PASSING YOUR VALUES TO THE NEXT GENERATION

The Benjamin Family Foundation

Community Foundation for Monterey County (CFMC) staff recently spoke with David Benjamin about his family’s philanthropy and their choice to include their grown children in the process. David and Laurie Benjamin have been donor advised fund holders since 1999. They recently converted their endowed fund to the Benjamin Family Foundation, a non-endowed donor advised fund at the CFMC.

How did you get involved with the CFMC? “We’ve been involved in the foundation for many years. I was asked to serve on the board by (then board chair) Sherri McCullough in 1993. I’ve been on the investment committee ever since. That’s an extremely important committee because the performance of investments dictates how much we’re able to give back to the community.”

What are the benefits of being a fund holder? “With a donor advised fund, there’s a lot of flexibility. You can give in state or out of state. The staff is extremely helpful from an administrative standpoint. Converting from an endowed to non-endowed fund provides even more flexibility.” (With a non-endowed fund donor advisors can recommend grants up to the full value of the fund.)

Why did you create the Benjamin Family Foundation at the CFMC rather than a private foundation? “The laws favor the donor advised fund model. We especially appreciate the administrative part. A private foundation must be quite large to be efficient. The CFMC acts as our (virtual) staff. It’s a lot more convenient to have the community foundation as a philanthropic partner.”

What values did you want to pass down to your children? “We’ve gotten a great deal of joy and satisfaction from our giving. We believe it’s important to demonstrate to your children what you believe in. Most kids in their 20s don’t spend a lot of time thinking about philanthropy. We felt one of the things we could do for them was to introduce them to the process.”

The Benjamins’ children, Elizabeth, 27 and David, 25 both reside in New York City, and are involved in supporting nonprofits. Their parents invited them to meet with CFMC staff Dan Baldwin and Christine Dawson on a recent visit to talk about the fund.

“They thought it was pretty cool. They’re looking forward to getting involved. If young people start giving early, it’s habit forming. We think they’ll enjoy it. Now’s the time – we’re delighted.”

Editor’s Note: David is a former CFMC board member (1993-1998), served as Board Chair (1997-1998) and serves on the Investment Committee. Laurie is active in the Women’s Fund. The Benjamins received the CFMC Distinguished Trustee Award in 2012 for their support of local nonprofit organizations in the areas of health, education, environment and animal welfare.
Philanthropy Celebrated

F. Robert Nunes Honored

More than 250 supporters came together for the annual Celebration of Philanthropy held October 22 at Corral de Tierra Country Club. A highlight of the evening was the presentation to F. Robert (Bob) Nunes of the 2014 Distinguished Trustee Award. The CFMC established the award in 1989 to honor those who have demonstrated philanthropic leadership in supporting nonprofits in Monterey County.

Bob's giving philosophy is simple, “It just seems like the right thing to do.” Bob has been a fund holder at the CFMC since 1996. Though donor advisors at the CFMC can grant to any nonprofit organization worldwide, Bob prefers to keep his giving local. He wants to help “the vulnerable, the very old, the very young, the very poor, the very sick, and animals.”

(Giving) just seems like the right thing to do. —BOB NUNES

As the award recipient, Nunes was able to designate $10,000 from the CFMC to the nonprofit organizations of his choice. He chose to present grants of $5,000 each to Meals on Wheels of the Monterey Peninsula and the SPCA of Monterey County.

MONTEREY COUNTY GIVES!

A record $1.33 million was raised to benefit more than 100 local nonprofits through the Monterey County Gives! campaign. It was the most successful year ever thanks to a matching fund pool of $175,000 and challenge grants from donors adding $187,866 to the total.

The CFMC provided additional grants of $1,000 each to Peace of Mind Dog Rescue for having the most donors, the Monterey Charter School for the most donors under 35 and Friends of the Salinas Public Library for the Ingenuity Award for their “Big Idea.”

