

Investing for Impact CFMC Invests \$1.75 Million to Support Small Businesses Through FarmLink & Opportunity Fund

The Community Foundation for Monterey County (CFMC) continually looks for ways to deepen its community impact. The CFMC awarded record grants of \$18.7 million in 2018, and has awarded \$185 million in cumulative grantmaking since 1981, becoming the largest grantmaker on California's Central Coast. To make a difference beyond grantmaking, the foundation recently embarked on a new initiative—Community Impact Investing.

“Impact investing is a new way the foundation can use its resources to make a difference for Monterey County residents.”

—Nolan Kennedy, CFMC board member and Community Impact Investment Committee chair

Impact investing is a way to leverage philanthropic capital for social good. In the case of the CFMC, a portion of the money that would otherwise be held in traditional investments was directed to two area Community Development Financial Institutions (CDFIs), which make loans to create economic opportunity and growth for small businesses. The money amplifies the work of the organizations and is repaid to the foundation with interest, growing the CFMC's



Jamie Collins, owner of Serendipity Farms was able to purchase the land she rented for ten years thanks to FarmLink financing

philanthropic resources while helping to fulfill the foundation's mission.

Impact investing has been increasing in popularity among foundations in California and nationwide. Utilizing best practices and a committee comprised of board members, staff and banking professionals, the CFMC placed \$1.75 million—\$750,000 with California FarmLink and \$1 million with Opportunity Fund. These nonprofit organizations in turn deploy the capital to help farmers and other small businesses, respectively.

Opportunity Fund makes loans to small business owners who don't have access to traditional financial resources, believing that small amounts of money and financial advice can help people make permanent and lasting change, drive economic mobility and build stronger communities.

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Monterey County Gives! Sets New Record — \$5.4 Million Raised



Thanks to the generous people of Monterey County, the 2018 Monterey County Gives! campaign was the most successful ever. More than \$5.4 million was contributed to benefit 169 local nonprofits. The ideas were big and will impact every corner of Monterey County.

MC Gives! is a partnership of the Monterey County Weekly, the CFMC and the Monterey Peninsula Foundation. Sponsors Neumeier Poma Investment Counsel, the David and Lucile Packard Foundation, Colburn and Alana Jones Foundation of the CFMC and the Cannery Row Company joined with donors to contribute more than \$1.49 million in matching funds and challenge gifts.

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Boys & Girls Clubs of Monterey County CEO Ron Johnson at the Monterey County Gives! grant reception

President's Message

The CFMC began a new initiative in 2018: Community Impact Investing. Impact investing is not new to philanthropy. Many private and community foundations utilize impact investments in various forms. Impact investments are not grants. They are placements of capital intended to bring market or near-market returns. Impact investments can range from the very simple (buying CDs at local credit unions) to the complex (investing directly in social enterprises).

The CFMC sought a middle ground of complexity by placing capital with intermediaries such as Community Development Financial Institutions (CDFIs) or like institutions. This strategy allowed us to utilize expertise currently residing in the intermediaries. For example, rather than directly making loans to start-up farmers or women entrepreneurs, the CFMC's Community Impact Investment program placed capital with California Farmlink and Opportunity Fund. The CFMC investment portfolio will receive a guaranteed rate of return from these organizations.

How did this come about? I was introduced to the concept several years ago and attended some sessions at a conference. I researched best practices and created a list of likely organizations with whom we could work. In January 2017, I presented the concept and preliminary findings to the CFMC board who gave the go ahead to research it further. In January 2018, the Community Impact Investment committee was formed. We drafted policy documents that were approved by the board, built it into the CFMC's investment policy statement, put together an RFP for investment placement, scored the responses, met and decided on whom we wanted to proceed with, negotiated terms, had an attorney



President/CEO, Dan Baldwin, talks about impact investing and other accomplishments at the 2019 Legacy Society Luncheon

Richard Green

“ If we could make capital available to assist underserved populations achieve their economic goals, and, receive a market-rate return, everyone wins. ”

- Dan Baldwin, President/CEO, Community Foundation for Monterey County

draw up loan agreements, found a third-party underwriter to confirm the viability of the organizations and our loans, and then transferred funds. It was that easy...!

