

Here for Good



Community Foundation
for Monterey County

CFMC BOARD RETREAT
January 22, 2022
Welcome!



CFMC BOARD RETREAT

Saturday, January 22, 2022

9:00	Welcome
	Introductions/Icebreaker
9:25	Year in Review
9:55	CEO Goals
10:10	Break
10:20	Fund for Monterey County
10:50	Breakout Session
	2022 CFMC Priorities
11:30	Breakout Reports
12:15	Year in Review Video
12:20	Close



Here for Good

Community Foundation
for Monterey County

CFMC BOARD RETREAT
January 22, 2022

2021 Year in Review

2021 TOP 10



- ✓ 10) Completed work with systems consultant on streamlining gift/grants systems
- ✓ 9) Made first Community Impact Investment loan in support of affordable housing
- ✓ 8) Welcomed Larry, Rene and Jesse to the board
- ✓ 7) Combined DEI staff committee with board work group
- ✓ 6) Awarded \$3 million, 2-year James Irvine Foundation Inclusive Economic Development Grant

2021 TOP 10, continued



- ✓5) Developed and led the COVID-19 Collaborative
- ✓5a) Oversaw the Community Health Worker (VIDA) program
- ✓4) Successfully held board retreat, 6 board meetings, 5 exec and dozens of committee meetings – all on Zoom and didn't skip a beat! ...so look forward to when we can meet in person
- ✓3) \$9.7 Million Monterey County Gives!
- ✓2) Total Gifts \$44,839,183
- ✓1) Record Grants! \$36,152,557! (as of 1/5/21)
Increase of \$9 million over 2020 record of \$27 million

BUT WAIT! There's more...

- Received recognition from Board of Supes, MC Weekly and CASP for COVID-19 Collaborative
- Celebrated Julie Conrad (16 years, 3 months) and Diane Nonella (22 1/2 years) who retired from the CFMC
- Created Director of Operations position (Maria). Promoted Karina (Grants and Data Specialist), Michael (Community Initiatives Manager), Susie (Director of the CNE), Kim (VP of Finance and Human Resources) and Christine (Senior VP Philanthropic Services)
- Successfully implemented first year of one grant cycle for Community Impact (CI) program
- Held Legacy Society and Past Chair's "Luncheon" on Zoom
- Awarded \$1.5 million in Scholarships
- 9.9% YTD return in long term portfolio (through 11/30/21)
- Clean audit!
- Survived!
- Record Year-end Assets: est. \$385 million (as of 1/21/2021)



Here for Good

Community Foundation
for Monterey County

VISION & MISSION

Healthy, Safe, Vibrant
Communities

To inspire philanthropy and
be a catalyst for strengthening communities
throughout Monterey County

OUR VALUES

We **advance positive change** through grant making, community engagement and collaboration.

We **build a legacy for future generations** through responsible stewardship of the resources entrusted to us.

We **operate with the highest standards** of integrity, ethics and accountability.

We **embrace diversity, equity and inclusion**.

We **commit to fairness and respect** for the dignity of all people.

We are **open and honest** with our philanthropic partners, grantees and the community.

We **strive for excellence** in all that we do.

CFMC STRATEGIC PLAN

- **Goal One: Community Impact**

Invest in healthy, safe and vibrant communities across Monterey County.

- **Goal Two: Philanthropic Leadership**

Inspire and facilitate philanthropy throughout Monterey County.

- **Goal Three: Community Leadership**

Recognize and act upon opportunities for facilitation of solutions to community issues.

- **Goal Four: Organizational Excellence**

Optimize performance and stewardship for maximum impact.

