

Welcome to 2025 Monterey County Gives!

A special project of:

**Monterey County Weekly/Monterey County NOW
Community Foundation for Monterey County
Monterey Peninsula Foundation**

With major support from

**Taylor Farms • Neumeier Poma Investment Counsel • Post Ranch Inn • Colburn
and Alana Jones Foundation of the CFMC • David & Lucile Packard Foundation •
Cannery Row Company • Cort Companies • Harden Foundation • Nancy Eccles
and Homer M. Hayward Family Foundation • Montage Health Foundation •
Anonymous (2)**

MONTEREY COUNTY **GIVES!**

NOVEMBER 14 - DECEMBER 31, 2024

JOIN THE BAND

It takes all of us to create a thriving, vibrant community. The 206 local nonprofits in Monterey County Gives! invite you to join in.

MONTEREYCOUNTYGIVES.COM

MONTEREY COUNTY
WEEKLY

How for Good?
Community Foundation
for Monterey County

MONTEREY
PENINSULA
FOUNDATION

Perry
Family Foundation

Taylor
FARM

Neumeier Poma

Callera and
Alana Jones
Foundation

the David
Lucile Packard
FOUNDATION

LIBRARY ROW

Harden
Foundation

ARMY SYSTEM OF MONTEY COUNTY
FARM FOUNDATION

Post Ranch Inn

MST

- Create a community-wide initiative to raise money and an editorial spotlight for the nonprofit community
- Encourage young donors to participate in philanthropy
- Support 'Big Ideas' — programs that create change through philanthropy

The Mission:

Monterey County Gives!

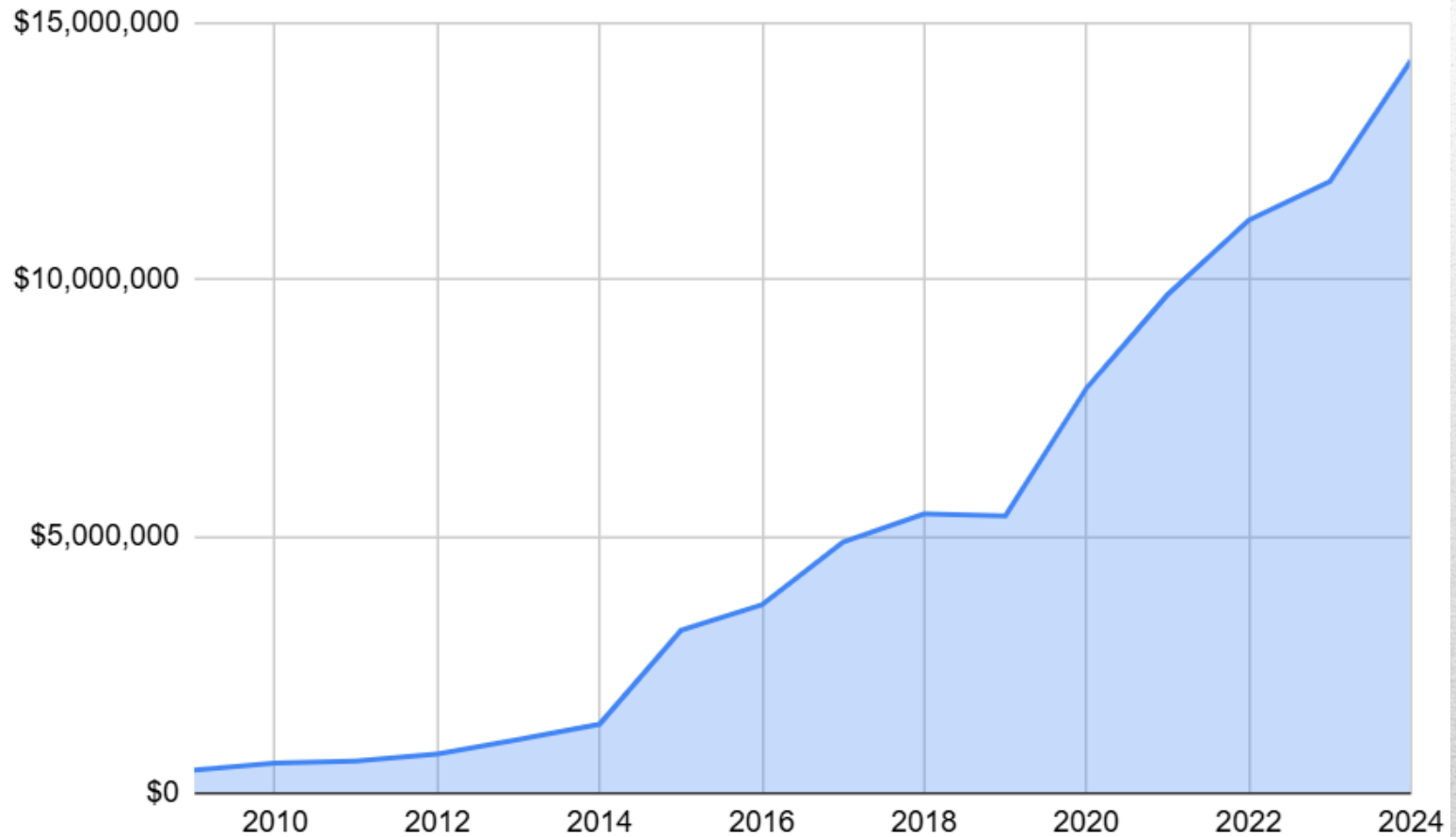
24 years of Rainmaking: Monterey County Gives!

