

Welcome to 2023 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 • Taylor Farms • Neumeier Poma
Investment Counsel • Colburn and Alana Jones Foundation of the CFMC •
David & Lucile Packard Foundation • Cannery Row Company • Harden
Foundation • Nancy Eccles and Homer M. Hayward Family Foundation

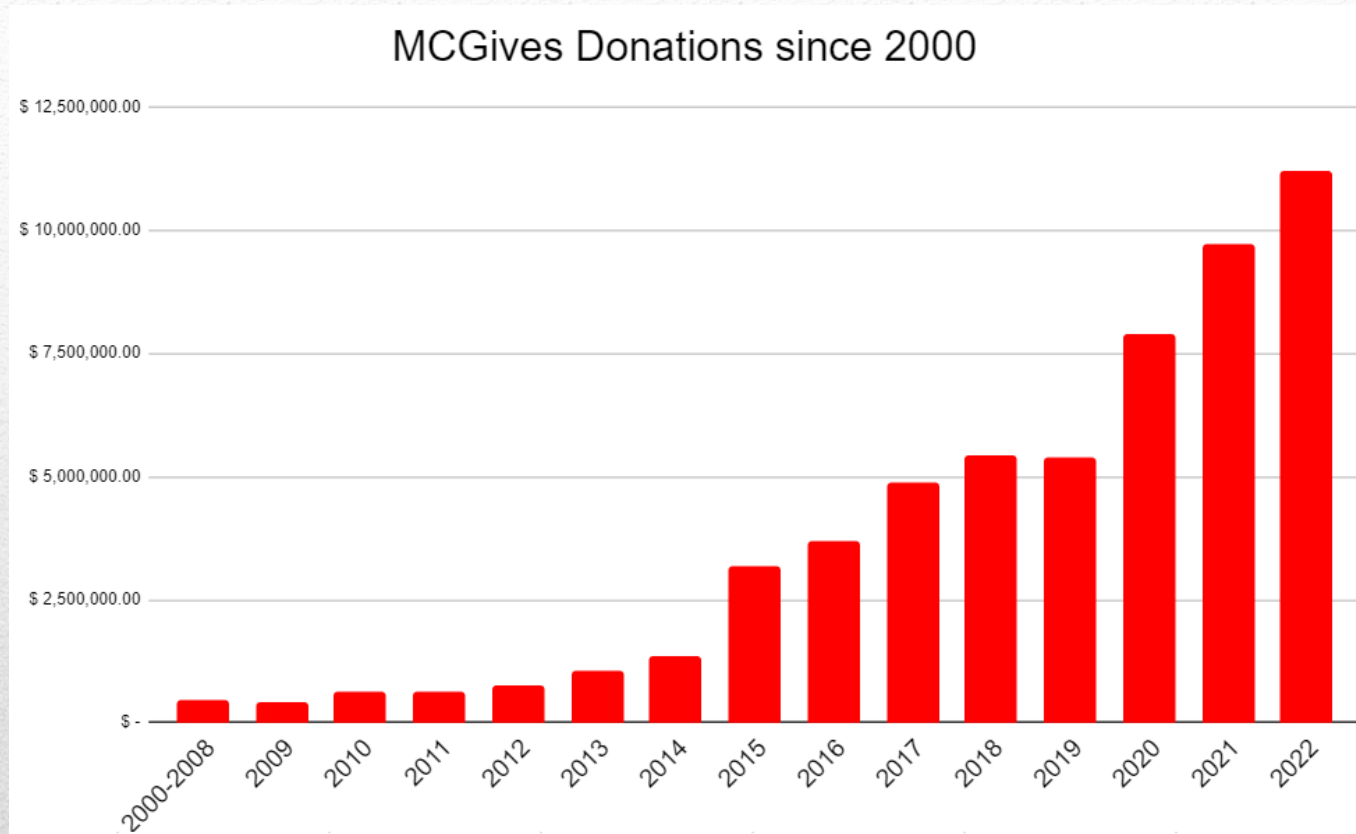
- Create a community-wide initiative to raise money and an editorial spotlight for the nonprofit community
- Encourage young donors to participate in philanthropy
- Support Big Ideas—or operational support—that create change through philanthropy

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**
- In 2022 raised **\$11.2 million**

22 years of Rainmaking: Monterey County Gives!



