

INVEST

IN WHAT'S POSSIBLE



COMMUNITY FOUNDATION SONOMA COUNTY

2010 ANNUAL REPORT

A large, light green, stylized leaf pattern covers the left half of the page. The leaves are arranged in a dense, overlapping manner, creating a textured background. The right half of the page is a solid blue color.

OUR VALUES

RESPECT

We respect the inherent worth and dignity of every person.

STEWARDSHIP

We mindfully steward the resources entrusted to us.

INTEGRITY

We honor our commitments with integrity and responsive action.

INCLUSIVENESS

We strive to engage all in the life of our community.

EXCELLENCE

We reach for excellence in all that we do.

DEAR FRIENDS,

Two hundred and eighty-nine steps rise invitingly up the gentle hills at the entrance to Oliver Ranch in Geyserville, but even the most seasoned stair-climber needs to pay extra attention. Making your way, you might think that you have the hang of it,



Photo Credit: Courtesy of Alex Fradkin

but this staircase will surprise you. Designed by artist Bruce Nauman, all of the stair treads are the same size, but each riser is different. The smallest step is three-eighths of an inch; the largest is 17 inches. Made to match the contours of the land on which they rest, the stairs are a true reflection of their place. Nauman's staircase is a significant work of contemporary art with a core purpose. Each step works with the next one to get you to your destination.

During the past year, Community Foundation Sonoma County has taken steps to invest in a portfolio of possibilities and the returns on that investment are all around us. Like the Nauman stairs, responding to the

contours of Sonoma County requires vision, assessment, planning and skill – all of which our donors, advisors, friends and staff bring in large supply. We're proud that these collaborations have yielded substantive achievements by the Foundation and our affiliates in our core giving areas of the Arts, Environment, Education and Health & Human Services.

In our Annual Report, you will see collaboration in action. It is evident in the Artist Awards Program, where a permanent endowment now stands to support emerging artists in Sonoma County. You will read about collaboration among some of the area's best scientists in our North Bay Climate Adaptation Initiative, enabling essential research for the environment and our stewardship of it. Collaborating with the Redwood Empire Food Bank produced a way to address hunger, health and well-being by providing fresh produce to local agencies for distribution. You'll also read about the collaboration which resulted in scholarships for local students to attend four years of higher education, giving additional meaning and importance to investing in what's possible.

You are part of each step that we take at Community Foundation Sonoma County. Your contributions and involvement arrive in many forms, like the different risers in Bruce Nauman's stairs. Our work throughout the county is always shaped by your efforts and dedication. Like those who journey along the stairs at Oliver Ranch, we encourage you to stop and enjoy the view.



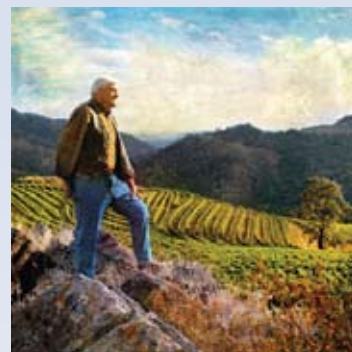
Barbara Hughes

Barbara Hughes
President & CEO



Peter Golis

Peter Golis
Board Chair



Jess Jackson
1930–2011

We honor the life of Jess Jackson, whose legacy of giving to Sonoma County will last for generations.

As donor and friend, Jess set examples for each of us to follow in our own way.

"The greatest use of life is to spend it for something that will outlast it."

– William James

ADVANCING THE ARTS

In 2004, the James Irvine Foundation awarded the Community Foundation a multi-year grant to participate in its Communities Advancing the Arts (CAA) Initiative. This eight-year partnership inspired a series of county-wide projects in the arts sector, with the goals of helping to create a strongly-aligned, cooperative arts community and to increase awareness and support of the arts in Sonoma County.

