

# COVID-19 Relief

## Impact Report



*Here for Good*  
**Community Foundation**  
for Monterey County



March 2021



# Message from the President

When news of an unknown virus began circulating in early 2020, we could not predict the impact on Monterey County. Never have we faced a public health challenge that would create such economic upheaval. While not a role we anticipated, the Community Foundation for Monterey County embraced its responsibility to be catalyst for giving, directing resources where the impact was greatest. Many thanks to all the donors – and grantees – of the COVID 19 Relief Fund. The CFMC is proud to be your partner in bringing support to our community.



—Dan Baldwin, CFMC President/CEO

## Responding to Community Need

COVID-19 spread physical, psychological, emotional and economic damage throughout Monterey County and the world. The Community Foundation for Monterey County created the COVID-19 Relief Fund on March 16, 2020, with a generous commitment from the Monterey Peninsula Foundation, to support local nonprofits providing food, housing, mental health and other critical services.

Individual donors, CFMC fund holders, businesses and private foundations responded. The fund has no fees, so 100% of contributions go to Monterey County nonprofits to support services, programs, vaccine support and recovery. We are extremely grateful to help channel the generosity of the community into reducing the spread of COVID-19 and help those affected.

### COVID-19 Relief Fund: By the Numbers

**\$3,955,595** received  
from **613** donors

**\$3,418,394** granted  
in **150** grants

**\$962,851** added to the fund  
in grants and gifts from CFMC Donor  
Advisors, plus more than \$1 million  
granted directly for COVID relief

**\$422,719**  
allocated to COVID-19  
Relief from CFMC Funds

**“The grant helped us meet increased demand to get more than 600 computers in the hands of students for online learning. Thank you for changing the lives of many people for the better.”**

– Christian Mendelsohn, Founder and Executive Director, Loaves, Fishes and Computers



**Gateway Center**  
**\$10,000** for  
program supplies  
for isolated clients



**Marina Foundation**  
**\$15,000** for  
Marina Seniors  
Emergency Fund



**Veterans Transition Center**  
**\$30,000** for  
the food pantry



**Dorothy's Place**  
**\$37,000** for  
essential services for  
the unsheltered

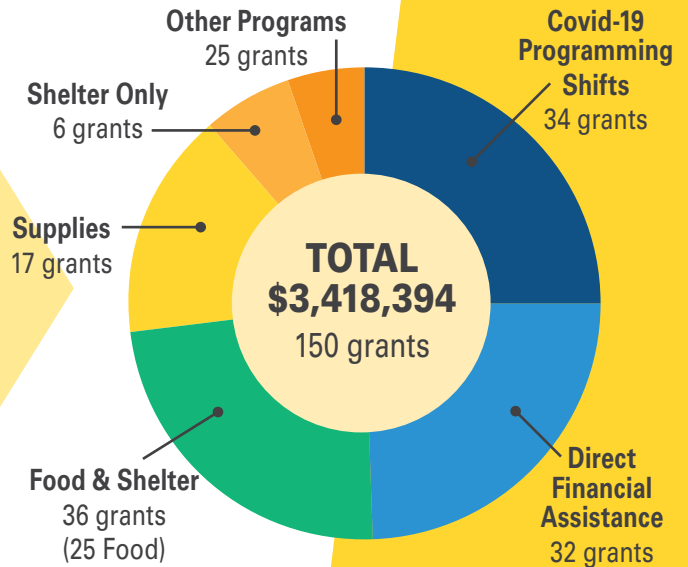
# Grantmaking Impact

## More than \$3.4 Million Awarded

Impact has been great. Grants helped feed families, purchase masks and personal protective equipment (PPE) for medical workers, provide childcare for essential workers and offer services for seniors, the homeless and those with special needs. Many nonprofits, such as the Boys & Girls Clubs of Monterey County and Palenke Arts, shifted their business models. They both support families through meals and gift cards.