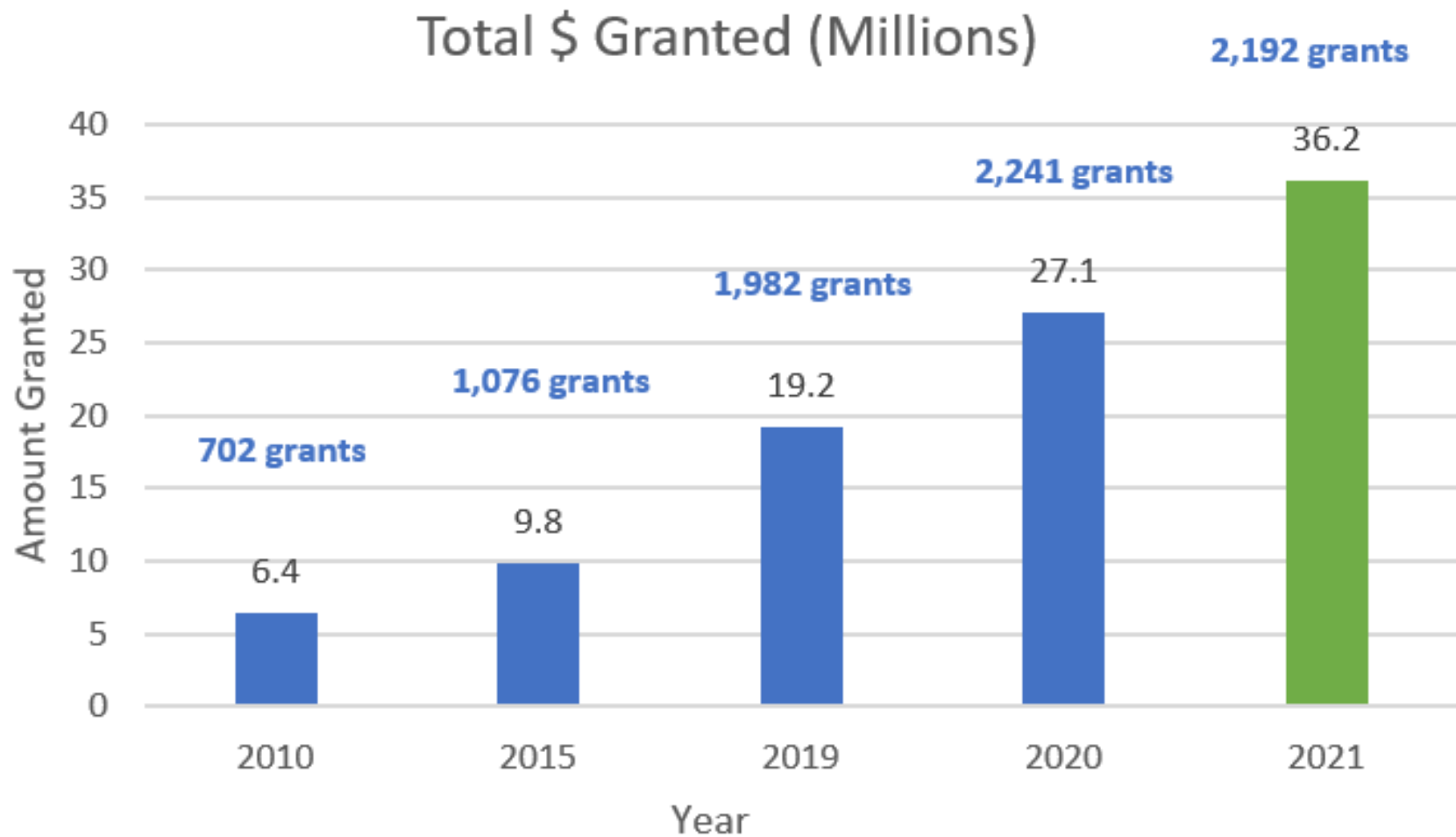


COMMUNITY IMPACT Grantmaking 2021



- Record \$36 million total granted
- Granted \$4,260,661 via COVID-19 Relief Fund and \$921,358 via Fire Relief grants (2020 and 2021)
- Received \$3.2 million from The James Irvine Foundation to implement the Salinas Inclusive Economic Development Initiative over 2 years
- Streamlined Community Impact, CFMC's largest discretionary grant program

COMMUNITY IMPACT - GRANTS



COMMUNITY IMPACT Scholarships



- Awarded 389 scholarships totaling \$1.5 million
- College Futures Monterey County: Awarded 71 scholarships totaling \$241,500
- Started 6 new scholarship funds

McDonald's Restaurants of the Salinas Valley
would like to congratulate the recipients of the
2021 Raymond H. Costa Family Scholarship

A grid of 20 small portraits of scholarship recipients, arranged in three rows. Each portrait is accompanied by the recipient's name and their college or university.

Not pictured: Erendira Garcia, cga@mc.com

The Raymond H. Costa Family Scholarship has awarded
\$283,750 in 99 scholarships since 2017.

cmco.org/RaymondCosta

The Raymond H. Costa Family Scholarship is a fund of the Community Foundation for Monterey County, which manages more than 60 scholarship funds, awarding more than \$1.7 million each year.

cmco.org/Scholarships



COMMUNITY IMPACT

Center for Nonprofit Excellence



Amid ongoing uncertainty, the CNE found creative ways to offer support in challenging times.

