

# **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

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- 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!**

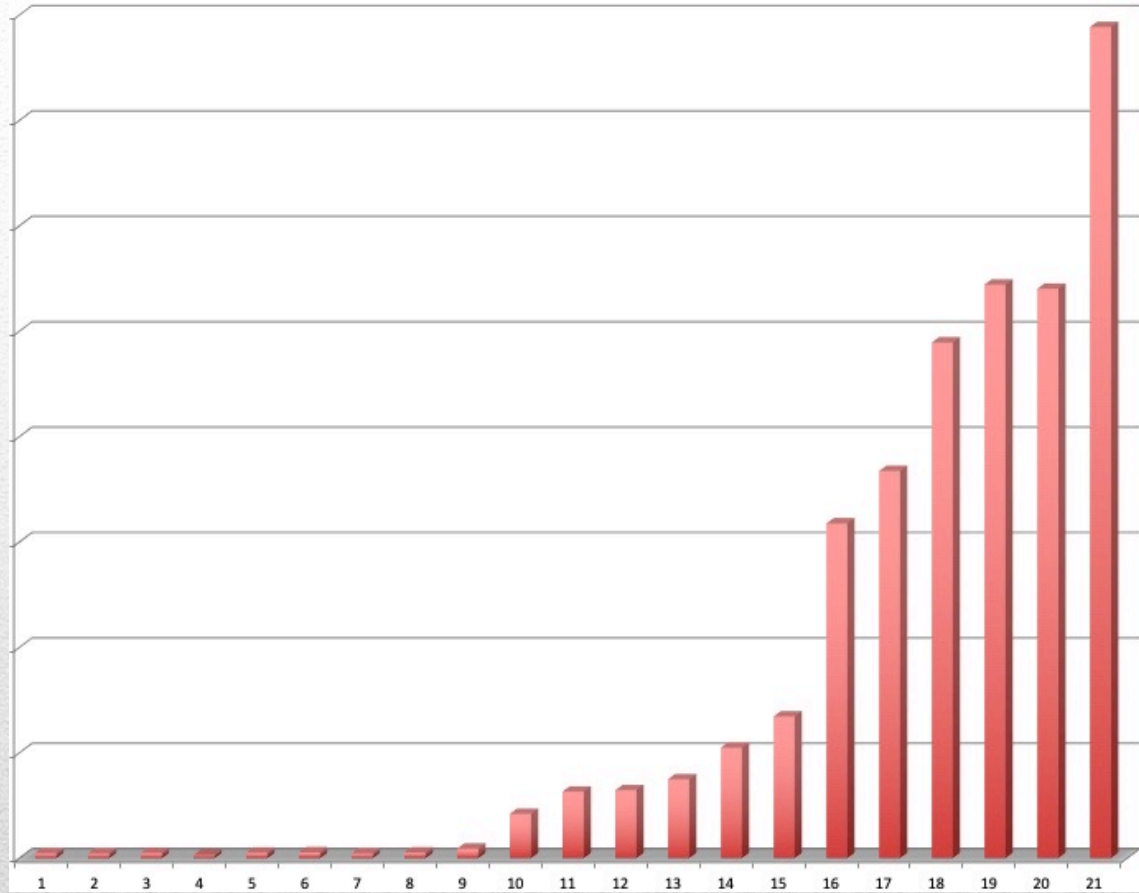
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- In 2000, the Weekly established a donor-advised fund at CFMC. Raised and donated **\$48,000** in year one
- In 2009, established Monterey County Gives!, partnered with CFMC, Raised and donated **\$409,000**; broke the **\$1,000,000** mark Dec. 31, 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!**

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# Monterey County Gives!

## 2000-2020 Growth

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• 2000-2008	\$445,168
• 2009	\$417,925
• 2010	\$629,201
• 2011	\$642,440
• 2012	\$746,499
• 2013	\$1,046,539
• 2014	\$1,342,470
• 2015	\$3,173,519
• 2016	\$3,671,284
• 2017	\$4,891,000
• 2018	\$5,439,780
• 2019	\$5,400,531
• 2020	<b>\$7,886,407</b>

**Total = \$35,732,594**

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- **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**

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- MCGIVES! kicks-off on November 11—Special MCGIVES! insert in Monterey County Weekly, featured in Monterey County NOW and [www.mcweekly.com](http://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?**

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- 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 4<sup>th</sup> Q fundraising program

# **COVID-Response:**

# **What's different in 2021?**

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- 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**

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- 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**

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# Youth Arts Collective (YAC)

[Learn more](#)

## TOTAL RAISED

**\$5,400,530.54**

## INDIVIDUAL DONATIONS

**\$3,655,859.69**

## OVERALL MATCHING FUND

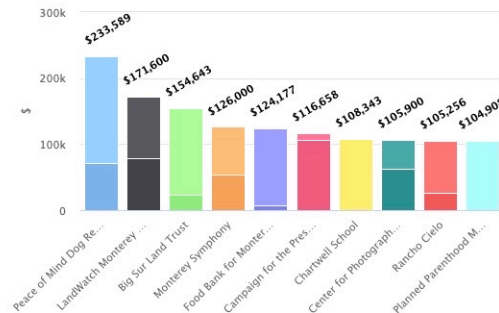
**\$528,240.17**

## ORGANIZATION CHALLENGE GIFTS

**\$1,216,430.68**

## DONORS

## Leaderboard



# Homepage





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**\$5,400,530.54**

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#### ORGANIZATION CHALLENGE GIFTS

