



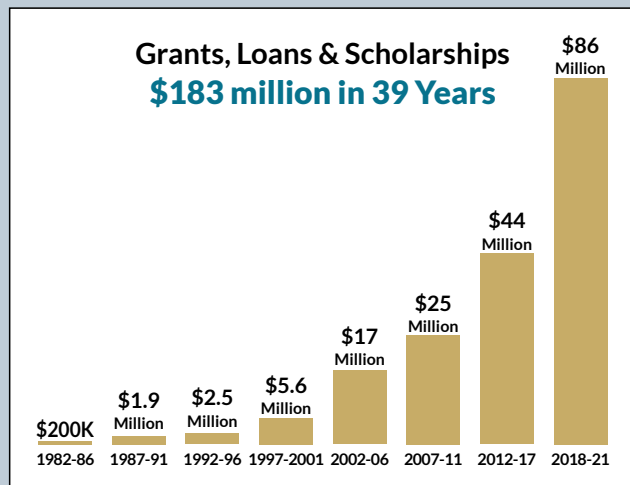
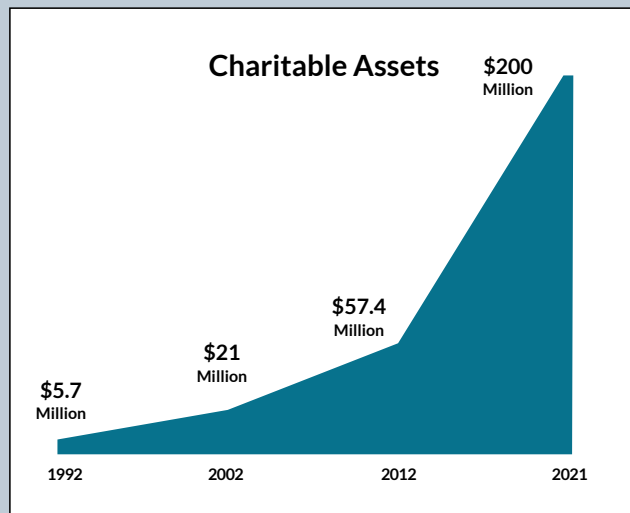
2021

Report to **OUR** Community  
From **YOUR** Community Foundation

**S** COMMUNITY FOUNDATION  
SANTA CRUZ COUNTY



## Four Decades of Inspired Philanthropy



### FRONT COVER PHOTO:

Estrellas de Esperanza dancers celebrate the launch of Rise Together, an initiative advancing opportunity locally. Grants totaling \$423,000 in year one and an ongoing network of peer support are helping leaders in the arts, education, civil rights, and human services build a more just Santa Cruz County.

Credit: Devi Pride Photography

### INSIDE FRONT COVER:

Susan True (Photo: Kevin Painchaud / Lookout Santa Cruz)

# 40 Years of Taking Care of Santa Cruz County

Like you, we've watched national headlines play out locally: rising inequality, workforce and housing woes, and disasters and their aftermath. But amid the ongoing hardship and uncertainty, extraordinary people have come together to do great things in our community.

Forty years ago, during the floods of 1982, a few concerned people birthed a new home for local giving. A place people could rally around issues too big to solve alone. Where people with a love for this community could chart a legacy of good, for years to come. Thanks to donors past and present, we're celebrating a record year of giving and granting in 2021.

With the knowledge and trust we've accrued and the leadership we've earned, we're helping donors, community leaders, and dedicated nonprofits tackle our most pressing issues. Whether looking to the past or to the future, Santa Cruz County's consistent help and care for one another is a legacy we're proud to uphold. Let's continue to do great things together.



**David Doolin**  
Board President



**Susan True**  
CEO

## Mission

*We bring together people, ideas, and resources to inspire philanthropy and accomplish great things.*

## Vision

*To make Santa Cruz County thrive for all who call it home, now and in the future.*

**I'm proud to be a part of 'OUR' Community Foundation. During this time of crisis you really listened, acted, and advocated for the frontlines. You're a model for how philanthropy can be a truly responsive and collaborative partner."**

*—Jacob Martinez, Executive Director, DigitalNEST*

# Responding with Local Solutions

**A**s national issues hit home daily, we brought people together to identify and address our most critical challenges and promising opportunities. Working side by side with donors and leaders from neighborhoods, nonprofits, government, and the private sector, we improved the economic and social wellbeing of our community.

Together, we helped:

- Families stay housed
- Farmworkers get vaccinated
- Students get high speed internet
- Youth heal from isolation through arts and sports
- Moms at risk of dropping out to stay in college
- Fire survivors navigate the recovery process
- Veterans find a safe place to call home
- Women and immigrant farmers expand their sustainable businesses
- And so much more!

