Welcome to 2020 Monterey County Gives!

A special project of the Monterey County Weekly Community Foundation for Monterey County and the Monterey Peninsula Foundation

With major support from Neumeier Poma Investment Counsel, David & Lucile Packard Foundation & Cannery Row Company
• Create a community-wide initiative that inspires donors, and raises money and editorial awareness 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!
A little history:
Monterey County Gives!

• In 2000, the Weekly established a donor-advised fund at CFMC. With support from the Packard Foundation raised and donated $48,000 first year

• In 2009, revised program into Monterey County Gives! In partnership with CFMC, raised $409,000

• Rebuilt website in 2015; Monterey Peninsula Foundation became major partner; McGives! grows, raised $5.4 million last year
$27,846,187
Total Raised & Donated

- 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
Monterey County Gives!
2000-2019 Growth
• **2019 Goals:** $4,000,000 with 4,500 donors

• **Actual:** $5,400,531 ; Donors 4,968

• **Organization Challenge Grants:** $1,216,431

• **Overall Matching Fund:** $528,240

• **Total Individual Donations:** $3,655,860

• **Total Donors 18-35 Years Old:** 643 (+239 from 2019)

Considering tax law changes of 2019, a major success!

**2019 McGIVES! Highlights**
• MCGIVES! kicks-off on November 12—Special insert in Monterey County Weekly

• MCGIVES! website goes live

• Matching fund of $400,000 for 2020; we expect more but cannot make public what hasn’t been committed

• 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

• For every dollar raised last year, participating organizations received a 12.62% match

McGIVES! How It Works?
COVID-Response: What’s different about 2020?

- In this year’s selection process, we expanded our emphasis to consider organizational sustainability (and not only your proposed Big Idea)

- The funds you receive from 2020 McGIVES! may be applied to general operating support or to your Big Idea, your choice

- We turned away more organizations than ever to help strengthen your organizations and not dilute the funds

- CFMC new visitation/walk-in procedures; McWeekly
• 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! campaign kicks off
November 12
• Challenge Gift donors

• Your mission, 990 form, ‘Big Idea’, testimonial

• Social media tools — to enable easy share of your organization’s page via Facebook, Twitter, email

• Space for in-kind donations that your organization needs (email to Linda by Thursday, October 15)

• Photos and Video (optional) for each organization

On your McGIVES! 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

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### Leaderboard

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**Homepage**
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

View All Stats
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.

Example: Nonprofit page
Those most successful in McGIVES! incorporate it into their year-end campaign

- Obtain a Challenge Gift from a major donor(s)
- Reach out to your board, volunteer and donors multiple times throughout the campaign (ask for donations)
- Advertise your organization, mission and/or Big Idea
- Use social media to direct your donors to the McGIVES! website (#mcgives)

Seven weeks to prepare—
Six weeks of McGIVES!
What you receive during the MCGives! campaign

- Affiliation with McGIVES!; increased exposure of your organization; a simple platform to raise money; matching dollars

- 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 thru’ 12/31
What will you receive after the campaign?

- In February we will calculate final income, expenses, and your portion of the match

- 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 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).

**Lunch and Learn** (via ZOOM, link coming next week):

*Wednesday, September 30, 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. 23
IRA Qualified Charitable Distribution (QCD)

CARES Act waived Required Minimum Distributions from IRA Retirement Accounts

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
• $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 the campaign kickoff in November — nor after December 31)

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

• Visit 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

Bookkeeping Info
“If you don’t know where you’re going, any road will get you there.”

-Lewis Carroll
“If you think you can or you think you can’t, you’re right.”

-Henry Ford
“Thank god it’s Friday.”

-Dan Baldwin

Eternal Wisdom
Monterey County Gives!

Major Partners

• Neumeier Poma Investment Counsel
• Cannery Row Company
• David & Lucile Packard Foundation
• Monterey Peninsula Foundation
• Community Foundation for Monterey County
• Monterey County Weekly
• Plus several donor-advised funds of CFMC

Monterey County Gives!
Major Partners
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