- In 2000, the Weekly established a donor-advised fund at CFMC. Raised and donated **\$48,000** in year one
 - In 2009, created Monterey County Gives!, partnered with CFMC; Raised and donated **\$409,000**; broke the **\$1,000,000** mark Dec. 31, 2013
 - In 2014, Monterey Peninsula Foundation becomes major partner; Rebuilt website; MCGIVES! raises and donates over **\$3,000,000**
-

Total raised: \$ 82,809,991

• 2000-2008	\$445,168
• 2009	\$447,983
• 2010	\$584,610
• 2011	\$627,142
• 2012	\$761,693
• 2013	\$1,046,325
• 2014	\$1,344,008
• 2015	\$3,173,519
• 2016	\$3,671,284
• 2017	\$4,891,000
• 2018	\$5,439,780
• 2019	\$5,400,530
• 2020	\$7,891,595
• 2021	\$9,715,153
• 2022	\$11,161,951
• 2023	\$11,921,495
• 2024	\$14,278,798

MC Gives! Growth & Impact



2024 Monterey County Gives!

By the numbers

- Total Donations: **\$14,278,798 (+19%)**
 - Total Donors: **7,982 (-.005%)**
 - Matching Fund: **\$1,568,448 (+13%)**
 - Organiz. Challenge Gifts: **\$3,050,845 (+28%)**
 - Individual Donations: **\$9,659,504 (+19%)**
 - Total Young Donors (18-35 Years): **507 (+13%)**
-

The Selection Process

- We received a record number of applications and turned away more organizations than ever before.
 - In this year's selection process, we reviewed organizational sustainability, governance, 'Big Ideas,' 990 accuracy and overall impact. Groups selected raised at least \$5,000 in MCGIVES! last year.
 - Our goal was to choose organizations that will succeed, capture new donors, grow over last year, appeal to young donors and make a measurable impact.
-