In collaboration with Arts Council of Sonoma County (ACSC), the Community Foundation produced two arts festivals: Sculpture Sonoma (2005) and Performance Sonoma (2007). Most local arts organizations participated and public interest grew for the development of an annual Sonoma County arts festival. As a result, the ArtsSonoma Festival was launched by the Arts Council in 2009.



Photo Credit: Courtesy of Andrew Sofie



Photo Credit: Courtesy of Laine Justice

The Community Foundation also partnered with ACSC to create and implement a Sonoma County Artist Awards program, spanning the visual, performing and literary arts. To date, fifteen artists have received juried awards of \$5,000 each. To continue support of individual artists in our county, the Community Foundation worked with local donors to build a \$300,000 Artist Awards Endowment, which establishes permanent support for an artist awards program.

The creation of the ArtsSonoma website was another joint project with ACSC. This is a singular arts website for our county that collects, consolidates and posts all arts-related events and news in Sonoma County.

With the completion of the Irvine grant and the success of our objectives, we believe more strongly than ever that the arts can be a bridge to connect diverse groups of people and that a healthy, flourishing arts sector is essential to a vibrant community.

DONOR SPOTLIGHT



“When my father died he gave my brothers and me funds from his charitable trust for donations to causes of our choice. From this legacy, we established the Steve and Ellen Beckwith Donor-advised Fund to honor my father and my wife’s parents for their charitable work during their lives. Ellen and I believe in supporting organizations right here in beautiful Sonoma County and will continue to do so with the support of the Community Foundation.”

– Steve and Ellen Beckwith

2011 STAFF AND COMMITTEES

STAFF

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President & CEO

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Celia Bolam
Mary Peterson
Miguel Ruelas
Joe Valentine
Rosa Zamudio

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Adeline Liu Freedman
Judy Potts

PROGRAM TEAM

Robert Judd
Dana Johnson

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Protected Investors of America

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Dobson Asset Management

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Community Leader

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RMC San Francisco

Lew Reid
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Director and CEO
The California Endowment

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Thomas A. Haeuser
Attorney at Law

MaryClare Lawrence
Attorney at Law
Conner, Lawrence, & Rodney

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Gary R. Long Insurance and
Financial Services

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Whitney Evans
Pete Golis
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Art Lafranchi
David Voss
Joan Woodard

YES, WE CAN!

Community Foundation Sonoma County donors Joe and Judy Gappa created the Yes, We Can! Scholarship to help local, low-income students fund their college expenses. These are four-year scholarships to Sonoma State University to shepherd students from their freshmen years through graduation.

"Many of the students with great academic potential do not have the opportunity to take advantage of it," say the Gappas. "Their loss is the community's loss." The scholarships supplement existing federal and state resources, thus relieving students of excessive loan burdens or long hours of work, both of which can jeopardize academic performance and retention.

David and Ruth Wolf met the Gappas at a Community Foundation gathering and discovered their similar passion. Both couples could think of no better way to ensure a bright future for our region than to help its youth earn university degrees. "The Gappas showed the way with a simple idea that was very appealing to us."

"David and Ruth Wolf are remarkable people making a life changing difference for two of our hard working Roseland University Prep students."

— *Gail Ahlas, Superintendent, Roseland School District*

The Wolfs joined the Yes! We Can project and took a slightly different approach for finding applicants. Rather than going through the Sonoma State scholarship process, the recipients of the Wolfs' awards came through the Roseland School District, with the guidelines and process designed by the Superintendent of that school district and the principal of Roseland University Prep.

"Ruth and I had the good fortune to attend the UC in the '60s and have benefitted in extraordinary ways, ways that we never could have imagined," says David. "With the gap between the 'haves and have-nots' going in the wrong direction, a college degree is more important than ever for a person's ability to earn a good living."

The plan is to find other donors who will become part of the four-year cycle, so that when the Gappas' students finish their four years, two new recipients will be chosen; the Wolfs will do the same the following year and so on, creating an ongoing stream of Yes! We Can graduates and, quite possibly, future community leaders.

