

A close-up photograph of a hand holding a lit sparkler. The sparkler is in the foreground, emitting a bright, starburst pattern of sparks. The hand is on the right side of the frame, and the background is dark and out of focus, showing other people's hands in the distance.

spark
generosity

2016
ANNUAL REPORT



COMMUNITY
FOUNDATION
SONOMA
COUNTY

It's always there when it comes to giving. The spark. Sometimes it's a flame of inspiration and at other times it's born of agitation. It's the moment when you witness something that's going right enough, or wrong enough, that you decide to give more.

As an organization and as individuals, our values ignite hope and spark generosity; they are the core of our work.

- **We know that in order to create a fair and just community, some people may need more than others to achieve the same result;**
- **We embrace both our differences and our common bonds;**
- **We cultivate leaders, supporting them to advocate for their communities and empowering them to create change;**
- **We promise to tackle tough issues with compassion and courage, choosing humbly to take a step forward instead of resting in the comfort of where we are.**

These values inspire and guide our grantmaking, philanthropic advising, and community leadership.

We hope the stories in this report inspire you and spark generosity.

In 2016, through the generosity of our donors, Community Foundation Sonoma County gave more than **\$14.1 million**. Since our inception in 1983, we have granted out more than **\$195 million!**

In addition, we were honored to partner with the generous vintners and growers at Sonoma Wine Country Weekend who raised nearly **\$4.7 million**.

Working together, we are truly igniting generosity across our community.

Your own values spark generosity and determine how you engage with your community. What lights you up when it comes to thinking about how to change our community? We would love to hear from you:

spark@sonomacf.org.



Barry Weitzenberg
Board Chair

Elizabeth Brown
President and CEO

“Your spark
can become
a flame and
change
everything.”

-E. D. NIXON
CIVIL RIGHTS LEADER

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SPARK LEGACY

It has been famously said,

“For it is in giving that we receive.”

For Richard and Saralee Kunde, the community support they received in their lives and ventures overflowed into extraordinary giving back.

It would be challenging to find two people more ingrained in the soil and the agricultural institutions of “deep Sonoma County” than Saralee McClelland Kunde and husband Richard Kunde. The dynamic duo of all things agriculture met at the Sonoma County Harvest Fair, an event Saralee supported since inception. Today Richard lives without his beloved wife, who passed away in 2014 following a diagnosis of cancer.

Richard speaks of his partner in life in the present tense and admits that throughout each day many of his thoughts are dedicated to appreciation for her. “Both of us feel so blessed as to what the community has done for us, and we are privileged enough to be able to give back. And when we give back, it’s just an unbelievable response in return.”

Both Richard and Saralee grew up in families rooted in the local landscape—families involved in giving to the community. “Our notion of philanthropy came from both sets of our parents. My dad was very involved in the dairy industry and loved to go to livestock auctions at the County Fair, buying animals no one was bidding on, raised by 4-H kids. He bought many animals—he didn’t want any kid to feel left out.

Dad grew cherries, had dairy cattle, livestock, vegetables and vineyards. As a kid I remember going to Santa Rosa with him to peddle the corn at supermarkets. He backed the fairgrounds and various agriculture groups. Saralee’s family did the same. Her brother, to this day, is on all kinds of boards, serving just like their Dad did, totally dedicated to supporting the dairy industry,” Richard remembers with fondness.



Although Richard's accomplishments are legend and legion, it was Saralee who inspired everyone she met and worked with, through her vision, energy and "get 'er done" attitude. Born in San Rafael, she grew up on a dairy farm in Novato, then a ranch in Two Rock, outside of Petaluma. The cows grazing the pasture were her passion, and ranch life cemented her love for agriculture. For over 40 years she worked tirelessly to promote, enhance and preserve all things Sonoma County agriculture. 4-H was the showplace for her childhood's prized cows, including her favorite Echo, a Holstein that would come when she called. The learning, camaraderie and fun she had in 4-H stuck with her throughout her life and greatly influenced the gifts the couple has made. Later in life, the 4-H experience translated to a love of county fairs. Once she and Richard married in 1982, the two were inseparable and unstoppable.

As their businesses and community involvements grew through the power of their partnership, they began to give back to the community that helped make their successes possible. They opened their donor-advised expendable and endowed funds at Community Foundation Sonoma County in 1995. At their request, Community Foundation makes grants to organizations related to their interests, primarily agriculture, education in agriculture, and to support Sonoma County Fairgrounds.