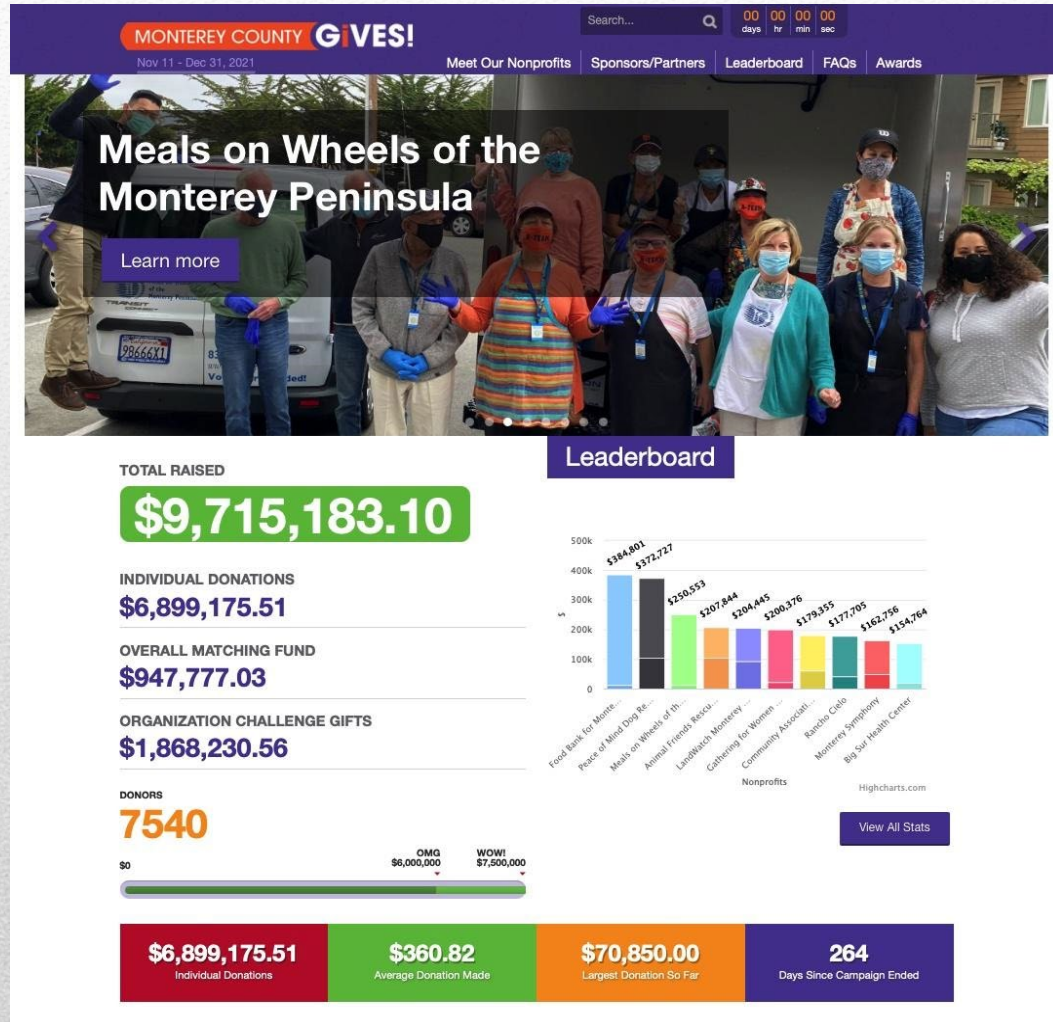
MCGIVES! Fundamentals

- MCGIVES! kicks-off on November 13
 - MCGIVES! Guide inserted into Monterey County Weekly and website goes live that morning; will be featured in both our e-newsletter Monterey County NOW and on the website www.montereycountynow.com throughout the campaign
 - Matching fund anticipated of at least \$1,000,000
 - A prorated match is applied to the first \$75,000 your organization raises — to ensure the overall match fund is shared equitably among all participating nonprofits; In 2024, organizations received a 18.5% match
-

