer Essential Human Services Grants Program

Rudy Futer entrusted the CFMC with his charitable vision, creating through his estate the Rudy E. Futer Fund for Human and Humane Needs. He directed that the fund be used to make grants for direct human services that support at-risk and underserved populations.



Coastal Kids Home Care

The CFMC fulfilled his wishes by investing in organizations through its Community Impact grants program, then took it a step further. In 2012, the Futer Fund committed \$1.5 million in grants and training to ten anchor social service organizations over three years. These resources strengthened the continuum of safety net and basic human services in Monterey County. Each agency received \$50,000 annually to support specific organizational goals.

Futer Essential Human Services Grants program participants were: Coastal Kids Home Care, Community Human Services, Food Bank for Monterey County, Franciscan Workers of Junipero Serra, Housing Resource Center, Legal Services for Seniors, Community Homeless Solutions (formerly Shelter Outreach Plus), Sun Street Centers, United Farm Workers Foundation, and YWCA Monterey County.



Futer grantees celebrate their accomplishments

The grantees also received wrap-around support from the CFMC's Center for Nonprofit Excellence. Along with training and individualized organizational development plans, the agencies gathered regularly to learn from one another. They developed innovative fund development strategies, new program approaches, stronger boards of directors and improved procedures. Several organizations cross-trained staff, resulting in greater outreach and better client services. Some restructured for greater efficiency. All took steps towards greater financial sustainability.

The Food Bank for Monterey County credited the program with aiding their response to the recent fire. "Our greatly enhanced capacity helped staff resume food distribution. Quite simply, we are a much more resilient and flexible organization," noted Melissa Kendrick, Executive Director, Food Bank for Monterey County (see article page 1). The Futer Essential Human Service program illustrates the power of philanthropy to make a lasting difference.

Training and peer learning activities for this program were made possible in part with support from the David and Lucile Packard Foundation.



SACT volunteer consulting team members

Pro Bono Consulting Available

Applications Due January 22, 2016

For the 10th year, nonprofit organizations can receive free business management consulting worth thousands of dollars from local alumni of business schools like Stanford, Harvard and Yale. Members of the Stanford Alumni Consulting Team (SACT), all of whom have decades of executive experience, provide support to a small number of nonprofits in coordination with the Center for Nonprofit Excellence. Projects have covered financial systems, marketing, and strategic business analysis. Successful nonprofit applicants have had strong board support and been willing to commit staff or volunteer time to work with their SACT team.

Interested organizations can apply by Friday, January 22, 2016 at www.cfmco.org/consulting.

"The 2013 business plan has adapted well to changing circumstances. It's been a key element in managing the Armory renovation to serve expanded youth programs." – Steve Furtado, board chair Salinas PAL, SACT client

Volunteer Consultants Wanted

Business School Alumni interested in participating can contact Kaki Rusmore, Director of the Center for Nonprofit Excellence at 831.375.9712 x124 or kaki@cfmco.org.

"SACT volunteers give back, learn about their community, interact with business leaders and nonprofit executives, and develop new skills," noted Jim Graber, SACT consultant.

New Legacy Society Members*

Robert N. Danziger and Martha Drexler Lynn
Larry Davidson and Beverly Dekker-Davidson
Steve and Sona Dennis
Douglas C. Lee
Terry A. McHenry and Joan Smith McHenry
Mike and Mary Orradre

*since March 2015



Terry A. McHenry and Joan Smith McHenry

GRANTMAKING

Here are just a few examples of grants where funding is making a meaningful difference. To see a list of recent grants, please visit www.cfmco.org/communityimpact.