Monterey County Gives!

2000-2022 Growth

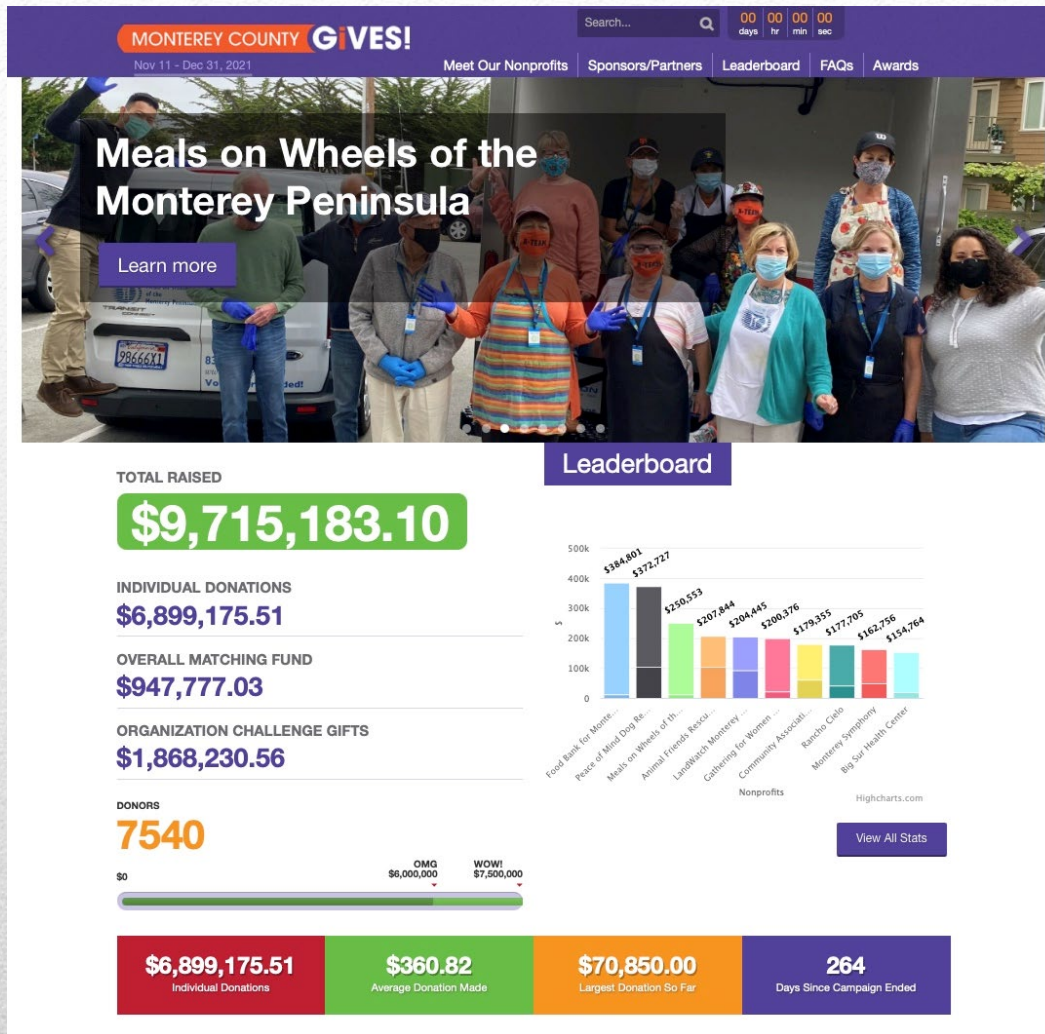


• 2000-2008	\$445,168
• 2009	\$417,925
• 2010	\$629,201
• 2011	\$642,440
• 2012	\$746,499
• 2013	\$1,046,539
• 2014	\$1,342,470
• 2015	\$3,173,519
• 2016	\$3,671,284