Why would we go through such a complex process? Even though the CFMC granted \$18.7 million in 2018, only a handful of those grants were for more than \$100,000. Our feeling is that some issues require larger denominations of investment if we're going to make an impact. If we could make capital available to assist underserved populations achieve their economic goals, and receive a market-rate return, everyone wins.

That's why it's called impact investing.

Monterey County Gives Sets New Record,

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The granting reception held in February was a celebration of the power of community giving. Receiving special awards were:

- The YWCA of Monterey County: \$2,500 Ingenuity Award for operating the only human trafficking safe house in Monterey County
- Monterey Museum of Art: \$1,000 Most Donors Aged 18-35 Award (76)
- Peace of Mind Dog Rescue: \$1,000 Most Donors Award (447)

Now in its 10th year, MC Gives! has granted more than \$22 million.



More than 150 organizations picked up their grant checks to fuel their "Big Ideas"



(l to r) Ted Balestreri, Bradley Zeve, Dan Baldwin, Steve John



Women's Fund – Leading Change

At a day-long retreat last summer, the Women's Fund Leadership Council reflected on past accomplishments and set a vision for the future. The retreat, led by consultant Patricia Jones, former Executive Director of the League of California Community Foundations, helped define the direction of the Women's Fund.



A grant from the Women's Fund brought Rising International's Safe & Sound program to Monterey County to educate students about human trafficking

New funding priorities include supporting local women and girls through leadership and policy advancement. The council also prioritized filling gaps in economic issues (like child care and emergency assistance) and safety issues (such as assault, domestic violence and human trafficking).

“ We want to support women and girls in leadership and policy to address the gaps in economic security and safety. This not only impacts their families, but will also improve the quality of life for our entire community. ”

- Christine Dawson, CFMC Vice President of Philanthropic Services

In addition to economic security and safety, the Women's Fund will continue its commitment to the future of girls through Girls' Health in Girls' Hands college scholarships.

Thanks to generous support of hundreds of women and men, the fund has made \$75,000 in targeted grants and awarded more than \$100,000 in scholarships annually for the past several years.

The 14th annual Women's Fund Luncheon on May 16, 2019 will raise money for both scholarships and grantmaking. (See page 8.) To learn more or to support the fund, contact Christine Dawson at 831.375.9712 x126 or visit www.cfmco.org/WomensFund.

The James Irvine Foundation & CFMC Advance Civic Engagement and Leadership in Salinas – \$350,000 Awarded to Date

The James Irvine Foundation has partnered with the CFMC to strengthen nonprofits and develop community leaders in Salinas. Ten organizations have been selected to take part in a pilot project to ensure low-income working families in Salinas have greater access to economic and political opportunity. A total of \$350,000 was granted in 2018. Grants to these same organizations will be awarded in 2019 and again in 2020 for a total of \$1 million.

The project was launched in March 2018 when the Irvine Foundation selected the CFMC as its local regranting partner. The project is being led by Laurel Lee-Alexander, CFMC's Vice President of Grants and Programs and Kaki Rusmore, Director of the CFMC's Center for Nonprofit Excellence.



Irvine Salinas local advisory committee

The program is multi-year (2018-21), consisting of operating and program support grants, an organizational coach/mentor for each group and periodic convenings of the grantees for peer learning and training opportunities.



“ We are thrilled to partner with the Community Foundation for Monterey County to work with trusted community organizations to strengthen civic engagement in Salinas and develop organizational and individual leaders. ”

- Jessica Kaczmarek, Senior Program Officer, The James Irvine Foundation

Participating Organizations and Programs:

- Baktun 12
- Building Healthy Communities (BHC)
- Monterey Bay Central Coast Labor Council
- Center for Community Advocacy (CCA)
- Ciclovía
- Communities Organized for Relational Power in Action (COPA)
- The Epicenter
- Girls Inc. of the Central Coast
- Motivating Individual Leadership for Public Advancement (MILPA)
- Mujeres en Acción

Read more at www.cfmco.org/Irvine.



Designing Your Philanthropic Vision

No matter where you are on your philanthropic journey, taking a moment to reflect on where you want to go can be beneficial. The CFMC can help you give with purpose.

The Philanthropic Services team is able to provide strategic guidance and research and organize site visits for fund holders. You can identify areas of interest and grantmaking opportunities, create a charitable mission statement and establish a giving plan.

“We can help you enhance your philanthropy and develop your unique giving plan,” Christine Dawson, Vice President of Philanthropic Services said at a recent donor education event.