Photo: Cabrillo College Foundation



*During COVID-19, too many moms who are also college students, had to quit their education to make ends meet financially and manage childcare and remote schooling. And for many families, a college degree is a springboard to a better life. Our grant to Cabrillo College Foundation helped students like Linda (pictured) stay in school with \$6,000 scholarships to meet increased needs in an extraordinary time.*

**“Trying to stay in school as a single mom has been a drastic financial hardship. My scholarship is not only helping me cover tuition, but it’s alleviating some financial pressure. Thanks to donors’ help, I’m going to create a better future for my daughter and reach my dream of becoming a Registered Nurse.”**

*—Linda, nursing student and grant recipient*



# Weathering the Crisis, Together

Photo: Erik Luo/Families in Transition



**J**ob loss, reduced hours, soaring rent, growing debt, and lack of affordable housing has plunged millions of people—particularly parents—into economic hardship across the country. Through our community grantmaking, COVID-19 Response Fund, and donors' generosity, we've given millions to help local families stay safe, healthy, fed, housed, and achieve long-term stability.

*Families in Transition helps families find and keep housing. Clients are often single parents, survivors of domestic abuse, and students trying to stay in school. One mom said, "After two years of working hard with my case manager, I have a stable place to call home and am now working at the college I attended, helping students in a similar position as I was."*

**COVID-19 Relief**  
March 12, 2020 - December 31, 2021

**\$10 MILLION**

in grants prioritizing support for  
immigrant families, low-wage  
essential workers, and  
isolated seniors

**32,000**

families per month (on average)  
served with food, rental, or  
financial assistance

**Giving through our donor-advised fund enabled us to make a substantive impact on a mom's life—keeping her and her child safe and housed. It feels like we are linked to her now, knowing that we were able to help."**

—Jim and Carol Weisenstein,  
Donor-Advised Fundholders



# Creating Opportunity and Prosperity

*Maria Ana has worked hard to build her business, but she feels women farmers are often invisible. "There are very few women who excel in agriculture." Loan capital to FarmLink supporting business owners like Maria Ana, is helping a new generation of women and immigrant farmers thrive.*



Photo: California Farmlink



Photo: Cruzio

*Cruzio installed new point of presence towers on school rooftops and wired farmworker housing to bring high speed internet where it had never been before.*

**T**he pandemic revealed the need to invest in communities with infrastructure and capital. Equal Access Santa Cruz County—a partnership between educators, Cruzio, donors, and the Community Foundation—brought broadband internet to families in Pajaro Valley at a reduced cost to make sure kids could access remote learning and teacher time. We also invested in low-interest loans with California Farmlink and El Pajaro Community Development Corporation, helping entrepreneurs grow businesses, build assets, and get through the pandemic. Donors joined us with revolving loans to keep the investing perpetual.

## Community Investment

**50+**

new homeowners county-wide thanks to loans to Habitat for Humanity and Landed

**262**

jobs created and retained through a loan to California Farmlink to get capital to immigrant and women organic farmers

**33%**

of Watsonville area covered by Equal Access Santa Cruz County, getting students new or improved internet connection

**“Reliable internet is critical all the time, but especially during distance learning. Equal Access meant my students were able to log in, connect and collaborate, and stay on track without time consuming and disheartening workarounds.”**

— Melissa Shaw, 4th grade teacher, Pajaro Valley Unified School District



# Caring for Fire Survivors

*"With COVID-19 and the CZU fires, I felt we all had to 'do something!' to help with these disasters. I found that the Community Foundation has expertise on local issues and strong partnerships with nonprofit organizations. Working with them, I feel confident that my gift will make the greatest impact." —Keith Wood, Donor-Advised Fundholder*

**While the grant money is appreciated, how the Community Foundation shows up and cares is equally, if not more, valuable. It feels like we are not alone."**

*—Anonymous CZU Fire Survivor*

Photo: K. Pairchaud/Lookout Local

## Fire Response August 18, 2020 - December 31, 2021

### **\$1.7 MILLION** in grants for the initial steps of fire recovery:

- 1** Help with the immediate needs of food, shelter & safety
- 2** Advocate for maximum insurance and federal payments, mitigate environmental damage & provide immediate assistance to small businesses
- 3** Support unmet needs of renters and property owners; advocate in rebuild, pre-clearance, and permit process; and assess ways to decrease the time and cost of rebuild or relocation

**T**he CZU Fire of 2020 brought the climate crisis home and today, almost a thousand displaced families are struggling through a complex and frustrating recovery process. At the same time, thousands in our community gave to the Fire Response Fund and every generous donor has made a difference in the lives of survivors.