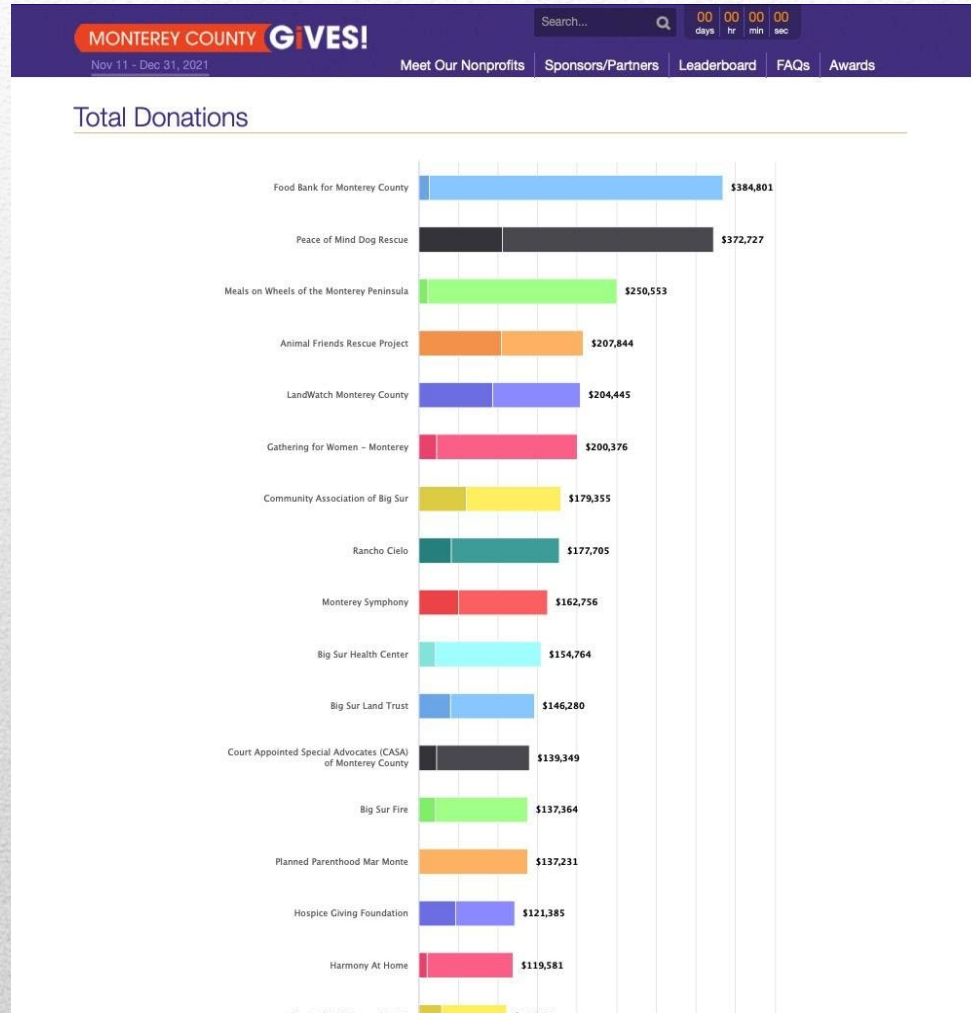
The MCGIVES! Website: What's on Your Page?

- A lead photo for each organization
 - Your mission, 990 form, 'Big Idea' as you submitted it, testimonial
 - Challenge Gift donor(s)
 - Video (optional)
 - Social media tools — for easy share of your page via Facebook, Twitter, TikTok, email
 - Requested 'in-kind donations' (optional: email to Linda by Thursday, October 30)
-

McGives! Landing page



Leaderboard preview



MCGIVES! Category Page

Nonprofits

DONATE



Animals

12 Nonprofits
Donors
\$0.00 in Donations



Arts & Culture

41 Nonprofits
Donors
\$0.00 in Donations



Community & Social Service

56 Nonprofits
4 Donors
\$9.12 in Donations



Education & Youth

50 Nonprofits
2 Donors
\$105.00 in Donations



Environment & Sustainability

22 Nonprofits
Donors
\$0.00 in Donations



Health, Wellness & Food

25 Nonprofits
Donors
\$0.00 in Donations



Stevenson School

Year Founded: **1952**
Paid Staff: **192**
Volunteers: **375**
Budget: **\$7,600,000**
Phone: **(831) 625-8300**



Henry Miller Library (HML)

Year Founded: **1981**
Paid Staff: **3**
Volunteers: **50**
Budget: **\$352,258**
Phone: **(831) 667-2574**



Camerata Singers

Year Founded: **1982**
Paid Staff: **2**
Volunteers: **10**
Budget: **\$42,190**
Phone: **(831) 642-2701**



Big Sur Health Center

Year Founded: **1979**
Paid Staff: **9**
Volunteers: **35**
Budget: **\$1,025,258**



Weston Collective

Year Founded: **2004**
Paid Staff: **2004**
Volunteers: **6**
Budget: **\$95,000**



Chartwell School

Year Founded: **1983**
Paid Staff: **81**
Volunteers: **200**
Budget: **\$9,813,601**

Example: Nonprofit page

MONTEREY COUNTY **GIVES!**


Nov 11 - Dec 31, 2021

Search...

