

## IN THIS ISSUE

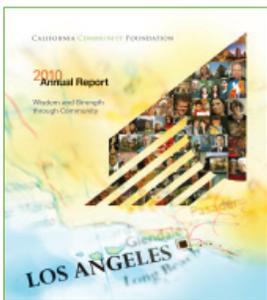
- Donor Spotlight
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- Talking to your Family about Grantmaking

## WHAT'S HAPPENING

### Honors and Recognition

CCF was recently honored with two awards. Steve Cobb has been named Nonprofit CFO of the Year by the *Los Angeles Business Journal*. CCF has received The Council on Foundations' prestigious Critical Impact Award for the Iraq Afghanistan Deployment Impact Fund which is supporting veterans, troops and their families.

### Reports



CCF has released two annual reports. For the first time, CCF has published its Annual Report in print and online editions; to view it online, visit [myccf.org/2010annualreport](http://myccf.org/2010annualreport). A copy of the print edition may be requested by calling or e-mailing the foundation. A 44-page catalogue of the 2009 Fellowships for Visual Artists, funded by The James Irvine Foundation, is available upon request.

# HELP PEOPLE IN CRISIS – HERE & NOW

Thousands of Los Angeles residents are being forced to make painful choices in order to meet the daily challenges of life. Exacerbated by the economy and factors out of their control, some are barely surviving. Hardest hit are vulnerable populations such as families with children, youth ages 18-25 who are emancipating or have emancipated from the foster care system and adults 65 years and older.

In response, **the California Community Foundation has established the Critical Needs Fund**, and we are asking our donors and the general public to contribute to it.

The fund supports nonprofit organizations in Los Angeles County that provide social safety net services with grants to address new needs that have arisen within the past one to three years among vulnerable population. Grant monies might be used, for example, to provide transitional housing for families with children, food or transportation vouchers, cash assistance with car repair, child care or adult day care, monthly utility bills and rent or mortgage payments.

We have already begun identifying local nonprofits that are best able to respond. We will begin awarding grants in amounts up to \$35,000, before the end of the year.

Please help now. Simply complete a CCF Grant Recommendation Form specifying CCF as the recipient and the Critical Needs Fund as the purpose.

## YEAR-END GIVING MADE EASY

*Life may get hectic as one year ends and another begins, but giving to others shouldn't have to add to the stress. In fact, giving is best when you're not feeling stressed. Here we offer tips for smooth, easy, effective giving around the holidays.*

- \* **Take the initiative – you don't have to wait to be asked**
- \* **Budget – decide how much you want to give and avoid feeling pressured**
- \* **Give early – delaying may only make decisions harder**
- \* **Get informed – ask questions, do a little research on the phone or the computer, make sure the organization you're thinking about has tax-exempt status, etc.**
- \* **Get help – with complex contributions, nonprofit research, family contributions, whatever. Ask for advice. That's why CCF is here!**

# DONOR SPOTLIGHT:



## Seeing the Difference that Giving Makes

**A native of Southern California, CCF donor and Legacy Society member DANA BALDWIN trained in anthropology, conducting research in the areas of severe mental illness, substance abuse, homelessness and women's issues. Since her mother passed away and she retired, Baldwin has become involved in business**

Dana Baldwin, CCF donor.

**and philanthropic pursuits in Zihuatanejo, Mexico. She spoke to CCF recently about how she became involved in philanthropy and why she concentrates her giving in areas of critical need.**

### Dana, what are some of your passions?

I love art and photography and learning new things. I also love to travel and see and experience the world from different perspectives. It seems like I am trying to learn all the things I didn't get in my formal education.

CCF has helped me learn about worthwhile efforts and I try to focus on areas with which I am familiar.

I'm committed to contributing to the pressing needs of many in the Los Angeles area. I am also concerned about the problems at all levels of our educational system in California. For that reason and because I know it best, I am also giving to UCLA. I believe a well-educated populace is critical to a functioning democracy.

### How did you get involved in charitable giving?

I am not sure where my values regarding charitable giving come from. I have always been acutely aware of how very lucky I was to be born where and when I was. Perhaps it was a long trip to Costa Rica when I was 10, where I saw poverty for the first time.

Being an anthropologist meant that my research involved long-term ethnographic research where I got to know participants very well. For instance, I got to know intimately the challenges and issues in the lives of homeless mentally ill women.

### Why is giving to critical needs important?

I spent most of my life just trying to make ends meet. When I was finally in the position to give, philanthropy became important to me. I had seen firsthand over many years the importance of funding for necessary and innovative projects.

