

ANNUAL REPORT TO THE COMMUNITY



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1982

1987

1992

1997

2002

2007

2012

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Moving Forward with Optimism

2012 marked our 30th anniversary and we celebrated by welcoming over 7,000 people to the Jack & Peggy Baskin Center for Philanthropy.

Maybe you were among that number who came to use one of our rooms and rooftop event space or to attend one of our workshops and seminars or to get individual help from our staff.

We knew the scarcity of free or affordable meeting space in our county and did our best to design a building that allowed for the kind of community use we're now seeing.

WORD IS GETTING OUT

Gone are the days when we, like other community foundations, could sit back and wait for the phone to ring.

We blog, tweet, follow and post, along with old fashioned lunches and meetings, as ways to engage you in the collective power of local philanthropy.

YOUR CONFIDENCE IN US GROWS ASSETS

This increased activity supports efforts on the development front, where our total assets grew \$8.85M last year, to \$57.4M.

Three stories illustrate how you helped us grow:

- Wharf to Wharf and the Boys and Girls Club of Santa Cruz, two local nonprofits opened agency flex funds that give them the freedom to build reserves and draw from their principal investment as needed.
- Val Cole and Freny Cooper, a busy couple whose work takes them to Silicon Valley, decided to be more strategic in their giving and created a donor-advised fund.
- Adele and Glenn Eberhart sought us out and started a fund knowing community foundations are good partners for local giving.

Because of you, the message we're here *for good, for ever* is starting to resonate within our community.

We're confident it will keep getting better with more good news to share in the future.

Whether it's planning your estate or getting help with your family giving, you can count on us to make philanthropy rewarding, fun and easy.



Ceil Cirillo
Board President



Lance Linares
Executive Director

When We Work Together

IT'S A GREAT PLACE TO GIVE



Glenn and Adele Eberhart

THE COLLECTIVE POWER of what a community foundation can do we learned working with the national Coalition of Community Foundations for Youth for several years. We support social justice and health issues and think giving through our local community foundation is the smart thing to do.

AND A GREAT PLACE TO LIVE

AS A PROFESSIONAL ADVISOR when my clients start thinking charitable giving I talk about Community Foundation Santa Cruz County. Away from work, I'm active with nonprofits like Santa Cruz Hillel and Temple Beth El. These nonprofits, my clients and I have all benefited from the resources and help offered at the Community Foundation.



Steve Shapiro

WHERE PHILANTHROPY HAPPENS



Wharf to Wharf Race

WHARF TO WHARF RACE, like the Boys & Girls Club of Santa Cruz, started an agency flex fund. It gives them the flexibility to build reserves and tap into the principal if needed. Since 1973, the race has contributed more than \$4M to youth sports, including scholarships for student athletes. Their fund, pooled with ours for maximum growth, can support their good work for years to come.

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2012 Financials

GET GIFTS. GROW FUNDS. GIVE BACK. That's what we do here.

We receive gifts from all kinds of people. We invest these to make grants to help the residents of Santa Cruz County and beyond. As of December 31, we managed assets in excess of \$57M and administered more than 310 funds.

Our financial oversight rests with our board and is supported by its finance and audit committees, our financial advisor Brian Sharpes at UBS Wealth Management and our 2012 audit team at Novogradac & Company, LLP.

WHERE OUR ASSETS ARE INVESTED

**Total Market Value
December 31, 2012**

\$57,409,829



INVESTMENT POOL	VALUE	%
Long Term	\$ 31,772,529	55 %
Socially Responsible	\$ 5,855,043	10 %
Short-Term Fixed	\$ 2,535,583	4 %
Money Market	\$ 554,790	1 %
Non-Donor Funds	\$ 7,751,903	14 %
Real Assets	\$ 8,939,981	16 %
TOTAL	\$ 57,409,829	100%