00 days 00 hr 00 min 00 sec

[Meet Our Nonprofits](#) [Sponsors/Partners](#) [Leaderboard](#) [FAQs](#) [Awards](#)

Arts Council for Monterey County



TOTAL RAISED
\$53,003

DONORS
139

INDIVIDUAL DONATIONS
\$31,813

CHALLENGE GIFT
\$21,190

[SHARE](#) [f](#) [v](#)

Year Founded: 1982
Paid Staff: 25
Volunteers: 20
Org Budget: \$1,399,936
Phone: (831) 622-9060
[Visit Website](#)
[Review 990 Form](#)

CHALLENGE GIFT
\$21,190

\$0

\$21,190

From:
Amy Anderson and George Somero
Fund of the CFMC
Anonymous
Bill and Debbie Keland
Bradley Zeve
Chair of the Board, Laurie Bend
Christopher Long
Eric Mora, Board Member
George and Mimi Niesen
Holly Byers Ochoa
Jacquie and Tom Atchison
Janet Martinez
Joanne Taylor
Joel & Dena Gambord
Kiran and Shyam Kamath
Matthew and Jessica Denecour Family
Fund

Mission

The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts.

The Big Idea

During the pandemic, the arts have remained as essential as ever, even if certain arts programs became harder to deliver. The Arts Council for Monterey County (Arts4MC) kept at its mission of improving the quality of life by supporting the arts, including through its Art as Healing program. They now are looking to expand their healing programming to help children, seniors, veterans and youth dealing with the trauma and stress of isolation from Covid-19. They will provide hands-on opportunities for artistic expression with specially trained artists and performers, as well as virtual classes. Arts4MC hopes to help those in need process their emotions with art, while also making their community a little bit more beautiful.

“During the last year of the pandemic, the collaboration with the Arts Council has been crucial. They are providing after school classes for students in Marina with homeless families and families recently in recovery. The work that they’ve been doing has

MCGIVES! Timeline

- **Today**
 - Challenge Gifts can be entered Challenge.MCGives.com
 - **October 2nd — 12:00-1:00pm**
 - Lunch & Learn @CFMC—Zoom link will be emailed out tomorrow
 - **October 30th at 5:00pm**
 - Challenge Gift Deadline (to be listed in print in the Weekly)
 - **November 13th — [MontereyCountyGives!](#) goes live**
 - Special MCGives! Guide inserted in Monterey County Weekly
 - **December 31st —MCGives! ends at midnight**
 - **Mid-February 2026**
 - Reconciliation complete; Checks issued; check ceremony
-

Ins & Outs of Challenge Gifts

- A Challenge Gift is a lead donation; helps inspire more gifts for your campaign. It can come from an individual, a family, a business, or a group (e.g. Board of Directors)
 - It's a place to give your key donors recognition on your MCGives! page and in the MCGives! issue of the Monterey County Weekly (if obtained by October 30th)
 - Challenge Gifts must be submitted with a form, preferably online, (a PDF can be found and printed at www.cfmco.org/mcgives under Agency Resources)
 - Targeted ask-Do **not** send/invited Challenge Gifts from your full donor list
 - \$500 minimum donation
-

- Challenge Gift Form online submission at: <https://challenge.mcgives.com/>

MONTEREY COUNTY **GIVES!**

Challenge Gift Entry Form

Name of Organization receiving challenge gift <i>(Required)</i>	Gift Amount (Minimum donation amount per gift: \$500) <i>(Required)</i>
<input type="text" value="Name of Organization"/>	<input type="text" value="Please enter a number greater than or equal to 500."/>
	<i>(Minimum donation amount per gift: \$500)</i>
Donor First Name <i>(Required)</i>	Donor Last Name <i>(Required)</i>
<input type="text"/>	<input type="text"/>
Spouse/Partner First Name	Spouse/Partner Last Name
<input type="text"/>	<input type="text"/>
Company/Business	
<input type="text"/>	
Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/30 at 5:00pm) <i>(Required)</i>	
<input type="text"/>	

Challenge Gifts Donation Process

Payment Methods *(Required)*

- ☒ Digital Payments(CC, Apple Pay, Google Pay, ACH)
- ☐ Check (Mailed, including IRA QCDs or Donor Advised Funds)
- ☐ Wire Transfer

Billing Address is Different?

☐ Yes

I want to pay the 2.2% service fee

☐ Yes

Credit Card *(Required)*



Google Pay



US bank account



Google Pay selected.



Another step will appear to securely submit your payment information.

If you have any questions, please contact Community Foundation for Monterey County at 831.375.9712.

Challenge Gift Amount

\$0.00

Submit

Challenge Gifts Donation Process

Payment Methods *(Required)*

- ☐ Digital Payments(CC, Apple Pay, Google Pay, ACH)
- ☒ Check (Mailed, including IRA QCDs or Donor Advised Funds)
- ☐ Wire Transfer

Check Number, or IRA Administrator/Donor Advised Fund Administrator

We encourage you to give by credit card via this website. If you would like to donate by check, please submit this completed form and mail your check to:

Community Foundation for Monterey County

Attn: MCGives!