### Do you consult with or involve others in your philanthropic decisions?

I handle my own finances and make all my own decisions. But one of the reasons I began involving CCF is because of their expertise and ability to steer me in the direction of charities that fall within my areas of interest. Through CCF, for example, I am contributing to "Homelessness Prevention for Families."

Since I spend a lot of time in Mexico, I have networked there a bit and been giving to *Semillas*, a non-profit which funds various women's projects throughout the country. I have also given scholarships to students in a primary school for indigenous children in Zihuatanejo, through the Netza Project.

### What has been one of your most meaningful gifts?

The work I am doing in Mexico is so meaningful to me because I can see with my own eyes the difference that giving makes.

**Competitive Grants**

*In October, CCF's board of directors approved \$3.6 million in grants to 51 nonprofit organizations in the arts, education, health care, housing and neighborhoods, human development, civic engagement, special initiatives focused on management support organizations and to the ongoing El Monte Community Building Initiative.*

## TALKING TO YOUR FAMILY ABOUT PHILANTHROPY

by Terri Mosqueda

Family get-togethers can be the perfect time to talk about charitable giving, especially around the holidays. But for many of us, it's a hard conversation to begin.

CCF staff frequently helps facilitate conversations among family members. And while each family's financial situation and philanthropic interests are

unique, we offer a few tips for families in general.

To begin with, most people want one of two outcomes from conversations among members of their family: inspiring charitable giving by family members in general, or finding a way to give together that's meaningful for the whole family.

### INSPIRING CHARITABLE GIVING

It often helps to speak from one's personal experience when trying to motivate others to give.

- \* Consider sharing one of the most meaningful giving experiences you've had and why it was special.
- \* Talk frankly about why you want to discuss giving and why it's important to you that others participate.
- \* Many families divide a portion of their annual giving among the members of the family, thus allowing each person to express their own philanthropic passion. This solution works especially well with children and teenagers, who may enjoy the freedom to choose a nonprofit themselves.

### GIVING TOGETHER THAT'S MEANINGFUL

- \* If you would like to give some or all of your charitable gift as a family, it helps to start by determining what you hope to achieve with the gift.
- \* Some families start by identifying values everyone shares and giving options that fit these. For example, if the family is very close to nature, then perhaps a gift to a conservation organization reflects that best.
- \* Some families ask each family member to contribute a suggestion and then vote.
- \* It is important that everyone feels proud of the family's gift. If passions are very different or even conflicting, it may also be a good time to allow each family member an opportunity for individual giving so that these personal passions can be fulfilled as well.



Whenever a charitable gift is made, mark the occasion and the experience together, whether you each gave individually or as a family. Some families choose to talk about what their gifts meant and how they felt after – others may participate in an event together, such as volunteering or visiting one of the organizations you chose.

For more tips on family philanthropy or to schedule a family consultation, contact Terri Mosqueda, director of donor relations and grants management, at (213) 452-6298 or [tmosqueda@ccf-la.org](mailto:tmosqueda@ccf-la.org).

## 2009-2010 Grantmaking

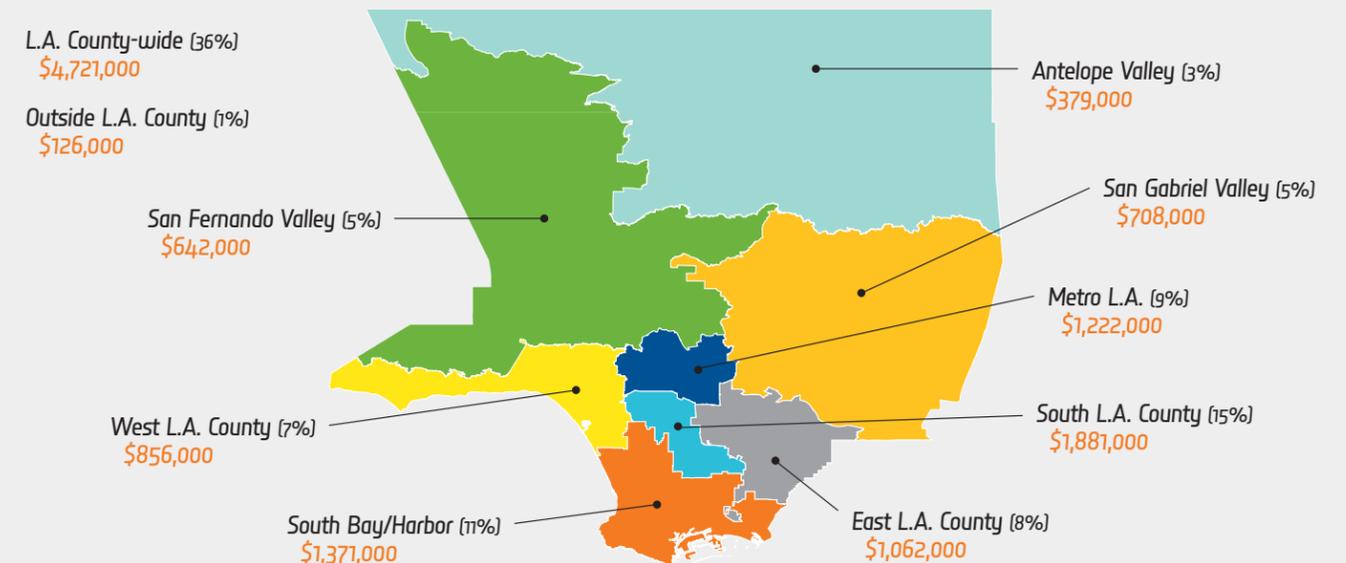
Of the total \$129 million that was awarded by CCF in grants in fiscal year 2009-2010, \$80.9 million was comprised of donor advised funds, private foundation alternative funds and scholarships.

