



Community Foundation
for Monterey County

75
1945-2020
Here for Good

CFMC & The Field

A History

Board Retreat

January 18, 2020



- Version 1.0: 1945-1980
Historic and open space preservation
- Version 2.0: 1981-2009
Embraced community foundation concept,
emphasis on endowment building
- Version 3.0: 2010-Present
Expanded vision and scope

In the beginning....

- 1914 – 1st Community Foundation established (Cleveland, Ohio)
- 1915 – First CF in California founded (California Community Foundation)
- 1931 – First Donor Advised Fund (New York Community Trust)
- March 26, 1945 – 1st meeting of “**Monterey Foundation**” – established “for acquisition and preservation of historic buildings, landmarks and sites.”

Oh by the way

You may recognize some of the 33 names on the March 26, 1945 Articles of Incorporation:

Clyde. A Dorsey*	Harold Mack*	Marth A. Gragg	Noel Sullivan
Frances A. Elkins*	Carmel Martin*	Samuel G. Blythe	Maria Antonia
James B. Finley*	S.F.B. Morse*	F.R. Bechdolt	Bach Thompson
Roger S. Fitch*	W.M. O'Donnell*	W.G. Hudson	Anita M. Doud
Mary L. Greene*	Myron A. Oliver*	S.J. Field	W.R. Holman
Stuart Haldorn*	Helen C. Russell*	T.A. Work	C.H. Mason
A.B. Jacobsen*	E.H. Tickle*	Jas. F. van Loben Sels	Armin Hansen
Margaret A. Jacks*	Emmet G. McMEnamin	Angelo Lucido	Geo. W. Echardt
		Robinson Jeffers	Marth E. Newcome

* *Founding Board Member*

1940s - Founding & Historic Preservation

- March 11, 1945 – Became nonprofit
- 1946 – 1st building saved - Casa Gutierrez
(State of California given title in 1954)
- 1948 – *San Francisco Foundation* founded
- 1949 – *Formation of Council on Foundations*
- 1948 – Acquired lot next to California's First Theatre
(transferred to State Parks 4 months later)



1950s & 60s - Historic Preservation, cont.

- 1955 – Receives 1.5 acres of Pescadero Point as donation (later donated to Del Monte Forest Foundation)
- 1959 – Casa Abrego purchased (then sold to Casa Abrego Club)
- 1961 – Fremont Adobe purchased
- 1961 & 1966 – scope broadened to include “general charitable educational, philanthropic, cultural and benevolent purposes”
- *Tax Act of 1969 – 1st legal description of DAF*



1970s – Renamed & Expands Focus Open Space & Broad Charitable Purposes

- April, 1972 – Renamed “**Monterey Peninsula Foundation**” serving broad charitable purposes. Begins to build permanent endowment.
- 1976 – Purchases parcel of land near **Cypress Point** (Funded by 100s of donors, dedicated as open space memorial to Samuel Morse. Donated in 1982 to Del Monte Forest Foundation)

1970s – Preservation of Open Space, cont.

- 1977 – Contributes funds to create Jacks Peak Park (In partnership with County Parks, Nature Conservancy and others)
- 1978-79 – purchases Navajo and Indian Village tracts in Pebble Beach for preservation (later donated in 1982 to Del Monte Forest Foundation)



1980s – Becomes “Community Foundation for Monterey County”

- 1981 – Hires 1st full-time Executive Director - Todd Lueders
 - \$250,000 endowment (Mewborn Trust of SF Foundation)
 - 1st DAF created – The Murray Fund
- 1982 - *Formation of Community Foundation Santa Cruz County*
- 1983 – William and Flora Hewlett Foundation grants \$1.1 MM to endowment

1980s – Grows Endowment, Expands Impact

- 1984 – Name changes to **“Community Foundation for Monterey County,”** opens 2nd office in Salinas, expands grantmaking countywide
- 1988 – Endowment passes \$7 million
- Record grants \$416,173
- 1989 – Disaster Response - Grants \$10,000 within 48 hours to American Red Cross to assist Loma Prieta earthquake victims.