2354 Garden Road

Monterey, CA 93940

Challenge Gifts must be \$500 or more. If you wish to make a Challenge Gift to more than one organization, you will need to submit one of these Challenge Gift forms per organization. However, you can combine your donation onto one check. The \$500 minimum is per organization.

Checks must be made payable to the Community Foundation for Monterey County. On the memo line write MCGives! and the organization(s) to which you are donating. Include your address, phone, and email address. If you submit this form by October 30 at 5:00pm, you will be recognized in the MC Gives! print issue published in the Weekly. However, you will not be recognized on the MC Gives! website (which goes live November 13) until we receive your check.

If you have any questions, please contact Community Foundation for Monterey County at 831.375.9712.

Challenge Gift Amount

\$0.00

Submit

Challenge Gifts Donation Process

Challenge Gifts: Summary

- Do:
 - Have your donors donate online. If donating by check, have them submit online form before donating
 - Let your donors know about the \$500 minimum
 - Talk one-on-one with your key donors
 - Ask your Board to give a group challenge gift
 - If doing a group, decide on a name, don't pool gifts
 - Don't:
 - Send the Challenge Gift form to your full donor list
 - Wait until the last minute—October 30 due date for print
 - Solicit Gifts under \$500
-

MCGIVES! Donation Process

Website goes live November 13th. Direct donors to:

www.montereycountygives.com (URLs to each organization will be emailed out soon)

- Online donations accepted via credit card, Apple Pay, Google Pay, ACH and PayPal
 - Check, IRA, DAF, wire and stock donors-Direct them to the website too
 - Donor not online? Donations can be submitted with a printed donation form, available Nov. 13, at www.cfmco.org/mcgives (under Agency Resources)
-

MCGIVES! Donation Process

MONTEREY COUNTY **GIVES!**

Nov 9 - Dec 31, 2023

Search...



00 days 00 hr 00 min 00 sec

[Meet Our Nonprofits](#)

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[Leaderboard](#)

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[Awards](#)



Youth Arts Collective (YAC)

DONATE



Mission

TOTAL RAISED

\$0

DONORS

0

INDIVIDUAL DONATIONS

\$0

Donation added to Cart. [View Cart](#)

10.00

ADDED TO CART



SHARE

Year Founded: 2000

Paid Staff: 12

Volunteers: 30

Org Budget: \$455,115

MCGIVES! Donation Process

\$

In addition to supporting individual nonprofits, you can also contribute the the Overall Match. Your gift here will increase the percentage match each organization receives. Support all participating organizations with one donation!

Animals

\$

[Animal Friends Rescue Project](#)

\$

[BirchBark](#)

\$

[Golden Oldies Cat Rescue](#)

\$

[Hope Horses & Kids](#)

\$

[Marine Life Studies](#)

\$

[Peace of Mind Dog Rescue](#)

\$

[SNIP Bus](#)

\$

[SPCA Monterey County](#)

\$

[South County Animal Rescue \(SCAR\)](#)

\$

[Ventana Wildlife Society](#)

\$

[Wonder Wood Ranch](#)

Arts & Culture

\$

[Agricultural & Rural Life Museum](#)

\$

[Art Abilities](#)

\$

[Arts Council for Monterey County](#)

\$

[Camerata Singers](#)

\$

[Carl Cherry Center for the Arts](#)

\$

[Carmel Art Association](#)

\$

[Carmel Bach Festival](#)

\$

[Carmel Dance Festival](#)

\$

[Carmel Guitar Society](#)

\$

[Carmel Music Society](#)

[Carmel Public Library](#)

Your Donation Cart

\$10.00

Youth Arts Collective (YAC)

×

TOTAL: \$10.00

Checkout

Favorites ♥

You have 0 favorites

MCGIVES! Donation Process

Overall Matching Fund

In addition to supporting individual nonprofits, you can also contribute the the Overall Match. Your gift here will increase the percentage match each organization receives. Support all participating organizations with one donation!