Here are six key questions to consider:

- What do I want my giving to do?
- Why do I want to do this?
- How will it achieve my philanthropic goals?
- What am I passionate about?
- What are my key values?
- What's the time period for my actions?

Next steps may include identifying patterns in your values and areas of interest, learning about new and emerging giving opportunities, and deepening your understanding of the issues, nonprofits and communities you care most about. Creating a giving plan can help you achieve meaningful impact with your philanthropy.



Christine Dawson shares strategies with CFMC fund holders on developing a giving plan

“ I've been able to involve my family in philanthropy, and help establish a new fund to strengthen North Monterey County. ”

– Nancy Ausonio, Ausonio Family Fund of the CFMC, Advisory Board Member, Northern Monterey County Foundation



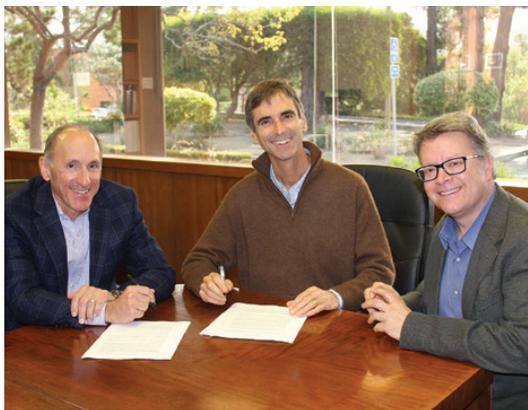
Nancy Ausonio (r) with her daughter Linda Ausonio Grier (l)

The CFMC offers guidance and insight on best practices to help you transform your values into goals and objectives. Give us a call at 831.375.9712 for a personalized consultation, or visit www.cfmco.org/Donors.

Investing for Impact, *continued from page 1*

California FarmLink matches independent farmers and ranchers with land and financing. Loans will assist business owners like Jamie Collins, of Serendipity Farms, who was able to buy her farm after ten years of renting. In 2018 FarmLink made 26 loans totaling more than \$1.5 million in Monterey County.

“The Community Foundation’s investment is vital for the next generation of local farmers. FarmLink’s lending helps create pathways to ownership and supports our long-term goal to build wealth among low-income families,” said Reggie Knox, Executive Director, California FarmLink.



(l to r) CFMC President/CEO, Dan Baldwin; FarmLink Executive Director, Reggie Knox and FarmLink Director of Communications & Philanthropy, Gary Peterson

The CFMC plans to make future Community Impact Investing placements to address local issues and needs.

“ This investment is critical to our ability to say ‘Yes’ when determined entrepreneurs come to us for funding to pursue their dreams. ”

– Luz Urrutia, CEO, Opportunity Fund

Celebrating Legacy Giving



Richard Green

Guests at the 2019 CFMC Legacy Society Luncheon

More than 175 guests gathered at the annual Legacy Society Luncheon February 5, 2019 at the Monterey Plaza Hotel. The Legacy Society luncheon honors those who have made the important decision to include the CFMC in their estate plans. By partnering with the foundation, they trust the CFMC to ensure their wishes are carried out.

“ We are here because of donors like you, who work with us to be stewards of your intent, now and into the future. ”

- Dan Baldwin, CFMC President/CEO

How to Become a Legacy Society Member

There are many ways to become a Legacy Society member:

- Bequest (through your will or trust)
- Charitable Remainder Trust (CRT)
- Charitable Gift Annuity (CGA)
- Designate the CFMC as beneficiary of a Retirement Plan or IRA Account
- Gift of Life Insurance
- Create an Endowed Fund (or contribute \$25,000 or more to an endowed fund)

If you have included the CFMC in your estate plan, please contact us so we may recognize your generosity. Legacy Society members may also choose to remain anonymous. We would be honored to assist you in your legacy planning. Please contact Christine Dawson or Dan Baldwin at 831.375.9712 to learn more.

Composing a Legacy

“ My dad's work ethic became mine. He came from nothing and took risks... As I reflect on how fortunate I am, I wanted to pay it forward, I have a sense of responsibility not only for the future but the past too. ”

- Marty Wolf

A Vancouver, Washington native, Legacy Society Member Marty Wolf moved to the Monterey Peninsula after the sale of his business in 1991. His love of music inspired him to think about how he could support musical programming to give others the joy it has given him.

