



COMMUNITY FOUNDATION FOR MONTEREY COUNTY NEWS

Monterey County Fire Relief Fund Created

By mid-August hundreds of generous donors contributed more than \$3 million to the COVID-19 Relief Fund of the Community Foundation for Monterey County (CFMC). Then three wildfires the three fires, and to facilitate giving for future fires. Donations support both immediate relief and recovery efforts and 100% of donations will be used for grantmaking.

erupted in Monterey County. The Carmel Fire began burning August 16 and the River Fire and Dolan Fire followed two days later, causing the loss of more than 120 structures and thousands of evacuations. Firefighters were battling on multiple fronts and donors responded again to meet the most pressing needs in our region.

The CFMC created the Monterey County Fire Relief Fund August 20 to provide a trusted vehicle for people to help their neighbors. The CFMC established the fund to assist communities affected by



River Fire burns above the Salinas Valley

6 Thank you so much for this grant **99** to help those most impacted

- Patte Kronlund, Board Secretary Community Association of Big Sur, a Monterey County Fire Relief Fund grantee

People gave more than \$900,000 combined for relief and recovery: \$695,000 for the Monterey County Fire Relief Fund, \$176,000 to the Community Fund for Carmel Valley and \$31,000 to the Big Sur Disaster Relief Fund. The latter two funds of the CFMC make grants to benefit their specific regions. (*See page 4*).

The CFMC granted nearly \$475,000 through mid-October in 21 grants to nonprofits assisting those impacted by the fires. More funds will be granted for recovery efforts. Learn more or see a list of grantees at **cfmco.org/FireRelief.**



COVID-19 Relief grants support programs like Veterans Transition Center food distribution

COVID-19 Relief Fund \$3.1 Million Granted

COVID-19 has had an unprecedented impact on the lives of Monterey County residents. Since launching March 16, 2020, the CFMC's COVID-19 Relief Fund has provided critical funding for food, housing, mental health and program support to nonprofits serving Monterey County residents in need.

The CFMC granted \$3,100,762 through mid-October in 127 grants to local nonprofits. Grants helped organizations serving vulnerable individuals and families with basic needs such as food, housing, living expenses, transportation costs and supplies related to the economic and social impacts of COVID-19. Additional grants will be made while donations keep pace with demand.

continued on page 2

President's Message Neighbors Helping Neighbors

A year ago the CFMC was actively planning for its 75th Anniversary in 2020. No need to repeat all that has changed since, but if there was ever a year that reinforced the wisdom of the community leaders who formed this organization in 1945, it is 2020. We've never felt more needed.

As you'll read in this newsletter, the COVID-19 Relief Fund has granted more than \$3.1 million. Early in this economic and public health crisis, not knowing how long it would last, we decided to grant funds as they came in. The response has been remarkable. CFMC donor advisors have transferred \$739,000 into the COVID-19 Relief Fund and made direct grants of more than \$930,000 to agencies for COVID relief. We received private foundation contributions (the fund was initiated through a pledge from our friends at the Monterey Peninsula

Foundation), corporate contributions, and, of course, donors throughout Monterey County gave generously. Gifts are still coming in and grants going out. As I write this, there is no known timetable for when this crisis will end.

Since our last newsletter Monterey County suffered three wildfires: the River, Carmel and Dolan fires. Again, our donor advisors, partner foundations and the community responded with remarkable generosity.

Philanthropy cannot solve the scale of this problem, but it can be of tremendous help.

- Dan Baldwin, President/CEO



Dan Baldwin outside Casa Gutierrez, the first adobe the foundation saved in 1945

We've established relationships with community organizations connected to each of the regions affected by the fires and have granted nearly \$475,000 for fire relief.

While this has been going on, we implemented two Community Impact Grant Program cycles, processed thousands of gifts and donor advised grants, granted \$1.5 million in scholarships, were deeply involved in the Census, approved a new strategic plan and prepared for Monterey County Gives! All while working remotely. As one would imagine, the staff and board at the CFMC are deeply dedicated.

But the need is unabated.