**\$1,216,430.68**

#### DONORS

**4968**

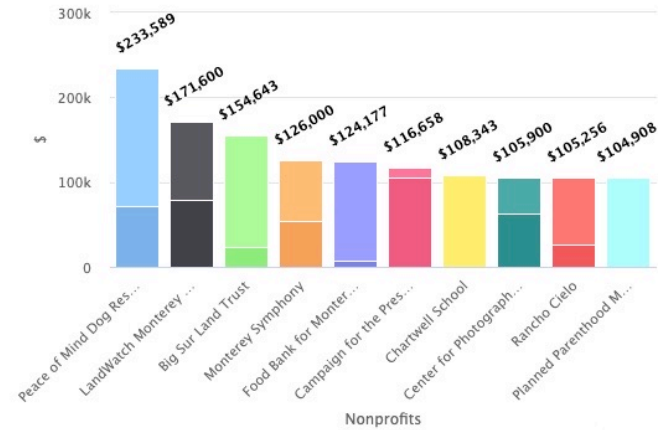
\$0

INITIAL GOAL  
\$4,000,000.00

OMG!  
\$5,000,000.00



## Leaderboard



Highcharts.com

[View All Stats](#)

**\$3,655,859.69**

Individual Donations

**\$310.27**

Average Donation Made

**\$60,000.00**

Largest Donation So Far

**265**

Days Since Campaign Ended

# Leaderboard



## Nonprofits



### Animals

10 Nonprofits

Donors

\$664,975.47 in Donations



### Arts & Culture

38 Nonprofits

Donors

\$1,034,498.06 in Donations



### Community & Social Service

39 Nonprofits

Donors

\$851,689.06 in Donations



### Education & Youth

37 Nonprofits

Donors

\$812,528.94 in Donations



### Environment & Sustainability

20 Nonprofits

Donors

\$781,253.67 in Donations



### Health

0 Nonprofits

Donors

\$0.00 in Donations



### Health, Wellness & Food

19 Nonprofits

Donors

\$727,345.17 in Donations



### Wellness & Food

0 Nonprofits

Donors

\$0.00 in Donations

Total Raised: \$5,400,530.54



#### Big Sur Fire

Year Founded: 1974

Paid Staff: 2

Volunteers: 20

Budget: \$459,465.00

Phone: (831) 667-2113



#### Veterans Transition Center

Year Founded: 1996

Paid Staff: 20

Volunteers: 900

Budget: \$2,222,223.00

Phone: (831) 883-8387



#### Return of the Natives (CSUMB)

Year Founded: 1993

Paid Staff: 20

Volunteers: 970

Budget: \$220,000.00

Phone: (831) 582-3689



#### Osio Theater

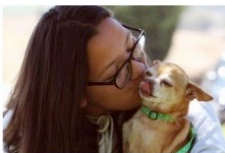
Year Founded: 2018

Paid Staff: 6

Volunteers: 7

Budget: \$967,293.00

Phone: (831) 901-3119



#### UnChained

Year Founded: 2011

Paid Staff: 6

Volunteers: 187

Budget: \$154,500.00

Phone: (831) 222-0252



#### Healing and Reconciliation Institute

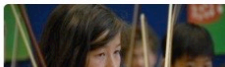
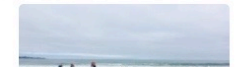
Year Founded: 2018

Paid Staff:

Volunteers: 65

Budget: \$10,000.00

Phone: (323) 694-0233



# Nonprofit Category Page



## Monterey Bay Fisheries Trust



### 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.

#### DONORS

**32**

#### TOTAL RAISED

**\$52,110**

#### INDIVIDUAL DONATIONS

**\$48,510**

[SHARE](#)



\$

**DONATE NOW**

Year Founded: **2014**

Paid Staff: **4**

Volunteers: **30**

Org Budget: **\$490,000.00**

Phone: **(831) 233-3101**

[Visit Website](#)

[Review 990 Form](#)

#### CHALLENGE GIFT

**\$3,600**

**From:**

Board Member

In Memory of Roger Brown

John & Mary Koeppen

# Example: Nonprofit page



## 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!**

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- 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**

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- 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?**

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- **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**

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- 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*

# Important Information

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- 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**

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## 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)

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- **\$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.

## **Special Awards & Grants (CFMC)**



- 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**

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“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**

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- 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**

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### **Community Foundation for Monterey County 375-9712**

Brian Thayer, Senior Philanthropic Services Officer, [briant@cfmco.org](mailto:briant@cfmco.org)

Christine Dawson, VP of Philanthropic Services, [christine@cfmco.org](mailto:christine@cfmco.org)

Andrea Scott, Director of Gift Planning, [andreas@cfmco.org](mailto:andreas@cfmco.org)

Jasmine Menor, Philanthropic Services Coordinator, [jasminem@cfmco.org](mailto:jasminem@cfmco.org)

Dan Baldwin, President/CEO, [danb@cfmco.org](mailto:danb@cfmco.org)

### **Monterey County Weekly 394-5656**

Linda Maceira, Office Manager, [linda@mcweekly.com](mailto:linda@mcweekly.com)

Keely Richter, Business Development, [keely@mcweekly.com](mailto:keely@mcweekly.com)

Erik Cushman, Publisher, [erik@mcweekly.com](mailto:erik@mcweekly.com)

Sara Rubin, Editor, [sara@mcweekly.com](mailto:sara@mcweekly.com)

Bradley Zeve, Founder & CEO, [bradley@mcweekly.com](mailto:bradley@mcweekly.com)

### **Monterey Peninsula Foundation 649-1533**

Nancy Enterline, Vice President of Philanthropy, [ne@mpfca.org](mailto:ne@mpfca.org)

Steve John, CEO, [sj@mpfca.org](mailto:sj@mpfca.org)

[www.cfmco.org/mcgives](http://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

# **Contact information**

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