SONOMA COUNTY FACTS

2010 Population: 493,285
25% of population is age 0-19 (123,000)
High School dropout rate: 17%
High School 4 Year Graduation rate: 75%

FRESH FOOD CHALLENGE

In 2010, Community Foundation Sonoma County found a way to multiply its support of the Redwood Empire Food Bank (REFB) and 147 other programs in their efforts to end hunger.

The effort raised \$130,000 to support programs for providing fresh fruits and vegetables for people in need for the coming year. In a departure from its traditional competitive grant making cycle, the Community Foundation directed its entire Health & Human Services grants budget (\$60,000) towards helping to alleviate hunger in Sonoma County. The rest of the funds came from a \$30,000 challenge grant matched by donors at the Foundation and other generous members of the community.

The challenge to donors by the Foundation to help feed the increasing numbers of individuals and families who don't have enough to eat. With the \$130,000, the Community Foundation provided the REFB with additional funds to pay for acquisition, transportation and distribution of fresh produce which was made available at no cost to over a hundred pantries and community and faith-based hunger relief programs throughout the county.



Photo Credit: Courtesy of Redwood Empire Food Bank



Photo Credit: Courtesy of Redwood Empire Food Bank

"We were thrilled with this strong statement of leadership from the Community Foundation in directing significant resources toward an issue as fundamental and urgent as hunger," said David Goodman, Executive Director of the REFB. "And, the pursuit of fresh produce that addresses not only hunger but the health and well-being of the recipients is truly exciting for everyone involved: donors, the REFB, agencies, and food recipients."

The participating hunger relief agencies that work with the Food Bank to support hunger programs in every corner of the county include dozens of churches, faith-based agencies, Boys and Girls Clubs, YMCAs, the Committee on the Shelterless, Community Action Partnership, and

many others. The Community Foundation partnered with this network of agencies during a time when the need for food in our community increased significantly. Working together, this targeted giving increases the number of meals provided and makes those meals more nutritious.

Halfway through the first year of the grant, David Goodman speaks of the positive impact that the Foundation effort has already had on hunger relief in our community. The ability to provide fresh produce to low-income people has strengthened the very roots of our collective mission. Donors have been able to express their concern through generosity, the Redwood Empire Food Bank has provided the healthiest food available, and people seeking assistance have received the help they need.



Photo Credit: Courtesy of Redwood Empire Food Bank

A PLAN IN ACTION: PRESERVING OUR BIODIVERSITY

A little known fact about Sonoma County is that it lies at the core of a global biodiversity “hotspot” — only one of 34 recognized hotspots on the globe. The diversity of life forms that exist here makes this a truly remarkable place. Sonoma County’s biodiversity, its variety and relative abundance of life forms, exceeds that of some tropical jungles.*

Since 2004, the Community Foundation has convened and supported local scientists, teachers and environmental organizations to develop a broad plan to address how Sonoma County’s biodiversity can be maintained. In 2010, with the help of the Laguna Foundation and the Sonoma County Water Agency, the joint effort came to fruition with a Biodiversity Action Plan (BAP) for Sonoma County.



Photo Credit: Courtesy of Google Maps

Once completed, the BAP was immediately adopted by a larger group of organizations and individuals as a blueprint for taking local action in response to climate change in Sonoma County. That group, the North Bay Climate Adaptation Initiative (NBCAI), is a voluntary collaboration of scientists, environmental organizations, policymakers, land managers and local funders.

In 2010, the Community Foundation recognized NBCAI’s extraordinary task ahead by awarding them a multi-year set of grants. Those grants will enable these experts to establish the structure and processes to support their innovative, long-term work on climate change in Sonoma County. In making this commitment, our aim is to ensure that NBCAI can progress enough to reach other, much larger funders, who will see the tremendous benefit of investing in the science that is being done here.