Our business community is doing its best to adapt to extreme circumstances. Jobs have been lost, and, in some cases, families have

lost homes. These dynamics put even more stress on our nonprofit agencies during a calamity that is ongoing.

Philanthropy cannot solve the scale of this problem, but it can be of tremendous help. We need our agencies healthy so they can support our communities. As we approach year-end, whether through Monterey County Gives!, the CFMC or directly to your favorite nonprofits, know that your support will make a difference.

Our founders would be proud.

COVID-19 Relief Fund (from page 1)



Salvation Army Monterey Peninsula Corps serves local residents

Grants have helped with programming shifts to support childcare for essential workers, direct financial assistance, food and shelter, PPE and essential supplies for families with children 0-5, computers for low-income families for remote schooling, low-income housing for seniors, safe parking for the homeless, social-emotional training and emergency medical funding.

To further support local nonprofits, the CFMC's Center for Nonprofit Excellence (CNE) created a list of resources at cfmco. org/COVID19NonprofitResources.

Though support to date has made an important difference, diminished federal benefits and economic uncertainty continues. Due to these unprecedented challenges, the need to support our communities remains.

To give, apply or see all grants, visit cfmco.org/CovidRelief.

Diversity, Equity and Inclusion Commitment in Action

"Diversity, Equity and Inclusion," known as "DEI" are core values for many organizations and individuals, including the CFMC. The CFMC states our commitment to these values clearly in its strategic plan.

Earlier this year, in response to the death of George Floyd, President/CEO Dan Baldwin and Board Chair Birt Johnson, Jr. expressed the CFMC's values stating, "We must commit to the elimination of



(I to r) Board Chair Birt Johnson, Jr. and Dan Baldwin authored a powerful commentary about racism

systemic racism." (See cfmco.org/BuildingEquity). The moment was the impetus for conversations in our organization and within our community about the CFMC's role in collaborating and leading to increase equity for all Monterey County residents.

GG The CFMC is committed to helping to lead Monterey County to become more diverse, inclusive and equitable.

- Laurel Lee-Alexander, Vice President of Community Impact The CFMC has long internalized these concepts of equity through many grantmaking programs, initiatives and projects. Many Center for Nonprofit Excellence programs address diversity and inclusion including its support for emerging leaders of color through

the LEAD Institute (Leadership and Education Development). The CNE's recent DEI series for nonprofits was well-attended by 50 people and produced thoughtful conversations and resources to move our organizations forward to action.

The CFMC's grantmaking and other programs have also utilized an equity lens, including initiatives that foster capacity building for groups working on ensuring the needs of Monterey County residents with the least access to services are met.



Staff DEI Book Club

Initiatives such as College Futures Monterey County, the James Irvine Foundation Pilot Salinas Project, the Community Leadership Project, Neighborhood Grants Program, Next Steps for Small Nonprofits and Girls' Health in Girls' Hands have brought groups and people together to strengthen neighborhoods and communities using equity principles.

Partnerships have also helped the CFMC work with other committed groups to increase equity in Monterey County. The CFMC has convened

community leaders and nonprofits around issues such as homelessness, affordable housing, education and racial equity and worked closely with the County of Monterey on Census 2020 efforts. A Monterey County funders group is focused on increasing racial equity with a shared philanthropic framework.

We acknowledge that there is more work to be done and the CFMC's work continues. Grantmaking criteria are being revised to focus on DEI principles and an internal staff DEI committee is leading efforts to advise and support the CFMC in growing in these areas. Community leadership is ongoing and the CFMC is committed to helping Monterey County become more diverse, inclusive and equitable. For individual and nonprofit resources, visit **cfmco.org/DEI**.



MC Gives! check presentation in February

Monterey County Gives! Nov. 12 - Dec. 31, 2020

MONTEREY COUNTY **GVES!** Joining Together for Big Ideas

Monterey County Gives! launches its 20th year in 2020. The campaign kicks off November 12 with 162 nonprofits that provide essential services and enhance the quality of life in Monterey County. Gifts will help sustain the core work of local nonprofits in light of COVID-19. "This year has been extremely difficult and nonprofits have risen to the challenge," said Brian Thayer, CFMC Senior Philanthropic Services Officer. "Gives! offers donors a chance to help nonprofits serve our community."