The Foundation also seeks more proactive engagement with its fund holders, to support their philanthropic goals, and to involve them more fully in the Foundation’s work. We’ve worked on this in many ways: electronic access to fund statements and grant making through DonorCentral; one-on-one visits; and, opportunities for “co-investment” in our Community Impact grant programs. All of these have strengthened our relationships with donor advisors, and increased their giving and grantmaking.

In 2014 we more-or-less stumbled on an epiphany (I guess that’s akin to tripping on a lightning bolt…): what if endowed donor advised funds were converted to non-endowed? What if the entire fund would be available for grantmaking? This idea was broached by a few of our fund holders so we began to share it more broadly. (Note: this conversion is only possible if requested by the donor, and it requires board approval.) This year alone, nine donor advised funds were converted from endowed to non-endowed. Over $1.6 million was added to those funds, and $697,000 granted.

Also inside our year-end numbers has been a whopping $1.33 million generated by Monterey County Gives!, the year-end initiative in which donors can support up to 100 nonprofit organizations. Gives! is a partnership between the Monterey County Weekly and the CFMC, utilizing the Weekly’s corporate donor advised fund. By making yearly improvements, Gives! has almost tripled since 2010. Much credit goes to Monterey County Weekly CEO Bradley Zeve and his staff, and much credit also goes to the hard-working philanthropic services department of the CFMC. The benefit Gives! creates for our nonprofits and our county is reaching new heights.

The numbers are important benchmarks. And we’re proud of them. But there is always a story that drives those numbers. We’re proud of those, too.

Looking forward to even greater things in 2015.

PRESIDENT’S MESSAGE

Inside the Numbers

Community foundations can’t seem to avoid numbers. Total assets. Grants. Gifts. We especially focus on them as we finish one year and start another. I’m happy to report that the CFMC’s 2014 numbers are good.

Nearly $180 million in total assets. A record $11.3 million in grants. $13.1 million in gifts. All signs of a healthy community foundation.

But, sometimes, if you look inside the numbers a more compelling story emerges. I recently re-read our strategic plan, passed in December 2010. Many of the goals we set for ourselves are in full operation. One, in particular, stuck out: The Foundation also seeks more proactive engagement with its fund holders, to support their philanthropic goals, and to involve them more fully in the Foundation’s work. We’ve worked on this in many ways: electronic access to fund statements and grant making through DonorCentral; one-on-one visits; and, opportunities for “co-investment” in our Community Impact grant programs. All of these have strengthened our relationships with donor advisors, and increased their giving and grantmaking.

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Dan Baldwin shares CFMC’s accomplishments at 2014 Celebration of Philanthropy

There is always a story that drives those numbers.
—DAN BALDWIN, PRESIDENT/CEO

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The Monterey County Weekly Community Fund is a donor advised fund of the CFMC. Thanks to Neumeier Pomo Investment Counsel, the David and Lucille Packard Foundation, Cannery Row Company, Whole Foods Monterey and the Ona and Robert Murphy Charitable Trust managed by Kilzer Wealth Management for their generous support of the match. Additional support provided by the Doolittle and Jose F. Fernandez Funds of the CFMC.
Jean and Jim Duff Fund — A GIFT FROM THE HEART

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 25 years ago. Once they arrived on the Monterey Peninsula, they changed their allegiance to organizations here, such as Hospice of the Central Coast, the Monterey Bay Aquarium and Meals on Wheels.

Jim died in 2010, and through his estate, a trust was established for his son, James Jr., with the provision that upon his son’s death, any remaining funds should go to benefit local charities. James Jr. died in 2014. To honor Jim’s legacy, Jean used part of the funds to establish a golf scholarship with the Southern California Golf Foundation, as Jim was an avid golfer. The remainder of the trust went to Hospice Giving Foundation, where she is a board member emeritus, and to the CFMC to establish the Jean and Jim Duff Fund, an endowed donor advised fund. Her plans are to make contributions to local needs over time. As a fund holder at the CFMC, she will receive information on worthwhile grant requests in her areas of interest. Jean also gives generously of her time to the Community Hospital of the Monterey Peninsula and the Alliance on Aging.