The goal of these efforts is to foster an open conversation between technical experts, land managers and policymakers in support of effective local climate adaptation strategies, to ground land management policy and community education on what science knows and can discover about how climate is changing Sonoma County’s biodiversity.

We are at a pivotal moment in preserving Sonoma County’s natural resources. Ensuring the continued survival of our county’s gift is one of the most important responsibilities we now face, both for ourselves and for future generations.

For more information, visit www.nbcai.com

*Biodiversity Action Plan



Photo Credit: Courtesy of West Coast Watershed

Sonoma County Quick Facts

Total area of Sonoma County: 4,152 km² (1,603 mi²; 1,025,982 acres)
 Percent area of California: 1.01%
 Area of land: 4,082 km² (1,576 mi²; 1,008,684 acres)
 Area of water: 498 km² (192 mi²; 123,058 acres)
 Ecoregions: California North Coast (58 %), California Central Coast (42 %)
 Highest Elevation: 1,370 meters (4,495 ft) on Cobb Mountain
 Length of rivers and stream: 5,354 km (3,327 miles)
 Number of native plant species: 2,210
 Number of threatened species: 6 (all animals)
 Number of endangered species: 27 (22 plants, 5 animals)
 Number of species unique to Sonoma County (endemic species): 20

COMMUNITY FOUNDATION AFFILIATES

SONOMA VALLEY FUND

During its initial four years, the Sonoma Valley Fund (SVF) has partnered with 15 nonprofits to develop legacy programs, sponsored educational forums, and put in place an outstanding Board and Advisor Team. These leaders have rallied the community around building programs for youth and identified cost-saving opportunities for local nonprofit organizations.

SVF's legacy program promises to exceed \$3 million, and funds invested for our Nonprofit Partners exceed \$2 million. Since inception, SVF has given back to the community \$175,000 in grants and scholarships.

YOUTH INITIATIVE SVF created its Youth Initiative to respond to the critical issue of gang violence. Starting with community forums, SVF facilitated the underwriting of enrichment programs for 'at risk' kids at Adele Harrison Middle School. The programs, along with many generous donors, have provided hundreds of students with support to help prevent the spread of violence.

NONPROFIT SERVICES INITIATIVE In 2010 the Sonoma Valley Fund sponsored the Nonprofit Services Initiative, supported by a pro bono Stanford Business School Alumni Consulting Team. This effort identified potential savings of between \$265,000 and \$375,000 per year in operating expenses for nonprofits. A team continues to work with SVF's Nonprofit Partners to ensure that those savings are achieved.

SVF'S STRATEGIC FOCUS The Sonoma Valley Fund has reconfirmed its commitment to fostering a culture of legacy giving. Nonprofit organizations are facing daunting fundraising challenges, and they need endowments to survive the year-to-year fluctuations in funding flows. Legacy gifts can provide just that security.

SONOMA VALLEY FUND BOARD

Harriet Derwingson, President
Barbara Young, Vice President & President Elect
Thomas Haeuser, Secretary
Donna Halow, Treasurer
Whitney Evans, Past President

| | | |
|---------------|-------------|-------------------|
| Joe Aaron | Susan Cook | Martha Rosenblatt |
| Peggy Bair | Tony Garcia | Joshua Rymer |
| Karen Collins | Steve Pease | Scott Smith |

THE HEALDSBURG ENDOWMENT

The Community Foundation is building a permanent, dependable source of funding for nonprofit organizations in Healdsburg and surrounding communities. Since 2004, the Healdsburg Endowment Fund has awarded over \$225,000 in grants.

In September 2010, the Community Foundation received a \$100,000 matching grant from Stu Harrison and Dave Ring to help grow the Healdsburg Endowment. Fundraising efforts to meet the match include a gift of \$50,000 from local residents Barbara Grasseschi and Tony Crabb. Their generous contribution helped the Endowment top \$1 million in assets, an important threshold.



The founders of the Healdsburg Endowment were recognized recently at a ceremony officiated by Sonoma County Supervisor Mike McGuire. A plaque identifying the original benefactors was unveiled at the Healdsburg Community Center.