1990s – Growing & Granting

- 1991 – Tops \$1 million in annual grantmaking for first time
- 1994 – *Formation of League of California Community Foundations*
- 1994 – \$3.8 million Stanton planned gift
- 1995 – Grants total \$2,799,180
- 1997 – Neighborhood Grants Program & Management Assistance Program launch (both started with Packard Foundation grants)
- 1997 – *First “commercial fund” (Vanguard)*

2000-2007 – Initiatives & Growth

- 2002 – The Women's Fund established
- 2003 – \$8.9 million planned gift creates Cislini Fund
- 2005 – Launched Literacy Campaign
- 2005 – Fiscal sponsor for Rally! Salinas campaign (\$810,000 raised to keep Salinas libraries open)

2000-2007 – Initiatives & Growth, cont.

- 2006 – *Pension Protection Act*
- 2006 – *Foundation merger creates Silicon Valley Community Foundation*
- 2006 – *Laurelie and J. Irvine Fund created with \$8.6 million gift (termination of foundation)*
- 2006 – *\$8.8 million planned gift creates John H. Marble Endowment for MMA*
- 2007 – *Total Grants: \$7,498,924*

2008-2009 – Strengthening Nonprofits

- 2008 – Community Leadership Project
Strengthens grassroots organizations led by or that serve people of color and low-income communities (Funded by Irvine, Packard, Hewlett)
- 2008 – 990 Change - aggregate DAF reporting
- 2009 – First year of Monterey County Gives!
- 2009 – LEAD Institute begins first cohort
- 2009 – \$4.8 million planned gift creates Rudy E. Futer Fund for Human and Humane Needs

2010-2012 – A New Era

- 2010 – Dan Baldwin becomes 2nd President/CEO
- 2010 – New strategic plan
- 2011 – New mission, vision, values
- 2012 – CNE & Girls' Health in Girls' Hands
- 2012 – *UPMIFA replaces UMIFA (1972)*
(Uniform Prudent Management of Institutional Funds Act)
- 2012 – First Mark Zuckerberg gift to Silicon Valley Community Foundation (\$500MM 12/18/12)
- 2012 – Tops \$100 MM in cumulative grants



2013-2014 – Growing & Granting

- 2013 – Zuckerberg \$1B gift to SVCF 12/19/13
- 2013 – Southern Monterey County Foundation launched
- 2013 Pfeiffer Ridge Fire Fund
- 2014 – Monterey County Gives! raises record \$1.3 million
- 2014-15 – Engaging donors to convert endowed DAFs to non-endowed



2015 – Community & Philanthropic Leadership

- Strategic plan revised
“Community Leadership”
- Women's Fund endowment reaches \$1.5MM
- CFMC responds to arson at Food Bank
(grants \$320,000: \$50,000 CF + \$270,000 from 35 donor advisors)
- Invites Monterey Peninsula Foundation to join MCGives! as major match partner
- Convened homeless service providers



2016 – Countywide Impact, the Rise of Scholarships

- Northern Monterey County Foundation launches, raises \$207,000
- College Futures Monterey County begins (needs-based scholarships & support)
- Soberanes Fire Fund raises \$1 million for Big Sur
- 2016 – Fidelity passes United Way in annual contributions as #1 in country
- Convened affordable housing providers



2017 – Engaging Donors, Strengthening Nonprofits

- **Big Sur Relief Fund** (More than \$350,000 goes to 1,000+ impacted by Pfeiffer Bridge closure)
- **Siembra Latinos Fund launches**
- **Next Steps for Small Nonprofits**
(3-year capacity building program)
- **\$775,000 in 225 scholarships awarded**
- **Charles de Guigne leaves home to CFMC**



