



COMMUNITY
FOUNDATION
MERCED COUNTY



P.O. Box 3846 Merced, CA 209/201/4113 www.MercedFoundation.org

March 4, 2022

City of Merced
678 W. 18th Street
Merced, CA 95340

Attn: Stephanie Dietz, City Manager Re:
Community Funding RFP Response

Introductory Letter

Name: Community Foundation for Merced County (CFMC)
Primary Contact: Danny Royer, Board Chair
Mailing Address: PO Box 3846, Merced, CA 95344
Physical Address: 3172 Collins Ave., Suite A, Merced, CA 95348

The Community Foundation for Merced County (CFMC) is a 501(c)3 California nonprofit entity based in Merced, CA. It was established in 2006 and has a \$2 million dollar endowment.

Mission: CFMC is dedicated to the conservation and care of Merced County.

Goal: The goal of CFMC is to leverage partnerships with local donors, non-profits, and community members to create a strong, just, and prosperous future for Merced County.

Objectives: To use its role as a county-wide philanthropic entity to secure donations and grants that provide support to local non-profits and businesses. Over the past 10 years, the Foundation has leveraged its two million dollar endowment to grant over 3 million dollars in grant and scholarship funding throughout Merced County. The Foundation does this with the following objectives:

- Grantmaking and scholarship allocation activities for Communities Hit Hardest by COVID-19;
- Donor and fund cultivation for Communities Hit Hardest by COVID-19;
- Increasing agency capacity to serve Merced County through a continuum of philanthropic activities for Communities Hit Hardest by COVID-19.

Services: CFMC is all too aware of how COVID-19 has impacted Merced. From individual students struggling academically to nonprofits losing funding; there have been unprecedented challenges facing those served by the foundation. This proposal is for the Community Foundation of Merced County (CFMC) to conduct the following services:

- Recover foundation funding lost to COVID-19 (\$137K);
- Build staffing capacity and expertise to respond to post COVID-19 philanthropic landscape;
- Map and access emerging needs and priorities among CFMC partner throughout Merced County;
- Increase and expand sustainable revenue streams through fund development and grant writing to respond to sequela of post-COVID need;
- Attract New Donors and build awareness for Merced County through rebranding and marketing; and

These strategies will allow CFMC to builds its capacity towards sustainability and ensure a comprehensive and expansive response to the COVID-19 pandemic that includes improving the quality of life for all residents of Merced County.

We truly appreciate the city getting involved and thank you for the opportunity to submit our response.



Danny Royer
CFMC, Board Chair



COMMUNITY
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MERCED COUNTY

Community Funding RFP Responses:

Item 2 – Individual Staff Experience

The CFMC is a board lead volunteer organization that utilizes its board members, staff, and other consultants/non-profits to provide capacity to execute on awarded grants.

Key Staff:

- Danny Royer – CFMC Board Chair
 - Danny is a Merced area native that works in the agriculture technology sector.
 - He has been on the CFMC board for nearly 4 years and has spend the last 2 as board chair.
 - Danny’s role is to manage the implementation of CFMC’s new CRM program Foundant, and facilitate communication between the many Merced County non-profit and small businesses he has worked with since joining CFMC.
- Billie Razzari – CFMC Board Member
 - Billie has been involved with many organizations during her philanthropic career in Merced including St Lukes Episcopal, Lifeline and Dignity Health Foundation.
 - Billie has served on the CFMC board for nearly 6 years.
 - Billie’s role is to help identify and communicate with area non-profits and small businesses that need assistance.
- Bill Cummings – CFMC Board Member
 - Bill is a Merced based real estate developer and commercial contractor specializing in the development of community health centers.
 - Bill is new to the CFMC board having joined in early 2021.
 - Bill’s role is to manage and drive the grant writing process, work with our designer Jenn Cole to develop a marketing tool kit for grants and RFPs, and facilitate a rebranding of the CFMC entity so that it’s brand is consistent with the relevant topics that impact our county.
 - Bill is involved with a number of different businesses and his staff of 50 are available to CFMC as needed. Services include design, due diligence, grant writing, social media and general admin.
- Nancy Netherland – Grant Writer / Consultant
 - Nancy is CFMC’s contract grant writer.
 - Nancy’s owns and operates Netherland & Associates, a woman and minority owned consulting firm that specializes in helping non-profits throughout the US.
 - <http://www.nancynetherland.com/>
 - Nancy’s role will be to develop and implement a 12 month grant strategy.
 - In the last 10 years, she has secured over \$125M in grant funding for her clients.
- Mark Seivert – Financial Planner / Consultant
 - Mark is the owner and operator of Seivert & Associates, a private wealth advisory practice of Ameriprise Financial Services.



