It is our pleasure to share with you the Community Foundation’s 2012 annual report which highlights stories of generosity and impact, two of the values that unite our community of donors, nonprofits, community leaders, and all of the people of Sonoma County who have chosen this place to call home.

Last year, the Community Foundation distributed over $10 million in grants on behalf of our generous donors. As you will read in the pages that follow, these funds went to organizations across all corners of the county and beyond, from the Community Child Care Council, to Sutter Medical Foundation, Farm to Pantry, and the Mr. Music Foundation. We also partnered with the Redwood Empire Food Bank with a grant that helped over 160 agencies to receive fresh food at no charge and to distribute over two million pounds of produce to those in need. And we saw Chops Teen Center expand its workforce development programming and launch Jobs Made Real, a website designed to aid teens in discovering their career paths.

This year marks the 30th anniversary of Community Foundation Sonoma County. It took the great vision of a band of community leaders, spearheaded by Jean Schulz, to create an organization that would hold a long-term vision for the county. On behalf of its donors over the past 30 years, the Community Foundation has granted over $125 million to benefit our community. Those leaders from 1983 had the right combination of passion, innovation, resources, and tenacity to create an organization that would inspire others to join this movement of growing the county’s philanthropic giving and impact.

As we look to the next 30 years, we know that while both the challenges and opportunities our community faces may shift, we will hold steadfast to this collective dream—to make sure the children and grandchildren of our county have opportunities to thrive here, and have the chance to become happy, healthy, educated, and employed adults who, like you, will also give back their time, treasure, and talent to this community they hold dear.

We are so blessed to be living in one of the most beautiful places on earth and to have a community so deeply dedicated to philanthropy. Thank you for the honor of being our partners in growing philanthropy in Sonoma County.

Dear Friends,

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At Community Foundation Sonoma County, we believe in the power of connecting people, ideas and resources to benefit the lives of those who live here. Every day, we create partnerships with donors, organizations and community leaders to invest in the promise of Sonoma County.

Image Credit: Cover (clockwise): Nancy and Dale Dougherty; Laura Alice Watt (vines); Mike and Suzy Marzalek, photo by Jesse Irizary; Laura Alice Watt (Bodega ocean); Marc Fellon; (StockPhoto: Laura Alice Watt (farm). Inside and Back Cover: Laura Alice Watt

Annual Report Editor: Carla Bolam      Creative Design: SunDesign Studios
Dale and Nancy first connected with Community Foundation Sonoma County through a giving circle they helped form in the fall of 2000. The twelve members shared concern over the decline in public education and the escalation of school violence. They were interested in pooling resources for giving based on new venture philanthropy models being tried out around the country. Community Foundation staff came to speak with the group about trends in the giving field and continued to support their work to create a funding plan.

The giving circle’s goal was to strengthen the counseling services for the three Sonoma County High Schools by ensuring that a therapeutic counselor was present on campus for students every school day. This was the only focus initially, but over time, the group, the Teen Counseling Project of Sonoma County, became much more. Working closely with the West County Union High School District, they developed a Speakers Series for the 9th Grade Health Curriculum, an Intern Program, and a Film Series for parents and students. The Teen Counseling Project developed into its own hybrid of advocacy group and social service agency, all the while under the guidance of very involved Community Foundation staff.

For the last few years, Nancy has also been working with the Center for Creative Arts, which runs art programs to foster personal growth and expression for underserved populations. An art therapist who leads a group of women at The Living Room observes how the art-making process increases their self-esteem and resourcefulness. Another art therapist at The Children’s Village has the children visualize their lives, creating Wishing Bracelets to honor their dreams and Trees of Love to teach them how to love themselves. She observes how the children show greater expressions of empathy and happiness in response to their art projects.