Animals

[Animal Friends Rescue Project](#)

[BirchBark](#)

[Golden Oldies Cat Rescue](#)

[Hope Horses & Kids](#)

[Marine Life Studies](#)

[Peace of Mind Dog Rescue](#)

[SNIP Bus](#)

[SPCA Monterey County](#)

[South County Animal Rescue \(SCAR\)](#)

[Ventana Wildlife Society](#)

Arts & Culture

[Agricultural & Rural Life Museum](#)

[Art Abilities](#)

[Arts Council for Monterey County](#)

[Camerata Singers](#)

[Carl Cherry Center for the Arts](#)

[Carmel Art Association](#)

[Carmel Bach Festival](#)

[Carmel Dance Festival](#)

[Carmel Guitar Society](#)

[Carmel Music Society](#)

Your Donation Cart

\$10.00 ×
Agricultural & Rural Life Museum

\$10.00 ×
Art Abilities

\$10.00 ×
Arts Council for Monterey County

\$10.00 ×
Camerata Singers

TOTAL: \$40.00

Checkout

Favorites ♥

You have 0 favorites

MCGIVES! Donation Process

Checkout

Your Information

First Name

Last Name

Spouse or Partner's First Name

Spouse or Partner's Last Name

Email

Billing Address 1

Billing Address 2

Payment Info



Payment Method

- ☒ Credit Card
- ☐ ACH
- ☐ Paypal
- ☐ Wire Transfer
- ☐ Check
- ☐ Apple Pay / Google Pay

Card number MM / YY CVC

☐ I want to pay the 2.2% service fee

If paying with Company Account, enter Company Name

☐ Use Different Donor Mailing Address

Submit

Your Donation Cart

\$10.00

Agricultural & Rural Life Museum

\$10.00

Art Abilities

\$10.00

Arts Council for Monterey County

\$10.00

Camerata Singers

TOTAL: \$40.00

Need help with your donation?

Please contact the Community Foundation for Monterey County at 831.375.9712 or mcgives@cfmco.org

MCGIVES! Donation Process

Summary:

- Direct donors online, including check, stock, wire donations
 - If they don't want to go online, share with them the printable donation form
 - Checks **must** be made out to CMFC or Community Foundation for Monterey County and sent to the CFMC.
 - Website will be live until midnight **December 31st**
 - All other **donations need to be delivered or postmarked by December 31st to be accepted.** (stress this deadline on your campaign materials)
-

- Online donations will only receive their gift acknowledgement (tax letter) via email. Checks and other donations types receive a mailed letter.
- Thank your donors (but do not include tax deduction language — IRS rules require this to come from CFMC)
- No goods or services can be exchanged for donations
- Include campaign start and end dates on all materials
- **CFMC: Lunch and Learn**-targeted those new to MC Gives (ZOOM link will be emailed): October 2, 12-1:00pm

Important Information

IRA Qualified Charitable Distribution (QCD)

Required Minimum Distributions are in effect for individuals over 73.



But, Qualified Charitable Distributions (QCD) can be made:

- Donors 70 1/2 or older
 - Up to \$100,000 annually (married couples up to \$200,000)
 - Reduce the taxable balance of the IRA in estate
 - Excluded from gross income, but no charitable deduction
 - Must be made directly to a charity to qualify
 - Note about Custodial Accounts-must clear **account** by 12/31. Donors should send in donations by mid-December.
-

Six weeks until launch— Six weeks of MCGIVES!

Those most successful in MCGIVES!...

- Obtain Challenge Gifts (by October 30 to appear in print); ask your key donors, try for full Board involvement/buy-in
 - During campaign send out MCGIVES! asks/prompts to existing donor base multiple times throughout the campaign; Repeatedly ask for donations and \$\$\$
 - Advertise your participation in MCGIVES!, include your mission and/or Big Idea. Use social media to direct your donors to the MCGIVES! website (#mcgives)
-

What you receive during the MCGIVES! campaign

- Affiliation with MCGIVES!; increased exposure of your organization in both the MCGIVES! Guide/insert and website; a simple platform to raise money; matching dollars up to first \$75,000 raised
 - Donor information: daily email with contact and donation information (sent to the email address on file. NOTE: this will be the only notification you will receive about your donors. Save list for yourself, share as needed with your colleagues (and your future colleagues!))
 - Discounted advertising costs in the Monterey County Weekly/Monterey County NOW through Dec. 31
-

What will you receive after the campaign?