- Welcomed Reid to the team!
- 143 organizations engaged with CNE overall
- Consultations with CNE staff increased 82% over 2020
- Six organizations engaged coaching support around finances from national firm BDO FMA
- 17 nonprofit leaders recruited for 2022 LEAD Institute
- Published four blog posts and COVID Nonprofit survey report



PHILANTHROPIC LEADERSHIP 2021

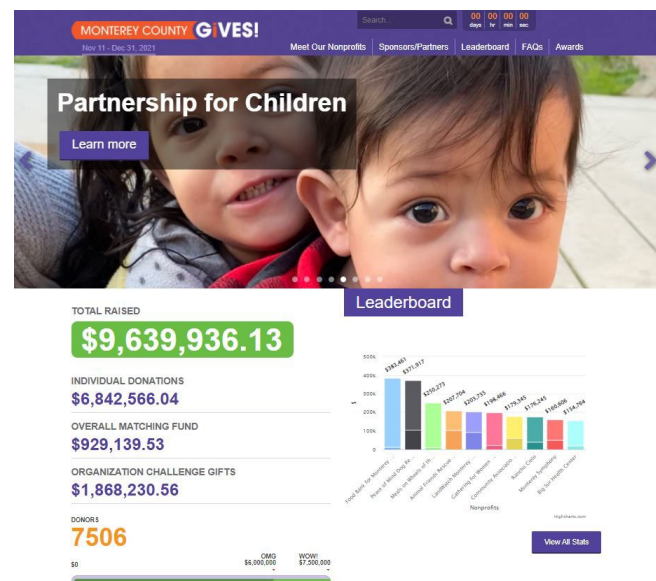
- Created 47 New Funds
- Added 9 Legacy Society Members – 260 total
- Created 2 CGAs
- Grew total expectancies to \$233,314,857
- Held virtual Legacy Society "Luncheon" and donor education events and in-person Celebration of Philanthropy
- Grew scholarships and planned Women's Fund reboot
- Created Advisor Solutions PA E-news and hosted PA presentation
- Created Director of Gift Planning position (Andrea)



PHILANTHROPIC LEADERSHIP

Monterey County Gives! 2021

- \$9.64 million raised (\$7.88 million in 2020)
 - Smashed record
 - Again!
- Overall match \$929,139 (\$517,917 in 2020)
- Challenge grants \$1.86 million (\$1.38 million in 2020)
- 7,504 Donors (7,574 in 2020)
- Completed with seven new employees!



PHILANTHROPIC LEADERSHIP

Affiliate/Special Purpose Funds

Northern Monterey County Foundation

- Granted \$31,500 (\$160,000 since '17)
- \$527,000 raised/pledged through 2021

Southern Monterey County Foundation

- Granted \$25,300 (\$168,000 since '14)
- \$411,000 raised/pledged through 2021

Community Fund for Carmel Valley

- First competitive grants awarded in 2021
\$29,242 to 10 organizations.
- \$280,083 raised through 2021 (most for Carmel Fire)

Weston Call Fund for Big Sur

- First competitive grants awarded in 2021
\$37,500 to 8 organizations, \$38,100 raised through 2021
- Big Sur Disaster Relief Fund \$55,761 in gifts, \$43,797 granted

PHILANTHROPIC LEADERSHIP

Siembra Latinos Fund



Siembra Latinos Fund
OF THE COMMUNITY FOUNDATION FOR MONTEREY COUNTY

- \$128,000 raised/pledged since inception
- Granted \$23,000 to 6 nonprofits (\$80,000 cumulative granted).
- Mailed first broad annual appeal



PHILANTHROPIC LEADERSHIP

Communications

- Shared stories of impact through "faces of philanthropy" campaign
- Supported communications for COVID-19 Collaborative with communications toolkit
- Produced three print newsletters, annual report and multiple e-news and annual appeals
- Expanded Social Media reach and engagement

Facebook: Increased 9.7% to 4,268 followers

Twitter: Increased 6.4% to 1,696 followers

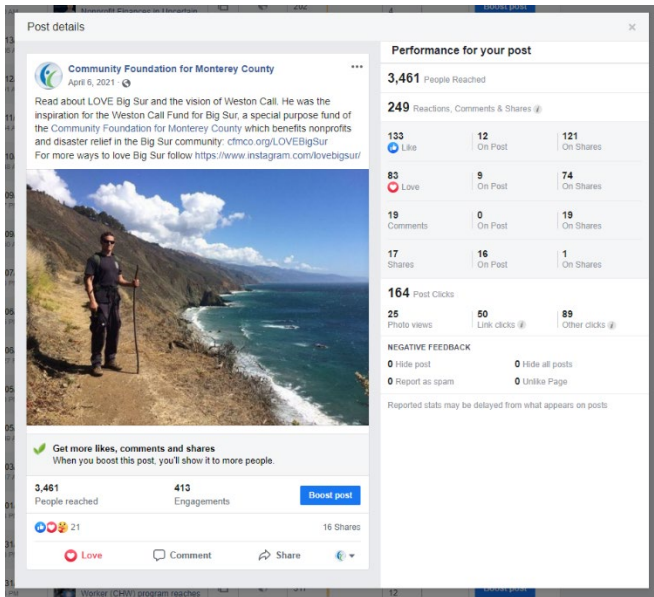
Linked In: Increased 19.3% to 1,294 followers

