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

- 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 2\textsuperscript{nd} 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)
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<thead>
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<th></th>
<th>2010</th>
<th>2015</th>
<th>2019</th>
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<tbody>
<tr>
<td><strong>Assets</strong></td>
<td>$130 MM</td>
<td>$185 MM</td>
<td>$288 MM</td>
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<td><strong>Unrestricted</strong></td>
<td>$19 MM</td>
<td>$24 MM</td>
<td>$24 MM*</td>
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<td><strong>Field of Interest</strong></td>
<td>$31 MM</td>
<td>$37.5 MM</td>
<td>$37.4 MM*</td>
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<td><strong>Grants</strong></td>
<td>$6.4 MM</td>
<td>$11.3 MM</td>
<td>$19.2 MM</td>
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<td><strong>Funds</strong></td>
<td>294</td>
<td>369</td>
<td>535</td>
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<td><strong>Operating Budget</strong></td>
<td>$2.1 MM</td>
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<td>$3.26 MM</td>
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<td><strong>Staff</strong></td>
<td>17</td>
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<td>20</td>
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<td><strong>Legacy Society Members</strong></td>
<td>88</td>
<td>197</td>
<td>238</td>
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(* as of 9/30/19)
Scholarship Growth 2010-2019

- $126,555 in 2010
- $1,406,500 in 2019

- 46 in 2010
- 371 in 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?