



**Resource Development Committee Meeting  
Wednesday, December 12, 2018, 3:30 – 5:00 PM  
CFMC Monterey Conference Room, 2354 Garden Road, Monterey, CA 93940**

**AGENDA**

**1. Welcome**

**Present:** Dan Baldwin, Christine Dawson, Amanda Holder, Mackenzie Little, Hansen Reed, Maija West, Betsey Pearson, Brian Thayer, Michael Reid, Minnie Elliott

**Absent:** Kurt Gollnick, Erica Padilla-Chavez, Ken Petersen, Betsy Buchalter Adler, Cristina Dirksen

Christine welcomed committee members and staff, called the meeting to order at 3:38 PM.

**2. 2019 Meeting Dates & Times**

- The committee discussed meeting dates and time for 2019

**3. Review of 2018 Philanthropic Services/ Resource Development Goals**

-2019 Goals Discussion

Christine led a 2018/ 2019 goals discussion with the committee. Topics included:

- Donor Advisor Welcome Kits and Family Philanthropy
  - Enhanced our services in 2018
- Donor Education Events
  - Well attended in 2018
  - Topics in 2019 will include important community issues
- Professional Advisor communications and e-blasts
  - Balancing information, content and delivery
- Website traffic and social media
  - Most donors/fund holders do all of their prior research by looking at our Website.
- New Tax Law Strategies
  - Charitable IRA rollover contributions have increased
- Professional Advisor Luncheon with Montage Health Foundation
  - Need to involve Salinas PAs
- Donor Engagement and Planned Giving
  - Estate planning through DAFs
- Scholarships and College Futures Foundation
  - Received funding for 2019/2020
- Enhancing Fundholder Philanthropy
  - Our best donors our current donors, donor engagement plans

- Funding Partners for CFMC Priorities
  - James Irvine Foundation, College Futures Foundation, David and Lucile Packard Foundation, Monterey Peninsula Foundation and Claire Giannini Fund
- Engaging a more diverse philanthropic donor base
  - Big Sur Fund, Siembra Latinos Fund, Outreach Fund and Fund for Homeless Women
  - Other targeted audiences: Marina/Seaside, faces of philanthropy include GHGH girls and people of color, changing perceptions around philanthropy: 10 myths of the CFMC, the power of community and neighbors helping neighbors

**4. Topics & Speakers for 2019 Donor Education Events**

- Legacy planning and issue related topics such as homeless

**5. Events and Programs**

- Development Activities Report - Christine
- Events:
  - Celebration of Philanthropy
  - Legacy Luncheon: February 5, 2019
  - Communications Report (Amanda)

**6. Initiatives**

- Affiliate Funds
  - SMCF awarded 17 grants totaling \$25,000
- Latino Philanthropy
  - Siembra Latinos Fund has completed their grant cycle and officially launched the fund in 2018
- MC Gives! Campaign –
  - We have received more gifts to Gives compared to this time last year
- Scholarships
  - Awarded over \$1.2M

**7. Adjourn – 5:05pm**

**STRATEGIC PLAN GOAL #2**

***Philanthropic Leadership – Inspire and facilitate philanthropy throughout Monterey County***

1. Educate the public about philanthropy.
2. Grow CFMC's philanthropic assets.
3. Continue to enhance fund holder philanthropy.
4. Seek and align with funding partners to realize greater community impacts.
5. Engage a more diverse philanthropic donor base.