Welcome to 2021 Monterey County Gives!

A special project of:

Monterey County Weekly
Community Foundation for Monterey County
and Monterey Peninsula Foundation

With major support from Neumeier Poma Investment Counsel • David & Lucile Packard Foundation • Cannery Row Company • Posey Family Foundation • Colburn and Alana Jones Foundation of the CFMC
• Create a community-wide initiative to raise money and an editorial spotlight for the nonprofit community

• Encourage young donors to participate in philanthropy

• Support ‘Big Ideas’ — programs that create change through philanthropy

The Mission: Monterey County Gives!
• In 2000, the Weekly established a donor-advised fund at CFMC. Raised and donated $48,000 in year one

• In 2009, established Monterey County Gives!, partnered with CFMC, Raised and donated $409,000; broke the $1,000,000 mark Dec. 31, 2013

• Monterey Peninsula Foundation becomes major partner; Rebuilt website; MCGIVES! takes-off, raises and donates over $3,000,000

Twenty years and counting: Monterey County Gives!
Monterey County Gives!
2000-2020 Growth
<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2008</td>
<td>$445,168</td>
</tr>
<tr>
<td>2009</td>
<td>$417,925</td>
</tr>
<tr>
<td>2010</td>
<td>$629,201</td>
</tr>
<tr>
<td>2011</td>
<td>$642,440</td>
</tr>
<tr>
<td>2012</td>
<td>$746,499</td>
</tr>
<tr>
<td>2013</td>
<td>$1,046,539</td>
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<tr>
<td>2014</td>
<td>$1,342,470</td>
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<tr>
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<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>$4,891,000</td>
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<tr>
<td>2018</td>
<td>$5,439,780</td>
</tr>
<tr>
<td>2019</td>
<td>$5,400,531</td>
</tr>
<tr>
<td>2020</td>
<td>$7,886,407</td>
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</tbody>
</table>

Total = $35,732,594
• **2020 Goals:** $4,000,000 with 4,500 donors  
  **2020 Actual:** $7,886,407; Donors 7,576

• **Organization Challenge Grants:** $1,386,490

• **Overall Matching Fund:** $518,334

• **Total Individual Donations:** $5,987,162 (up over $2.3 million from 2019)

• **Total Donors 18-35 Years Old:** 584

• **WOW!**

**2020 MCGIVES! Highlights**
• MCGIVES! kicks-off on November 11—Special MCGIVES! insert in Monterey County Weekly, featured in Monterey County NOW and www.mcweekly.com

• MCGIVES! website goes live that morning

• Matching fund of $518,000 for 2020; we anticipate a match of $750,000 this year

• A prorated match is applied to the first $75,000 your organization raises — to ensure the overall match fund is shared equitably among all participating nonprofits

• In 2020, participating organizations received a 9.32% match; match % will be higher in 2021

MCGIVES! How It Works?
COVID-Response:
What’s different in 2021?

• In this year’s selection process, we considered organizational sustainability and your Big Idea. The funds you receive from 2021 MCGIVES! may be applied towards either

• Nonprofits selected raised at least $4,000 in MCGIVES! last year (will be $5,000 in 2022)

• We turned away more organizations than ever before. Goal is to choose organizations that will put effort to succeed, capture new donors, help generate a successful 4th Q fundraising program
• Donors can begin to read and donate to the group (or groups) they select

• Gifts include: online donations (credit card), checks mailed to CFMC, stock donations, IRA charitable rollovers

• Campaign runs until midnight December 31
  (all of your MCGIVES! campaign materials must stress this deadline; donations postmarked after December 31 cannot be accepted)

MCGIVES! launches
November 11
• Photo for each organization
• Your mission, 990 form, ‘Big Idea’, testimonial
• Challenge Gift donor(s)
• Video (optional)
• Social media tools — for easy share of your page via Facebook, Twitter, email
• Requested ‘in-kind donations’ (optional: email to Linda by Thursday, October 21)

MCGIVES! website: what’s on your nonprofit’s page
Youth Arts Collective (YAC)

TOTAL RAISED
$5,400,530.54

INDIVIDUAL DONATIONS
$3,655,859.69

OVERALL MATCHING FUND
$528,240.17

ORGANIZATION CHALLENGE GIFTS
$1,216,430.68

DONORS
TOTAL RAISED

$5,400,530.54

INDIVIDUAL DONATIONS

$3,655,859.69

OVERALL MATCHING FUND

$528,240.17

ORGANIZATION CHALLENGE GIFTS

$1,216,430.68

DONORS

4968

INITIAL GOAL

$4,000,000.00

OMG!

$5,000,000.00

$3,655,859.69
Individual Donations

$310.27
Average Donation Made

$60,000.00
Largest Donation So Far

265
Days Since Campaign Ended

Leaderboard
Mission

To advance the social, economic and environmental sustainability of Monterey Bay fisheries.