Marty established both a charitable gift annuity and donor advised fund to facilitate his philanthropy. By partnering with the CFMC, he is crafting a legacy that will see to it that future generations will be able to hear the music, too. Read his story at www.cfmco.org/Wolf



Richard Green

(l to r) Christine Dawson, Marty and Francesca Wolf, Dan Baldwin

New Funds Created*

The CFMC manages more than 500 funds established by individuals, families, businesses and nonprofit organizations. Learn more at www.cfmco.org/WaysToGive.

Agency Stewardship Funds

Central Coast for Independent Living Stewardship Fund
United Way Monterey County Stewardship Fund III

Donor Advised Funds

Antle Family Fund
Majja, Eva and Cody West Family Fund
Hughes-Rivera Family Fund
Joan Ann Nattress - Movement, Exercise, Longevity Fund
Reed Family Fund

Field of Interest Fund

Leslie Mulford Fund

Scholarship Fund

Ipson-Tully Cal Memorial Scholarship Fund
John S. Myszak Scholarship for Future Teachers Fund

* Since November 2018

Legacy Society

We thank those who have included the CFMC in their estate plans.

New Members

Anne R. Fitzpatrick
Peter and Jackie Henning
Joanne K. Juarez
Dr. William McAfee
Donna Hart Reid
Maria Salazar Segovia

Please visit www.cfmco.org/Legacy to learn more.

Growing Giving

Jean Duff

Jean Duff was introduced to philanthropy by her late husband, Jim Duff. Jean, a native of England, met and married Jim in Los Angeles, where Jim had a successful business and they developed a habit of regular giving to local nonprofits. They came to Pebble Beach to retire over 30 years ago. Once they arrived on the Monterey Peninsula, they began supporting local organizations.

After Jim's death in 2010, Jean established the Jean and Jim Duff Fund, an endowed donor advised fund of the CFMC. Jean enjoys receiving the menu of grantmaking opportunities that is sent to CFMC fund holders and has grown her giving to new areas.

“ I enjoy learning about different giving options. My giving has grown to new areas of interest and it's wonderful to see the impact. ” - Jean Duff

Jean also gives generously of her time to the Community Hospital of the Monterey Peninsula and was named Philanthropist of the



Jean Duff, shown here in the ceramic flower garden she created, enjoys growing her giving in partnership with the CFMC

Year in 2016 by the Association of Fundraising Professionals, Monterey Bay.

Thanks to the Duffs' generosity, their philanthropic vision will continue to grow for years to come and have a permanent positive impact in Monterey County.

Southern Monterey County Foundation Awards \$21,000 in Grants



King City Recreation received a grant to provide free swimming lessons

In its fifth year of grantmaking, the Southern Monterey County Foundation (SMCF), an affiliate fund of the CMFC, granted \$21,000 to 17 nonprofit organizations.

The grantees provide a

variety of community-based services aimed at improving the quality of life for Southern Monterey County residents. To date, \$93,600 has been granted.

“We're amazed with how local donors have stepped up to provide so much impact over the first five years, both in supporting nonprofits and building a permanent endowment,” said Jamie Lynn Jones, chair of the SMCF advisory board. “All to strengthen the communities of Southern Monterey County now and into the future.”

Formed in 2014 by Southern Monterey County residents, the SMCF raises funds to strengthen communities from King City to points south. Grantmaking is made possible by the support of local individuals, families and businesses.

2018 Southern Monterey County Foundation Grantees:

- Campaign for the Preservation of Mission San Antonio de Padua
- Central Coast YMCA
- City of Greenfield: Greenfield Community Science Workshop
- City of King Recreation Department
- Community Food Pantry of King City
- California State University, Monterey Bay
- Foundation for Monterey County Free Libraries
- Girls Incorporated of the Central Coast
- Harmony At Home
- King City Boxing Club
- Kinship Center
- Legal Services for Seniors
- Monterey County Agricultural & Rural Life Museum
- Monterey County Pops!
- Partnership for Children
- Rancho Cielo
- South Monterey County Animal Rescue

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

CFMC Welcomes New Board Members

The CFMC welcomes Dr. José Luis Alvarado, Elsa Mendoza Jimenez and Giff Lehman to the Board of Directors.