- Mark was one of CFMC’s first board members and has been actively involved with the foundations management since the beginning. He is currently an associate member working on the finance sub-committee.
 - Mark’s role will be to provide overall financial guidance and grant QA/QC.
 - Cindy Carns – CPA / Consultant
 - Cindy is a CPA and partner at Kemper CPA in Merced, CA.
 - Cindy has been a financial consultant to the board for roughly 5 years and handles monthly financials, taxes and all AP and AR.
 - Cindy and her team at Kemper are available to provide financial assistance for grants and CFMC partnerships.
 - CFMC Administrative Staff
 - CFMC has a number of part time admin staff that are available to help with the different grant and funding requirements.
-

Item 3 – Proposed Project and Scope of Services

a) Detailed scope of services describing all services to be provided.

As a philanthropic leader, CFMC addresses an array of these needs throughout the county and specific to the city of Merced through the following strategies:

- 1) Grantmaking and scholarship allocation activities;
- 2) Donor and fund cultivation; and
- 3) Serving Merced County through a continuum of philanthropic activities

The COVID-19 pandemic impacted the capacity of CFMC to serve the community in a number of ways; donor cultivation activity was hampered, the income generated by the endowment decreased, and annual fundraising activities were curtailed. Additionally, efforts by the Board to move the organization from a primarily volunteer organization to a paid professional staff team were delayed.

b) What needs will you address? How will you achieve them?

While Merced has many strengths and resources it also has significant unmet needs that range from Health Professional Shortage Areas (HPSA) and areas within the city with up to 57% of the population on Medicaid and up to 75% of children qualifying for free and reduce lunch programs.

The Foundation’s activities impact a range of sectors including: Children and youth (education, youth development, sports, and wellness); Public Safety (housing, homelessness, health, etc.); Downtown revitalization; Sustainability strategies for agriculture and natural resources; Crisis response (disaster relief); and other areas of emerging need.

For this grant the Foundation will focus on building its capacity following the impacts of the COVID-19 pandemic on internal operations, finances, and revenue cultivation. In addition to



requesting funding to make up revenue shortfalls this funding will be used for the following activities and services.

c) What are the project activities?	d) Provide a project timeline.	e) Description of project deliverables for each phase of your work.
Map needs of grant recipients and community entities	Q1	<ul style="list-style-type: none"> • Survey of community members • Map of community needs with emerging priorities post COVID
Identify strategic response to current needs and priorities of grantee and donor communities	End of Q1/Early Q2	<ul style="list-style-type: none"> • Report on priorities and responses
Re-activate donor and partnership cultivation activities	Q1-Q3	<ul style="list-style-type: none"> • Calendar of meetings and meeting minutes • Roster of partners • Increase donations
Establish goals for each of the three activity areas (endowment, donor advised, and scholarship funds) based on current needs and focal area	Q2-Q3	<ul style="list-style-type: none"> • Goals • Development Plan • List of target prospects
Create and implement fund development plan – implement grant writing and donor cultivation activities	Q1-Q4	<ul style="list-style-type: none"> • Grants calendar • Grant submissions • Donor solicitations • Increase in revenue
Refresh the website and communication strategies to reflect current donor cultivation and grantmaking activities	Q2-Q3	<ul style="list-style-type: none"> • New website • Communication Plan • New materials based on updated branding
Create and implement comms plan to create county wide awareness and engagement in foundation activities	Q3-Q4	<ul style="list-style-type: none"> • Communication plan materials/processes
Implement plan to hire paid and permanent staff – make hires and transfer of institutional memory and	Q2-Q3	<ul style="list-style-type: none"> • Staffing plan • Recruitment materials • Hiring of permanent staff



resources from volunteers to paid team members		
Continue grantmaking and scholarship allocation programs	Q1-Q4	<ul style="list-style-type: none"> • Grants awarded • Scholarships awarded • Number of grant applications processed

Item 4 – Program Budget

Included in this section are two different budget items.

First, attached is the CFMC’s profit and loss report for 2020, 2021, as well as a projected profit and loss for 2022 to quantify our losses.

- For 2020, you can see that prior to Covid the CFMC was financially healthy and distributing a few hundred thousand dollars a year in donations.
- In 2021, we show a loss of \$37,000 due to the hardships caused by Covid.
- In 2022, we are projecting a loss of \$100,000 due to the continued hardships caused by Covid.

The CFMC is requesting that the RFP funds help with the \$137k in losses because if we are not able to recoup those funds, we will be taking them out of our operating budget which means less in donations for the community.

Second, attached is a budget for CFMC’s capacity items. With great tragedy comes great opportunity and CFMC would like to step up and be a larger contributor to the County residents. CFMC’s goal is to become a sustainable community foundation that serves as a voice for the entire county. As a community foundation with the ability to write grants and solicit subsidies, CFMC is in a unique position where every dollar donated to us represents an opportunity for exponentially more.

Item 5 – References

Please see attached references from local organizations in support of the Community Foundation of Merced County.