Seniors Council \$25,000 Youth Development grant

The Seniors Council's mission is to enable older persons to function with independence and dignity in their homes and in the community to their fullest capacity. It operates five programs in the Central Coast area including the Foster Grandparent Program. This program recruits, trains and coordinates placement of Foster Grandparents into Monterey County pre-school and elementary school classrooms as mentors and tutors to improve the academic and social skills of students. Volunteers serve an average of 20 hours per week helping children improve logic and math, language arts and literacy, creative expression, small and large motor skills, and social skills. This grant helped match federal funding to support the placement of at least 60 Foster Grandparents in 25 schools, serving 175 underperforming children. The funding provides a small stipend to help the low-income volunteers with their expenses.



The Foster Grandparents program teams seniors with school children

Voices for Children \$23,500 Health & Human Services grant

Voices for Children recruits, screens, trains and manages volunteers who advocate for abused or neglected children placed in foster care. These court appointed special advocate volunteers look out for the child's best interests and provide a trusting and nurturing adult role model. Currently fewer than half of the approximately 400 youth needing advocates are served. Paired with an advocate, the youth are less likely to reenter the system and engage in unhealthy behaviors such as substance abuse, crime and violence. This grant supported expanded outreach efforts to recruit, train and provide ongoing educational support for new advocates in order to serve more youth.



Voices for Children CASA training

Neighborhood Grants Strengthen Grassroots Groups

The Neighborhood Grants Program supports local residents who come together to improve their communities for themselves and their neighbors. Seventeen groups from throughout Monterey County were selected to receive financial support and additional assistance to organize ongoing activities and programs.



Member of Chuparrosa, a group of parents of special needs children, greets Dan Baldwin

On Saturday, July 25, 2015 the CFMC hosted its 18th Annual Awards Ceremony in Salinas to recognize the grantee groups whose volunteers have shown exemplary action to improve the safety, well-being, and overall quality of life in their neighborhoods. The total amount awarded was \$52,000 with grants ranging from \$1,500 to \$4,000. Since the program's inception in 1997, more than \$860,000 has been awarded.

"The Community Foundation for Monterey County is committed to supporting resident-led groups who are invested in giving back," said Aurelio Salazar Jr., CFMC Program Officer.

Introduction to Grant Proposal Writing

Wednesday, December 2, 2015 DATE CHANGE!

9:00 AM - 12:30 PM, light breakfast available starting at 8:30 AM

Community Foundation for Monterey County • 945 S. Main Street, Suite 208, CA 93901

\$40 per person, scholarships available.

Register online www.cfmco.eventbrite.com



Those new to preparing grant proposals can learn the essentials they'll need to prepare clear and compelling grant proposals geared to foundations.

Joy Rubey, MPA has worked with nonprofit organizations for nearly 30 years as a staff member, administrator, board member, volunteer and consultant specializing in fundraising and grant proposal writing.

IMPACT

Gathering For Women–Monterey (San Carlos Cathedral) \$46,000 Fund for Homeless Women grant

Gathering For Women – Monterey (formerly the Gathering Place) opened its doors in spring 2014 in response to a growing need to offer a warm meal once a week to homeless women on the Monterey Peninsula. Services have grown to include case management (health and mental health screenings and ongoing support to secure shelter and eventually permanent housing), gently worn clothing, personal assistance (e.g., bus passes or shower vouchers), educational and safety programs and referrals. More than 579 women have been served by over 153 volunteers. The majority of clients report their city of residence as Monterey, followed by Seaside and Marina. Nearly half of the clients are over the age of 50, one quarter are over 60, and there are 8 women in their 80s. The oldest woman served is 91. With support from an Organizational Development grant, Gathering For Women recently incorporated as a nonprofit organization and hired its first executive director.



