

Welcome to 2026 Monterey County Gives!

A special project of:

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

MONTEREY COUNTY **GIVES!**

NOVEMBER 13 - DECEMBER 31, 2025

SEEDS OF CHANGE

Learn about what 213 local nonprofits
are doing to grow a thriving community,
and join them in Monterey County Gives!

MONTEREYCOUNTYGIVES.COM

MONTEREY COUNTY
WEEKLY



- 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!

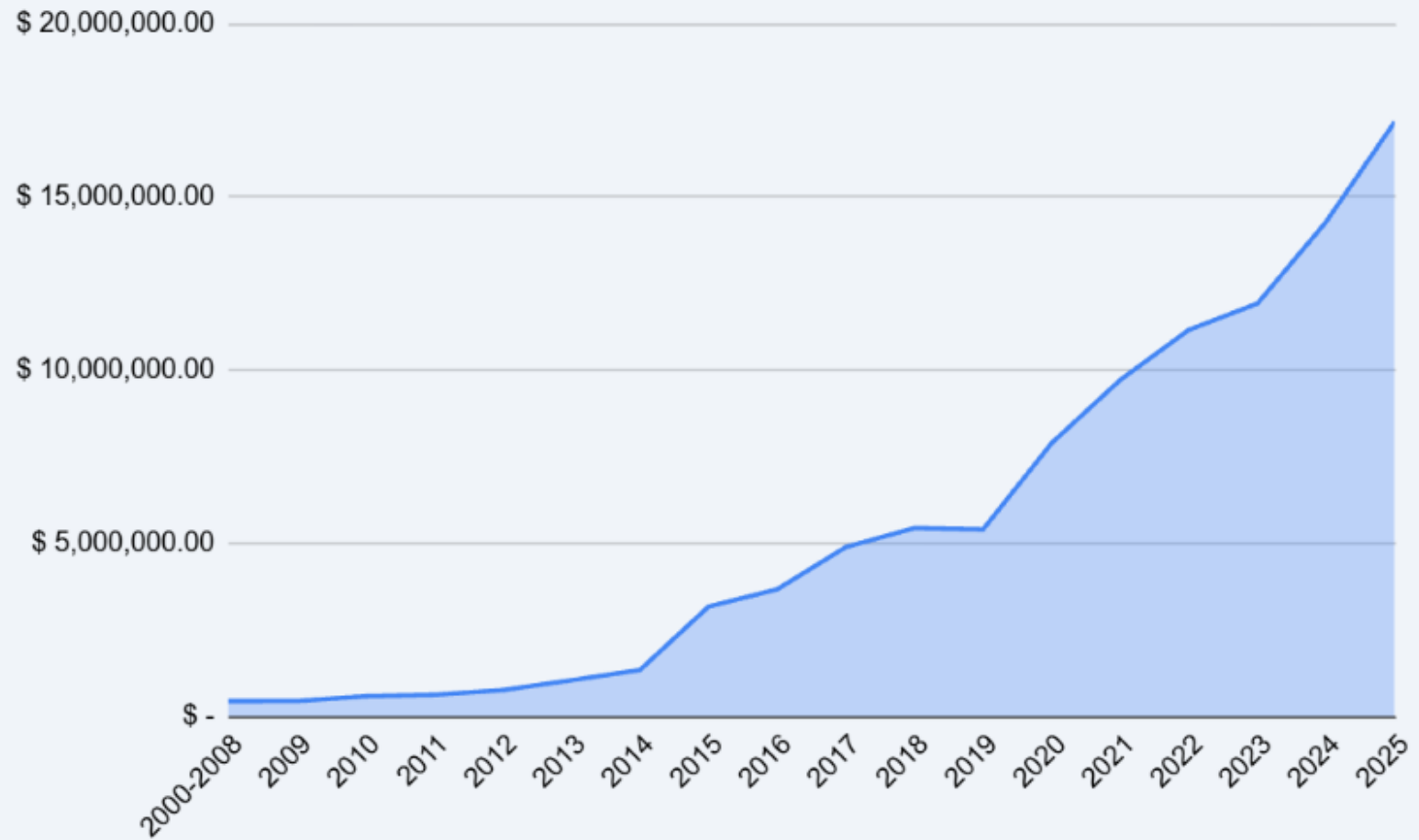
25 years of Rainmaking: Monterey County Gives!

