

2010

COMMUNITY FOUNDATION SANTA CRUZ COUNTY

Report *to the* Community



www.cfsc.org
www.facebook.com/CFSantaCruzCounty

An Investment Worth Making

WE HAVE SUCH A GENEROUS COMMUNITY! Even as the country struggles to pull itself out of the worst recession since WWII, you've continued to help the causes you care about. We have the stories and the numbers to prove it!

Gifts you made in 2010, on a per capita basis averaged \$35.32 per person in our county. This put us 51st among the more than 700 community foundations in the United States, according to research compiled by the Council on Foundations.

You also helped to rank us 21st among the most active grantmakers. What this shows is that more of the dollars you've invested with us are being put to work in the community compared to many other foundations, including some of the largest in the country.

Over \$4.2 million in grants and scholarships were awarded to 355 organizations last year. An additional \$3.2 million was awarded through our supporting organization, the Regional Water Management Foundation. And, despite the economic downturn, our total assets climbed to over \$50.7 million.

This past year was also a time for celebration and the realization of a dream of our founders, as we opened the doors to the Jack & Peggy Baskin Center for Philanthropy.

The center has received Gold level certification for green building design, as awarded through the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system.



It is being used every day for meetings and events by local community groups. Our nonprofits are coming to the Borina Nonprofit Resource Center and attending workshops. Our donors and their professional advisors are here for consultations and issue briefings. This is what we wanted!

We know there will be tough times ahead and we're ready to do our part.

Working together is what philanthropy is all about.

Lance Linares
Executive Director

Ralph Miljanich
Board President

Promoting Philanthropy

AGENCY ENDOWMENTS



Trumpeter Christian Scott in performance at Kuumbwa Jazz Center.

KUUMBWA JAZZ CENTER is one of our county's musical stars. For over 30 years, the nonprofit performing arts venue has brought us local and international jazz talent.

In 2010, they started an agency endowment with us.

"When putting together our planned giving program," Tim Jackson, artistic director and co-founder said, "we looked to the Community Foundation as a resource."

The Foundation now handles all investment management and administrative details for Kuumbwa's endowment and provides help developing a planned giving program to grow it.

"Having an endowment with the Foundation has helped our community standing and outreach efforts," Tim said.

Working together, we're helping Kuumbwa build a permanent source of income through their endowment, ensuring many more years of outstanding jazz music.

DONOR-ADVISED FUNDS



Ohlone Day at Henry Cowell State Park, a sharing of local indigenous dance, language, history and songs.

WE CAN HELP YOU support the causes you care about and receive tax benefits when you establish a donor-advised fund at your local community foundation.

Linda Fawcett and Joe Griffin, long time residents of the San Lorenzo Valley, did just that when they established a donor-advised fund with us in 2010, from the proceeds of an inheritance.

One of the first grants from their fund was a \$10,000 contribution to the Mountain Parks Foundation.

With California's financial crisis threatening the future of our state parks, their gift was welcomed help in maintaining visitor programs at Henry Cowell and Big Basin Redwoods State Parks.

COMMUNITY LEADERSHIP



We worked with Santa Cruz Next to recruit younger people into board service.

STRENGTHENING NONPROFIT BOARDS is what our *BoardMatch* program is all about.

Since 2004, the Foundation has recruited and prepared over 120 individuals for first-time board service and then matched them to a local nonprofit.

Carolyn Coleman, executive director of the Santa Cruz Community Counseling Center says *BoardMatch* "is a win-win for the community!"

"Over the last two years we've been matched with three excellent individuals who have contributed their professional expertise, strategic thinking, and community connections to supporting our mission," Carolyn said.

Learn more about *BoardMatch* at www.cfsc.org/BoardMatch.

2010 Board of Directors



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Retired Associate
Vice President, Morgan Stanley
Smith Barney



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California, Santa Cruz



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Education Training Research
Associates



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2010 Financials

LOCAL GIVING BY OUR DONORS, along with prudent management practices, helped us to weather some turbulent economic waters.

