

Welcome to 2022 Monterey County Gives!

A special project of:

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

With major support from

Gunde & Ernie Posey Family Foundation • Neumeier Poma Investment
Counsel • David & Lucile Packard Foundation • Cannery Row Company •
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

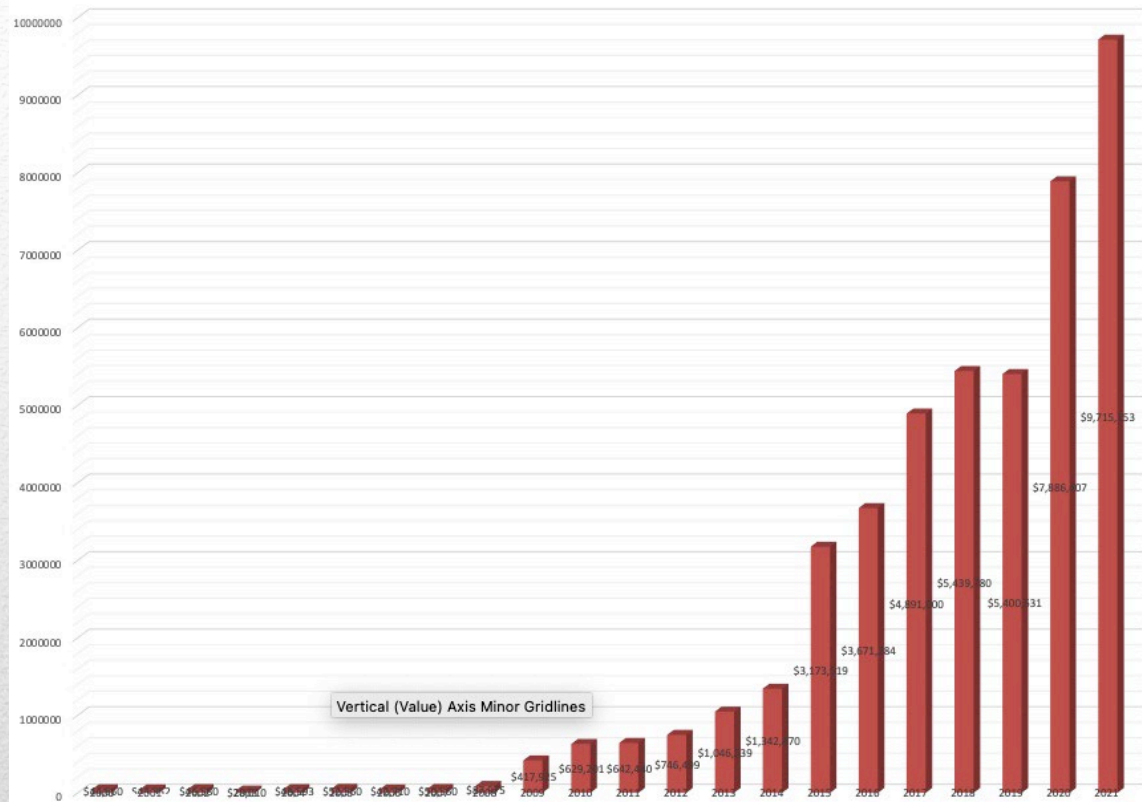
The Mission:

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**

21 years of Rainmaking: Monterey County Gives!

MCGives! Donations since 2000



Monterey County Gives!

2000-2021 Growth

• 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	\$7,886,407
• 2021	\$9,715,153

Total Raised = \$45,447,747

- **2021 Goals:** \$5,000,000 with 5,000 donors
2021 Actual: \$9,715,183; Donors 7,540
- **Organization Challenge Gifts (+\$481,741):**
2020: \$1,386,490 **2021 Actual: \$1,868,231**
- **Overall Matching Fund (+\$429,443):**
2020: \$518,334 **2021 Actual: \$947,777**
- **Total Individual Donations (+\$912,014):**
2020: \$5,987,162 **2021 Actual: \$6,899,176**
- **Total Donors 18-35 Years Old (+453):**
2020: 584 **2021 Actual: 1,037**

2021 MCGIVES! Highlights

- MCGIVES! kicks-off on November 10—Special MCGIVES! insert in Monterey County Weekly, featured in Monterey County NOW and www.mcweekly.com
- MCGIVES! website goes live that morning
- Matching fund anticipated of at least \$750,000
- 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 2021, participating organizations received a 14.27% match

MCGIVES! Fundamentals

- In this year's selection process, we reviewed organizational sustainability and governance, your Big Idea, 990 accuracy and past success. Groups selected raised at least \$5,000 in MCGIVES! last year (will be \$6,000 in 2023)
- We turned away more organizations than ever before. Our goal is to choose organizations that will put effort to succeed, capture new donors, target young donors, too, and generate a successful MCGives! campaign.