The couple purchased land in 1988 outside Windsor, converting silage fields to premium vineyards and the property's barn to their home. Saralee's Vineyard and Richard's Grove were the magical sites for countless fundraisers

for community nonprofits, including the 4-H Foundation, Russian River Valley Winegrowers Association, and Sonoma County Fair, where Saralee served on the board of directors. Richard recalls, "She loved the fairgrounds. I had to coax her to leave there after we bought our land, telling her, 'We'll build a new fairgrounds here just for you.'" That promise became Richard's Grove.



Richard continues, "She always loved the 4-H, and was instrumental in getting the 4-H Foundation going and getting the building at the fairgrounds built. It's a year-round educational facility and exhibition space during the fair used for hands-on demonstrations. It's designed to educate the community about agriculture and what agriculture does for the community. It was her lifelong dream and she passed away before it was built. We raised over \$3 million from the community in her honor."

Recently, Richard donated \$1 million to support agriculture education in the county and to create opportunities for students to experience agriculture-related jobs through internships at local dairies, farms, vineyards, wool-growing operations, and ranches. Richard explains, "We'll create internships, no matter what area of agriculture a student is interested in, and we'll pay part of the salary and the grower or farmer will pay part of the salary. This will really help the future of any industry, from tree farming to dairy to vegetables to vineyards."

Like Richard's memories of Saralee, the Kunde Funds will live on, inspiring and supporting future farmers, growers and vintners. Good friends Jim Pratt and Tim Tesconi will act as successor advisors, keeping alive our agricultural heritage and the dreams of an appreciative couple.

Truly, giving is receiving. ✨

GIVING

CIRCLES

SPARK

COMMUN

ITY

LGBTQI Giving Circle of Sonoma County

“I’ve always been on the receiving end of grants and donations, so to be on the giving end is very empowering. It feels like I’m taking my place in our community,” says Laurie Lynn Hogan. In her daily role as a nonprofit fundraiser, she knows how much effort and investment must be made to attract donations to support an organization.

Now serving on the Steering Committee for Sonoma County’s LGBTQI Giving Circle, she finds joy in the circle and its work: “I believe in and am deeply satisfied by the collective impact we’re having in our local LGBTQI community. When the Giving Circle gathers, the events are always fun, inspiring, and full of thoughtful, engaged people who are doing more than just giving money to make the world a better place— we’re tackling challenging issues, learning, and growing together.”

Conceived and started by J Mullineaux, Vice President for Philanthropic Planning for Community Foundation Sonoma County, and supported by the Community Foundation, the LGBTQI Giving Circle has granted over \$100,000 to initiatives that address the critical needs of their community. J explains his motivation to begin

the group: “I meet a lot of people and realized how few in our LGBTQI community know one another because we’re very integrated into the community. That is good, but there’s no ‘place’ to connect. A giving circle connects people through philanthropy. We provide educational and social experiences.”

Laurie Lynn expanded, “It’s giving us a way forward together in our community. Instead of just gathering around bars and events, here is this truly meaningful way to be together *and* support our community... and of course there are nonprofit organizations receiving our funds. The TransLife Conference may not have happened if we hadn’t funded it. Caregivers in our community who are supporting seniors are being trained on the special needs of LGBTQI seniors and this was not happening before. The LGBTQI Youth Summit never happened before.

“Some members have been involved before and some are brand new to philanthropy and to community activism. Sometimes they’re older and sometimes younger. It’s inspiring. Some are experienced and some are just showing up, open to learning and participating,” she continues.

J reflected on the Circle’s work, “We’re in our third year and the grants we’ve been giving have highlighted the gaps in services for the LGBTQI community.” ✨

sonomalgbtqigiving.org

WHAT IS A GIVING CIRCLE?

A group of individuals who come together and pool their dollars, decide together where to give their money and other resources such as volunteer time, and learn together about their community and philanthropy.

BENEFITS OF A GIVING CIRCLE

A giving circle connects donors with others having a common interest in addressing community needs. Circles are a good way to meet new people, learn about community organizations and identify programs in need of assistance. Circles can be formed around interests, gender, or other self-determined criteria.

NITY



Impact 100 Redwood Circle

“In my wildest dreams, I could not have imagined...” begins a conversation with Melissa Kelley, a nonprofit executive director who conceived a county-wide, all-women giving circle modeled on Impact 100 in Sonoma Valley. Then her dream came true. “It started by talking to close friends, asking ‘What do you think of this idea?’ I went on a hike with friend Deidre Holbrook, who works at a nonprofit. She said, ‘You should do it and I’ll help.’ We started with house parties. The first one was about a dozen people. A couple friends were driving home from the party and called to say, ‘We’re in. We have a list of 50 people to invite and we will host house parties—and that was it.