Dale’s work as founder and publisher of Make and the creator of Maker Faire opened up new ways for the couple to impact education. Nancy and Dale support hands-on experiential learning that engages students, particularly those poorly served by traditional academic approaches. In 2010, Dale launched a pilot Make class at Analy High School and a summer Maker Camp at Comstock Middle School. More than half of the grants awarded from the Doughertys’ donor-advised fund have gone to school-related purposes, primarily supporting programs that encourage students to develop new skills and creativity.

Mary and Marc Felton moved to Sonoma County in 2006. Marc had a career in high tech in the Bay Area and Mary is a former nurse. They started their own family foundation in 2005. In 2008 they came to the Community Foundation to learn more about local philanthropic activities and community needs. Later that year they helped fund a riparian restoration project on the Adobe Creek.

Marc is a third generation Californian who grew up in Monterey. As a high school exchange student in Japan he walked among rice paddies and saw how space could be used to its full potential sustainably for thousands of years. In 2011 the Feltons started a Certified Naturally Grown farm in West County. Marc decided to start the farm when the Sacramento River fall king salmon run dwindled to 5% of its usual population and his dream of operating a salmon charter fishing vessel evaporated.

In 2012, the Feltons moved their family foundation to Community Foundation Sonoma County because they wanted to focus on giving but not necessarily on the responsibility of administering and managing a private foundation. One of their favorite philanthropic services is conducting their grantmaking online, which has really simplified their giving and saved them valuable time.

Mary and Marc Felton

Long-time community volunteers Mike and Suzy Marzalek both retired from Agilent Technologies and immediately immersed themselves in a number of education and social justice initiatives that advance their personal philanthropic mission. Mike, an engineer, was the first in his family to graduate from college. Promoting exposure and access to higher education, and the economic opportunities that come with higher education, are central themes in the couple’s volunteer interests and philanthropy. With that in mind, Mike and Suzy established the Mike and Suzy Marzalek Scholarship with Scholarship Sonoma County to grant post-secondary school scholarships to highly motivated, financially disadvantaged graduates of Roseland University Prep who will be continuing on to college, technical or trade school.

SCHOLARSHIP SONOMA COUNTY

“Hope to produce food that is at least in some ways similar in nutritional quality and depth of flavor to that most noble California resource: the wild king salmon.”

— MARC FELTON

Photo Credit: Jesse Irizary

Community Foundation Sonoma County is proud to partner with the Doughertys and support their thoughtful innovative investments in our community.
COMMUNITY FOUNDATION AFFILIATES

SONOMA VALLEY FUND

In 2012 Sonoma Valley Fund launched the first ever Endow Sonoma Valley Month. The goals of this month-long series of events were to increase awareness of legacy giving and to encourage more people to make a charitable legacy gift commitment. Sonoma Valley Fund sponsored six events aimed at increasing awareness, education, and action. More than 500 people attended, and the number of legacy donors doubled over the year.

Grantmaking from Sonoma Valley Fund, and Community Foundation Sonoma County, into the Valley increased dramatically this year. Over $416,000 was granted to nonprofits serving Sonoma Valley. Since Sonoma Valley Fund’s inception in 2007, the Community Foundation and Sonoma Valley Fund have directed a combined total of more than $165 million in grants to the Valley.

THE HEALDSBURG AREA

In 2012, Community Foundation Sonoma County Healdsburg Area continued its tradition of community support with another record year of grantmaking, awarding $65,500 to twelve agencies providing services in Healdsburg and Geyserville. At a community celebration sponsored by Seghesio Winery and Agave Restaurant, we honored the work of these Area agencies and thanked our donors for their ongoing support.

Taya Levine, Chair of the Healdsburg Area Affiliate Board, remarked on the broad array of services provided by this year’s grantees.

“But programs and projects, from education, to the arts, to health environment, to assisting people with disabilities to growing support for breast cancer patients to local access to our county board,” Levine said. “In Healdsburg and Geyserville are served by the organizations receiving grants this year, and we are honored to play a part in their ongoing support to our communities.”

In its nearly ten year history, the Community Foundation in Healdsburg has granted over $350,000 to 32 organizations in Healdsburg and Geyserville and the Healdsburg Area endowment stewards over a million dollars.