Gives! is a year-end campaign in which donors' gifts receive a partial match, benefiting the organizations of their choice. Individuals, businesses and foundations contribute to an overall match fund that spurs donations. At the end of the campaign, each nonprofit receives 100% of their donations, along with a pro-rata match on the first \$75,000 raised. The impact has been tremendous. More than \$27 million has been raised and granted since 2000.

Donations can be made online starting Nov. 12 at mcgives.com or by check. For gifts of stock, or to make an IRA Qualified Charitable Distribution (QCD), please contact Brian Thayer at 831.375.9712 for information. The 2020 campaigns runs through Dec. 31.



Monterey County Gives! is a special project of the CFMC, the Monterey County Weekly and the Monterey Peninsula Foundation. Thanks to Neumeier Poma Investment Counsel, Cannery Row Company, The David and Lucile Packard Foundation, and many CFMC donor advisors for their generous support of the match.

New Funds Created^{*}

The CFMC manages more than 550 funds established by individuals, families and businesses. To learn more, please visit **cfmco. org/WaystoGive** or contact Dan Baldwin or Christine Dawson at 831.375.9712.

Agency Endowment

Communities for Sustainable Monterey County Mayor Joe Gunter Memorial Fund for the Veterans Day Parade Valley of the Moon Legacy Endowment Fund

Agency Stewardship Fund Early Childhood Equity Stewardship Fund Hartnell College Foundation Student Success Fund

Donor Advised Funds Mads and Susan Bjerre Charitable Fund Carmel Gives Fund Dewey Foundation Fund Frances Memorial Fund Jim and Barb Gianelli Fund Tom Hopkins Wilderness Fund Karen Judkins and Steven Wade Fund Lawrence and Carleton Mowell Fund Pfeiffer Ridge Fund

Dr. Catherine L. Smith Charitable Fund James W. Sullivan and Catherine Brennan Family Fund

Scholarship Funds AGB Scholarship Fund Sharon Heights Golf and County Club Employee Scholarship Fund Smith Family Scholarship Fund Vista Verde Labor Scholarship Fund

Special Purpose Funds Casa de Noche Buena Special Purpose Fund Club at Pasadera Employee Emergency Assistance/Relief Fund Corral De Tierra Country Club Employee Emergency Assistance/Relief Fund Love Our Central Coast Feed the

Homeless Fund



Monterey County Tolerance and Acceptance Fund Monterey Peninsula Small Business Relief Fund Sea Haven Fund

Community Fund for Carmel Valley

In early 2020 the Community Fund for Carmel Valley was created to serve residents, businesses, and organizations, and contribute to the greater good of others. The mission of the fund is to protect and improve the quality of life for residents and support and foster the vibrancy of the Carmel Valley community. The fund is governed by a local Advisory Board whose role is to provide oversight, raise funds, define grantmaking priorities, and award grants. It is an affiliate fund of the CFMC.

66 This is an opportunity to help others and create synergy to meet the needs in our community. **99**

- Alan Crockett, Advisory Board Chair

On August 18th the Carmel Fire ignited, burning 6,905 acres, destroying 73 structures, and causing the evacuation of some 20,000 people. Fund organizers shifted gears to enable rapid response to fire relief and recovery and quickly



Community Fund for Carmel Valley Advisory Board: Front (I to r) Joseph Hertlein, Michelle Bevard, Alan Crockett (Chair), Michelle Slade, Anthony Belleci. Back (I to r) Jessica Kent, Nick Craft, Tess Arthur, John Aliotti, Alondra Klemek, Peter Meckel. Not pictured: Judith Sulsona

approved a grant for \$15,000 to the Cachagua Children's Center. Grants from the fund are assisting displaced residents with both immediate and long-term needs. Equipped with first-hand knowledge, the Community Fund for Carmel Valley will make grants to Community Emergency Response Volunteers (CERV) which will deploy financial resources to individuals and families facing destruction of property and other impacts of the fire. To learn more visit **cfmco.org/CarmelValley**.