Through the Jean and Jim Duff Fund, a gift originally established for a loved one will now benefit the community forever.

I think it’s very important to support local nonprofits, which support our local community. — JEAN DUFF

Lee-Alexander Named VP Grants and Programs

The CFMC welcomed Laurel Lee-Alexander as its new Vice President of Grants and Programs. She succeeds Julie Drezner, who retired in December.

Lee-Alexander was Director of Philanthropy for the Monterey Peninsula Foundation (MPF), host of the AT&T Pebble Beach National Pro-Am golf tournament, for the past twelve years where she led grant programs and advised nonprofits on organizational capacity. Before joining MPF, Lee-Alexander was Senior Program Officer at the CFMC, and was also responsible for fund development at the Middlebury Institute of International Studies at Monterey and the United Way. She also held corporate marketing positions with Dole Fresh Vegetables Co., The Walt Disney Company, and Colgate-Palmolive Company.

You can contact Laurel at laurel@cfmco.org or 831.375.9712 x112.

I was drawn back because of the CFMC’s history of grantmaking, donor services and community leadership. — LAUREL LEE-ALEXANDER

New Funds Established*

Agency/Stewardship
Voices for Children Stewardship Fund
Church in the Forest Stewardship Fund
Corporate Fund
The Carmel Realty Foundation
Donor Advised
The Fred Terman and Nan Borreson Fund
Gloria Fund
Hodges Family Fund
Howard and Anne Morgens Fund
Reese Family Fund

Field of Interest Fund
The MPUSD Fund for the Arts
Scholarship
Joseph and Betty Spradling Scholarship Fund
Private Foundation Fund
Alexander F. Victor Foundation

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.

Legacy Society

New Legacy Society Members*
David and Maryanne Spradling Reid-Robnett Family Trust

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 in our annual report and invited to an appreciation luncheon each year to hear first-hand from President/CEO, Dan Baldwin about the impact that Legacy Society members have created. If you are interested in joining the Legacy Society, have already included the CFMC in your estate plans, or would like more information about planned giving, please contact Dan Baldwin or Christine Dawson at 831.375.9712.

*Since October 2014
Nearly two-thirds of working women in Monterey County are “economically insecure” – living on the edge of poverty, under constant financial stress. Research shows that economic prosperity for women is essential to the health and vitality of an entire community. To increase the number of women that are economically self-sufficient, the Women’s Fund will launch a three-year Women’s Economic Security (WES) Initiative in 2015.

The goal is to help low-income women, especially those caring for children, gain access to the education, training, and support services they need to secure increased wages and jobs with advancement potential. The ACTION Council of Monterey County has been selected to lead the pilot project, entitled Women’s Circles/Círculos de Mujeres. They will receive a grant of $225,000 over three years from the Women’s Fund to implement the program. Trained peer facilitators will organize neighborhood-based weekly group meetings in East Salinas, Greenfield and Castroville to help low-income women support themselves and each other in identifying and pursuing their educational/career goals, overcoming roadblocks, and developing life and self-advocacy skills.

A grant of $90,000 from The Claire Giannini Fund will subsidize on-site and school childcare costs. Additionally, The Peggy and Jack Baskin Foundation has granted a total of $75,000 over three years to support the initiative, and an anonymous donor has given $10,000 to support the emergency assistance fund.

The Women’s Fund was created to improve the lives and increase opportunities for women and girls in our community. Our vision is that every woman and girl in Monterey County has what she needs to be healthy, confident and able to fulfill her dreams.