What We Look for, How We Select MCGives! Nonprofits

- 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 10

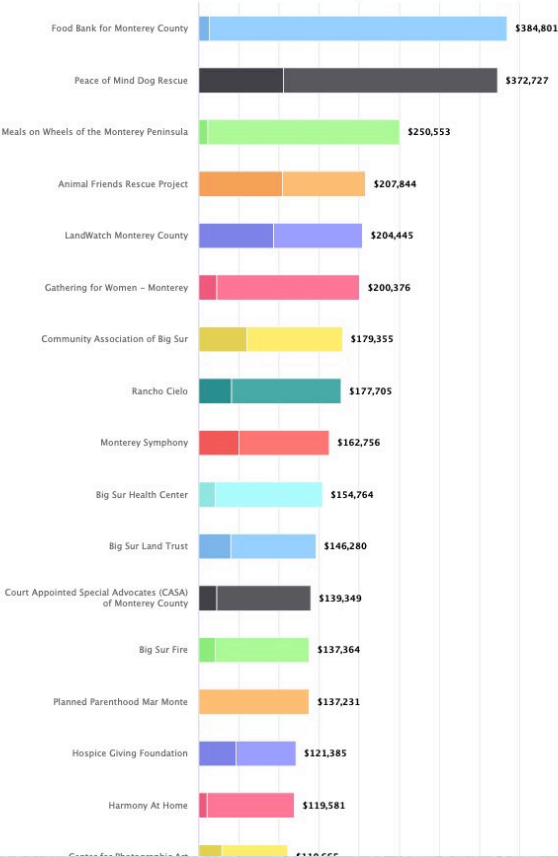
- Photo for each organization
- Your mission, 990 form, 'Big Idea' as you submitted it, testimonial
- Challenge Gift donor(s)
- Video (optional)
- Social media tools — for easy share of your page via Facebook, Twitter, email
- Requested 'in-kind donations' (optional: email to Linda by Thursday, October 20)

The MCGIVES! Website: What's on Your Page?



McGives! Homepage

Total Donations



Leaderboard sample

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

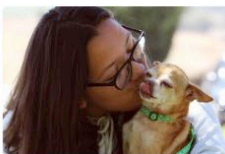
Year Founded: 2018

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

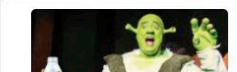
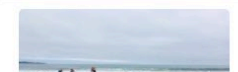
Year Founded: 2018

Paid Staff:

Volunteers: 65

Budget: \$10,000.00

Phone: (323) 694-0233



Nonprofit Category Page

Example: Nonprofit page

- A Challenge Gift is a donation that helps inspire more gifts for the recipient nonprofit. It can come from an individual, a family, a business, or a group like a Board of Directors. The donor is recognized on nonprofit's page on the MCGives! website, and in the MCGives! issue of the Monterey County Weekly (if received before the publication date of October 24).
- Challenge Gifts must be submitted with a completed Challenge Gift Form.
- New "How to Raise a Challenge Gift" video available online.

Challenge Gifts

- \$500 Minimum Per Challenge Gift
- Challenge Gift Form online submission at:
<https://challenge.mcgives.com/>
 - Paper forms are still available, but online is preferred
- During campaign-new process for different Gift Types (IRAs and wires). Direct these donors to the website.

New for 2022

- Do:
 - Let your donors know about the new \$500 minimum
 - Talk one-on-one with your key donors
 - Ask your Board to give a group challenge gift
 - If doing a group, decide on a name
 - Have your donors submit online Challenge Gift Form
- Don't:
 - Send the Challenge Gift form to your full donor list
 - Wait until the last minute
 - Solicit Gifts under \$500

Challenge Gifts: by Oct. 24

Those most successful in MCGIVES!...

- Obtain a Challenge Gift (by October 24 to appear in print); Ask your key donors, try for full Board involvement/buy-in
- 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
- 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 and February, we calculate final income, expenses, and your portion of the matching money
- In late February, your organization will receive a check from the Community Foundation:
 - 100% of all donations earmarked to your organization; 100% of your Challenge Gifts
 - 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): Tuesday, October 4, 12:00 – 1:00pm

Important Information

Required Minimum Distributions are in effect for individuals over 72.

But, Qualified Charitable Distributions (QCD) can 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.

Special Awards & Grants

- 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 without a challenge gift form dated prior to November 10— nor after December 31)
- CFMC will **NOT** be sending donor recap information at the end of the campaign; save each donation email
- If you publish a list of annual donors, please **recognize Monterey County Gives! as the donor**

Important Details

“If you want to understand the entrepreneur, study the juvenile delinquent. The delinquent is saying with his actions, 'This sucks. I'm going to do my own thing.'”

— Yvon Chouinard, who recently gave away his \$3 billion dollar outdoor clothing company to a nonprofit trust to raise money to fight climate change (from: [Let My People Go Surfing: The Education of a Reluctant Businessman](#))

**Eternal Wisdom –
Be Original and Creative**

- Gunde & Ernie Posey Family Foundation
- Neumeier Poma Investment Counsel
- Cannery Row Company
- David & Lucile Packard 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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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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