Weston Call Fund for Big Sur

When Weston Call unexpectedly passed away in 2018, a fund in his honor was created at the CFMC for those wishing to honor his legacy of serving his beloved Big Sur. This fund was established as a donor advised fund, from which Weston's parents, Brian and Galen Call, could direct grants to nonprofits of their choice.



Weston Call



G This fund was created to bring people together to support the community we love.

- Brian Call, Advisory Board Chair

In 2019, the Calls decided to expand the fund to include more community engagement and mission-driven grantmaking. They worked with the CFMC to change the

fund to a Special Purpose Fund, and recruited an Advisory Board of committed individuals that care deeply about the Big Sur community. The new fund launched in 2020 with a mission to provide sustainable, impactful and supplemental funding to nonprofit organizations benefiting the residents of Big Sur, and build resources for disaster relief.

A key component of this effort is the Big Sur Disaster Relief Fund, which was needed soon after inception. When the Dolan Fire started in August, the fund was ready to accept donations to support nonprofits serving Big Sur residents affected by the fire. To date, over \$43,000 has been raised, and grants have been made to three organizations totaling \$31,125, with more to come. To learn more, visit **cfmco.org/BigSur**.



Paying it Forward: Judy Guzman Krueger

Judy Guzman Krueger believes those who have achieved have an obligation to reach back and help others. Her parents exemplified this principal. Her father Gilbert, born in California to immigrant parents, was the only one of 8 children to earn a college degree. This paved his way for success.

He was studying Spanish in Mexico and met her mother, Elvira, of Jalisco. They married in California and he encouraged her to pursue her education, which at the time was at the 6th grade level. She went on to earn an undergraduate degree at San Diego State University and at 50 years old, a Master's Degree in Education.

Judy's mother became a teacher and her father a principal, helping other family members achieve success by quietly paying for their education, including a cousin who became a dentist and another an engineer, a fact Judy learned at her father's funeral.

66 My parents instilled in us culture, family, values and philanthropy.

– Judy Guzman Krueger

Giving others a path to upward mobility motivated Judy, a banker and new CFMC board member, and her brother Gilbert, a priest, to provide generous seed money for the Siembra Latinos Fund, an affiliate fund of the CFMC. Judy Guzman Krueger was inspired by her parents to create opportunities for others through giving

The fund, created by a group of local Latino leaders to empower the Latino community, has set its sights on creating change through collective giving and investing in the potential of Monterey County Latinos. The word "siembra" means "to sow," and the goal is to grow opportunities for Latino residents by inspiring philanthropy and guiding community grantmaking. For more information, visit cfmco.org/Siembra.

"When my parents passed, my brother and I felt an obligation, a huge responsibility to remember where we came from and pay it forward. My parents were plucked from poverty. They had the ambition and intelligence shared by so many who lack opportunity," said Judy, who invested money her parents left her in the Siembra Latinos Fund. She appreciates being part of a growing fund which inspires Latinos to join together to increase the quality of life for local Latinos.

See Judy's story and video at cfmco.org/Krueger.

The Siembra Latinos Fund of the CFMC presented a Zoom panel discussion on October 8, 2020 about the impact of COVID-19, which has adversely impacted Latino/as in Monterey County. Data released by the



Impact on Lives and Livelihoods in Monterey County



Social Policy, UCLA and Elsa Mendoza Jimenez, Director of Health, Monterey County Health Department for their powerful comments on the pandemic. "We must continue to take care of ourselves

Centro Binacional Para El Desarrollo Indigena Oaxqueno Staff distribute masks to Salinas Valley ag workers

County of Monterey demonstrates a higher prevalence of cases among Latinos. They represent 93% of cases despite being 61% of the total population.

We thank host Ida López Chan, moderator Blanca Zarazúa and panelists Fernando Torres-Gil, Professor of Social Welfare and

and our essential workers now and beyond COVID-19, to take off the 'bandage' and finally address the root causes of social inequities," said Elsa Mendoza Jimenez. Ida, Blanca and Elsa are Siembra Latinos Fund Advisory Board members, and Ida and Elsa serve on the CFMC board. To view the recording, visit **cfmco.org/ Covid19&Latinos**.

