

# LOVE BIG SUR



## WESTON CALL FUND FOR BIG SUR

a special purpose fund of the  
Community Foundation for Monterey County



## The Dream

Big Sur has a unique spirit, sense of place and community. Those that live here or enjoy the iconic beauty of this place have an opportunity to improve, protect and preserve its special character. The Weston Call Fund for Big Sur supports the community now and will serve the needs of Big Sur residents for generations to come.

## Inspiration

Weston Call, a proud Big Sur resident, was passionate about Big Sur. Inspired by its beauty and history, he volunteered tirelessly with local nonprofits to maintain its special qualities. The Weston Call Fund for Big Sur was created in his memory to “Love Big Sur” in a sustainable and impactful way, supporting organizations serving the area from Mal Paso Creek to the county line.

## Giving Now and for the Future

The Weston Call Fund for Big Sur was created in 2018 to provide residents, businesses and visitors an opportunity to give back to Big Sur. It is governed by an advisory board which provides oversight, raises funds, defines priorities and recommends grants to benefit the Big Sur area. The Fund has evolved into a responsive way to help our community thrive now and in the future so that nonprofits have a source they can go to year after year.

### **Our priorities: Health, Safety, Education, Arts, Culture and Community Stewardship**

- Create additional funding for health, fire and safety needs through Big Sur nonprofits
- Support educational, cultural and historical programs
- Aid sustainable tourism and destination stewardship efforts
- Create and enhance community partnerships
- Support nonprofits providing services in Big Sur
- Respond to disaster

**Our goal is to build an initial endowment of \$2 million to make grants of \$100,000 every year to support the Big Sur community.**

Cover: Weston Call by Cheyenne Ellis

## MISSION

*To provide sustainable, impactful and supplemental funding to nonprofit organizations benefiting the residents of Big Sur and build resources for disaster relief.*



## The Power of Endowment

Growing the Weston Call Fund for Big Sur ensures that philanthropic resources are available to strengthen nonprofits serving the people of Big Sur. Because the fund is invested to grow over time and a percentage is granted each year, resources will be available to respond to changing needs as they arise. It is a special purpose fund of the Community Foundation for Monterey County (CFMC), which offers administrative and investment support.



## Impact

The Weston Call Fund for Big Sur makes annual grants to applicants serving the Big Sur region. In 2021 the fund awarded \$37,500 to eight organizations.

- **Arts Council for Monterey County** to partner with Captain Cooper School to provide a two-week Summer Arts camp and year-long arts education
- **Big Sur Byway Organization** for administrative support to implement Big Sur Coast Highway Management Plan
- **Big Sur Fiddle Camp** to produce a CD and theater show with students, faculty, and local actors
- **Big Sur Land Trust** to support the Land Stewardship Program at Glen Deven Ranch in Big Sur
- **Big Sur Park School** to provide scholarships to preschoolers to receive an outdoor education experience
- **CERV of the Monterey Peninsula** to purchase needed equipment for the Big Sur Community Emergency Response Team
- **New Camaldoli Hermitage** for upgrades and repairs to trails, benches and meditation points serving their 20,000 annual visitors
- **Ventana Wilderness Alliance** to create and print a Pine Ridge Trail visitor guide to teach responsible recreation in Big Sur



## Fire and Disaster Relief

Big Sur is a wild place. It's extremely vulnerable to all kinds of natural and other disasters such as fires, floods and structural damage from storms. Part of the Fund's mission is to build philanthropic resources for disaster relief to quickly respond when needed. In response to the Dolan Fire in 2020, \$43,797 was granted to nonprofits assisting community members. When disaster inevitably strikes, a significant endowment will allow us to partner with local agencies to respond quickly and effectively.



“I give because the fund is a unique and effective way to support both longstanding organizations serving the Big Sur Community and its new and evolving needs.”

— Kirk Gafill, President/CFO Nepenthe/Phoenix Corporation



Grantee Ventana Wilderness Alliance

## Join us in Building a \$2 Million Endowment for Big Sur

What's your connection to Big Sur? Whether you and your family have lived or worked in Big Sur for months or decades, or you are a visitor that has enjoyed its beauty, you can give in a way that is meaningful today and will also have an impact for future generations.

### Ways to Give

An investment in the Weston Call Fund for Big Sur is leveraged with other gifts to resonate throughout the community. There are many ways to give.

- **Donate online** at [cfmco.org/BigSur](http://cfmco.org/BigSur).
- **Send check** made payable to “Community Foundation for Monterey County” with “Weston Call Fund for Big Sur” in the memo line.

Mail to:

Community Foundation for Monterey County  
2354 Garden Road  
Monterey, CA 93940

- **Make a gift of stock, real estate or other assets.** Contact the CFMC at 831.375.9712.

*Donations to the Weston Call Fund for Big Sur of the Community Foundation for Monterey County are tax deductible. The CFMC is a 501(c)3 nonprofit organization, Tax ID #94-1615897.*



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