• 2017	\$4,891,000
• 2018	\$5,439,780
• 2019	\$5,400,531
• 2020	\$7,886,407
• 2021	\$9,715,153
• 2022	\$11,191,951

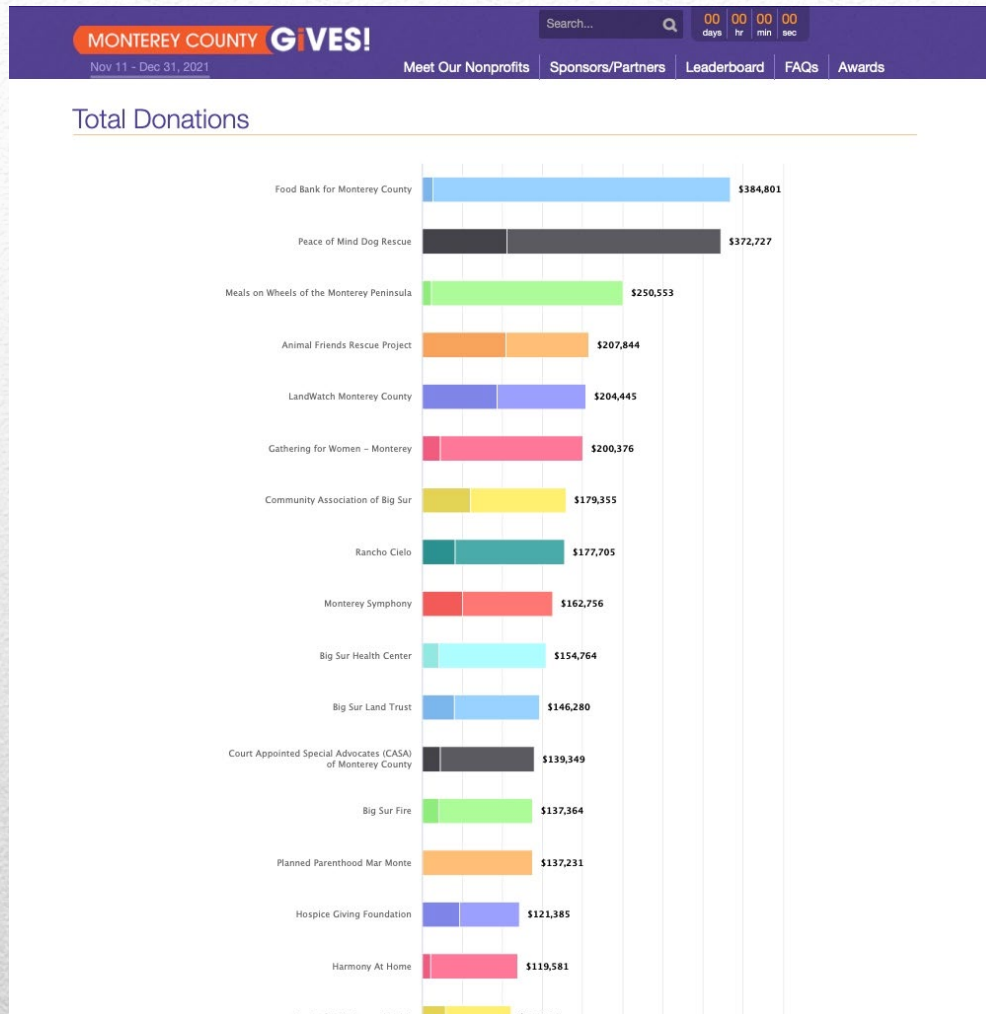
Total Raised = \$56,639,698

- 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)

What's on your page?