GHGH participants chose social and emotional health as their priority issues.
Capacity Builders Network Members Collaborate to Benefit Local Nonprofits

The Center for Nonprofit Excellence and other members of the Capacity Builders Network have been meeting quarterly for the past two years to coordinate efforts to boost the effectiveness of local nonprofits.

Thanks to the generous support of The David and Lucile Packard Foundation, the group hosted a talk by Lucy Bernholz on December 2 about Future Nonprofit Trends, especially as they relate to technology, data and ethics. 75 people attended the program held at the National Steinbeck Center. Bernholz is a visiting scholar at Stanford University’s Center for Philanthropy and Civil Society and author of the award-winning blog, Philanthropy2173.com. Visit www.grantcraft.org to download “Philanthropy and the Social Economy: Blueprint2015.”

Connections have been growing between our various efforts and organizations...

– KAKI RUSMORE, DIRECTOR, CENTER FOR NONPROFIT EXCELLENCE

For the first time, the Capacity Builders Network chose a shared learning theme. Evaluation will be an area of concentration across the organizations for 2015. The hope is that by offering complementary trainings, nonprofit organizations will gain a deeper understanding of ways to improve their programming and community support.

The first CNE event in the evaluation series is a two-part workshop, Developing Vision Statements, presented by the Franklin Fund. It will be held March 2 and 10 from 4:30 to 7:30 PM and includes dinner. It combines personal and organizational visions for a stronger result. The cost is $40 per person. Advance registration is required at www.cfmco.eventbrite.com.

Capacity Builder Network Members: Action Council, Association of Fundraising Professionals (AFP), Community Foundation Santa Cruz County, CSUMB, Development Executives Network (DEN), First 5 Monterey County, Hayashi Wayland, Leadership Monterey Peninsula, Nonprofit Alliance for Monterey County (NAMC), Salinas Public Library, Seaside Public Library, TPO Human Resources, and the United Way’s Volunteer Center, Foundation for Monterey County Free Libraries

CNE activities are supported in part by a grant from the David and Lucile Packard Foundation

LEAD Graduates 5th Class

The fifth class of the LEAD (Leadership Education and Development) Institute graduated December 12 at a ceremony held at the Pacific Grove Museum of Natural History. The program prepared 14 emerging nonprofit managers from Monterey, Santa Cruz and San Benito Counties for greater leadership responsibilities. Keynote speaker Willow Array, ED of the Alisal Center for Fine Arts, said the program helped participants express their “authentic selves” to better serve their organizations and communities.

LEAD Institute 2014 graduates:

Monterey County
Willow Array, Alisal Center for the Fine Arts
Christina Barnes, Interim, Inc.
Jennie Burciaga, Restorative Justice Partners, Inc.
Denise Felix, Door to Hope
Emily Howard, Return of the Natives Restoration Education Project
Marciano Huerta, Sun Street Centers
Nathan Jones, Peacock Acres
Elizabeth Panetta, Loaves, Fishes & Computers, Inc.

Rob Rapp, Community Human Services
Pearl Sanchez, Turning Point of Central California
Ann Wasser, Pacific Grove Museum of Natural History

Santa Cruz County
Maria Sanchez, Encompass Community Services
Megan Searcy, Arts Council Santa Cruz County

San Benito County
Krystal Jones, Chamberlain’s Children Center Inc.

LEAD is a life-changing professional development program.

–ELIZABETH PANETTA, LOAVES, FISHES & COMPUTERS

Including this group, more than 80 local leaders from 70 organizations have completed the LEAD program since 2009. This in-depth professional development program is a part of the CFMC’s Center for Nonprofit Excellence.

For more information, visit www.cfmco.org/lead.
The online portal, DonorCentral, was recently upgraded, giving CFMC fund holders a more user-friendly experience while keeping them up to date on the CFMC’s initiatives, events, and funding opportunities. DonorCentral is the fastest, most convenient way to make grant recommendations, edit information, research funding opportunities, and check current fund balances. The upgrade incorporates an improved look and feel including a graph of each donor’s giving history. Enhanced features such as the ability to create recurring grants and export grant and gift history have also been added. Funding opportunities will be populated based on the interest areas selected in each donor’s profile making for a more personalized experience. Please contact Philanthropic Services Officer, Brian Thayer, at 831.375.9712 x144 or email briant@cfmco.org for details.