Instagram: Increased 20% to 1,196 followers

- Welcomed Communications Officer – Jane Albertson



PHILANTHROPIC LEADERSHIP Communications-Social Media



Facebook – Weston Call
Fund for Big Sur
413 Engagements
16 shares



Linked In – 25 likes

Top Tweet earned 4,409 impressions

Scholarships change lives! #KingCityHigh's Ismael Rocha thought college wasn't possible. Thx to @cfmco scholarships & supporters - he's looking forward to @CSUMB graduation! His story that will inspire to give to or start a scholarship fund: cfmco.org/my-scholarship...
pic.twitter.com/ZPEaaW1h5o



3 Retweets 11 Likes

View Tweet activity

View all Tweet activity

Twitter - Scholarships
332 engagements
5 retweets

COMMUNITY LEADERSHIP

- **COVID-19 Collaborative**

Dan continues to lead this 55-person countywide, multi-sector collaborative bringing together County, multiple cities, agriculture, hospitality, education, healthcare, CBOs and philanthropy to combat spread and impacts of COVID-19

- Administer \$5 million County-Funded CHW Program (VIDA)

- Continued work in **homelessness and affordable housing**

- **Regions Rising Together: Salinas Project**

- **Advocacy / Leadership**

- Dan on Steering Committee for Community Foundation Public Awareness Initiative
- Dan member LCCF Public Policy Committee
- Laurel member of CF National Standards Board
- Christine on board of AFP Monterey Bay



COMMUNITY LEADERSHIP VIDA (Virus Integrated Distribution of Aid)



- In a 6-week door-to-door effort, 100 CHWs reached 25,811 households, held 13,839 conversations, scheduled nearly 1,100 vaccine appointments
- On average there are 23 VIDA rapid testing sites across Monterey County each week.
- In February, VIDA will support the vaccine mobile van to reach residents at worksites, school, and communities of need.
- Our montereycountyvaccines.com website has received 50,700 visits since its inception on October 19, 2021. 29,000 of these visits have been in January of 2022.
- As of January 17th, 2022, VIDA has conducted 18,907 rapid tests. 2,129 have been positive. 7,659 tests conducted in January 2022.
- As of December 2021, VIDA has been part of approximately 13,100 vaccines administered in Monterey County
- Number of Individuals reached: 326,288 as of December 2021

ORGANIZATIONAL EXCELLENCE

Diversity, Equity and Inclusion

- Created Board and Staff DEI Work Group
The work group participated in specific DEI training.

BOARD

- Teri Belli, Board Chair
- Betsy Buchalter Adler
- Romero Jalomo
- Birt Johnson, Jr.
- Adriana Melgoza
- Joe Pezzini
- Francine Rodd
- Abby Taylor-Silva

STAFF

- Laurel Lee-Alexander, facilitator
- Kim Drabner
- Cristina Medina Dirksen
- Sarah Elias
- Mackenzie Little
- Susie Polnaszek
- Andrea Scott

- Staff DEI Committee continued monthly meetings and orientation for new staff.

ORGANIZATIONAL EXCELLENCE

Finance/Investment/Stewardship

- Kim succeeds Diane as VP Finance and HR!
- Accountant position is developed and filled
- Processed 7,402 gift transactions (so far)
- Clean Audit
- 9.9% YTD investment in long-term portfolio (11/30/21)
- SURVIVED staff and process changes, Gives! all during pandemic response
 - still "Here for Good"



ORGANIZATIONAL EXCELLENCE

Administration/Technology/Facilities

- Continued process improvement initiative with consultant to streamline gift processing
- Working with new IT providers for updated tech for the conference room
- Processed huge volume of gifts with many first-year employees
- New phone system – voicemail to email
- Successfully navigated hybrid work environment under continually changing circumstances



ORGANIZATIONAL EXCELLENCE

Gift Processing

The Goal of this project was to improve our efficiency with our gift process
—specifically checks



Goal	Current Results	Results (Test!)
Work time	1.5 hours per gift	1 hour per gift
Turnaround time <ul style="list-style-type: none">• Start to finish w/ scanning & filing• Receipt Letter	Up to six months 1 to 5 work days	1 or 2 days for letter mailed and final digital files saved
Process Steps	86	56
Accuracy (recorded, receipt letter, fund allocation, etc)	2-3 errors in 2020 (highly accurate)	Continue to be highly accurate
Internal controls	Strong	Strong

ORGANIZATIONAL EXCELLENCE

New Staff



Welcome!