When reviewing our investment performance, we want to note our long term and socially responsible investment pools achieved positive returns over the last three years. We did better than the negative returns of the S&P 500, for the same period.

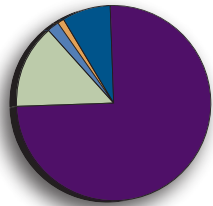
You can feel secure behind the leadership and oversight of our board, its finance and audit committees, and our financial advisors at UBS Institutional Consulting, along with our auditors at Novogradac & Company, LLP.

See our 2010 audit and other financials online at www.cfsc.org/Financials.

WHERE OUR FUNDS ARE INVESTED

**Total Market Value
December 31, 2010**

\$38,487,176



INVESTMENT POOL	VALUE	%
Long Term	\$ 28,995,993	75 %
Socially Responsible	\$ 5,345,707	14 %
Short-Term Fixed	\$ 797,867	2 %
Money Market	\$ 341,037	1 %
Non-Donor Funds	\$ 3,006,572	8 %
TOTAL	\$ 38,487,176	100%

OUR INVESTMENT PERFORMANCE

INVESTMENT POOL	2010 YTD	3 YEARS	SINCE INCEPTION
Long Term	12.19 %	2.22 %	8.18 %
Socially Responsible	9.85 %	3.04 %	4.89 %
Short Term	4.44 %	5.99 %	5.0 %
Money Market	0.01 %	2.15 %	3.3 %

OUR STATEMENT OF ACTIVITIES

December 31, 2010

REVENUE

Contributions	\$ 7,490,743
Grants	\$ 1,138,817
Investment Income	\$ 3,274,160
Other Income	\$ 123,793
TOTAL REVENUE & SUPPORT	\$ 12,027,513

EXPENSES

Grant Expenses	\$ 7,350,674
Other Program Expenses	\$ 948,707
Fundraising	\$ 356,963
Administration	\$ 267,722
TOTAL EXPENSES	\$ 8,924,066

CHANGE IN NET ASSETS	\$ 3,103,447
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OUR STATEMENT OF FINANCIAL POSITION

December 31, 2010

ASSETS

Cash & Equivalents	\$ 832,380
Investments	\$ 39,713,732
Contributions & Other Accounts Receivable	\$ 874,207
Fixed Assets, Net	\$ 9,238,498
Deposits & Prepaid Expenses	\$ 23,888
Other Assets	\$ 47,230
TOTAL ASSETS	\$ 50,729,935

LIABILITIES

Accounts Payable	\$ 484,813
Grants Payable	\$ 511,971
Agency Funds	\$ 2,996,745
Charitable Gift Annuities	\$ 376,874
Line of Credit	\$ 2,319,198
TOTAL LIABILITIES	\$ 6,689,601

NET ASSETS (EQUITY)

Unrestricted	\$ 7,788,127
Temporarily Restricted	\$ 15,613,736
Permanently Restricted	\$ 20,638,471
TOTAL NET ASSETS (EQUITY)	\$ 44,040,334

TOTAL LIABILITIES & NET ASSETS	\$ 50,729,935
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Making a Difference



LISTEN

Through donor education we go on the road to meet the nonprofit organizations working on the front lines for change.



ENGAGE

Through community leadership we bring people together to explore issues shaping our community.



ACTION

Through grantmaking we support efforts like the merger between Mountain Community Resources and Community Bridges, to improve human services for county residents.

Local Giving

You can work with our professional staff to learn about giving options and available tax benefits, **come talk to us.**

SOLUTIONS

We can help you address a variety of needs, from establishing a charitable gift annuity to developing an agency endowment program.

IMPACT

We can help you or your clients develop a personalized approach to giving that makes a lasting impact.

BUSINESS

We understand the needs of business and can work with you to help manage an effective giving program.



 Printed on recycled paper.

Photos contributed by Kuumbwa Jazz Center, Mountain Parks Foundation, Friends of the Cowell Limeworks Historic District (Jim Mackenzie), Mountain Community Resources, and ABC/African-American Community Health Group

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