EXAMPLES OF ARTS GRANTS

California Poets in the Schools work closely with classroom teachers to grow young people’s creativity and intellectual curiosity through the poetry-writing process.

Mr. Music Foundation brings professional musicians into K-8 classrooms, providing ear training, singing, rhythm and movement, which also includes Spanish language and cross-cultural awareness.

Wells Fargo Center for the Arts Artists-in-Schools program integrates the arts into classrooms, providing dynamic, hands-on learning that accentuates lessons in math, science, language arts, and social studies.

HOW CAN WE ELEVATE THE ARTS IN SONOMA COUNTY?

How can we elevate the arts in Sonoma County? The arts stretch our imaginations and animate our connection to community. Recognizing that the arts address complex issues that are greater than the resources currently available, Community Foundation Sonoma County gathered a diverse group of stakeholders to answer this question, “How can we elevate the arts in Sonoma County?”

Over the course of four facilitated work sessions, 66 people came together to deepen our understanding and provide insight into how we might work together. While the agenda remained consistent, the session participants were different, allowing for robust, cross-sector solutions.

Current factors influencing the arts in Sonoma County:

- The popularity of participatory art making – seeking in access to arts education
- The absence of a countywide cultural arts plan

What are our priorities for elevating the arts?

Across all four convening participants identified countywide promotion of the arts, establishing strong leadership, enhancing arts education and cooperating across sectors.

Now the real challenge: moving from ideas to action. Community Foundation Sonoma County is committed to arts grant making that includes community feedback and is based on research-driven practices. Therefore, our approaches include:

- Arts Education: We support the growth and implementation. We invite you to stay connected, advocate, joining with others in exploration and we are steadfast in our role as convener and participation in the arts among new audiences.
- Artist Support: We support the growth and exposure of Sonoma County’s emerging artists. We invest in artists and their practices. Therefore, our approaches include:
- Expanding Engagement: We invest in artists and arts organizations for diversity and deeper participation in the arts among new audiences.
- Now the real challenge: moving from ideas to action.
- Coordinating the arts in Sonoma County through our convener role and networks.
- Arts Education: We support the growth through the arts, allowing for robust, cross-sector solutions.
COMMUNITY ORGANIZING

As an important part of our process for making grants from the Hazel and Roland Todd Trust Fund, Community Foundation Sonoma County employed two community organizers from the North Bay Organizing Project to build relationships with residents in very low income communities in the Springs area of Sonoma Valley. Our goal: to help overcome cultural and language barriers to accessing health services. We knew from our conversations with Valley residents how important it was to increase services in the Springs, but we wanted to hear directly from Springs residents about their priorities so the Legacy gift left by Hazel and Roland Todd can have the most impact.

Community organizing is a step by step process of building relationships of trust with residents and encouraging their development as leaders. In that process, residents have come to better understand how they can voice their ideas for making the Springs a better place to live. It has taken a year for the community building process to reach the point where residents are now convening their own public meetings, asking questions of the organizations that serve them and working out agreements with those providers on what can be done.

There is a growing sense of community pride within the Springs and excitement among residents that their voices are being heard.

CHOP’S TEEN CLUB

2012 was a year of growth for Chop’s Teen Club. In addition to providing over 800 teens with an engaging and productive place to spend their time, Chop’s saw significant expansion in their leadership and workforce programs, including the following:

- Work Ready Certification in partnership with the Sonoma County Office of Education, Digital Video Making, Photoshop, Leadership Facilitator Training, Culinary and Barista Training, and Basic Food Handler Certification.
- Financial literacy programs in partnership with Sonoma County Office of Education and Redwood Credit Union.
- Cooking with Kids Foundation awarded an Awesome Pretzel Cart to provide entrepreneurial and business skills.
- Youth Empowerment & Leadership Conference attended by 180 middle school students.
- Developed Youth Empowerment Council in partnership with Tomorrow’s Leaders Today.
- Developed volunteer program with 60 new volunteers including a partnership with Sonoma State University with 15 SSU students volunteering for the tutoring and homework help program.

