



COMMUNITY
FOUNDATION
SONOMA
COUNTY

2019
ANNUAL REPORT

OUR MISSION

At Community Foundation Sonoma County, we believe in the power of connecting people, ideas, and resources to benefit all who live here.

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OUR VALUES

We know that in order to create a fair and just community, some may need more to achieve the same.

We embrace our differences and our common bond.

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.

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A message from our President and Chair

Dear Friends,

When we launched the Sonoma County Resilience Fund in the fall of 2017, we were deliberate in creating a fund that would outlast the disaster that necessitated its creation. We knew future generations of CFSC staff and board would find themselves grappling with unanticipated community needs, and that this fund would continue to provide nimble support, no matter the nature of the challenge or disaster.

Fast forward to today. Our community's resilience has been challenged in so many ways—from three seasons of record-breaking wildfires, to a flood and a pandemic.

We currently find ourselves navigating cascading crises within a context of an overdue reckoning of racial injustice and a country divided and on the cusp of an election.

Resilience has turned out to be not just a strategy for wildfire recovery, but a core philosophy for responding to all our community needs.

This report highlights examples that illustrate the range of needs and the impacts of our investments in resilience. While the stories are unique, the thru line is building equity of opportunity and access to resources, especially in communities of color. Nowhere is this need more evident than in the unequal impact of COVID-19 on our local Latinx community.

Today we are proud of the over \$10 million in grants distributed through the Resilience Fund in the areas of Helping Individuals, Healing Community Trauma, and creating Housing Solutions. As we adapt to these latest disasters, our strategies and grants continue to evolve to match the current changes and challenges.

At Community Foundation Sonoma County, we are (virtually) surrounded by committed donors, nonprofit leaders, and dedicated staff and volunteers who have used this time of staying inside to continue to reach out more than ever. Rather than being paralyzed by so much pain and disruption to daily life, we see regular expressions of gratitude for small joys and a renewed commitment to bold action. The impact of this committed community as both givers and doers is undeniable.

Thank you for your leadership, partnership, and resilience.

Deberah Kelley
Board Chair

Elizabeth Brown
President and CEO

The Coronavirus

When the pandemic reached Sonoma County, it was a disaster like no other. And yet, it was eerily similar in its impact: we know that disasters exacerbate existing inequities.

People who were struggling with their health, finances, and housing have been further burdened by the compounding effects of shelter-in-place orders.