ORGANIZATIONAL EXCELLENCE

Team CFMC – All Staff

Zoom Meeting

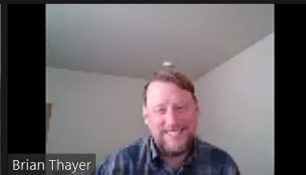
Recording...



Laurel Lee-Alexander



Jane Albertson



Brian Thayer



Amanda Holder



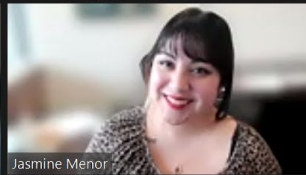
Kim Drabner



Gianna



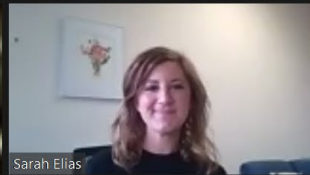
Maria Hauman



Jasmine Menor



Chalet Booker



Sarah Elias



Clarisa Chisum



Dan Baldwin



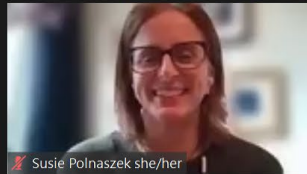
Esther Figueroa



Christine Dawson



Janet Shing



Susie Polnaszek she/her



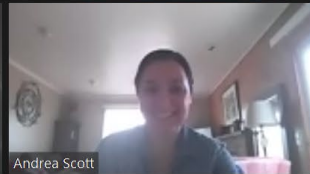
Joel Hernandez



Reid Norris



Michael Castro



Andrea Scott



Karina Gutierrez-Barboza

ORGANIZATIONAL EXCELLENCE

CFMC Board of Directors

Welcomed three new board members!



Jesse Lopez



René Mendez



Larry Oda

ORGANIZATIONAL EXCELLENCE

Board of Directors



Teri Belli (Chair), Belli Architectural Group



Kirk Gaffill (Vice Chair), President/CFO, Nepenthe/Phoenix Corporation



Jan Vanderbilt, (Treasurer), Vanderbilt Certified Public Accountants



Loren Steck (Secretary), Entertainment Industry Consultant



Romero Jalomo, Vice President of Student Affairs, Hartnell Community College



Elsa Mendoza Jimenez, Director of Health Services, Monterey County Health Department



Nolan Kennedy, Attorney at Law, Kennedy, Archer & Giffen



Judy Guzman Krueger, President, Tulipán LLC



Giff Lehman, Founder, Integris Wealth Management (Retired)



Jesse Lopez, Managing Partner of Bianchi, Kasavan & Pope, LLP



Adriana Melgoza, Director of Organizing and Education, Center for Community Advocacy



René Mendez, City Manager, City of Gonzales



Fred Meurer, Owner, Meurer Municipal Consulting



Larry Oda, Community Volunteer, Former President Monterey JACL



Betsey Pearson, Non Profit Consultant, Retired United Way



Joe Pezzini, Senior Director of Agricultural Operations, Taylor Farms



Francine Rodd, Executive Director, First Five Monterey County



Abby Taylor-Silva, Executive Vice President, California Agricultural Leadership Foundation



Jennifer L. Walker, Attorney/Principal, Leach & Walker



Feedback? Questions? Comments?



BREAK





Here for Good

Community Foundation
for Monterey County

FUND FOR MONTEREY COUNTY

What is it? What does it do? How do we grow it?

CFMC Board Retreat
January 22, 2022

The Fund for Monterey County (FFMC)

CFMC Strategic Plan (adopted June 2020)

Goal Two: Philanthropic Leadership

Inspire and facilitate philanthropy for equitable outcomes throughout Monterey County.