For some teens, the interaction they had with the Chop’s staff mentors was the most in depth and meaningful adult interaction they received each day. Membership represents a diverse mix of Santa Rosa teens in grades 7-12 who pay a minimum of $10.00 per year to join. In 2012 Chop’s received 65% of its annual revenue from the DeMeo Fund, held at Community Foundation Sonoma County. The other 35% came from fundraising efforts and fees, representing a diversified revenue mix.

Chop’s Teen Club is indeed a valuable asset to our community and in recognition of this, the Sonoma County Board of Supervisors awarded Chop’s with a prestigious Jefferson Award for Excellence in Community Leadership and Civic Engagement.

SUPPORTING ORGANIZATIONS

Chop’s Teen Club
www.chopsonline.com

Pepperwood Preserve
www.pepperwoodpreserve.org

Oliver Ranch Foundation
www.oliverranchfoundation.org

Sonoma Paradox
www.sonomaparadox.com

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GRANTS AND SCHOLARSHIPS

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

*This figure does not include grants to agency funds.

2012 NEW FUNDS

Lucille K. Baker Fund for Arts, Basic Needs, Environment and Education
Lucille K. Baker Fund for Elementary Schools
The Burleson Fried Family Fund
Marc and Mary Felton Funds
The Ritch Mountain Fund
Paul Hobbs Winery Fund
Donna Holloway Endowment Fund for Chop’s
LandPaths Bohemian Ranch Fund
LandPaths Grove of Old Trees Fund
The Henry and Doris Matten Endowment Fund
The Mickey Smith Scholarship Fund
Susan Miller Fund for HIV/AIDS Services
Herbert P. Polasky Memorial Fund
Redwood Credit Union Community Fund
Rykkien Scull LGBT Memorial Fund
The Sangiacomo Family Fund
Geneva Schieling Ed.D. Fund for the ACLU Foundation
Geneva Schieling Folsom Ed.D. Fund for Becoming Independent
Geneva Schieling Ed.D. Fund for Friends of the Sebastopol Library
Geneva Schieling Ed.D. Fund for Public Citizen Foundation
Geneva Schieling Ed.D. Fund for Southern Poverty Law Center
Geneva Schieling Ed.D. Native American Fund for Scholarships
The Seeds of Learning Endowment Fund
Jim and Sandy Shelton Fund
Sonoma County CTE Fund
Sonoma Endeavor Fund
Stewards of the Coast and Redwoods Endowment Fund
The Sweetwater Spectrum Fund
Trione Family Fund
Barbara and Robert H. Walter Memorial Fund

SUPPORTING ORGANIZATIONS

At a young age, Ron Casentini discovered the wonders of the Fine Arts Museums of San Francisco. He credits his family for teaching and encouraging him to appreciate the arts very early in his life. All of the collections fascinated him as a child, but the Egyptian section of the De Young Museum particularly grabbed his interest. His first acquisition was a mortar and pestle from ancient Egypt — and he still owns it!

Today, Ron’s contributions to the art world range from collector to speaker, to supporter to educator. As his art collection has grown, so has his interest in the artists themselves. Understanding a piece of artwork as an expression of an individual’s experience made Ron see cultural arts as a valuable tool to personal development. Just as his young life had been so positively impacted by art and creativity, he wanted more young people to have access to art and art education. In 2000, he established a foundation to support that mission.

In 2012, Ron decided to revise his estate plan to entrust the Community Foundation with one of his life’s goals: to support the arts program for youth. In particular, after Ron’s lifetime, Community Foundation Sonoma County will continue to award grants in his name to benefit the arts, artists and arts education in this county.

RON CASENTINI

Jake Longstreth, "Small Town In-Grown", acrylic on canvas
Our Legacy Society recognizes those who have chosen the Community Foundation to provide long-term stewardship of their charitable wishes.