José Luis Alvarado, Ph.D. is the Dean of the College of Education and Professor of Education at California State University, Monterey Bay. He is the founding Dean of the College and led efforts to develop a strategic plan grounded in equity and social justice that focuses on creating access for traditionally underserved students and communities.

He earned a BA in Psychology and an MA in Special Education from San Diego State University and a Ph.D. in Special Education from the University of Virginia. He is an Advisory Board member of the Siembra Latinos Fund of the CFMC.

Elsa Mendoza Jimenez, a native of South Monterey County, is the Director of the Monterey County Health Department. She earned a BA in Biology with a minor in Sociology from Santa Clara University and an MA in Public Health with an emphasis in community health from San Jose State University.

She started her public health career in San Jose, coordinating a diabetes self-management program for the underserved in Santa Clara County. She returned to Monterey County in 2001 and embarked in public service in various administrative, finance, management and program roles. She serves on the Advisory Board of the Siembra Latinos Fund.

Giff Lehman is a Certified Financial Planner at Integris Wealth Management, a Monterey-based financial planning and investment advisory firm he founded in 1997. Prior to founding Integris, he spent 20 years in New York City working as an institutional investment professional. Lehman earned a BA in Speech Communication from the University of Washington and an MBA from Carnegie-Mellon University.

He is a trustee for York School and is on the investment committees for the Monterey Peninsula College Foundation and the CSU Monterey Bay Foundation. He previously served on the boards of Pacific Repertory Theater, the Center for Photographic Art, and both the Silicon Valley and Monterey chapters of the Financial Planning Association.



(l to r) New board members Dr. José Luis Alvarado, Elsa Mendoza Jimenez, Giff Lehman

LEAD Participants Selected

Eighteen nonprofit managers were selected to join the LEAD (Leadership, Education and Development) Institute's 2019 cohort. LEAD is a year-long professional development program presented by the CFMC's Center for Nonprofit Excellence to foster strong, effective leadership in the nonprofit sector. This year's class features professionals based in Monterey, Santa Cruz and San Benito counties, from many fields of nonprofit activity, including arts, environment, education and human services.

"LEAD cultivates skill sets for key managers to think creatively and participate effectively in organization-wide leadership," said Kaki Rusmore, Director of the Center for Nonprofit Excellence.

The program is designed to maximize the leadership potential of capable nonprofit managers through monthly leadership and professional development seminars. Now in its ninth year, the program has served more than 130 nonprofit leaders. To see current participants or learn more, please visit www.cfmco.org/LEAD.



2019 LEAD participants meet monthly to grow in their leadership

2019 BOARD OF DIRECTORS

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Family Philanthropy

How do you share your joy of giving and involve those closest to you? The Community Foundation for Monterey County (CFMC) can partner with you to include your family in your philanthropy.

The CFMC offers services and resources to help you define and fulfill your philanthropic vision. (See page 4). As a member of the National Center for Family Philanthropy, the CFMC can share the latest perspectives, arrange one-on-one meetings, or facilitate a family meeting on charitable giving.



(l to r) Greg Gomez, Barbara Gomez, Patricia Gomez, Trinidad Gomez, Trinidad and Lupe Gomez Family Fund

“ Our parents passed their values on to us. We honor their memory by giving to causes and communities they cared about. ”

—Patricia Gomez

required addressing block

Ways to Engage the Next Generation

- Introduce the concept of giving to multiple generations to make the giving experience more meaningful for the entire family
- Develop a fund succession plan that will help create a lasting legacy and ensures your charitable vision will be realized
- Instill a sense of giving in young and/or adult children
- Guide future giving by discussing your philanthropic vision and values with the family

The CFMC can work with you to find the best solution for your family's unique situation and goals. To learn more, please contact Christine Dawson at 831.375.9712 or visit www.cfmco.org/FamilyPhilanthropy.



women's fund
 of the community foundation
 for monterey county

Please join us for the 14th Annual
Women's Fund Luncheon
 Thursday, May 16, 2019

Changing Lives of Women & Girls

Hyatt Regency Monterey • 11:00 a.m. Registration & Networking; 12:00 p.m. Program with **Keynote Speaker Julie Castro Abrams**, Founder and CEO, How Women Lead

“I want to transform the way we see women leaders and it starts with us – supporting each other, elevating the voices and perspective of women around us.”

Please purchase tickets online by May 10, 2019: womensfund2019.eventbrite.com
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