“Everything I need is here.
They care and try to help.”
—Gathering for Women client

Gathering For Women board member, Kelly Kerr, assists women with shower vouchers. Learn more at www.TheGatheringPlaceMonterey.org

Point Lobos Foundation \$38,000 Environmental Engagement Grant (\$20,000 from Robert N. and Florence Slinger Foundation donor advised fund)

Point Lobos State Natural Reserve is one of the crown jewels of the California State Parks system. With the help of more than 185 volunteers, the Point Lobos Foundation supports interpretive and educational programs, maintains the reserve and facilities and assists in its preservation. The number of visitors to Pt. Lobos has doubled in recent years to more than 550,000 annually. There is one paved road from the entrance on Highway 1 and on a busy weekend, up to 700 pedestrians share the road with vehicles, creating safety issues. This grant helped upgrade an existing trail to allow pedestrians to access trails without walking on or crossing over the main access road. This project made improvements to the trail and extended it, making it five feet wide and ADA compliant, allowing safer access to this acclaimed park. The Robert N. and Florence Slinger Foundation Fund of the Community Foundation for Monterey County was also recognized for its support for this important project. “The new Lace Lichen Trail makes the Reserve safer. It’s a beautiful trail and an important connection point,” says Anna Patterson, Development and Communications Director, Pt. Lobos Foundation.



(l to r) Anna Patterson, Pt Lobos Foundation, John Elliott, Slinger Fund advisor, Brian Thayer, Senior Philanthropic Services Officer

2016 Community Impact Grant Information Sessions

Nonprofits are invited to attend an information session to learn what’s new prior to the February 5, 2016 5:00 PM application deadline. Learn more at www.cfmco.org/communityimpact.

January 12 – CFMC Monterey	10:00 AM – 11:30 AM	2354 Garden Road, Monterey
January 13 – Webinar	1:00 PM – 2:00 PM	
January 20 – CFMC Salinas	1:00 PM – 2:30 PM	945 S. Main Street, Ste. 208, Salinas

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Richard Green



Here for Good

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Above: Neighborhood Grant recipient Ballet Folklorico Tapatío (see page 6)

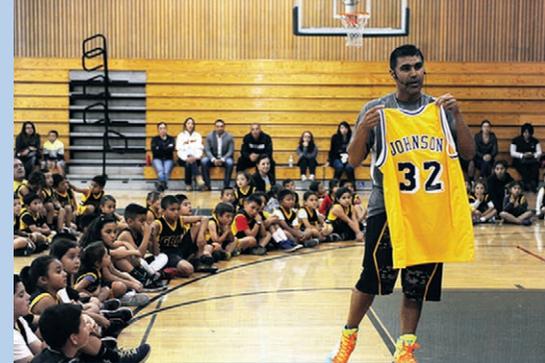
Packard Foundation Donor Advised Grant Creates "Stories from Salinas"

The David and Lucile Packard Foundation celebrates the people and programs that are empowering and inspiring youth in East Salinas, California through a new web site, www.storiesfromsalinas.org. Written by journalist Rob Waters and photographed by Jay Dunn of *The Salinas Californian*, the stories feature the spirited children and youth of East Salinas, as well as the passionate homegrown community leaders, working together to create change in their communities.

These stories highlight programs participating in the Salinas Youth Initiative, a place-based approach providing East Salinas youth with safe, academic and athletic enrichment opportunities, funded by the Packard Foundation in partnership with the Community Foundation for Monterey County (CFMC) through the David and Lucile Packard Foundation Fund.

The stories showcase the work and impact of initiative partners: CHISPA, El Camino Real Futbol League, Cesar Chavez Library, Gil Basketball Academy, Restorative Justice Partners, Life Is For Everyone (LIFE), and Partners for Peace. Read about how the Gil Basketball Academy uses the fundamentals of basketball to engage youth ages 4-17 in learning the importance of healthy choices, discipline, academic success and perseverance. And, how the after-school tutoring program at the Cesar Chavez Library provides neighborhood youth a safe place to nurture a love of reading and access to local college students for homework assistance.

Please visit www.storiesfromsalinas.org to see these positive and powerful examples of what happens when communities and programs come together to inspire and empower youth. The CFMC helps facilitate grantmaking for the David and Lucile Packard Foundation for this and other initiatives through their donor advised fund, as part of our private foundation services.



Photos by Jay Dunn