

Impact to Cause

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CASE STUDY: IMPACT TO CAUSE

Developing Transformative Giving Strategies Through Partnership

Growing up, Linwood Boomer and Tracy Katsky Boomer didn't have much exposure to charitable giving or experience with volunteering, so when they had an idea to make a difference in their community, they were unsure where to start.

Known best as the creator of the sitcom "Malcolm in the Middle," Linwood had a career in the television industry spanning over four decades. Tracy also worked in the entertainment industry, building a successful career as an entertainment executive.

While their experiences growing up — with Tracy in the U.S. and Linwood in Canada — were different, they both share a deep love of the city they now call home: Los Angeles. After having children and seeing how they were able to make an impact on their lives, they began to look for ways they could give back to the community they love so dearly.

When Linwood and Tracy first contacted the California Community Foundation (CCF), they were still busy with their careers, but they wanted to start investing money for philanthropy while they were making extra income from royalties and other writing projects. In the future, they wanted to have the money and time to fully engage and develop their philanthropic approach.

Researching Nonprofits for Impact

The CCF team was committed to going above and beyond in the discovery and planning process to ensure that

Linwood and Tracy would be able to explore where they could affect change for the greatest good.

They were interested in increasing opportunity, addressing pressing needs and realizing the potential of those who might otherwise be left behind.

"We'd talk to the CCF team, and then they'd come back to us with so many ideas on how we could zero in on the key areas we're passionate about," said Linwood. "They were able to explain exactly what our money could do to make an impact, where it would go and who it could help. That's been phenomenally important to us."

Together, Tracy, Linwood and the CCF team explored a thoughtful path for them to make a difference. While Linwood and Tracy were interested in funding nonprofits close to their hearts, they also realized they had an opportunity to leverage their own innovative projects with the nonprofits they're funding.

CCF has been a reservoir of expertise and relevant relationships to help the Boomers plan and launch projects. A few examples include a smartphone app that could help the Red Cross during disaster response, a research project that explored how donor perspectives on overhead costs of nonprofits affect fundraising efforts, and expanding a food bank's capacity to inform more people about government supports like CalFresh and SNAP by funding an outreach manager position for the food bank. Whether considering technology, research or capacity building, CCF provided cogent and informed counsel every step of the way.

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Strategic Thought Partnership

After years of continued partnership with CCF, Linwood asked CCF to help him explore creating his own nonprofit to help veterans address their medical needs. Starting a nonprofit shouldn't be taken lightly. CCF encouraged Linwood to explore current nonprofits already supporting veterans and to evaluate how his nonprofit would work within the current landscape. After thoughtful analysis of the field, Linwood decided he had something unique to offer.

Throughout this process, CCF remained a strategic partner as the new nonprofit formed. Additionally, CCF's leadership team connected him with industry leaders, such as a nonprofit attorney who could provide services as they developed their nonprofit: Healing California. By not rushing into creating their nonprofit organization and using CCF to help counsel them and make the connections they needed, Linwood and Tracy were able to ensure that they started a nonprofit when they were completely ready to deliver on their vision for their community.

Within Healing California's first full year of operation, the nonprofit was able to deliver free, high-quality dental and vision care to those most in need at pop-up clinics across California. With over 250 volunteers, including medical professionals, like dentists, optometrists and vision technicians, Healing California assisted nearly 1,800 people at 10 clinics. This represents over \$700,000 in the equivalent value of services — all at no cost to patients.

The California Community Foundation has counseled hundreds of donors like the Boomers on how they can make the most impact in any given philanthropic field by guiding them through a thoughtful process that results in clear objectives and a plan to fulfill their vision.

Please feel free to contact your Relationship Manager or the Donor Relations Team at donorrelations@calfund.org if you have any questions. We are here to help.

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