Of all grant monies, approximately 49 percent stay in L.A. County, another 17 percent go to other areas of California, 25 percent go elsewhere in the U.S. and 9 percent support international causes.

\$17.4 million of the total was distributed through competitive grantmaking in CCF's core programs areas of the arts, education, health care, housing and

neighborhoods and human development, as well as in civic engagement. In addition, major grants were made to the El Monte Community Building Initiative and management support organizations that help strengthen L.A.'s nonprofit sector. **The graph below illustrates the geographic disbursement of funding to all areas except management support and special projects.**

The balance of the funds were granted from restricted funds, endowment partners and other special projects and affiliates of the foundation.



## NEW DATA SYSTEM IMPROVES SERVICES FOR OLDER ADULTS

DATA IS POWER...IF YOU HAVE THE TOOLS TO USE IT.

Seven nonprofit organizations in Los Angeles who provide adult day services to elderly persons at risk of social isolation and physical impairment are now generating power from data, thanks to a two-year human development initiative by CCF that was launched publicly on Sept. 22.

In 2008, CCF responded to adult day service providers who wanted a universal online assessment system to help standardize, stabilize and professionalize the field. Working with seven providers throughout L.A. County and a consulting firm, CCF facilitated development of the Tracking Outcomes for Program Success (TOPS) system, which will soon launch statewide through the California Association for Adult Day Services (CAADS).

- TOPS allows providers to:
- **Compare data in order to identify needs and areas of success**
- **Aggregate anecdotal data to create an evidence-based picture of needs and outcomes**
- **Conduct marketing and raise funds more effectively through client and caregiver perception data**
- **Improve their services to clients by increasing efficiency, capacity and quality of care**

For more information about this initiative and CCF's human development grantmaking, contact Program Officer Robert Lewis at (213) 413-4130 or [rlewis@ccf-la.org](mailto:rlewis@ccf-la.org).

## Initiatives in Education



Geoffrey Canada, CCF guest speaker.

Recently, CCF donors had several opportunities to engage with premier education advocates in the U.S. In September, Geoffrey Canada, president and CEO of the acclaimed Harlem Children's Zone in New York City, spoke exclusively to 150 donors, advisors and community leaders.

In October, CCF hosted a private screening of the provocative documentary, *Waiting for Superman*, followed by a discussion. Also in October, a panel of early education advocates addressed the benefits of 0-5 education at an event presented by CCF in partnership with TOWN HALL Los Angeles.

These events and others are part of CCF's ongoing dedication to convene forums for members of the Los Angeles community engaged in philanthropy to meet and interact with the nation's leaders in arts and culture, education, government, health and human development, housing and neighborhoods, as well as experts with vulnerable populations such as foster youth, adults with developmental disabilities and the elderly.

**Learn more about CCF's education initiatives by visiting [myccf.org/education](http://myccf.org/education).**

## WHAT YOU SHOULD KNOW ABOUT COMMUNITY FOUNDATIONS

Community foundations are tax-exempt public charities serving people who share a common interest — improving the quality of life where they live. Individuals, families, businesses and organizations create permanent charitable funds at a community foundation to help meet the challenges of a geographic region. The community foundation then invests and administers those funds, overseen by a volunteer board of local leaders.

### COMMUNITY FOUNDATIONS:

- \* know their communities - what the needs are and how to address them
- \* share your interests
- \* care about the future
- \* offer giving vehicles that are easy to set up and manage, and that provide tax benefits



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The California Community Foundation meets the most rigorous standards in philanthropy and complies with the National Standards of U.S. Community Foundations.