McGives! Homepage



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

- Today
 - Challenge Gifts Begin
- September 26-12:00-1:00pm
 - Lunch & Learn
- October 18 at 5:00pm
 - Challenge Gift Deadline (to be listed in Weekly)
- November 9—Gives! Begins
 - Special MCGIVES! insert in Monterey County Weekly, featured in Monterey County NOW and www.mcweekly.com
 - MCGIVES! website goes live that morning
- December 31—Gives! ends
- Late February 2024
 - Check Ceremony

MCGIVES! Timeline

- A Challenge Gift is a donation that helps inspire more gifts for your campaign. It can come from an individual, a family, a business, or your Board of Directors. It's a chance to give your key donors recognition on your MCGives! page, and in the MCGives! issue of the Monterey County Weekly (if received by October 18).
- Challenge Gifts must be submitted with a form, found online at <https://challenge.mcgives.com/> Mailed Challenge Gift Forms are also accepted.
- “How to Raise a Challenge Gift” video available online: www.cfmco.org/mcgives under Agency Resources
- \$500 minimum donation


Challenge Gifts

- Do:
 - Talk one-on-one with your key donors
 - Let your donors know there is \$500 minimum
 - Ask your Board to give a group challenge gift
 - Each individual gift needs to be \$500
 - If doing a group gift, coordinate on name
 - Have your donors submit the online Challenge Gift Form
- Don't:
 - Send the Challenge Gift solicitation to your full donor list
 - Pool Gifts
 - Wait until the last minute
 - Solicit Gifts under \$500

Challenge Gifts: by Oct. 18th

Website goes live November 9. Direct donors to:
www.montereycountygives.com

- Online Donations can be made by Credit Card and PayPal
- Other Donation Types should also go online:
 - >Wire Transfer
 - >Check
 - >IRA
 - >Donor Advised Fund
- Stock Gifts-Use printed form and contact CFMC

Your Information	Payment Info
First Name <input type="text"/>	 Payment Method
Last Name <input type="text"/>	<input type="radio"/> Credit Card
Spouse or Partner's First Name <input type="text"/>	<input type="radio"/> Paypal
Spouse or Partner's Last Name <input type="text"/>	<input type="radio"/> Wire Transfer
Email <input type="text"/>	<input checked="" type="radio"/> Check
Company <input type="text"/>	Check Number (if known) <input type="text"/>
Address 1 <input type="text"/>	Check instructions will be emailed to you after you submit this form. If you have any questions, please contact Community Foundation for Monterey County at 831.375.9712.
Address 2 <input type="text"/>	<input type="checkbox"/> Is this an IRA distribution?
	If this is coming from an IRA or a Donor Advised Fund, please enter the name of the institution that will be sending us the check. If a Donor Advised Fund, please enter the fund name as well. <input type="text"/>
	<input type="button" value="Submit"/>

MCGIVES! Donation Process

If a donor doesn't want to give online, their donation should be submitted with a printed donation form:

MONTEREY COUNTY GIVES! Donation Form 2022
Nov. 10-Dec. 31, 2022

Please place donation amount next to nonprofit name(s). If stock donation, place "x"