3. Grow discretionary assets

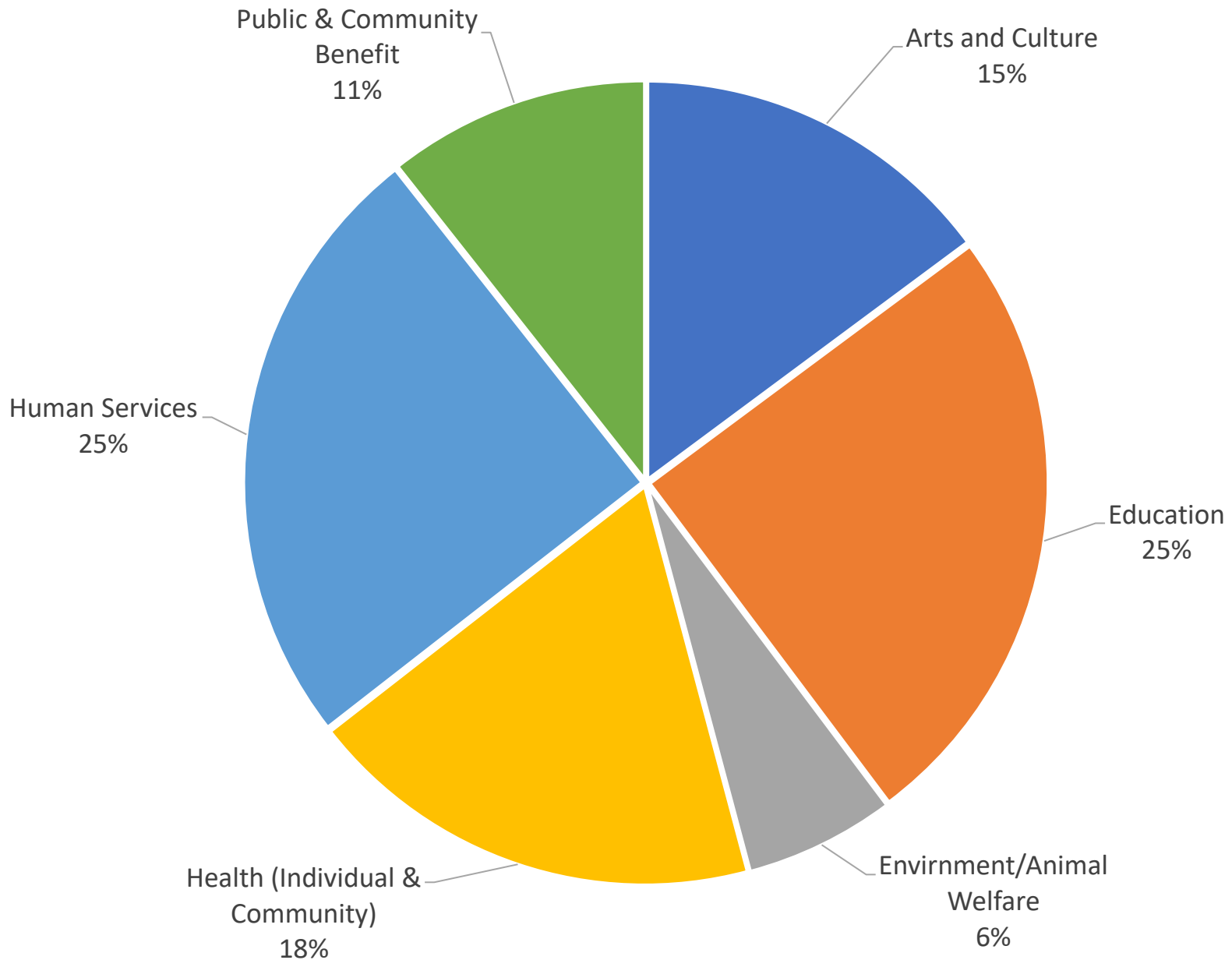
(Fund for Monterey County) in order to resource the CFMC's ability to make targeted investments and respond to changing needs over time

What is the FPMC?