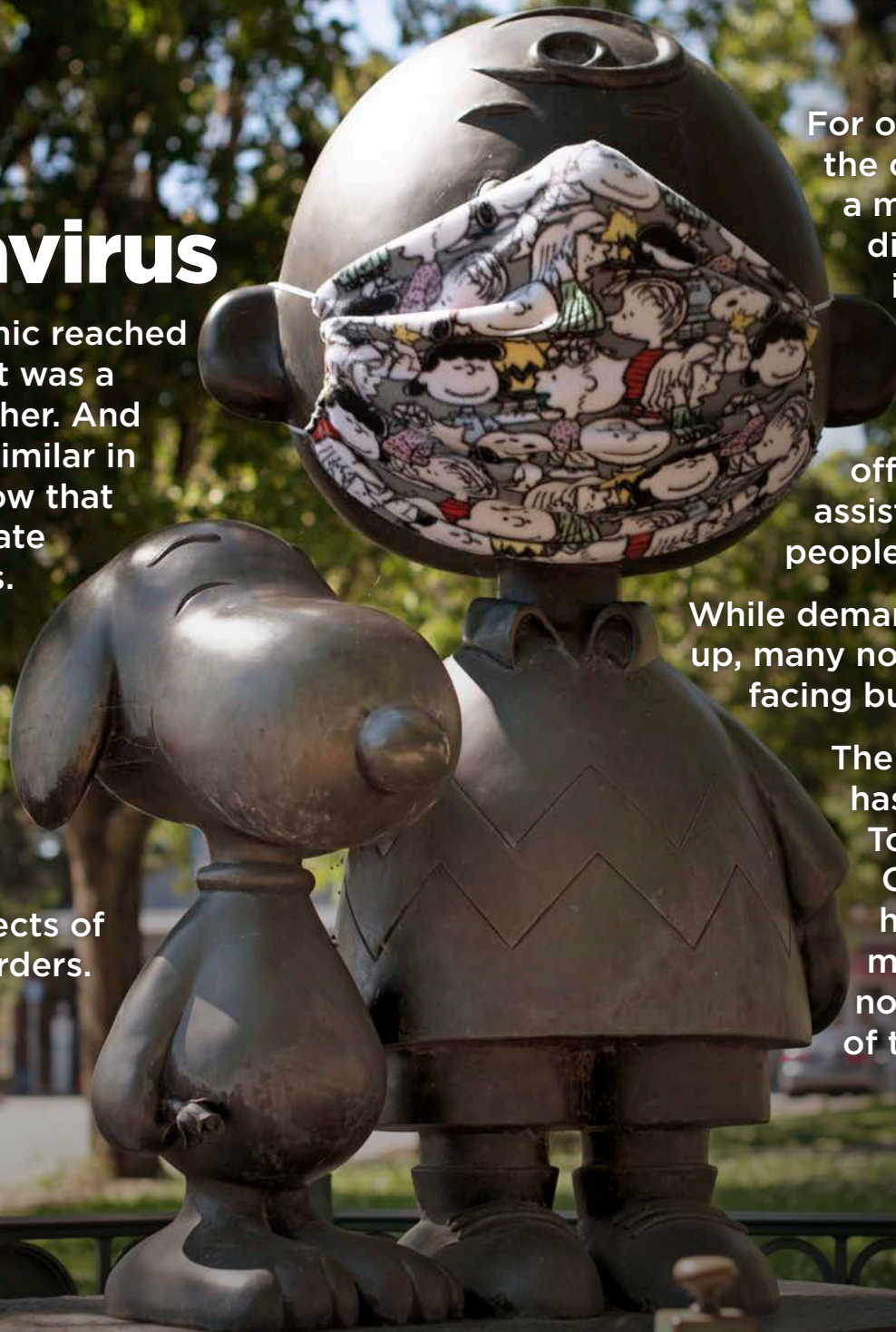
For our Latinx community, the crisis is even worse, with a majority of the people diagnosed with COVID-19 identifying as Latinx.

Nonprofit organizations immediately launched into action to help, offering food, financial assistance, shelter and more to people in dire need.

While demand for services has gone up, many nonprofit organizations are facing budget shortfalls.

The philanthropic response has been remarkable.

Together, our donors and Community Impact Team have made nearly \$4 million in grants to help nonprofits on the front lines of this crisis.



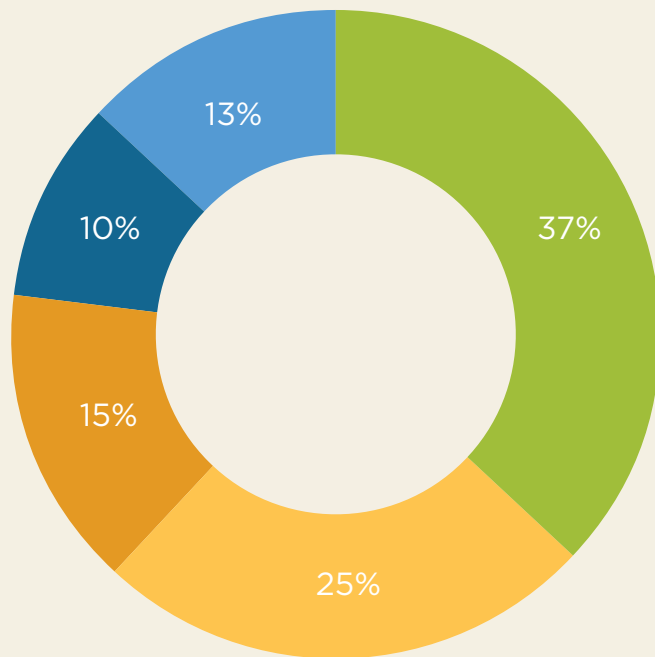


Our Coronavirus

RESPONSE

\$3.7 million in grants to date*

Supporting nonprofit organizations offering food, economic assistance, healthcare, mental health, and housing to people impacted by the coronavirus.