ANIMALS	Canine Companions	EDUCATION AND YOUTH	ENVIRONMENT AND SUSTAINABILITY
Animal Friends Rescue Project (AFRP)	Carmel Public Library Foundation	AIM Youth Mental Health	ALBA
BirdBark	Carmel Valley Community Youth Center	ARIEL Theatrical	Big Sur Land Trust
Golden Oldies Cat Rescue	Catholic Charities	Big Sur Marathon Foundation	Carmel River Steelhead Association
Marine Life Studies	Community Association of Big Sur	Big Sur Park School	Communities for Sustainable Monterey County
Max's Helping Paws Foundation	Community Builders of Monterey County	Bob Hoover Academy	Elkhorn Slough Foundation
Peace of Mind Dog Rescue	Community Homeless Solutions	Boys & Girls Clubs of Monterey County	Friends of Seaside Parks
SNIP Bus	CSUMB College Corps	Camp SEA Lab	LandWatch Monterey County
South Monterey County Animal Rescue	Dorothy's Place	Chertwell School	Monterey Audubon Society
SPCA Monterey County	Fund for Homeless Women	Community Partnership for Youth (CPY)	Monterey Bay Fisheries Trust
UnChained	Fund for Independent Journalism in Monterey County	Court Appointed Special Advocates (CASA) of Monterey County	Monterey Bay National Marine Sanctuary Foundation
Ventana Wildlife Society	Gateway Center of Monterey County Inc.	CSUMB Service Learning	Monterey Waterkeeper
ARTS AND CULTURE	Gettysburg for Women - Monterey	CSUMB Foundation	O'Neill Sea Odyssey
Access Media Productions (AMP)	Habitat for Humanity Monterey Bay	Digital NEST	Pacific Grove Museum of Natural History
Alisal Center For The Fine Arts	Harmony At Home	Epicer of Monterey	Parkview Stewardship Fund
Arts Council for Monterey County	Healing and Reconciliation Institute	Essential Fibre of Monterey County	Regeneration - Pajaro Valley Climate Action
Arts Habitat	Hope Services	First Tee Monterey County	Return of the Natives
Canterata Singers	Hospice Giving Foundation	Friends of the Pacific Grove Public Library	The Marine Mammal Center
Carmel Art Association	I-HELP	Friends of the Salinas Public Library	Ventana Wilderness Alliance
Carmel Bach Festival	Inferno, Inc.	Gil Basketball Academy	Watsonville Wetlands Watch
Carmel Mission Foundation	IT/Monterey County	Girls Inc. of the Central Coast	HEALTH, WELLNESS AND FOOD
Carmel Music Society	Junior League of Monterey County	Greenfield Community Science Workshop	Alzheimer's Association
Center for Photographic Art	Legal Services for Seniors	Guitars Not Guns	Big Sur Health Center
Chandler Music Monterey Bay (CMMB)	Loaves, Fishes and Computers (LFC)	Hartwell College Foundation	Breast Cancer Assistance Group
Cherry Center for the Arts	Meals on Wheels of the Monterey Peninsula	Institute for Innovation and Economic Development	Cancer Patients Alliance
First Night Monterey	Meals on Wheels of the Salinas Valley	Institute for Innovation and Economic Development	Center for Community Advocacy
Henry Miller Library	Mid Coast Fire Brigade	MCeath	Central Coast VNA & Hospice
Hillside Valley Music Seminars	MILRA	Monterey Bay Charter School	CERV of the Monterey Peninsula
Hijos del Sol	Monterey College of Law	MPC Foundation	Coastal Kids Home Care
I Cantori di Carmel	Monterey County Rape Crisis Center	MPL Friends & Foundation	Continuity & Vets
Marina Youth Arts	Monterey Peace and Justice Center	MY Museum	Evergreen's Harvest
Monterey County Popel Association	Monterey Peninsula Pride	Partners For Peace (P4P)	Food Bank for Monterey County
Monterey History and Art Association	NCB Monterey County	Pebble Beach Junior Golf Association	Hands to Help Seniors
Monterey Jazz Festival	Other Lifelong Learning Institute at CSU Monterey Bay (OLL)	Rancho Oso Youth Campus	Healing Partners of the Central Coast
Monterey Museum of Art	Pajaro Valley Shelter Service	Read to Me Project	Health Partners Center
Monterey Peninsula Voices	Restorative Justice Partners, Inc.	Salinas Community Science Workshop	Hope, Horses & Kids
Monterey Symphony	Sea Otter Classic Foundation	Salinas Reading Is Fundamental	Monterey Bay Master Gardeners
Musikwest	Siembra Latinos Fund	Salinas Valley Memorial Hospital Foundation	Monterey Bay Power Over Parkinson's
Orchestra In The Schools	Sun Street Centers	Salinas Valley Memorial Hospital Foundation	NAM Monterey County
Pacific Repertory Theatre	The Carmel Foundation	Salinas Valley Memorial Hospital Foundation	Nancy's Project
Palenke Arts	The Coalition of Homeless Services Providers	Salinas Valley Memorial Hospital Foundation	Natindad Foundation
Salinas Valley Pile Celebrations	The Housing Resource Center	Salinas Valley Memorial Hospital Foundation	Partnership for Children
Sol Treasures Community Art Center	United Way Monterey County	Salinas Valley Memorial Hospital Foundation	Planned Parenthood Mar Monte
SpectroDance	Veterans Transition Center	Salinas Valley Memorial Hospital Foundation	Rotacare Monterey Clinic
Sunset Cultural Center	YWCA Monterey County	Salinas Valley Memorial Hospital Foundation	Salinas Valley Memorial Hospital Foundation
The Western Collective		Salinas Valley Memorial Hospital Foundation	Soledad Community Health Care District Foundation
Tor House		Salinas Valley Memorial Hospital Foundation	The Blind and Visually Impaired Center
Youth Arts Collective (YAC)		Salinas Valley Memorial Hospital Foundation	The Equine Healing Collaborative
Youth Music Monterey		Salinas Valley Memorial Hospital Foundation	The Parenting Connection of Monterey County
COMMUNITY AND SOCIAL SERVICE			
AI & Friends Sunday Breakfast			
Alliance on Aging			
American Red Cross of the Central Coast			
BACS SHARE Center			
Big Sur Fire			
Breakthrough			
Building Healthy Communities, Monterey			