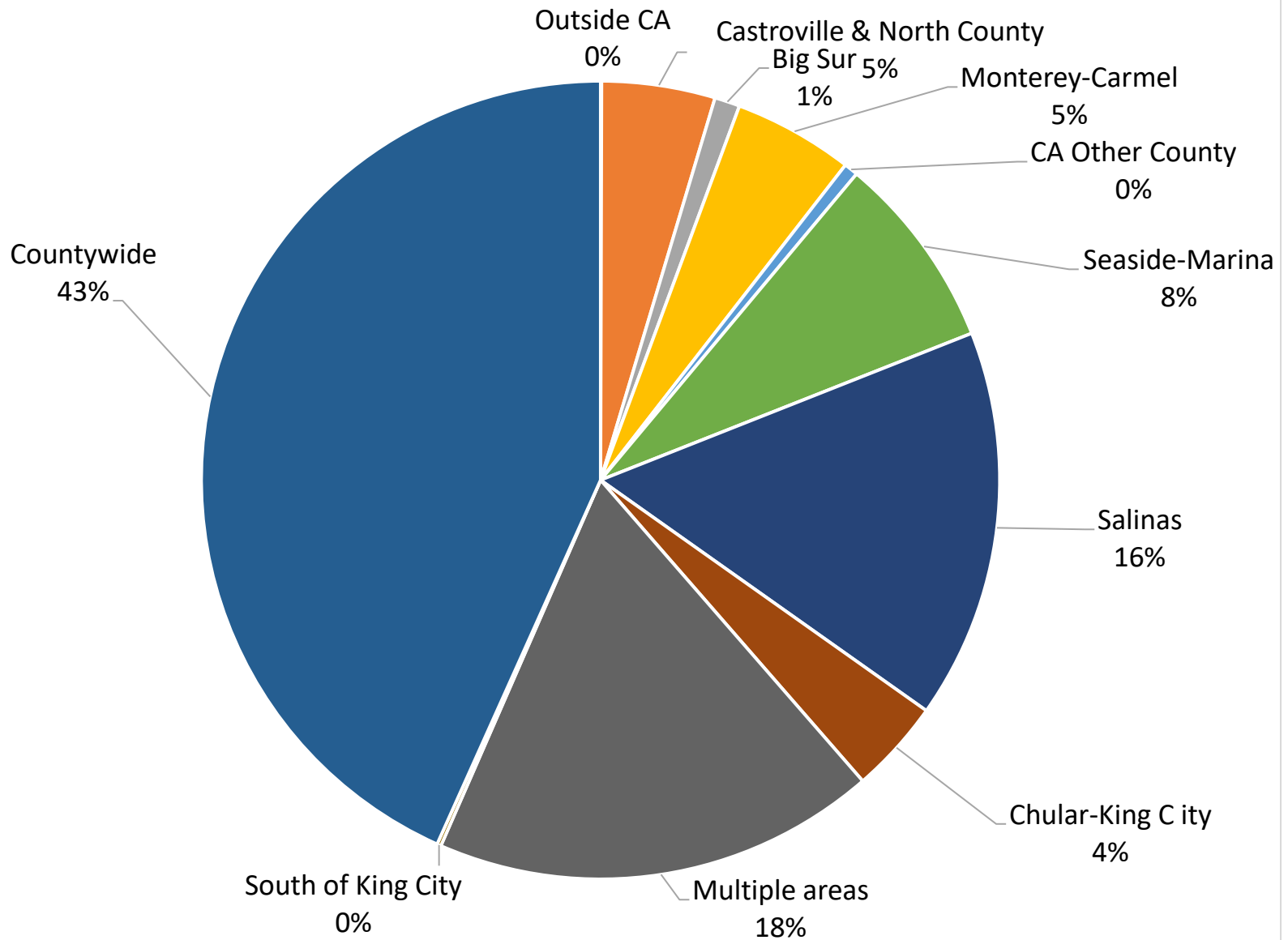
The FPMC is the CFMC's discretionary grant pool.

- It consists of Unrestricted and Field of Interest Funds
 - Unrestricted Funds give the CFMC full discretion on their use
This is the gold standard of CF assets
 - Field of Interest Funds name areas of interest, but leave specific grant decisions to the CFMC
 - Fund for the Environment
 - Doud Fund (historic preservation in the City of Monterey)
 - Anita Tarr Turk Fund for Breast Cancer Research
 - Ruth and Wilbur Amonette Fund for Arts Education
 - Fund for Homeless Women
- Supports the Community Impact grant program, the CFMC's largest discretionary grant program
- Gave Fund for Monterey County its name in 2018
 - Used to be called the "general endowment"
 - Wanted to describe a more specific purpose

2021 FFMC Grants by Program Area



2021 FFMC Grants by Region



FFMC Data (9/30/21)

Unrestricted pool

- 29 funds
- \$32 million
- All endowed (equates to ~\$1.35MM ATS)
- Vast majority support CI grant program

Field of Interest pool

- 45 funds
- \$43 million
- Not all endowed
- Not all support CI
 - Fund for Homeless Women
 - Robert and Virginia Stanton Fund
 - Anita Tarr Turk Fund

Designated Funds

- 48 funds
- \$81 million
- Four funds comprise \$55 million of the \$81 million

Where do FFMC Assets Come From?

FFMC is largely funded through estates

- **Direct bequests, CRTs, CGAs, “retired” DAFs**

Largest UR fund is a private foundation conversion
(Lauralee and JJ Irvine Fund)

- **Field of Interest funds**

Donors select causes rather than specific agencies
Designated funds (supporting specific agencies)
are very common

Some FOI funds actively raise money

Siembra Latinos

Fund for Homeless Women

Fund for the Environment

- **Unrestricted funds often simply lack a designation**

Drummond Fund

All undesignated estate gifts go in the FFMC



How does the CFMC compare?