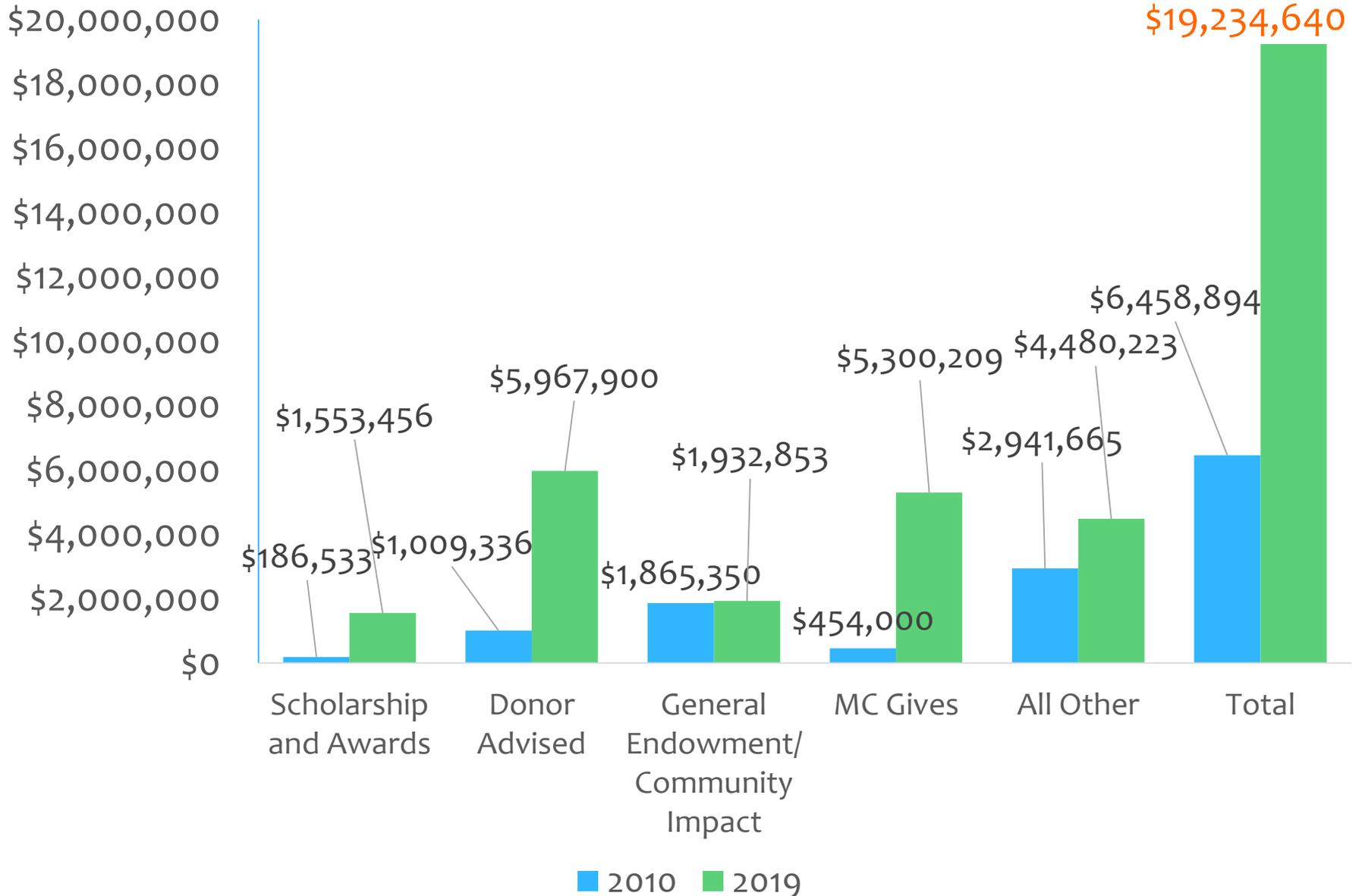
2018 – Record Grants, Growth & Impact

- Community Leadership: affordable housing, homelessness work continues
- Community Impact Investment program
- Women's Fund tops \$2.1 million and Neighborhood Grants Program tops \$1 Million in cumulative grantmaking
- Monterey County Gives! surpasses \$5.4 MM
- \$248 million total assets (12/31/18)