LEAVE YOUR MARK

Leave
your
mark.

Our new outreach campaign, Leave Your Mark, aims to educate Healdsburg area residents about the importance of growing the Endowment through both current gifts and estate plans. The wider-ranging campaign will raise awareness and understanding about the Endowment's role in meeting local community needs, today and for generations to come.

The Leave Your Mark project also includes a recognition component, honoring local donors and volunteers who are leaving their mark on the local community. The project is supported in part by the generosity of The Healdsburg Tribune.

For more information, visit www.leaveyourmarkproject.com

HEALDSBURG AREA BOARD

Susan Lentz, Chair
Tania Amochaev
Chris Baldenhofer
Richard Burg

Pat Callahan
Lise Ciolino
Mary Hafner
Stu Harrison

Taya Levine
Phil Luks
Lannie Medina
Lynn Woznicki

OUR GRANTMAKING

GRANTS AND SCHOLARSHIPS

| | | |
|-------------------------|-------------|--------------------|
| Health & Human Services | 46% | \$2,861,400 |
| Arts & Culture | 19% | \$1,205,300 |
| Environment | 17% | \$1,038,900 |
| Education | 9% | \$582,800 |
| Other | 6% | \$351,200 |
| Scholarships | 3% | \$181,500 |
| TOTAL | 100% | \$6,221,100 |

For more detailed information on recent grants or grant application procedures visit **www.sonomacf.org**

For additional information, please contact:

Robert Judd, Vice President for Programs

Email: rjudd@sonomacf.org

Phone: 707-579-4073, ext. 15

2010 COMMUNITY FOUNDATION GRANTS AND INITIATIVE PROGRAMS

The major portion (88%) of our total investment in the community comes through donors who have established funds with us. In addition to those resources, the Community Foundation contributed \$571,700 through grant and initiative programs intended to sustain vital community services during a difficult recession. Included in this figure are our affiliates, Community Foundation Sonoma County serving Healdsburg, and the Sonoma Valley Fund.

| GRANT CATEGORY | NO. OF GRANTS | TOTAL |
|-------------------------------------|----------------|------------------|
| Arts & Culture grants & initiatives | 35 | \$59,200 |
| Basic Human Needs | 13 | \$65,000 |
| Education | 7 | \$92,000 |
| Environment Initiative | (See page 7) | |
| Homelessness grants & initiatives | 7 | \$195,000 |
| Hunger/Fresh Food Initiative | (See page 6) 1 | \$90,000 |
| Healdsburg Area Affiliate | 6 | \$44,000 |
| Sonoma Valley Fund | 7 | \$26,500 |
| TOTAL | 76 | \$571,700 |

2010 NEW FUNDS

Betty and Sam Miller Fund
Becoming Independent Fund
Catherine E. Delany Fund
Catholic Charities of the Diocese of Santa Rosa Fund
Community Media Center of the North Bay Fund
The Eye Care Institute Charitable Fund
Henry-Burroughs Fund
Hughes DiPaolo Fund
Jared Parker Memorial Fund
KRCB Public Media Fund
Leadership Santa Rosa Class XXVI Fund
Lions Project Fund For Canine Companions
for Independence
Mitchell Soso Scholarship Fund
Sonoma Valley Hospital Foundation Fund
Sonoma Valley Mentoring Alliance
Sonoma Valley Youth Initiative Fund
Steve and Ellen Beckwith Fund
Wendt Family Fund

2010 ANNUAL EVENT SPONSORS

Wells Fargo Advisors—The Pardini & Wulbrecht
Financial Group
Wells Fargo—The Private Bank

Luther Burbank Savings
The Press Democrat
Zainer Rinehart Clarke
Carle, Mackie, Power & Ross
Art and Diane Lafranchi
Kendall Jackson