OUR INVESTMENT PERFORMANCE

INVESTMENT POOL	2012 YTD	3 YEARS	SINCE INCEPTION
Long Term	12.21 %	7.19 %	7.79 %
Socially Responsible	10.66%	6.61 %	4.92 %
Short Term	2.72 %	3.98 %	4.73 %
Money Market	0.01 %	0.01 %	2.40 %

OUR STATEMENT OF ACTIVITIES

December 31, 2012

REVENUE

Contributions	\$ 11,160,405
Grants	\$ 2,238,381
Investment Income	\$ 3,470,100
Other Income	\$ 139,672
TOTAL REVENUE & SUPPORT	\$ 17,008,558

EXPENSES

Grant Expenses	\$ 7,150,829
Other Program Expenses	\$ 1,084,409
Fundraising	\$ 457,512
Administration	\$ 457,514
TOTAL EXPENSES	\$ 9,150,264

CHANGE IN NET ASSETS \$ 7,858,294

OUR STATEMENT OF FINANCIAL POSITION

December 31, 2012

Assets

Cash & Equivalents	\$ 1,499,936
Investments	\$ 46,090,483
Contributions & Other Accounts Receivable	\$ 804,168
Fixed & Intangible Assets, Net	\$ 8,939,981
Deposits & Prepaid Expenses	\$ 31,174
Other Assets	\$ 44,087

TOTAL ASSETS \$ 57,409,829

Liabilities

Accounts Payable	\$ 137,444
Grants Payable	\$ 1,095,085
Agency Funds	\$ 3,632,664
Charitable Gift Annuity Liability	\$ 587,691
Family & Friends Bonds Payable	\$ 2,250,000

TOTAL LIABILITIES \$ 7,702,884

Net Assets (Equity)

Unrestricted	\$ 7,941,921
Temporarily Restricted	\$ 19,293,531
Permanently Restricted	\$ 22,471,493

TOTAL NET ASSETS (EQUITY) \$ 49,706,945

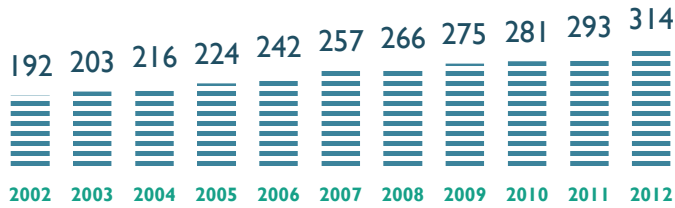
TOTAL LIABILITIES & NET ASSETS \$ 57,409,829

Get Gifts. Grow Funds. Give Back.

WORKING TOGETHER the past 30 years, we've sailed through good years and weathered some bad ones. Whatever lies ahead, you and your professional advisor can count on us for personalized, professional help with your charitable giving. It's what good relationships are all about.

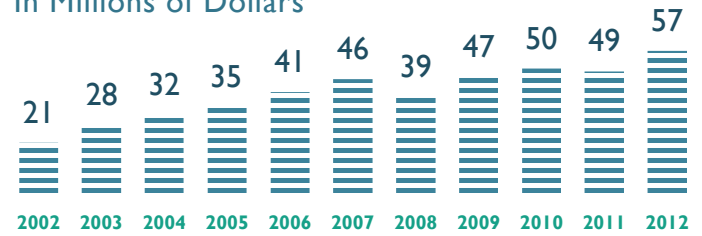
Growth in Relationships

In Number of Funds



Total Assets

In Millions of Dollars



A Great Place to Live, A Great Place to Give

PHILANTHROPY STARTS HERE. Local donors, professional advisors and nonprofit leaders shared their stories about why Santa Cruz County and the Pajaro Valley is the best place to live, and give. Here are five people you may know. See more at www.cfsc.org/GreatPlacetoGive.



Rob Allen



Janet Bell



Marco Cervantes







Nancy Giberson



Rocky Franich



7807 Soquel Drive | Aptos, CA 95003

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For good. For ever.

♻️ Printed on recycled paper.



Confirmed in Compliance with National Standards for U.S. Community Foundations