- 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: \$ 99,976,417

• 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
• 2025	\$17,166,426

MCGives! Growth & Impact



2025 Monterey County Gives!

By the numbers

- Total Donations: **\$17,166,426** (+21%)
 - Total Donors: **8,048** (+0.8%)
 - Matching Fund: **\$1,773,444** (+13%)
 - Organiz. Challenge Gifts: **\$3,385,417** (+11%)
 - Individual Donations: **\$12,007,565** (+25%)
 - Total Young Donors (18-35 Years Old): **576** (+14%)
 - Matching Percentage **18.88%** (+2%)
-

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.
-

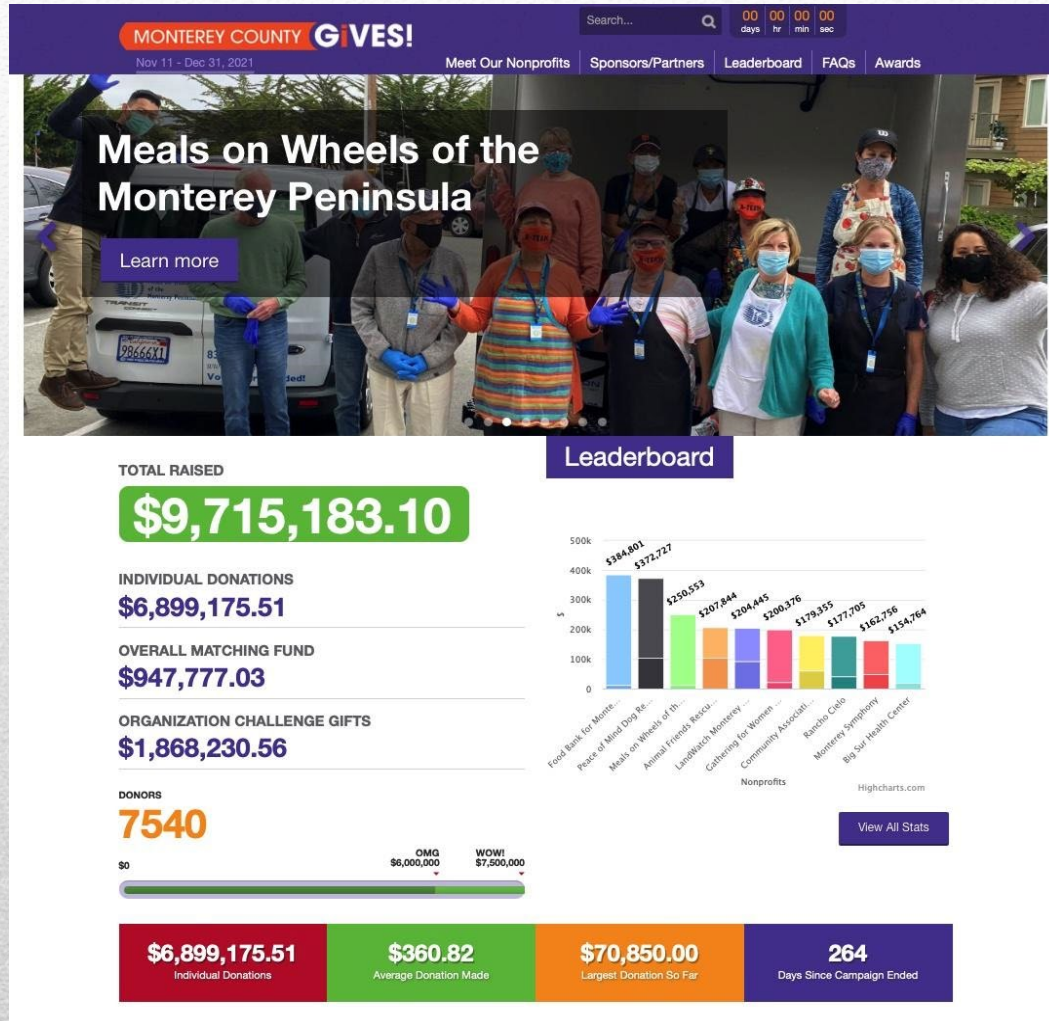
MCGIVES! Fundamentals

- MCGIVES! kicks-off on November 12
 - 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 million
 - 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 2025 organizations received a 18.88% match
-