Inspired by the community's response in times of crisis, Keith Wood donated to the Fire Response and COVID Relief funds. He then decided to open a donor-advised fund which provides a flexible, tax-advantaged way to give to the causes he cares most about.

# Change the Future Today

We love helping people give with confidence and make a difference—today, and for many years to come. We're proud to be a place where charitable giving becomes local, personal, and meaningful.



## Who We Help

Individuals, families, businesses, and nonprofits to make a lasting impact in our community and beyond.



## What You Can Give

Tax-smart gifts can be donations of cash, securities, real estate assets, retirement funds, insurance, and planned gifts.



## What We Offer

An opportunity to give to community funds to address urgent needs. Giving options also include donor-advised funds, endowed funds, scholarships, funds for nonprofits, charitable remainder trusts, or legacy plans.



## The Difference We Make

We bring relationships and an in-depth understanding of the issues, opportunities, nonprofits, and resources that shape Santa Cruz County.

**Gifts to our Greatest Needs Fund** offer us a flexible way to invest in solutions to emergent local needs and support community partners who can do the most good right now. Recent grants have backed housing for veterans and a local campaign to help families maximize tax credits to boost their financial security.

Photo: Chris Cottingham/Veterans Memorial Building



*Stoney Brook, a longtime Veterans Memorial Building (Vets Hall) volunteer, first envisioned Veterans Village decades ago. His dream of providing permanent and supportive housing for veterans came one step closer with the purchase of the former Jay's Timberlane Resort thanks to a partnership between the Vets Hall, local donors, Santa Cruz County Bank, and the Community Foundation. Now, Veterans Village will be a home for generations to come.*

**Given the housing challenges in Santa Cruz County and the Bay Area, the Veterans Village is a project with a mission our family's proud to support. Veterans have given so much to this country and providing quality housing is just one small way to recognize them."**

*—Bob & Carol Simpkins, Donor-Advised Fundholders*



# Join us

Learn more about how to give to your passions, leave a legacy, and deepen your investment in community-led change.



**The Community Foundation is a wonderful resource. I have confidence in the Foundation and their ability to help my clients with charitable gifts. We work together to incorporate those gifts into the estate plans that I prepare.”**

— Emily Buchbinder, Estate Planning Attorney



Angel Garcia-Lopez is a first-generation college student who received a Community Foundation scholarship in 2021. Overall, 32 remarkable students were awarded scholarships this year.

## 2021

### A record year of generosity

(January 1 - December 31, 2021)

## \$24 MILLION

in grants

## \$308,450

in scholarships to 32 students

## 64

nonprofits building charitable funds with us

## Financial Highlights

Fiscal year ending December 31, 2020

### Assets

Cash & cash equivalents .....	\$4,149,305
Investments .....	\$150,094,663
Charitable Trusts Assets .....	\$2,571,705
Grants Receivable .....	\$1,177,780
Loans Receivable - CIRF .....	\$2,750,000
Loan Interest Receivable .....	\$16,042
Deposits & Prepaid Expenses .....	\$33,818
Fixed Assets, Net .....	\$7,081,575

**TOTAL ASSETS .....** \$167,874,888

### Liabilities

Accounts Payable & Other Liabilities .....	\$933,097
Grants Payable .....	\$1,961,746
Agency Funds .....	\$17,151,922
Charitable Trust Liabilities .....	\$1,189,667
Charitable Gift Annuity Liability .....	\$595,387
Notes Payable, net of unamortized debt issuance costs .....	\$1,258,038

**TOTAL LIABILITIES .....** \$23,089,857

### NET ASSETS

without donor restrictions .....	\$8,239,868
with donor restrictions .....	\$136,545,163

**Total Net Assets .....** \$144,785,031

**Total Liabilities & Net Assets .....** \$167,874,888

Our 2021 audit will be posted once prepared in 2022. View our financials and investment performance at [cfsc.org/financials](https://cfsc.org/financials).

## Board Leadership 2021

### OFFICERS

David Doolin, CPA  
President

Julie Haff  
Secretary

Freny Cooper  
Vice President

Jim Weisenstein  
Treasurer

### TRUSTEES

Emily Buchbinder, Esq., Gina Castañeda, Liliana Diaz, Esq.,  
Larry Donatoni, Judy Franich, Janet Heien, Chris Murphy,  
Tonée Picard, Rogelio Ponce Jr., Sandy Skees, Kirk Schmidt,  
Trevor Strudley, CFP

 **COMMUNITY FOUNDATION**  
SANTA CRUZ COUNTY  
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