### COVID-19 Relief Fund Grants

● COVID-19 related programming shifts to support vulnerable populations	\$ 857,137
● Direct financial assistance to individuals and families	\$ 785,875
● Food and Shelter (Food subtotal \$519,400)	\$ 806,387
● Supplies – emergency, program	\$ 314,400
● Shelter Only	\$ 157,845
● Support: other programs	\$ 496,750
<b>TOTAL</b> <i>Totals reflect grants through March 8, 2021.</i>	<b>\$ 3,418,394</b>



## Combating Inequity

The pandemic has highlighted the inequities present in our county. It has disproportionately affected low-income and people of color. Recognizing this imbalance, the CFMC directed grants to nonprofits addressing equity challenges and through the COVID-19 Collaborative to help areas most heavily impacted by the virus.

## Strong Response, Increased Demand

Despite the strong philanthropic response so far, we know the health and economic wellbeing of many Monterey County residents are threatened, and nonprofits need resources to help. The demand for services coupled with lower revenue increases the strain on agencies providing meals to the elderly, aid to the homeless and other important services.



**Community Human Services**  
\$30,000 for essential services



**American Red Cross**  
\$30,000 for blood drive and relief programs



**Central Coast YMCA**  
\$50,000 for Emergency child care for essential workers



**Gathering for Women**  
\$37,000 for essential services for women

# COVID-19 Relief Fund Grants\*

## Food and Shelter

### Food only

- **Caroline's Pantry** – \$15,000 Food distribution program in North Monterey County
- **Elkhorn Slough Foundation** – \$20,000 COVID-19 Healthy Lands, Helping Hands program support
- **Everyone's Harvest** – \$10,000 COVID-19 organizational support for safe access to healthy food
- **Food Bank for Monterey County** – \$150,000 (3 grants) for emergency food assistance
- **Independent Transportation Network (ITN)** – \$20,000, COVID-19 collaborative meal delivery program for seniors
- **The Marina Foundation:** two grants – (\$5,000 and \$10,000) for the senior meals program
- **Rancho Cielo** – \$17,500 Rancho Cielo Emergency Food Bag Program
- **Sabu Shake Memorial Foundation** – \$13,000 Meals for the homeless, Salvation Army transitional housing residents and hospitality workers
- **Second Harvest Food Bank Santa Cruz County** – \$10,000 Pajaro Valley COVID-19 relief

### Food and Shelter:

- **Gathering for Women** – \$20,000 Wellness support for homeless women
- **Interim, Inc.** – \$11,000 Support for bedding, clothing, and food gaps due to the COVID-19 crisis
- **Monterey Peninsula Unified School District** – \$30,000 Temporary shelter and basic needs for homeless students and families
- **Sun Street Centers** – \$24,300 COVID-19 Food, Health and Safety Supplies

## Shelter

- **CHISPA** – \$20,000 COVID-19: Resident Relief
- **Orphan Productions** – \$21,845 COVID-19 support for Safe Parking Program
- **The Carmel Foundation** – \$20,000 Low-income housing for seniors

## Supplies – Emergency, Program

- **Alliance on Aging** – \$10,000 COVID-19: iPads for resident/family communications
- **Central Coast Visiting Nurses Association (CCVNA)** – \$20,000 Emergency medical supplies for clinicians
- **Dentistry for Vets** – \$15,000 COVID-19 PPE support
- **First 5 Monterey County** – \$30,000 Essential supplies for families with children 0-5 (diapers, wipes, formula)
- **PG Steam** – \$5,000 COVID-19 face masks

## Direct Financial Assistance to Individuals and Families

- **Alisal Education Foundation** – \$30,000 Emergency financial support for families in East Salinas
- **Arts Council for Monterey County** – \$20,000 Emergency support for artists
- **Breast Cancer Assistance League** – \$20,000 Increased special needs grant requests due to COVID-19 (first grant) and \$30,000 special needs grant requests (second grant)
- **Castroville Coalition** – \$10,000 Direct support for North Monterey County residents
- **Catholic Charities** – \$30,000 COVID-19 support for families and funeral costs
- **City of Gonzales** – \$30,000 Gonzales Together program: emergency support for families in Gonzales and Chualar
- **Community Association of Big Sur** – \$30,000 COVID-19 Direct support for unemployed in Big Sur and \$30,000 direct support for individuals and families
- **Door to Hope** – \$15,975 Direct support for clients - COVID-19 response
- **Eden Housing** – \$19,900 - Emergency fund to support low-income tenants
- **Hartnell College Foundation** – \$30,000 Emergency relief scholarships and technological support
- **Monterey Peninsula College Foundation** – \$30,000 COVID-19 Student Relief Program
- **Palenke Arts** – \$25,000 Emergency financial support for immigrant families in Seaside
- **Santa Cruz Community Ventures** – \$25,000 Direct financial aid for undocumented workers and families in Monterey County