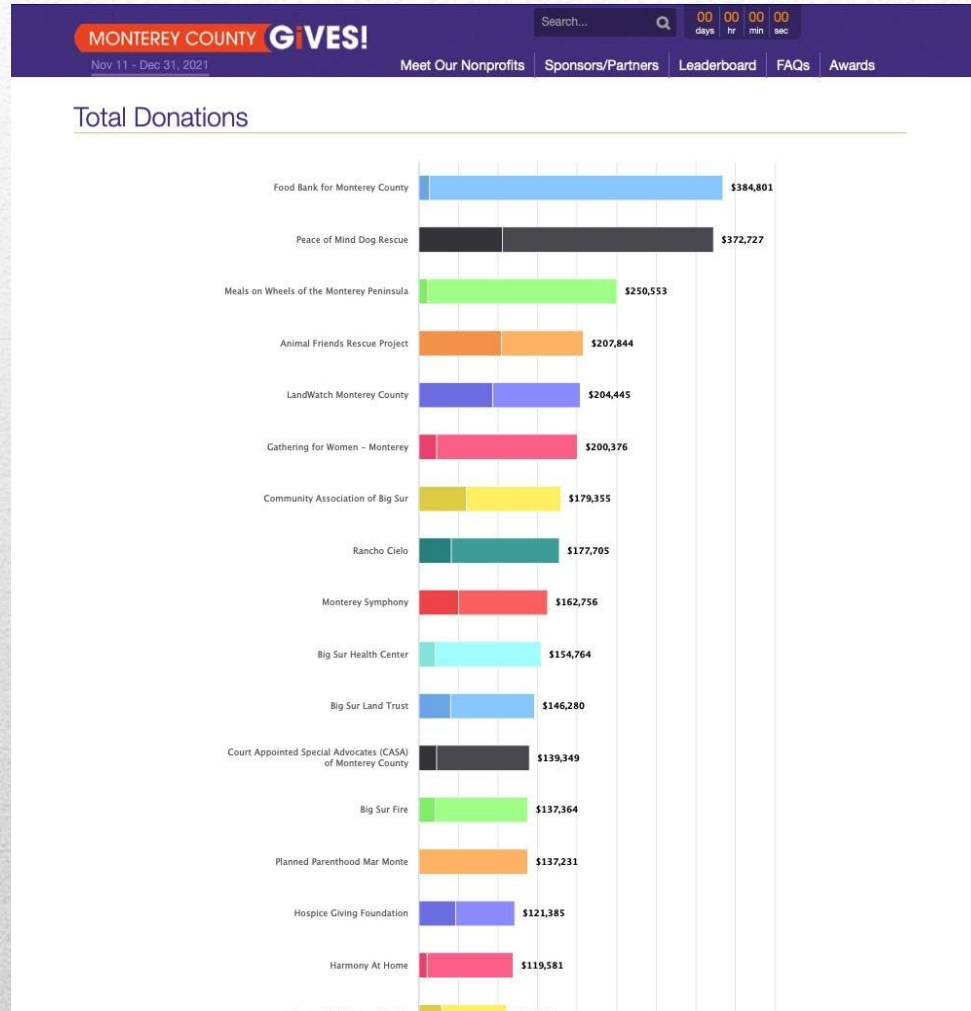
The MCGIVES! Website: What's on Your Page?

- 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

YouTube

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 5th — 12:00-1:00pm**
 - Lunch & Learn — Zoom link will be emailed out tomorrow
 - **October 29th at 5:00pm**
 - Challenge Gift Deadline (to be listed in print in the Weekly)
 - **November 12th — [MontereyCountyGives!](#) goes live**
 - Special MCGives! Guide inserted in Monterey County Weekly
 - **December 31st — MCGives! ends at midnight**
 - **Mid-February 2027**
 - Reconciliation complete; ACH grants issued; Awards announced
-

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 way to recognize your key donors on your MCGives! page and in the MCGives! issue of the Monterey County Weekly (if obtained by October 29th)
 - 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>
Name of Organization	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>
Spouse/Partner First Name	Spouse/Partner Last Name
Company/Business	
Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/29 at 5:00pm) <i>(Required)</i>	

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)*



Card



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:
 - Send the Challenge Gift form to your full donor list
 - Wait until the last minute—October 29 due date for print
 - Solicit Gifts under \$500
-

Donation Process

Website goes live November 12th. 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 and ACH
 - 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. 12, at www.cfmco.org/mcgives (under Agency Resources)
-

Donation Process

MONTEREY COUNTY **GiVES!**

Nov 9 - Dec 31, 2023

Search...