The Big Idea

Commercial fishing is deeply ingrained in the history, culture, and identity of Monterey Bay, yet over the past few decades the commercial fishing industry has struggled. The Monterey Bay Fisheries Trust is uniquely positioned to partner with the fishing industry, municipal leaders, and conservation organizations to achieve a balance between a healthy ocean ecosystem and a healthy seafood economy. They hope to strengthen the viability of local commercial fishing businesses by protecting local fishing rights; increase the availability of—and demand for—local, sustainable, source-identified seafood; ensure that lost fishing gear is removed from the bay before it can pose a threat to marine life or safety; and unite diverse stakeholder groups to achieve a common vision of conservation-based fisheries management.
Those most successful in MCGIVES!...

- Obtain a Challenge Gift; Ask your Board members first, get full Board involvement/buy-in; Ask your major donors for support through MCGIVES!

- Send out MCGIVES! prompts to existing donor base multiple times throughout the campaign (ask for $$$)

- Advertise your participation in MCGIVES!, include your mission and/or Big Idea. Use social media to direct your donors to the MCGIVES! website (#mcgives)

Five weeks until launch—

Six weeks of MCGIVES!
• Affiliation with MCGIVES!; increased exposure of your organization in both the MCGIVES! magazine/insert; a simple platform to raise money; matching dollars (9.32% in 2020)

• Donor information: automatically generated via email with contact and donation information (sent to the email address on file. NOTE: this will be the only notification you will receive about your donors)

• Discounted advertising costs in the Weekly and Monterey County NOW through Dec. 31

What you receive during the MCGIVES! campaign
• In January-February we calculate final income, expenses, and your portion of the matching money

• Your organization will receive a check from the Community Foundation:
  - 100% of all donations earmarked to your organization; 100% of the Challenge Gift
  - Plus the prorated match after all campaign expenses are deducted

What will you receive after the campaign?
• **What you get:** recognition & good press, donations, buzz, new donors and volunteers, in-kind gifts

• **What the Weekly gets:** goodwill, on mission, better connections to the nonprofit community, ad revenue

• **What CFMC/MPF get:** a stronger nonprofit community, on mission, deeper connections to donors & nonprofits

**Monterey County Gives!**

**A partnership for the good**
• Online donations of all amounts will only receive their gift acknowledgement (tax letter) via email

• If your contact person or e-mail address changes during the campaign — notify Linda Maceira at the MCWeekly office (linda@mcweekly.com)

• Thank your donors (but do not include tax deduction language — IRS rules require this to come from CFMC)

• **CFMC: Lunch and Learn** (via ZOOM, link will be emailed): *Monday, October 11, 12:00 – 1:00pm*
• Do:
  ➢ Talk one-on-one with your key donors
  ➢ Ask your Board to give a group challenge gift
  ➢ Have your donors submit a completed Challenge Gift Form with their donation

• Don’t:
  ➢ Send the Challenge Gift form to your full donor list
  ➢ Wait until the last minute

Challenge Gifts: by Oct. 22
Required Minimum Distributions are back in 2021

QCD’s can still be made:

- Donors 70 1/2 or older
- Up to $100,000 annually (married couples up to $200,000)
- Reduce the taxable balance of the IRA in estate
- Excluded from gross income, but no charitable deduction
- Must be made directly to a charity to qualify

IRA Qualified Charitable Distribution (QCD)
• $2,500: Ingenuity Award to the nonprofit that demonstrates ingenuity and creativity in resolving their sector’s challenges.

• $1,000: Most Number of Donors Award for the organization with the most donors during the McGIVES! campaign.

• $1,000: Most Donations from 18-35 Years Old Award for stimulating donations/philanthropy from millennials.

• $1,000: The Florence Haspel Zeve Award for Women, Families and/or the Arts.
- Checks should be made to: Community Foundation for Monterey County or Monterey County Gives!

- Mail checks to CFMC as they come in; Do not hold until the end of the campaign (no checks will be accepted dated prior to November 11—nor after December 31)

- CFMC will NOT be sending donor recap information at the end of the campaign; save each donation email

- Please recognize Monterey County Gives! in your list of annual donors

Bookkeeping Info
“I can see clearly now the rain is gone
I can see all obstacles in my way
Gone are the dark clouds that had me blind

It's gonna be a bright (bright)
Bright (bright) sunshiny day
It's gonna be a bright (bright)
Bright (bright) sunshiny day

Oh, yes I can make it now the pain is gone
All of the bad feelings have disappeared
Here is that rainbow I've been praying for...”

Eternal Wisdom –
Johnny Nash
Monterey County Gives!

Major Partners

• Neumeier Poma Investment Counsel
• Cannery Row Company
• David & Lucile Packard Foundation
• Posey Family Foundation
• Colburn and Alana Jones Foundation of the CFMC
• Monterey Peninsula Foundation
• Community Foundation for Monterey County
• Monterey County Weekly

Monterey County Gives! Major Partners
Contact information

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Nancy Enterline, Vice President of Philanthropy, ne@mpfca.org
Steve John, CEO, sj@mpfca.org

www.cfmco.org/mcgives for electronic copies of this Power Point, the Information for Agencies, Challenge Gift Forms, social media tips, logos for your marketing materials and more
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