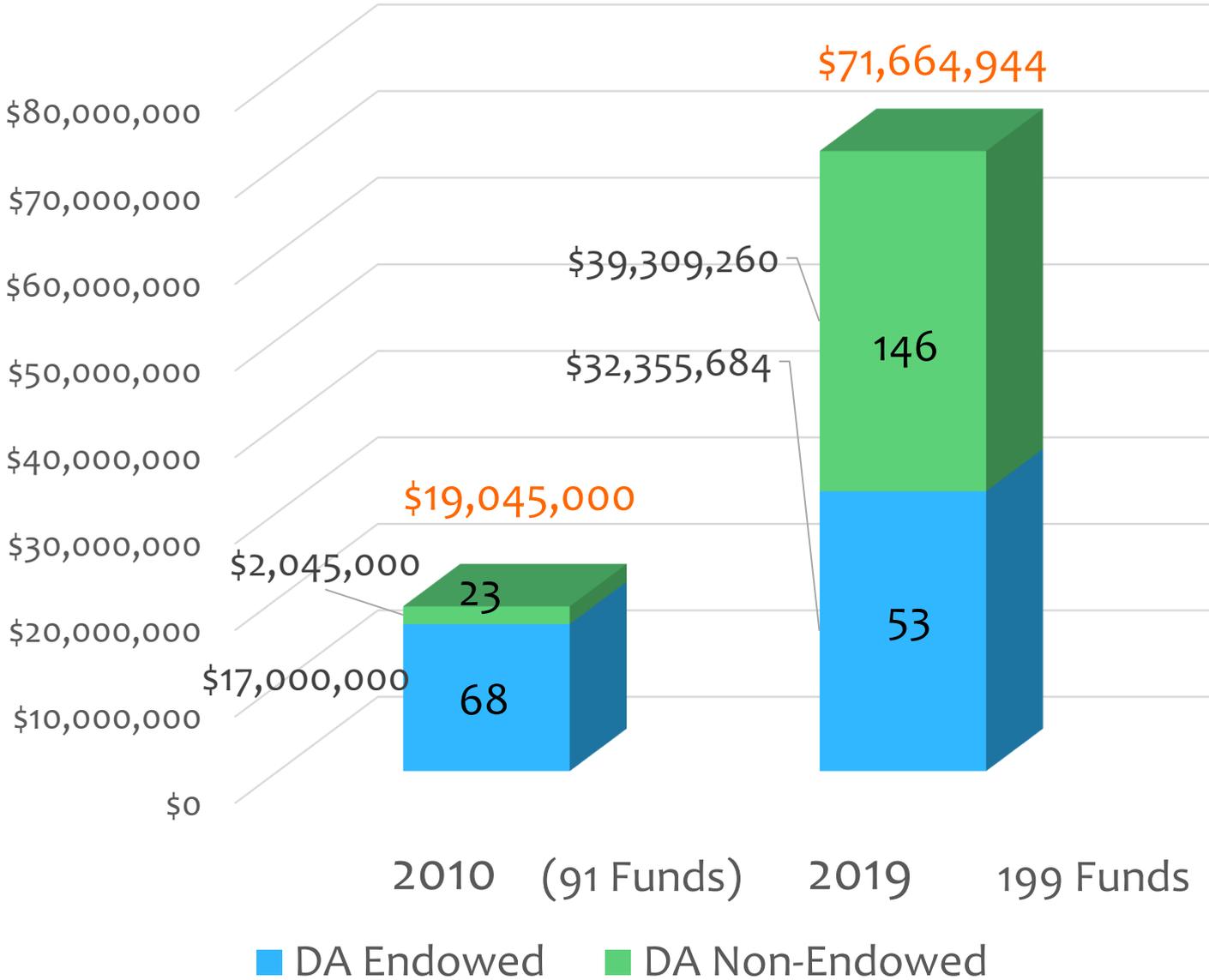
Growth During Strategic Plan

	2010	2015	2019
Assets	\$130 MM	\$185 MM	\$288 MM
Unrestricted	\$ 19 MM	\$ 24 MM	\$ 24 MM*
Field of Interest	\$ 31 MM	\$37.5 MM	\$37.4 MM*
Grants	\$6.4 MM (2010)	\$11.3 MM (2014)	\$19.2 MM (2019)
Funds	294	369	535
Operating Budget	\$2.1 MM	\$2.65 MM	\$3.26 MM
Staff	17	18	20
Legacy Society Members	88	197	238 <i>(* as of 9/30/19)</i>