Donor Central Updated

Big Sur Fire Brigade
$27,500 Healthy Places & Spaces grant

The Big Sur Volunteer Fire Brigade was recently awarded a grant for the purchase of 10 new Kenwood Model TK 5210 radios in order to improve their communication response and coordination with other emergency service providers. After conducting a multi-agency regional study, they concluded that there was a dire need to provide for a standard portable, digital radio that meets federal Program 25 standards and interoperability across all local, regional and federal agencies. Two donor advisors co-invested $10,000 in this grant.

“…The new equipment made possible by the grant will enable us to better respond to all types of emergencies.”

— MARTHA KARSTENS, FIRE CHIEF

University Corporation at Monterey Bay
$20,150 Healthy Places & Spaces grant

The University Corporation at Monterey Bay was recently awarded $20,150 to support their community garden in Salinas’ Chinatown in an effort to increase participation in gardening activities and improve cleanliness and access to produce. The garden provides a safe haven for the homeless community, providing them access to 3’ X 6’ garden beds to grow their own food. A large kiosk sits in the middle creating a space for homeless residents to meet and discuss issues such as safety, sanitation and homeless services. The City of Salinas and a number of homeless service providers, including CSUMB, are working together on a long term plan to support the nonprofit community in providing much needed services and programs in this blighted neighborhood.

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As part of the CFMC’s efforts to provide an easier application process, we are moving grant applications online. This decision was made after researching different options to find a system that had both enough flexibility for the CFMC and was simple to use for applicants. Research included testing alternatives and meeting with other foundations using different online grant systems. This new process will allow organizations to keep all of their CFMC applications in one place, including an easier way to submit final reports.

This system also allows the grant committees to review applications online to streamline the process. The goal is to spend less time processing applications and have more time for substantial review. Preliminary feedback from our nonprofit partners has been extremely positive and we welcome your comments. Visit www.cfmco.org/apply for more information.

**Grant Applications Now Online**
Girls find their voices at GHGH Summit

INSIDE
Intergenerational Philanthropy
Women’s Fund Update
A Gift from the Heart
Stories of Impact

Charitable Gift Annuity – A win-win

Giving through a Charitable Gift Annuity (CGA) allows you to make a generous gift to your community and benefit the nonprofit of your choice, while providing yourself with a new fixed income source you can count on for the rest of your life.

How it works

- You establish a CGA with the CFMC either naming a beneficiary agency, a field of interest or unrestricted fund by donating cash, appreciated stocks, real estate, or other assets.
- You receive a stream of income that is fixed for life, regardless of market conditions.
- A portion of the income may be tax-free.
- You receive an immediate tax deduction for the charitable portion of your gift. The CFMC handles all the administrative details, issuing annuity payments to you during your lifetime and, afterward, issuing annual grants to the nonprofit of your choice in the name of your fund.

To learn more, please call President/CEO, Dan Baldwin or Director of Philanthropic Services, Christine Dawson at 831.375.9712 or visit www.cfmco.org.

The CGA is a win-win situation where both the income beneficiary and the charity benefit.

—MARIAN BUCCAFURNI AND PAUL LAWRENCE

Everyone Needs a Plan for the Future

As you make charitable giving decisions for the new year, we look forward to helping you create a plan that addresses your unique needs and goals at every stage of life.

The Community Foundation for Monterey County has partnered with hundreds of individuals, families and their advisors in their philanthropic planning.

If you would like to learn more about the tax savings and benefits of charitable giving options now, or leaving a legacy through your estate, please call 831.375.9712.