**“We have seen a dramatic increase in demand. This grant will enable us to significantly increase the volume, quality, and nutritional value of VTC’s pantry. We’re very grateful.”**

– Jack Murphy, Deputy Executive Director, Veterans Transition Center

## COVID-19 Related Programming Shifts to Support Vulnerable Populations

- **Blind and Visually Impaired Center** – \$12,000 Support for program revisions due to the COVID-19 crisis
- **Boys & Girls Clubs of Monterey County** – \$25,000 COVID-19 supplies, signage and summer learning kits
- **California Rural Legal Assistance** – \$30,000 Increase access to unemployment benefits for workers impacted by COVID-19
- **CASA of Monterey County** – \$15,000 Operating support - foster youth advocacy program impacted by COVID
- **Central Coast YMCA** – \$50,000 Emergency child care for Monterey County essential workers due to COVID-19
- **Loaves, Fishes and Computers** – \$18,000 and \$30,000 – Computers for low-income families
- **Monterey County Rape Crisis Center** – \$20,000 COVID-19 operational support
- **Monterey County Office of Education** – \$30,000 Closing the digital divide for Monterey County schools
- **Natividad Medical Foundation** – \$30,000 COVID-19 prevention program for farmworkers
- **Natividad Medical Foundation** – \$30,000 Free COVID-19 testing for farmworkers
- **Pajaro Valley Prevention & Student Assistance** – \$15,000 to cover mental health impacts related to COVID-19
- **Rights Counsel (DBA – Immigrants Rights Counsel)** – \$30,000 COVID-19 operational support
- **Special Kids Connect** – \$10,000 COVID-19: academic support for children with special needs
- **United Way Monterey County** – \$30,000 Informal Child Care Providers (Family, Friends and Neighbors) Relief Program
- **YWCA of Monterey County** – \$30,000 Adaptation of existing programs to ensure 24/7 safety of the Domestic Violence Shelter

## Program Support

- **American Red Cross of the Central Coast** – \$30,000 Support for blood drive and relief programs due to the COVID-19 crisis
- **Community Partnership for Youth** – \$50,000 On campus and remote mentoring, tutoring and student support (partnership with MPUSD)
- **Kidpower** – \$20,000 Social-Emotional safety skills training - COVID-19 response
- **Southern Monterey County Memorial Hospital (Mee Memorial Hospital)** – \$30,000 Emergency medical funding

\*Partial list. See all grantees at [cfmco.org/CovidReliefGrants](https://cfmco.org/CovidReliefGrants).



# Partnering with Community

## Emergency Assistance Funds

In addition to the COVID-19 Relief Fund, the CFMC partnered with several organizations to address specific needs.

- The Love Our Central Coast team of churches and community members established the **Love Our Central Coast Feed the Homeless Fund** with a gift from an anonymous donor to help those living without shelter.
- **The Club at Pasadera Employee Emergency Assistance/Relief Fund** and **Corral de Tierra Country Club Employee Emergency Assistance/Relief Fund** were created to help employees facing economic hardship due to the shelter-in-place order.
- The CFMC worked with the Monterey Peninsula Chamber of Commerce to create the **Small Business Assistance Fund** which helped businesses hard hit by the economic impact of the pandemic.
- **Carmel Gives Fund** was created by Tim Allen Properties as part of a movement to help local businesses and provide assistance to those in need. They completed more than a dozen projects including mask and food distribution, raised \$590,000 and granted \$440,000.