The James Irvine Foundation Grants \$1 Million Partners with CFMC to Support Entrepreneurs of Color in Salinas

The CFMC is pleased to partner with The James Irvine Foundation to implement a revolving micro-loan and entrepreneurship training program for low-income entrepreneurs of color in Salinas. This partnership includes a \$1 million grant to the CFMC that will grow family-sustaining jobs and businesses in Salinas. This support follows \$1.25 million granted in 2019 to the CFMC to build civic engagement and leadership in Salinas.

The goals and objectives are based on the priorities in the Alisal Vibrancy Plan, which outlines the guiding principles of Economic Prosperity, Equity and Diversity. The plan envisions Salinas as a city where all persons have equitable access to prosperity through a diversified economy, jobs and educational training opportunities.

The CFMC aims to reduce some barriers faced by potential and existing entrepreneurs of color in Salinas, so they can create, expand and sustain their businesses. This effort will include strengthening the small business development ecosystem in Salinas for communities of color and ensure that existing businesses owned by people of color gain access to the capital, training programs and services that they need to succeed. The CFMC will partner with two Salinas-based organizations: California Coastal Rural Development Corporation (Cal Coastal) and El Pájaro Community Development Corporation's (El Pájaro CDC).

Working to expand economic opportunities for Salinas residents complements the CFMC's existing support for organizations working in Salinas and provides opportunities for a more focused and integrated approach.

> 66 We are honored to partner with The James Irvine Foundation,

Cal Coastal and El Pájaro CDC in this important work. - Laurel Lee-Alexander,

CFMC Vice President of Community Impact

Casa de Noche Buena Sheltering Those in Need

A new shelter in Seaside promises to offer basic needs to women and children on the Monterey Peninsula. The project is spearheaded by nonprofits Gathering for Women (GFW) and Community Human Services (CHS).

Casa de Noche Buena will be an emergency shelter for women and children, providing up to 30 adult beds and eight toddler beds. It is under construction at 1292 Olympia Ave. at Noche Buena in Seaside and is expected to open in December. The remodel of the vacant County building was supported in large part by funding from the state's Homeless Emergency Aid Program.

CHS case managers will assist women with a range of needs including; accessing health, mental health and substance abuse services; income, employment, education and housing navigation; services for children; internet access, on-site laundry, showers, clothing and personal care items. GFW will continue providing case management services to its clients. This partnership allows their clients a shelter option that previously did not exist.

"The Community Foundation's grant support of Gathering for Women over the years, and now in the launch of Casa de Noche Buena, ensures that the most vulnerable women in our community have a chance at a brighter future," said Staci Alziebler-Perkins, Executive Director, Gathering for Women.



Robin McCrae, CEO, Community Human Services and Staci Alziebler-Perkins, ED, Gathering for Women safely celebrate the new shelter

Operating support is being raised by both organizations for the Casa de Noche Buena Special Purpose Fund, created at the CFMC in 2019. "We've received outstanding support from the Community Foundation for CHS and Casa de Noche Buena. Now, the recently established fund will hopefully encourage community support for our new shelter for women and families," said Robin McCrae, Chief Executive Officer, Community Human Services.

For more information: **chservices.org/casa-de-noche-buena** or **gatheringforwomen.org/casa-de-noche-buena**.

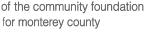
Women's Fund – Focus on Leadership

The 15th annual Women's Fund "Luncheon" took place online May 12 as the first CFMC event to shift to a virtual platform in response to the pandemic. Since the shelter in place order, all programs have taken place online. More than 500 viewers joined in to hear guest speaker Noni Allwood, Senior Vice President and Senior Fellow, West Coast Regional Director, Center for Talent Innovation.

After a welcome by Women's Fund Leadership Council member Tonya Antle and remarks by CFMC Vice President of Philanthropic Services Christine Dawson, Allwood spoke about "Courageous Leadership through Difficult Transitions" and described the attributes of strong, empathetic leadership. Women's Fund Leadership Council Chair and CFMC board member Maija West concluded with thoughts about the healing power of philanthropy.