Gallagher Risk Management Services
Burr Pilger Mayer
Clover Stornetta Farms
Dickenson, Peatman & Fogarty
Exchange Bank
Friedman's Home Improvement
Grasswood Partners, Inc.
Manatt, Phelps & Phillips, LLP
Portola Systems
Willow Creek Financial Services

SUPPORTING ORGANIZATIONS

Chop's Teen Club
www.chopsonline.com

Oliver Ranch Foundation
www.oliverranchfoundation.org

Pepperwood Preserve
www.pepperwoodpreserve.org

Sonoma Paradiso
www.sonomaparadiso.com

LEGACY SOCIETY

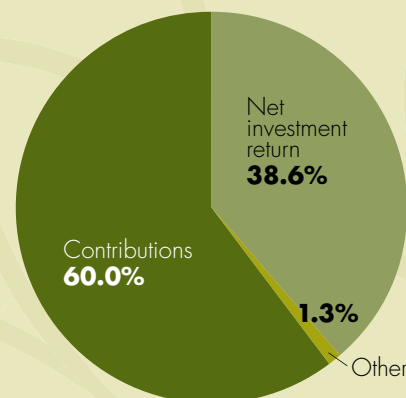
Our Legacy Society recognizes those who have chosen the Community Foundation to provide long-term stewardship of their charitable wishes. For more information, please contact Celia Bolam, Director of Gift Planning, at cbolam@sonomacf.org or call 707.579.4073 ext. 23.

Harold Hahn and Tania Amochaev
Ellen Amsterdam-Walker
Paul and Judith Archambeau
Warren and Maile Arnold
Lori and Chris Baker
Barbara Banke and Jess Jackson
Christina Barasch and Stephen Yingst
Sharon Bard
Genevieve Barnhart
Leon Beck
Stephen A. Bessone
Fay H. Blair, CPA
Stephen V. Bohn and Monica M. Mastin
Larry and Brennie Brackett
Drew and Ellen Bradley
Libby and John Brady
Liza Weaver Brickey
Demaris Brinton and Theron O'Connor
F. James and Mary Brock
Lawrence Broderick
Sara and Dixon Browder
Barbara Brown
Blythe and Robert H. Carver
Suzanne and Doug Castino
Lee and Norma Chandler
Harvey and Janet D. Charnofsky
John and Sandy Chute
Nancy and Cole Cornelius
Theodore J. Cutler and Gemma Gallovich
Harriet and Randy Derwingson
Kathy Kent and John Dolinsek
Nancy Doyle and George Smith
Herb and Jane Dwight
Susan and Bruce Dzieza
Jeanette and Whitney Evans
Lyn Fischbein
Ed and Adrienne Flowers
Geneva Scheihing Folsom
Lisa Folsom-Ernst and Richard Ernst
Clarence Garzoli
Robert Gilchrist
Jennifer and Rick Girvin
Judith and Tom Glenn
Lois Gordon
Julia Grant
David and Michelle Green
George Greeott
Thomas A. Haeuser and Antoinette Kuhry
Paul and Jean Hammond
Paula and Albert G. Handelman
Gloria A. Hattie
David Henry and Kate Burroughs
Marie C. Hicklin
Lisa and Stanton Ireland
Rod Jones and B.J. Cox-Jones