“Philanthropy is usually a very private activity. You get something in the mail, or find something on a website but you’re by yourself or with your spouse, not in community. Giving circles make philanthropy a community activity, so it broadens the experience in wonderful ways. We go to the organizations and see their work, and meet the people who are served. Recently, I was at Food for Thought, our latest recipient of a \$100,000 grant. I walked in and had this immediate sense of staff, volunteers, and clients all in community. This is a place where people are taking care of each other. It’s in the air—no one even needs to say that and you’d never be able to convey that through a letter or even a website. We’re making the connections between the service givers, the people who are giving, and the people who are receiving service. It’s amazing and powerful.

“It’s easy to say, ‘What difference will my little donation make?’ Impact 100 has been so successful because you can say, ‘I can be part of giving away \$100,000’—which is a fortune for nonprofits in Sonoma County... knowing that donation really, really can move the needle in a nonprofit organization. We did that! Every single member is

critical to making that possible. I love the way we have women talking to each other about the organizations, really thinking about how these organizations will make a difference. We decide: Is this a way of spending \$100K that will make us proud? It’s an in-depth experience; not just writing a check and done.”

Melissa speaks to the value of the support of Community Foundation, “Deirdre and I met with Beth Brown in January of 2015. We sat down and shared the germ of this idea. She said, ‘I am personally committed to women in philanthropy and I want you to succeed. We’re arranging a \$5000 grant to get you started.’ We definitely needed the startup money and Beth was so insightful. She made a huge difference to us as a brand new organization, a brand new concept. To have Community Foundation behind us gave us instant credibility that we couldn’t possibly have had otherwise.” ✨

impact100redwoodcircle.org



SPARKING CREATIVITY

“What does the world need from me?” Javier Rivera-Rosales asks constantly to help align his values and moral character. A director for a nonprofit serving LGBTQI youth, Javier is a participant in the first Sonoma County cohort of On The Verge (OTV), a leadership program.

Parent organization On The Move was founded on a similar question. As etsuko kubo, Program Director for OTV explains, “Our founders were looking forward, asking ‘What happens when Baby Boomers leave leadership positions? Will we have people trained and having personal and professional networks to serve the social good?’”

A year-long leadership intensive, OTV focuses on personal, interpersonal, and professional skills, culminating in a community-based project. Participants receive group and individual coaching, and attend monthly group meetings, putting into practice their developing skills.

“We identify leaders and how they reflect their constituents,” says etsuko. “Some grew up in adverse situations like foster care, or belonging to the LGBTQI community. How do we help them to get to the next level, to sustain themselves while living their lives? We look around. We ask, ‘Who lives and works here? How can they represent leadership in their communities?’”

Javier is unabashedly enthusiastic about OTV. His personal network expanded immediately. “We bring value to our communities when we develop collaborations and new relationships. Together, we offer new pathways to growth. We share our own and others’ lives and experiences, offering space for other voices to be heard. We can create something that represents voices not sitting at the table.”

With 18 cohorts completed, On The Move expanded to Sonoma County last fall, launching a new cohort of 15 emerging public and nonprofit leaders from the field of mental health. While rates of mental illness among Latinos and whites in the U.S. are roughly equivalent, whites are far more likely to receive treatment—by about 60%, according to a 2008 study.

This dynamic group of leaders sparked the idea of combating issues of stigma, access, culture, and language through creation of a center for the Latino community, focused on increasing awareness about and access to mental health services. Brimming with energy and enthusiasm, they envision a vibrant, welcoming center combining Western and traditional Latino healing practices.

“Our mental health focus relates to shifting paradigms, because in Latino culture there are layers upon layers of stigma,” says Javier. “Change will come by practicing traditional and non-traditional ways of healing in a community that has not connected to Western medicine.”



LEADERS ON THE MOVE



A second cohort begins this fall, and will carry out the vision created by the inaugural group, with support from some first year leaders. The opportunity for participants to grow in their leadership capacity and mentor others is just one of the many unique aspects of On The Verge.

Sonoma County's On The Verge program is supported by the Community Foundation's Latino Leadership initiative. We are providing three years of consecutive support, in collaboration with the John Jordan Foundation, Kaiser Permanente, St. Joseph Health, and Sutter Health. ✨



LEGACY SOCIETY

We gratefully acknowledge members of the Legacy Society who have chosen Community Foundation Sonoma County to steward their future planned gifts.