2021	Assets	DAF Assets	Assets Endowed		Gifts	Discretionary Grants		Total Grants	
Community Foundation	\$Millions	\$Millions	%Percent Number		\$Millions	Number	\$Millions	Number	\$Millions
Santa Cruz County	166	58	45	9,762	43	422	7	2,097	21
Sacramento Region	174.9	76.1	71.60	5,820	19	189	1.5	3,123	19.6
Ventura County	176	27	76	2,764	20	-	-	1,942	20
Sonoma County	217	54	57	1,885	23	297	8	1,456	22
Monterey County	348.4	84.8	56	8,126	53.5	324	6.6	2,241	27.15
Orange County	480	305	38	2,390	105	178	4	3,285	91
Santa Barbara	509	100	11	1,869	34	400	8	3,153	31
East Bay	774	474	7	3,897	452	485	8	2,850	76
San Diego	1,070.2	559	51	5,060	93.8	127	3	6,353	77.8
San Francisco	1,530	528	54	2,082	217.3	1,037	49.9	7,702	240.10
California	1,915	843	31	9,800	403	500	300	10,000	313
Marin	3,122	998	36	1,094	488	212	47	6,519	214
Silicon Valley	12,010	9,926	3.1	11,686	2,415	1,395	80.5	17,586	1,955

What does Future FFMC Growth Look Like?

Verified FFMC Expectancies		
Field of Interest through estates	27,200,000	
Unrestricted through estates	33,850,000	
Estate Gift subtotal (when donor has communicated amount)		61,050,000
CRTs/CGAs Unrestricted	1,356,000	
CRTs/CGAs Field of Interest	6,830,000	
CRT/CGA Total		8,186,000
DAF Additions through Estates		35,593,000
Current balances DAF Field of Interest	6,756,575	
Current balances DAF Unrestricted	55,430,090	
Existing DAFs, Current Balances		62,186,665
Total Estimated Expectancies		167,015,665

How do we Grow the FFMC?

Combination of face-to-face discussion with collateral materials

- Christine, Andrea and I talk about it with prospects, donors and professional advisors
- Gets discussed at time of introduction
- PSOs can reference it in annual review with DAF holders
- Message differentiates between naming specific organization versus leaving decision to CFMC to make grants to agencies doing work in the donor's area of interest
- Unrestricted gift conversation focuses on the ability to have assets that can respond to needs as they change over time
- Challenge is to have the estate planning conversation before estate documents are finalized


How do we Grow the FFMC?

Communications

- Page and links on Website
- Flyer
- Inclusion in newsletters, annual report and featured in donor stories
- Legacy Society event/communications
- Stories of impact on social media

Create a “campaign”

- Not a capital campaign that seeks pledges in lifetimes (though it's been done)
- An aggressive awareness campaign
- Professional advisors
- Find a lead donor(s) and attach name/face to FFMC
- Bill Quarton - Lead gift can set a powerful example others want to follow



Fund for Monterey County

Creating a Stronger Community Now and in the Future

Fund for Monterey County
The Fund for Monterey County, formerly known as the General Endowment, was created to respond to the changing needs of our community. It is a permanent fund of the Community Foundation for Monterey County (CFMC), and is invested to grow and grant in perpetuity.

Responsive Philanthropy
Because the Fund for Monterey County is the combination of endowed unrestricted and field of interest funds, grants support a wide variety of causes each year. Grants are reviewed and allocated through the Community Impact grant program.
The Fund also provides resources for emerging needs, such as the COVID-19 pandemic response and disaster relief.

How it Works

- Your unrestricted gift provides the philanthropic resources to meet current and future challenges.
- You can designate the Fund for Monterey County as a beneficiary of your will or trust. We can help you or your attorney with sample bequest language.
- You can give directly to the Fund for Monterey County or name the Fund as the beneficiary of your donor advised fund.
- Your gift creates a source of community capital, helping to do good work forever.

No matter the challenges, your gift will make an important difference.

HEALTHY, SAFE, VIBRANT Communities

Here for Good Community Foundation for Monterey County
cfmc.org/FundforMontereyCounty

"I included the Fund for Monterey County in my giving because I feel good knowing the fund will meet the needs of our community, even as they change over time. The Community Foundation for Monterey County is 'Trust'."
- Bertie Elliott, Legacy Society Member
Bertie Elliott, a long time CFMC donor advised fund holder and former board chair, has designated the Fund for Monterey County as a partial beneficiary of her donor advised fund.
She appreciates that the Fund for Monterey County is invested to grow over time and will forever benefit the people and places of Monterey County.

FEEDBACK? QUESTIONS?
COMMENTS?



BREAKOUT SESSION

2022 CFMC PRIORITIES

- Affordable Housing
- Growing the Fund for Monterey County
- Digital Divide
- Communication of values-based philanthropy