TOTAL: \$ _____ →

MC GIVES! 2022 Monterey County Gives! Donation Form
Here for Good Community Foundation for Monterey County

THANK YOU! for supporting local nonprofits through Monterey County Gives!
You can donate online at <https://www.montereycountygives.com/donate/>

Donor Name(s) and/or Company/Business Name _____

Mailing Address: _____ City _____ State _____ Zip _____

Phone: _____ Email: _____

Were you born between 1987 – 2004? Yes ☐ Is this gift anonymous? Yes ☐
Used to award organization with Most Donors ages 18-35 If yes, CFMC will not publish or share donor information

☐ This gift is in memory of _____ ☐ This gift is in honor of _____

If you would like someone to receive notice of your gift, please provide their first name and email address:
First Name _____ Email _____

CREDIT CARD
You can donate online at <https://www.montereycountygives.com/donate/>

Credit Card #: _____ CVV: _____ Exp. Date: ____/____/____
Cardholder Name or Business: _____
(As appears on CC)

Billing Address: _____ City _____ State _____ Zip _____
(If different than mailing address)

CHECK
Check Number: _____ Payable: CFMC/MCGives! Memo: "MC Gives!" IRA ☐

WIRE
Institution where funds are held: _____ Expected Transfer Date: _____ IRA ☐
The CFMC will send you transfer instructions after receiving this form

DONOR ADVISED FUND (DAF)
Name of DAF: _____ Expected Transfer Date: _____ CHECK ☐ WIRE ☐
Name of Organization where Fund is held: CFMC ☐ or _____
DAF administrator: check payable to the CFMC (Tax ID #94-1615897) with a purpose of MC Gives!

STOCK
Number of Shares: _____ Type of Shares: _____ Expected Transfer Date: _____
If donating to more than one nonprofit, would you like the donation dispersed: Evenly ☐ or _____
The CFMC will send you transfer instructions after receiving this form

Comments: _____

I verify that the information above is correct. Signature _____ Date: _____

Mail to: _____ Email to: _____
Community Foundation for Monterey County OR mcgives@cfmco.org
Attn: MCGives! 2354 Garden Road, Monterey, CA

If you have any questions, please contact Community Foundation for Monterey County at 831.375.9712.