00 days 00 hr 00 min 00 sec

[Meet Our Nonprofits](#)

[Sponsors/Partners](#)

[Leaderboard](#)

[FAQs](#)

[Awards](#)

Youth Arts Collective (YAC)

DONATE



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**

Mission

MCGIVES! Donation Process

\$

In addition to supporting individual nonprofits, you can also contribute to 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

Donation Process

Overall Matching Fund

\$

In addition to supporting individual nonprofits, you can also contribute to 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
\$	Our Neighborhood Pet Project (ONPP)
\$	Peace of Mind Dog Rescue
\$	SCAR - South County Animal Rescue
\$	SNIP Bus

Arts & Culture

10.00	Art Abilities
10.00	Arts Council for Monterey County
10.00	Camerata Singers
10.00	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	Art Abilities	×
\$10.00	Arts Council for Monterey County	×
\$10.00	Camerata Singers	×
\$10.00	Carl Cherry Center For The Arts	×

TOTAL: \$40.00

[Checkout](#)

Favorites 

You have 0 favorites

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

City

Payment Info



Payment Method

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

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

Art Abilities

\$10.00

Arts Council for Monterey County

\$10.00

Camerata Singers

\$10.00

Carl Cherry Center For The Arts

\$0.88

Cover Service Fee

TOTAL: \$40.88

Need help with your donation?

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

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 CFMC 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)
-

Date	Status	First Name	Last Name	Spouse or	Spouse or	Challenge Gift Listed As	Org Name	Address	Address 2	City	State	Zip
9/18/2026 8:17	Published	Joyce	Test			Joyce Test Test NP		234 Main Street		Salinas	CA	99999
9/17/2026 7:42	Published	Joyce	Test			Joyce Test		343 Evergreen Terrac		Salinas	CA	99999
9/18/2026 8:21	Draft	Joyce	Test					343 Evergreen Terrac		Salinas	CA	99999
9/17/2026 15:27	Draft	Brian	Test				Business	1 Main		Salinas	CA	93940
9/17/2026 14:49	Draft											

Email	Phone	Amount	Anonymou	Memory/Honor Of	Memory/Honor Name	Young Donor	Nonprofits	Gift Type
test@gmail.com	(876) 543-	500	No	-		No	Test NP	Challenge Gift
test@gmail.com	(888) 777-	500	No	-		No	Test NP	Challenge Gift
		505	No	-		No	Test NP	Individual Donation
briant@cfmco.org		100	No	In Honor of	Friends	Yes	Test NP	Individual Donation
		88	Yes	-		No	Test NP	Individual Donation

Daily Donor Email Overview

- 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 5, 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 \$111,000 annually (married couples up to \$222,000)
- Excluded from gross income, but no charitable deduction
- Must be made directly to a charity to qualify
- More information: www.cfmco.org/ira
- Note about Custodial Accounts-must clear **account** by 12/31. Donors should send in donations by mid-December.



ACH Payments

This year for MC Gives, distributions in February will be made via ACH through PaymentWorks.

- In a few weeks your organization will receive an email from the CFMC with instructions.
 - After which you will receive an email from PaymentWorks to submit ACH Agreement Form
 - 3-5 days after the form is submitted, you will receive a welcome email from PaymentWorks to setup your account.
-

Six weeks until launch— Six weeks of MCGIVES!

Those most successful in MCGIVES!...

- Obtain Challenge Gifts (by October 29 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; a simple platform to raise money; matching dollars up to first \$75,000 raised
 - Donor information: automatically generated via 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

"I can't do everything, but I can do something to help somebody. And what I can do I will do."

— Oseola McCarty, a Mississippi washerwoman who in 1995 gave \$150,000 of her life savings to fund scholarships at the University of Southern Mississippi

**Eternal Wisdom –
Everyone Can Do Something**

**MONTEREY COUNTY NOW • MONTEREY COUNTY WEEKLY
• SALINAS VALLEY NOW • MCGIVES! TEAM PHOTO**



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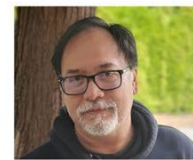
SENIOR SALES EXECUTIVE
George Kassal



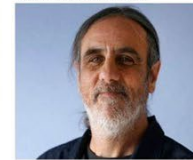
SENIOR SALES EXECUTIVE
Keith Bruecker



BUSINESS DEVELOPMENT DIRECTOR
Kevin Smith



DIRECTOR OF DIGITAL MEDIA
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MONTEREY COUNTY **GIVES!**

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Vice President of
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Anna Faith
Director of
Gift Planning



Brian Thayer
Director of
Donor Services



Alisa Smith
Senior Philanthropic
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Max Gomez
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Officer



Jasmine Menor
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Sarah Elias
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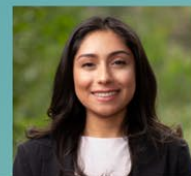
Gina Cervantes
Accountant



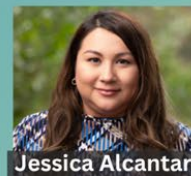
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Janet Shing
Vice President of
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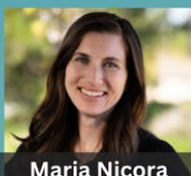
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2026

Monterey County Gives!

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