**Love Our Central Coast Feed the Homeless Fund has granted \$122,773 for homeless relief**



**Carmel Gives Fund distributed \$440,000 for community programs in response to the pandemic**



CFMC President/CEO Dan Baldwin is leading the COVID-19 Collaborative. This countywide, multi-sector group brings together Monterey County, multiple cities, agriculture, hospitality, education, healthcare, community-based organizations and philanthropy to lower the spread of COVID-19. There are five work groups whose accomplishments include:



- Created the VIDA community health worker program
- Hired and onboarded 110 community health workers
- Leveraged additional funding including \$1.32 million from the David and Lucile Packard Foundation and \$300,000 from Together Toward Health, a program of the Public Health Institute
- Established a process to coordinate community health workers at local testing sites
- Developed a new testing strategy and recommendations
- The County of Monterey and Community Foundation for Monterey County provided funds for the 2-1-1 call center to facilitate scheduling of testing and vaccine appointments
- Reduced duplicative efforts across the industries/sectors and helped keep messaging consistent
- Created communications toolkit accessed by more than 200 people weekly.

For more information visit [cfmco.org/COVID19Collaborative](https://cfmco.org/COVID19Collaborative).



**Community healthcare workers use personal outreach to help people access needed resources**

# COVID-19 Relief Fund Donors

Includes gifts through February 2021

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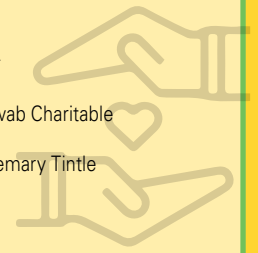
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 YourCause, LLC Trustee for Chevron  
 Matching Employee Funds  
 Emily Zefferman  
 Alan Zeppa  
 Linda Zimmerman

**\*Donor advised fund of the CFMC**  
**\*\*other CFMC fund**



# Leveraging Impact

## Community Impact Investments

The CFMC committed \$1 million through its Community Impact Investment Program to help fund loans to small business owners who are not eligible for the Payroll Protection Program and other CARES Act benefits. Community impact investing is a mission-driven placement of capital designed to bring a return to the organization while creating community benefit.

The CFMC worked through the Mission Economic Development Agency (MEDA) in partnership with El Pajaro CDC to make loans to small businesses, primarily in Northern Monterey County and Salinas. This led to a \$1 million grant from The James Irvine Foundation to create a revolving loan and training program for entrepreneurs of color in Salinas.



Marleny Rivas, owner of Marleny's Pupuseria, received a loan and business support through El Pajaro CDC



## Strengthening Nonprofits—Beyond Grantmaking

The CFMC's Center for Nonprofit Excellence (CNE) offered training and resources to bolster local nonprofits' effectiveness during the pandemic. Online resources and referrals to trusted sources and virtual webinars helped nonprofit staff and boards navigate the new environment. One-on-one coaching and peer support through the LEAD (Leadership, Education and Development) Institute offered nonprofit leaders a crucial lifeline during the unfolding crisis. CNE produced a report highlighting needs and impact of COVID-19. Read more about nonprofit resilience and response in the report and find resources here: [cfmco.org/COVID19NonprofitResources](https://cfmco.org/COVID19NonprofitResources).

# The Need Continues

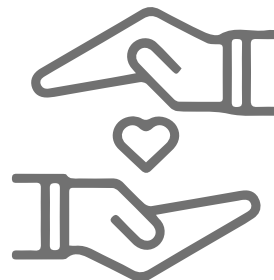
## Thank you to all those who have supported the COVID-19 Relief Fund.

Though donations have made a critical difference, hardship and uncertainty continue for people facing unprecedented challenges.

**How to Give** The need for resources for local nonprofits serving our community remains stronger than ever. Your gift will make a difference.

### 100% of donations will be used for grantmaking.

- Make a secure online donation at [cfmco.org/CovidRelief](https://cfmco.org/CovidRelief)
- Mail check payable to "CFMC" with "COVID-19 Relief" in memo line to: 2354 Garden Road, Monterey, CA 93940
- Make an IRA Qualified Charitable Distribution
- Contribute stock or other assets



Call **831.375.9712** or visit [cfmco.org/COVIDRelief](https://cfmco.org/COVIDRelief) to give or learn more.



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**Community Foundation**  
for Monterey County