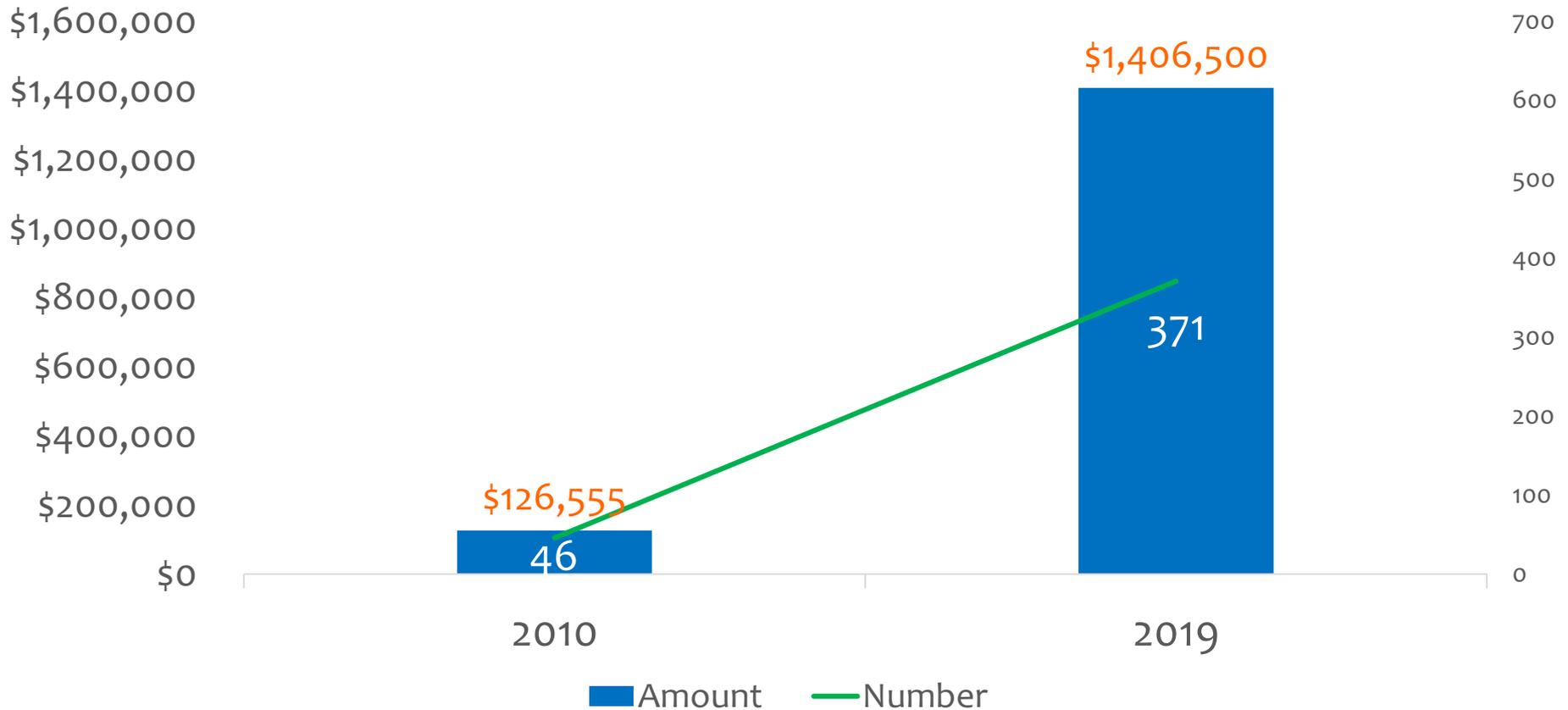
Grant Growth 2010 - 2019



Door Advised Fund Assets 2010-2019



Scholarship Growth 2010-2019



2019 – Expansion Continues

- Sale of 3200 17-Mile Drive creates \$18 million Fund
- Board approves advocacy guidelines
- \$1.4 million in 371 scholarships awarded
- New Investment Policy Statement
- Record \$19,234,640* granted
(surpassed \$200 million cumulative grants)
- Record Total Assets: \$288 million*
*(preliminary # as of 1/15/20)



2020 & Beyond – A New Decade

Foundation 4.0: Poised for Change

- 75th Anniversary
- Strategic Plan Review
- What's Next?