*as of August, 2020





Feeding Sonoma County families

The **Redwood Empire Food Bank** (REFB) is no stranger to supporting communities through disasters. In recent years, they've responded to their fair share: Sonoma and Mendocino Complex Fires, Russian River floods of 2019, the Kincade Fire, and more.

To ensure they can feed the rising number of people facing food insecurity during the COVID-19 pandemic, Community Foundation Sonoma County donors have

made more than \$500,000 in grants to Redwood Empire Food Bank since March—dollars that have been badly needed as the Food Bank faces an unprecedented spike in need for food.

“The support from the community foundation gives us the confidence to run towards the front line and provide essential services to people, which in our case is food,” says REFB CEO David Goodman. “We don’t have

to equivocate. We don't have to meter out or ration food. Instead, we can be generous."

In March, staff at the Santa Rosa-based nonprofit, which serves 175 community organization partners throughout Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties, geared up to address the challenges they were faced with while still getting food out into the communities they serve. One challenge was acquiring food while dealing with a disruption of the supply chain.

"We've had to pursue other means to get food and take advantage of other opportunities that exist, which is very much the business of food banking," says Goodman. "We had to buy a tremendous amount of food."

The organization has seen a 300% increase in need for food assistance programs, providing more than 8.6 million meals to families in 126,000 households since March. Although they typically rely primarily on donations and some purchases to accumulate food for

distribution, the supply chain glitches along with the sudden spike in need led to REFB spending about \$1.5 million on food in April alone, the amount they usually spend in an entire year.

REFB has 71 full-time employees and relies on roughly 8,500 volunteers to keep operations running smoothly. With social distancing guidelines set in place last March, they lost the bulk of their volunteers. To adapt—and to keep everyone but employees off-site—volunteers began working at space donated to the food bank from Sonoma Country Day School. The school has served as an outpost and provided REFB access to large lots where several 100' by 50' tents are set up for food bank volunteers. Volunteers include members of Team Rubicon, a group of veterans and first responders who support communities during disasters.

Goodman says that volunteers are crucial to what they do, but that there are other needs to be met at the food bank, as well.

"We need volunteerism, because we can't do it without volunteers. We need food, because it's built into the very name of who we are as a food bank," he says. "Then we need financial resources, because without the financial resources, we can't transport, refrigerate, pay the staff, do everything that it takes to run an organization that's distributing millions of dollars worth of food."

Looking toward the uncertainty of the coming months, Goodman and the other Hunger Relief Workers at the food bank in no way think that the need is over, or is declining. He says that COVID-19 is just getting started, and they are hard at work planning to meet the next wave.





Supporting Small Business Owners

On the afternoon of April 22, New Jersey native Tom Singerline made his way through Dry Creek Valley on his way home to Santa Rosa. Singerline, who owns and operates Jersey Tom Wine Country Tours, was emotional as he listened to the Jersey 4 Jersey benefit concert. Because of coronavirus, he hadn't worked since March 12. His mother, across the country in a nursing home in Atlanta, had recently tested positive for COVID-19.

He was worried about friends and family back in New Jersey, one of the country's hardest-hit regions. He was worried about his friends and colleagues in the wine industry and wondered how Sonoma County would recover from yet another crisis.

"I'm driving down the road, and I'm listening to the Jersey 4 Jersey concert, and I'm not kidding you, I started freaking crying," he says.

By the time Singerline, 62, turned onto Westside Road, his cell phone beeped.

"I looked at my phone, and I saw it was from the Chamber. I had been approved for a grant for the maximum \$2,000," he says.

Singerline was one of 1,000 people who applied for a Santa Rosa Metro Chamber's Small Business Emergency Grant within the first 48 hours of the application period opening. Like many other small business owners, he is faced with an uncertain future because of the county's strict and effective shelter in place orders. Although many in the wine industry have adjusted by offering virtual wine tastings and curbside pickup of purchases, Singerline's one-person business, that he started in 2013 after various jobs in the construction industry and a recent, nearly deadly battle with cancer, relies on in-person tours of wineries throughout northern Sonoma County. The emergency funds ensure that Singerline can keep his business license and insurance up to date until he can book tours again.

Santa Rosa Metro Chamber's CEO Peter Rumble says that the seeds of the emergency program were first planted during last year's Kincade Fire when numerous small businesses were impacted by evacuations around the county.