Thanks to all sponsors honoring their commitments and donations from viewers, the Women's Fund raised more than \$50,000 for local women and girls. See the full program or learn more at: **cfmco.org/ WomensFund**.

women's fund









66 I'm honored to join the board of an

organization with such a

significant past when we

point for our future.

-Francine Rodd

are also at a historic turning

DIAMOND

2020 BOARD OF DIRECTORS

Birt Johnson, Jr., *Chair* Teri Belli, *Vice Chair* Jan Vanderbilt, CPA, *Treasurer* Maija West, *Secretary*

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Daniel R. Baldwin, President/CEO



The CFMC is open, though offices are temporarily closed to the public due to COVID-19. Staff can be reached by phone or email. See cfmco.org/staff.

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CFMC Welcomes Judy Guzman Krueger, Francine Rodd to Board

The Community Foundation for Monterey County is pleased to announce the addition of Francine Rodd and Judy Guzman Krueger to their Board of Directors.



Francine Rodd, a Marina resident, is Executive Director of First 5 Monterey County (F5MC). The vision for F5MC is to ensure that all children reach their unique potential in a family and community that values, respects, and invests in early childhood.

"I am excited about the courageous way the Foundation is taking action around race, equity, diversity and

inclusion and will actively support that journey," said Francine.



Judy Guzman Krueger, of Carmel, is the Managing Director and Regional Manager of the Greater Monterey Bay Region of Union Bank. Over the past 25 years, Judy has held senior leadership positions at Wells Fargo, Wachovia and Bank of America prior to joining MUFG Union Bank in 2014. Judy has served as the Advisory Board Chair for Junior Achievement of the Central Coast and serves on the board of directors for the Boys and Girls Clubs of Monterey County. She is a founding supporter of the CFMC's Siembra Latinos Fund. (*See page 5*).

"I am honored to be on the board of the Community Foundation for Monterey County and have an opportunity to be a part of the positive changes the foundation helps make in our community," Judy said. Learn more: **cfmco.org/Rodd.Krueger2020.**

7

Inside

COVID-19 & Wildfire Relief New Funds Created Paying it Forward: Judy Guzman Krueger **Commitment to Diversity, Equity & Inclusion**

Monterey County Gives!



The CFMC granted more than \$3 million to nonprofits doing important work during the pandemic such as Central Coast YMCA. See all COVID-19 Relief grants at cfmco.org/CovidRelief.





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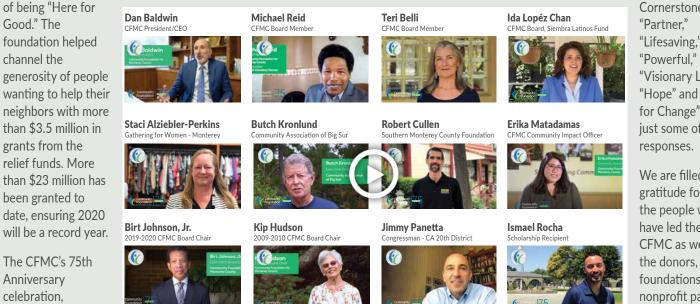
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HEALTHY, SAFE, VIBRANT Communities

CFMC 75th Anniversary Reflections Community Foundation

The events of 2020 illustrate the foresight of the CFMC's founders who created a flexible philanthropic organization to strengthen local communities. From the health and economic consequences of COVID-19 to three local wildfires, the CFMC has lived up to its motto Instead we asked current and past board members, grantees and community members to reflect on the impact of the Community Foundation over the years. We asked them to describe the foundation in one word or phrase. "Relevant," "Community



See the 75th Anniversary reflection video series at cfmco.org/75Years

cancelled when it became clear that in-person events should not take place for the safety of our friends and supporters.

scheduled for

October 23, was

safe, vibrant communities." Explore the videos, CFMC history, timeline and list of founders at cfmco.org/75Years.

Cornerstone." "Lifesaving," "Visionary Leader." "Hope" and "Force for Change" are just some of the

Here for Good

We are filled with gratitude for all the people who have led the CFMC as well as foundations, and nonprofit partners who help create more "healthy,