- In January and February, we calculate final fund totals (less expenses) and your portion of the matching money
 - In mid-February, your organization will receive a check from Monterey County Gives!
 - 100% of all donations earmarked to your organization;
 - 100% of your Challenge Gifts;
 - Your prorated match on the first \$75,000 raised after all campaign expenses are deducted
-

- **What you get:** recognition & good press, donations, buzz, new donors and volunteers, in-kind gifts
- **What Monterey County Weekly/NOW gets:** goodwill, on mission, better connections to the nonprofit community, ad revenue
- **What CFMC/MPF get:** a stronger nonprofit community, on mission, deeper connections to donors & nonprofits

Monterey County Gives!

A partnership for the good

Special Awards & Grants

- **\$2,500: Ingenuity Award** to the nonprofit that demonstrates ingenuity and creativity in resolving their sector's challenges.
 - **\$1,000: Most Number of Donors Award** for the organization with the most donors during the campaign.
 - **\$1,000: Most Donations from 18-35 Years Old Award** for stimulating donations/philanthropy from millennials.
 - **\$1,000: The Florence Haspel Zeve Award** for Women, Families and/or the Arts.
-

- Thank your donors!!!! (but do not include tax deduction language — IRS rules require this to come from CFMC)
- If your contact person or e-mail address changes during the campaign — notify Linda Maceira at the Weekly/NOW office (linda@montereycountynow.com)
- If you publish a list of annual donors, the donations and total raised received through **Monterey County Gives!** needs to be recognized

Important Details

“If you want to understand the entrepreneur, study the juvenile delinquent. The delinquent is saying with his actions, 'This sucks. I'm going to do my own thing.'”

— Yvon Chouinard, who recently gave away his \$3 billion dollar outdoor clothing company to a nonprofit trust to raise money to fight climate change (from: Let My People Go Surfing: The Education of a Reluctant Businessman)

**Eternal Wisdom –
Be Original and Creative**

MONTEREY COUNTY NOW • MONTEREY COUNTY WEEKLY • MCGIVES! TEAM PHOTO



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EDITOR Sara Rubin



ASSOCIATE EDITOR Erik Chalhoub



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GRAPHIC DESIGNER Lani Headley



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OFFICE MANAGER Linda Maceira

MONTEREY COUNTY
WEEKLY

MONTEREY COUNTY
NOW

MONTEREY COUNTY **GIVES!**

2025 CFMC Monterey County Gives! Team



Dan Baldwin
President/CEO



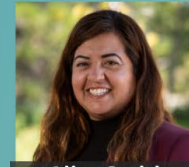
Cecilia Romero
Vice President of
Philanthropic Services



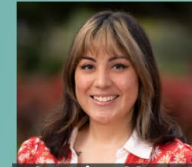
Anna Faith
Director of
Gift Planning



Brian Thayer
Director of
Donor Services



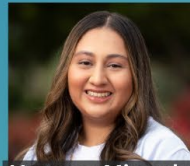
Alisa Smith
Senior Philanthropic
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Jasmine Menor
Philanthropic Services
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Jakie Marquez
Philanthropic Services &
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Vanessa Miranda
Monterey County
Gives! Assistant



**Karina Gutierrez-
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Grants and Data
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Kim Drabner
Senior Vice President
of Finance and HR



Daniel Faith
Director of Finance



Sarah Elias
Senior Accountant



Gina Cervantes
Accountant



Amanda Holder
Director of
Communications



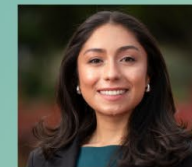
Gina Delli-Gatti
Communications
Officer



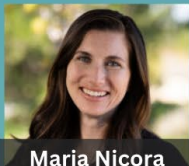
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Daniela Cervantes
Community Impact and
Equity Officer



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Administrative
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Reyna Urzua
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Ambry Capistrano, Philanthropy Program Manager, ac@mpfca.org

Steve John, CEO, sj@mpfca.org

www.cfmco.org/mcgives for electronic copies of this Power Point, the Information for Agencies, Challenge Gift Forms, social media tips, logos for your marketing materials

Contact information

Welcome to 2025 Monterey County Gives!

A special project of:

**Monterey County Weekly/Monterey County NOW
Community Foundation for Monterey County
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With major support from

**Taylor Farms • Neumeier Poma Investment Counsel • Post Ranch Inn • Colburn
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and Homer M. Hayward Family Foundation • Montage Health Foundation •
Anonymous (2)**