As Rumble began thinking of ways the Metro Chamber Could help, he reached out to us at Community Foundation Sonoma County (CFSC) and asked if we would provide seed funding for the emergency grants program. They launched applications with a \$50,000 grant from our Sonoma County Resilience Fund.

"Small business owners in Sonoma County have poured their lives into growing something locally, creating businesses that support our local economy and keep many others employed," says Elizabeth Brown, our President and CEO. "Right now, these business owners have had to make heartbreaking decisions; many forced to furlough their staff. We wanted to find a way to ensure that the people who work in small businesses will have jobs to return to."

"[The grants] are not intended at all to be the one thing that saves businesses," says Rumble. "But it could bridge people through the period of time until bigger dollars start to flow, or the shelter in place eases a little bit."

Rumble says that the grants were available to eligible businesses of up to 20 employees with amounts of \$1,000 or \$2,000. The Metro Chamber received applications from a wide range of businesses across the county, including nail and hair salons, bakeries, restaurants, retail, freelance writers, gyms, health and fitness spaces, and hospitality businesses.

"You put your heart and soul into it, you build up a beautiful little business, and then things happen." Singerline explains, "Fires, the floods, and now this COVID-19. And all of a sudden, you've gone through your savings. You have nothing. And what do you do?"

For now, he's grateful for the grant. His mom is doing better. His wine tours, he hopes, will be back on the road eventually.

"We can't lose these little businesses like mine—I support so many other businesses, and they support me," he continues. "And then, in turn, I'm able to give money back to the community."



Our Donors are Making a Difference

Sonoma County-based Hanford Applied Restoration and Conservation (Hanford ARC) is a general engineering and landscape contractor specializing in ecological restoration.

Co-founded by Sonoma Valley local Doug Hanford in 1984, Hanford ARC is now led by Vice President and CEO Mark Cederborg. Over the past 35 years, the company has grown to a staff of over 100 laborers, operators,

superintendents, estimators, conservationists, botanists, natural resource specialists, and water resource professionals with operations based in Petaluma, CA, and projects throughout the state.

Hanford ARC's work is values-driven from both an environmental and community perspective. A few years ago, with the guidance of Charitable Giving Advisor Sally Bolger, the company turned to Community Foundation

Sonoma County's Senior Philanthropy Officer Elly Grogan, to open a fund and develop a charitable giving practice that ensures they can support strategically selected nonprofits, even during these uncertain economic times.

We sat down with Doug over Zoom and discussed how the COVID-19 pandemic has impacted their work and their giving.

How has the pandemic impacted business for you and the company overall?

Doug Hanford: It has definitely impacted us. Initially, all our projects were shut down. We had everybody working from home or staying home, but then it became clear that our work is, in many cases, essential. We maintain natural areas where there are dynamic species, good and bad, that need to be managed seasonally, and time is of the essence. We also do erosion control and environmental compliance for Caltrans and PG&E, and that is considered essential as well. We worked hard to put proper safety protocols in place so we were able to continue operating.

We're curious about your relationship with the Community Foundation; what inspired you to work with us?

Doug: We feel deeply about what we do. The whole idea behind this company is mission-driven, and while it's a for-profit company, we're very conscious of the work we do, the people we hire and the clients we work with. We also feel strongly about giving back and supporting lots of important organizations in sectors directly related to us and building strong community as well.

What we've struggled with over the years is providing consistent, reliable financial support to the nonprofits

and causes we want to support. We are in construction. Some years are better than others, and we are also on a calendar year, so we don't often know what our profitability is going to be until right towards the end of the year, and our donation amounts have to fluctuate with our profits year to year.

Each year we would run into the problem of having to give all of a sudden before December 31st, when we still might not totally know what our yearly profits looked like. We would hold off making donations as long as possible, and then we'd often be right in the middle of the holidays trying to make these decisions and writing checks.

What the foundation allows us to do is to set the money aside. We can say, "Okay, we think we can give this much this year," and we put that in the fund. And then we can be more thoughtful about how we give it throughout the next and following years.