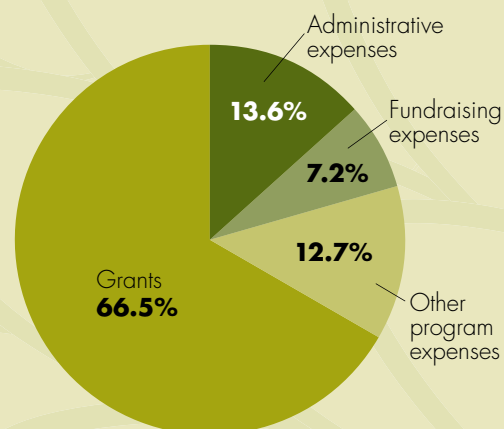
Robert and Linda Judd
David Karp and Jan Postma
James Kaumeyer and Roberta Solbrig
Nell Kneibler
Pat Kuta and Gregory Fearon
Holly and Stephen Kyle
Jim Lamb
Lar Landa and Scott Wright
Taya Levine
Marcia and Jim Levy
John Mackie and Kate Ecker
Kay Marquet
Catherine and David Marsten
Diana Mauregard
Helen B. McStravick
Jean Miller
Sam and Betty Miller
Susan Miller
J Mullineaux and Matt Malik
Mary Mueller
Ron and Eileen Nelson
Nadenia Newkirk
Bill and Kathy Newlands
Nancy and Steve Oliver
Joyce and Steven L. Pease
Herb Polesky and Susan Lentz
Rhoann Ponseti
Joyce Remak
Dee and Harry Richardson
Edie and Craig Roland
Martha and Stephen Rosenblatt
Valerie Pistole and Jeffrey A. Walter
John and Lynn Schiek
Russell and Elizabeth Schreiber
Jean Schulz
William Scogland and Douglas Heen
Ann Sebastian
June Silva
Dan Smith and Joan Marler-Smith
Daphne Smith
Doug Smith
Carol Stout
Father Jerald Thomas
Henry Trione
Robert Tuttle
Francisco and Rosa Vazquez
Barbara Walter
Cami Weaver
Jane and Nelson Weller
Henry and Holly Wendt
Greg Young
Gloria and Jeffrey A. Young
Gwen Zeller
Anonymous (19)

FINANCIAL SUMMARY

TOTAL REVENUES: \$26.7 MILLION



TOTAL GRANTS AND EXPENSES: \$9.4 MILLION



| ASSETS | 2009 | 2010 |
|---|--------------------|--------------------|
| Cash and cash equivalents | 6,780,600 | 2,315,100 |
| Investments | 96,131,200 | 100,985,000 |
| Contributions receivable | 16,448,800 | 24,881,900 |
| Charitable trust assets | 14,420,800 | 15,695,200 |
| Other | 8,893,300 | 8,306,600 |
| TOTAL ASSETS | 142,674,700 | 152,183,800 |
| LIABILITIES AND NET ASSETS | | |
| Amounts invested on behalf of nonprofit organizations | 21,118,000 | 13,068,400 |
| Other liabilities | 6,860,800 | 7,080,600 |
| TOTAL LIABILITIES | 27,978,800 | 20,149,000 |
| NET ASSETS | 114,695,900 | 132,034,800 |
| TOTAL LIABILITIES AND NET ASSETS | 142,674,700 | 152,183,800 |

Audited financial statements are available upon request

WORKING TOGETHER

The mission of Community Foundation
Sonoma County is to strengthen our
local communities through effective
philanthropy and civic engagement.

BOARD OF DIRECTORS

Pete Golis, *Chair*
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Sonoma County

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Program Director
Latino Service Providers

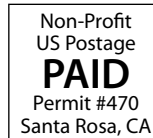
Cullen Williamson
CEO, Rostini, LLC
Director Emeritus,
Mary's Pizza Shack

Judy Withee, *CFP*
Registered Principal
Protected Investors of America

Michelle Zygielbaum*
Retired, Neonatal Nurse
**Joined in 2011*

COMMUNITY FOUNDATION SONOMA COUNTY

250 D Street, Suite 205
Santa Rosa, CA 95404-4773



RETURN SERVICE REQUESTED



FOR GOOD. FOR EVER.

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Santa Rosa, CA 95404-4773
Phone 707.579.4073
Fax 707.579.4801

www.sonomacf.org



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Every effort has been made to ensure the accuracy and completeness of this publication. Please accept our apologies for any errors or omissions.
Cover Images: The Waiting by Katherine Zsolt, photo courtesy of Arts Council of Sonoma County; Egret in grass, photo courtesy of West Coast Watershed