Summary:

- Direct donors online
- If they don't want to go online, share with them the printable donation form
 - Link will be sent out closer to the launch, form will be at www.cfmco.org/mcgives
- Checks **must** be made out to CMFC or Community Foundation for Monterey County and sent to the CFMC.
- Website will be live until midnight December 31
- All other **donations need to be delivered or postmarked by December 31 to be accepted.** (stress this deadline on your campaign materials)

MCGIVES! Donation Process

- Matching fund anticipated of at least \$900,000
- 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 2022, participating organizations received a 11.20% match

MCGIVES! Match

- In January and February, the CFMC calculates final income, expenses, and your portion of the matching money
- In late February, we will host a check ceremony. After which, your organization will receive a check from the Community Foundation the includes:
 - 100% of all donations earmarked to your organization; 100% of your Challenge Gifts
 - Plus the prorated match after all campaign expenses are deducted

Check Ceremony

- 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 MC Weekly 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 out): Tuesday, September 26, 12:00 – 1:00pm

Important Information

- Checks must be made to: **Community Foundation for Monterey County** or **CFMC** or **CFMC/MC 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 09— nor after December 31)
- The website will send you daily emails with your donor list. It will **NOT** send donor recap information at the end of the campaign; save your last donation email in early January for future reference.
- If you publish a list of annual donors, please **recognize Monterey County Gives!** as the donor

Important Details

Qualified Charitable Distributions (QCDs) can be made to Monterey County Gives:

- 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
- More info: www.cfmco.org/ira-rollover

Important notice about Custodial Accounts:

- Checks must clear the custodian account by December 31.
This may take up to three weeks

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 the next generation.
- **\$1,000: The Florence Haspel Zeve Award** for Women, Families and/or the Arts.

Special Awards & Grants

- **Those most successful in MCGIVES!...**
- Obtain a Challenge Gift (by October 18 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)

**Six weeks until launch—
Six weeks of MCGIVES!**

“We make a living by what we get but we make a life by what we give.”

–Winston Churchill

Eternal Wisdom

- Gunde & Ernie Posey Family Foundation
- Taylor Farms
- Neumeier Poma Investment Counsel
- Colburn and Alana Jones Foundation of the CFMC
- David & Lucile Packard Foundation
- Cannery Row Company
- Harden Foundation
- Nancy Eccles and Homer M. Hayward Family Foundation

Monterey County Gives!

Major Supporters

- **Community Foundation for Monterey County 375-9712**
- Brian Thayer, Senior Philanthropic Services Officer, briant@cfmco.org
- Jakie Marquez, Philanthropic Services & Scholarships Assistant, jakiem@cfmco.org
- Christine Dawson, VP of Philanthropic Services, christine@cfmco.org
- Dan Baldwin, President/CEO, danb@cfmco.org
- **Monterey County Weekly 394-5656**
- Linda Maceira, Office Manager, linda@mcweekly.com
- Keely Richter, Business Development, keely@mcweekly.com
- Erik Cushman, Publisher, erik@mcweekly.com
- Sara Rubin, Editor, sara@mcweekly.com
- Bradley Zeve, Founder & CEO, bradley@mcweekly.com
- **Monterey Peninsula Foundation 649-1533**
- Nancy Enterline, Vice President of Philanthropy, ne@mpfca.org
- Steve John, CEO, sj@mpfca.org
- 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

Welcome to 2023 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 • Taylor Farms • Neumeier Poma
Investment Counsel • Colburn and Alana Jones Foundation of the CFMC •
David & Lucile Packard Foundation • Cannery Row Company • Harden
Foundation • Nancy Eccles and Homer M. Hayward Family Foundation