We're struggling like many others this year, not really knowing how it's going to be, whether we're going to lose or break even. However, we do have money from previous years set aside in the fund already, so we can actually move ahead with current giving, regardless of what our profitability ends up being this year. And, not only do we have that money to give, we were able to give that money at this time when our nonprofit partners are really suffering due to reduced revenue from their other funding sources.

Maybe we were planning on giving in November or December, but why not now? It's already set aside. So we made the decision to give right now when the nonprofit organizations really can use the support.



Looking back at
2019

An aerial photograph showing a massive fire with thick white and grey smoke billowing from a dark, burning area in a hilly, brownish landscape. The fire is moving diagonally across the frame from the bottom left towards the top right.

The Kincadee Fire

On the night of October 23, 2019, the Kincadee Fire broke out at the Geysers, spreading towards Geyserville, Healdsburg, and Windsor and burning **77,758 acres** over two weeks.

While firefighters were able to keep the fire from spreading into the county's most populous areas, **374 structures were destroyed, including 174 homes.**

During the fire, 180,000 Sonoma County residents were forced to evacuate their homes. Meanwhile, power outages affected 97,000 homes, and every school in Sonoma County closed.

Life in Sonoma County ground to a halt, as we anxiously awaited news of the fire's containment. Thousands of people missed work, putting them at risk of eviction if they could not make up for their sudden loss of income, creating new credit burdens for families who needed to borrow.

Today, hundreds of our neighbors are reckoning with how to rebuild their lost homes and businesses with construction costs at an all-time high.

In total, economic losses from the Kincadee Fire and power outages are estimated to exceed **\$725 million.**

Our Kincade Fire Response



\$100,000

IN GIFT CARDS

distributed to help people who lost food, had to pay for hotels while evacuated, or lost work because of the fire.



\$465,000

TOTAL EMERGENCY GRANTS

to organizations supporting members of our community in recovering from the initial effects of the fire and evacuations.





Supporting the North County after Kincade

When the Kincade Fire ignited, multiple organizations responded quickly to ensure residents would be supported. With many fire victims facing the loss of homes, paychecks, and other essentials as the holiday season approached, we immediately enacted a round of emergency grants from our Resilience Fund to help nonprofit organizations meet their client's needs.

The **Sonoma County Grape Growers Foundation (SCGGF)**, which focuses its efforts on preserving local agriculture and supporting Sonoma County's agricultural workforce and their families, was one of the first to move into action, focusing on reaching farmworkers who were impacted by the evacuations and loss of income.

Karissa Kruse, SCGGF's Executive Director since 2016, says that their efforts to help farmworkers were successful in part because of their close relationships with grape growers throughout the county. These connections place them in a unique position to connect with all of Sonoma County's vineyard workers.

"We first tested the response in 2017. We realized we were able to reach out to the employers to find out which farmworkers were impacted by those fires," says Karissa. "We were able to get support to the employers to give directly to the farmworkers and their families."

After the fire, SCGGF worked with over 50 employers in the Healdsburg and Geyserville region in November and December, giving over 1,000 farmworkers financial assistance in amounts ranging from \$500 to \$5,000. The organization also helped purchase a trailer for a vineyard worker's family who lost their home. In total, SCGGF distributed \$672,747 to support Kincade Fire survivors.

Karissa says that the foundation worked in collaboration with other organizations like **Corazón Healdsburg** to ensure that those not eligible for farmworker financial support could get the help they needed.

Ariel Kelley, the CEO and co-founder of Corazón, says their support of survivors first launched during the October 2017 fires. The organization opened a free store in Healdsburg and distributed over \$750,000 worth of donated goods to 2,500 households over two months.

Their response to the Kincade Fire was equally swift. Corazón had staff members on-site at multiple support locations, mostly emergency shelters, to ensure that

Spanish speakers had advocacy and support to access services.

"We wanted to make sure that Corazón had a presence there and that we could provide support and that our vulnerable population, including non-English speakers, would feel comfortable coming in and checking into the shelters," says Ariel. She noted that they were also able to provide gas money and funds to pay for hotels for those unable to stay at shelters for health or other reasons.

Corazón also amplified evacuation and other information from government agencies in Spanish across their social media channels. When evacuation orders were lifted, and communities began repopulating, Corazón partnered with the Redwood Empire Food Bank to assist with food distribution in Cloverdale, Geyserville, and Healdsburg. They also opened another free store, which distributed clothing and household items to over 2,700 households.