Joseph Aaron
Tania Amochaev
Jerry Anderson and Tricia Coxhead
Ellen I. Amsterdam-Walker and Donald B. Walker
Paul and Judith Archambeau
Maile and Warren Arnold
Nichole and Todd Au
Lori and Chris Baker
Phyllis and Chris Baldenhofer
Barbara Banke
Christina Barasch and Stephen Yingst
Diana and Steve Barclay
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Leon Beck
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Lynn Woznicki and Ray Holley
Gloria and Jeffrey A. Young
Gwen Zeller
Anonymous (20)

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Estate of Francis J. Fechter
Estate of Geneva Scheihing Folsom
Estate of Gloria Hattie
Estate of May Ganster Miller
Estate of Susan Miller
Estate of Linda E. Nishikawa and Fay H. Blair
Estate of Joyce U. Remak
The Marvin K. Soiland Family Trust
Estate of Shirley Ziolkowski

ENVIRONMENT:

108 GRANTS = \$2,693,400

**HEALTH &
HUMAN SERVICES:**

453 GRANTS = \$6,483,800

**ARTS &
CULTURE:**

128 GRANTS = \$2,180,600

**EDUCATION &
SCHOLARSHIPS:**

366 GRANTS = \$2,153,000

**ANIMAL
WELFARE:**

24 GRANTS = \$133,000

OTHER:

128 GRANTS = \$474,100

TOTAL AWARDED, 1983-2016:

\$195,561,300



COMMUNITY
FOUNDATION
SONOMA
COUNTY

TOTAL ASSETS 2016:
\$153,749,400

TOTAL CONTRIBUTIONS 2016:
\$15,226,900

NUMBER OF GRANTS MADE IN 2016:
1,044

TOTAL AWARDED IN 2016:
\$14,118,000

NUMBER OF GRANTS, 1983-2016:
14,000+

FOR MORE DETAILS AND OUR FINANCIAL
STATEMENTS:

sonomacf.org



COMMUNITY
FOUNDATION
SONOMA
COUNTY

SONOMA VALLEY FUND

Sonoma Valley Fund is now 10 years young! Since 2007, Community Foundation Sonoma County and the Sonoma Valley Fund (SVF) have awarded over \$4.8 million in grants and scholarships in Sonoma Valley. SVF's mission is to strengthen the community through philanthropy and legacy giving. The Community Foundation and SVF awarded over \$700,000 in grants and scholarships to Sonoma Valley residents in 2016.

SVF's primary focus this past year has been a continuation of the capacity building grants program launched in 2015. Six local nonprofits were each awarded \$20,000 and work collaboratively to become more efficient and effective in delivering on their missions. The six organizations are: ArtEscape, Boys & Girls Clubs of Sonoma Valley, La Luz Center, Sonoma Overnight Support, Sonoma Valley Mentoring Alliance, and Teen Services Sonoma.

Sonoma Valley Fund also celebrates volunteers and in October, at the ninth annual Star Volunteer Awards celebration, close to three hundred donors and guests honored twenty-two volunteers who exemplify dedication to Valley nonprofits.

HEALDSBURG FOREVER

Our north county affiliate, Healdsburg Forever, celebrated a record year awarding \$130,000 in grants to 18 nonprofit organizations, including eight first-time grantees. To date, Healdsburg Forever has granted \$760,000 to 56 nonprofit organizations. The record level of giving was made possible thanks to a matching grant aimed at generating new donors. Healdsburg Forever successfully met the match, welcomed new donors, and saw the endowment grow to \$1.4 million.

In an ongoing effort to reflect the local community, Healdsburg Forever expanded its board to 13, welcoming three new-to-the-community members. Demonstrating its acute awareness of community needs, Healdsburg Forever made an emergency grant of \$4,000 to California Human Development to cover legal expenses associated with Deferred Action for Child Arrivals applications requiring immediate action.

Healdsburg Forever continues its focus on endowment growth and increased visibility in our community by demonstrating the deep roots and broad reach of its work. The Harmon Heald Legacy Society continues to grow with 35 new legacy donors who have made planned giving promises since 2013.

SUPPORTING ORGANIZATIONS

OLIVER RANCH FOUNDATION | oliverranchfoundation.org

Promotes artistic appreciation for site-specific sculpture and performances and protects the natural beauty of the land. In 2016, the Oliver Ranch Foundation offered 28 tours of the ranch to Bay Area non-profits to help them build new audiences and raise funds.

SONOMA PARADISO | sonomaparadiso.com

Dedicated to ensuring the health, education, welfare and quality of life for the children of Sonoma County. In 2016, Sonoma Paradiso made a total of \$100,000 in grants to 23 nonprofit programs.

CHOP'S TEEN CLUB | chopsonline.com

Chop's offers a place for teens to become workforce ready, prepare for college, improve study habits, join clubs, serve the community, and take part in art, music, culinary, barista training, sewing, pottery, and sports programs. In 2016, Chop's experienced 19,600 teen visits which is an increase of 2,600 visits and welcomed new Executive Director, Lorez Bailey.

sonomacf.org