Our 2019 financials and

GRANTS

COMMUNITY FOUNDATION SONOMA COUNTY

Financial Summary

TOTAL ASSETS 2019:

\$184,522,000

TOTAL CONTRIBUTIONS 2019:

\$14,311,000

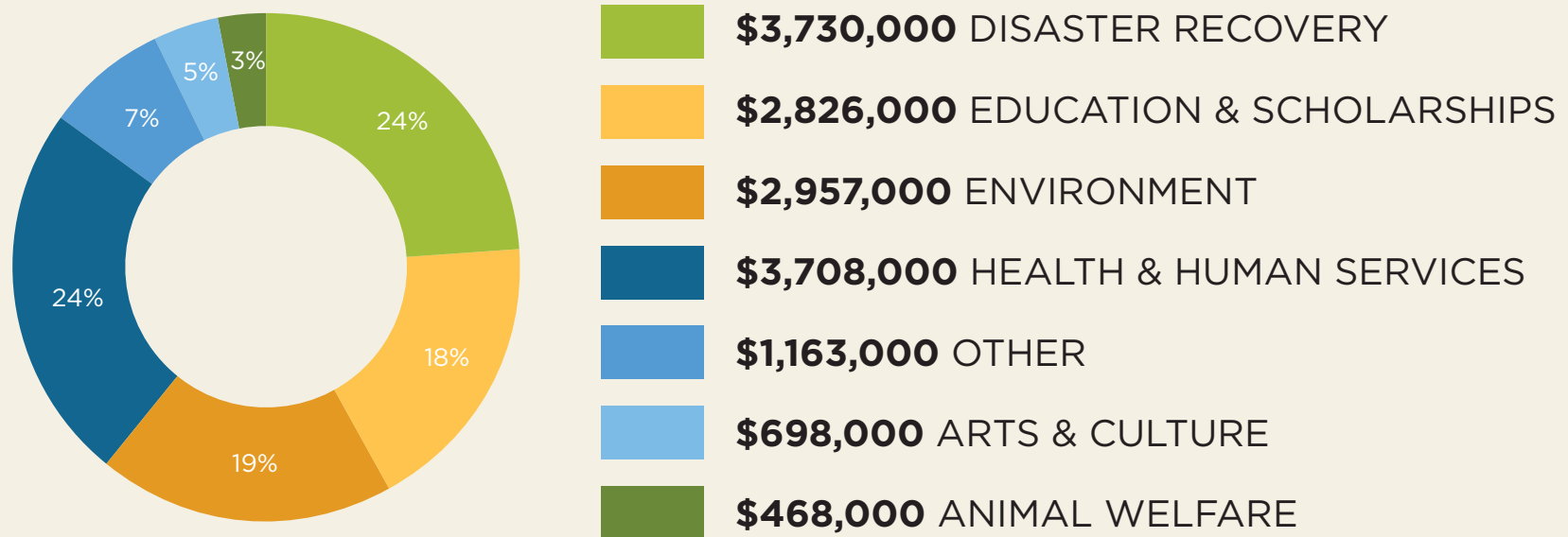
GRANTS AND SCHOLARSHIPS
AWARDED 2019:

1,414

TOTAL GRANTS AWARDED 2019:

\$15,553,000

2019 GRANTS:



TOTAL GRANTS AWARDED, 1983-2019:

\$239,190,900



Legacy Donors

We gratefully acknowledge our donors who have chosen Community Foundation Sonoma County to steward their future planned gifts.

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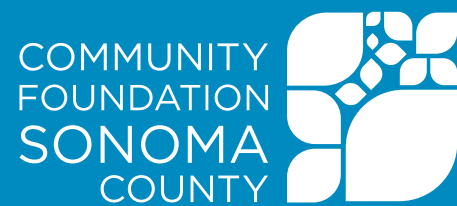
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The donors who choose to make a legacy giving commitment believe in our shared responsibility to leave this place better than we found it.

Their gifts create an enduring legacy: offering hope to people and communities who need it most and supporting organizations working to solve our most pressing concerns.

We are grateful to these donors for entrusting Community Foundation Sonoma County to carry out their vision and bring inspiration and practical solutions for the future.



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