Community Foundation of Merced County Profit & Loss

January through December 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
40100 · Contributed support	404,887.38
40010 · Individ/business contribution	16.00
40020 · Foundation/trust grants	404,903.38
Total 40100 · Contributed support	813,806.76
40150 · Realized Gains	-67,791.86
40200 · Unrealized Gains/Losses	1,935.20
41000 · Interest/Dividends	46,994.63
Total Income	793,944.13
Gross Profit	386,041.35
Expense	
500000 · General & Admin. Expenses	0.00
50500 · Administrative Fees	84.11
50600 · Cell Phone Reimbursement	5,100.00
54000 · Audit/CPA	50.00
60000 · Dues & Subscriptions	1,885.00
60100 · Insurance - Liability	679.00
60200 · Insurance- Workers Compensation	252.40
60400 · Marketing & Advertising	901.92
60500 · Miscellaneous	8,952.43
Total 500000 · General & Admin. Expenses	17,855.86
55000 · Employment Consultant	4,675.00
60300 · Awards and Grants	65,250.00
60320 · Cash Awards and Grants	65,250.00
Total 60300 · Awards and Grants	130,500.00
60505 · Office Supplies	171.65
61800 · State Tax	10.00
66000 · Payroll Expenses	19,608.32
66500 · Payroll Taxes	1,745.04
Total Expense	156,185.01
Net Ordinary Income	637,759.12
Other Income/Expense	
Other Income	
9410 · Other Income	51,412.36
Total Other Income	51,412.36



8:59 AM

03/02/22

Accrual Basis

Community Foundation of Merced County

Profit & Loss

January through December 2020

	Jan - Dec 20
Net Other Income	51,412.36
Net Income	<u>337,041.27</u>



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Community Foundation of Merced County
Profit & Loss
 January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
40100 · Contributed support	45,317.00
40010 · Individ/business contribution	
Total 40100 · Contributed support	45,317.00
40200 · Unrealized Gains/Losses	97,652.46
41000 · Interest/Dividends	60,797.58
Total Income	203,767.04
Gross Profit	203,767.04
Expense	
500000 · General & Admin. Expenses	729.67
50600 · Cell Phone Reimbursement	2,250.00
50700 · Donor software	4,200.00
54000 · Audit/CPA	2,220.66
55500 · Meals	75.00
60000 · Dues & Subscriptions	2,714.74
60100 · Insurance - Liability	1,352.00
60200 · Insurance- Workers Compensation	2,529.21
60400 · Marketing & Advertising	1,405.40
60500 · Miscellaneous	145.89
60550 · Networking	
Total 500000 · General & Admin. Expenses	17,622.57
55000 · Employment Consultant	3,350.00
56000 · Giampaoli Garden Expenses	2,300.00
60300 · Awards and Grants	
60320 · Cash Awards and Grants	120,419.81
Total 60300 · Awards and Grants	120,419.81
60505 · Office Supplies	860.76
66000 · Payroll Expenses	89,054.17
66500 · Payroll Taxes	7,053.50
Total Expense	240,660.81
Net Ordinary Income	-36,893.77
Net Income	-36,893.77



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**Community Foundation of Merced County
Profit & Loss**

Ordinary Income/Expense
Income

January through December 2021

40100 · Contributed support			
40010 · Individ/business contribution	\$		25,000.00
40020 · Foundation/trust grants			38,000.00
40100 · Contributed support - Other			-
Total 40100 · Contributed support			63,000.00
40200 · Unrealized Gains/Losses			28,000.00
41000 · Interest/Dividends			65,000.00
Total Income	\$		156,000.00

Expense

500000 · General & Admin. Expenses			
50600 · Cell Phone	\$		500.00
50700 · Donor/financial software			9,450.00
54000 · Audit/CPA			4,200.00
55500 · Meals			-
60000 · Dues & Subscriptions			150.00
60100 · Insurance - Liability			2,725.00
60200 · Insurance- Workers Compensation			1,500.00
60400 · Marketing & Advertising			2,500.00
Total 500000 · General & Admin. Expenses			21,025.00
5114 · Marketing Consultant			7,000.00
5500 · Grantwriting Consultant			8,250.00
60300 · Awards and Grants			
60320 · Cash Awards and Grants			195,000.00
60300 · Awards and Grants - Other			-
Total 60300 · Awards and Grants			195,000.00
60505 · Office Supplies			500.00
66000 · Payroll Expenses			18,000.00
66500 · Payroll Taxes			1,800.00
66505 · Rent			5,400.00
Total Expense			256,975.00
Net Income	\$		(100,975.00)



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Proposed Budget Detail

APRA Grant Budget

Community Foundation of Merced County

Expense	Line Detail/Calculation	Total Proposed Expenditures
Accounting	Financial reports and grant monitoring	\$ 12,000.00
Advertising	Marketing toolkit and annual report	\$ 7,000.00
Consultant	Consulting fees for a Needs Mapping Analysis	\$ 10,000.00
Grant writer	Consultant to perform Grant Writing services	\$ 43,000.00
Marketing	Website and rebranding campaign	\$ 75,000.00
Payroll	Executive Director and Administrative support	\$ 50,000.00
Rent	Rent of office space	\$ 7,200.00
Software	Implementation of Foundant for financial and CRM reporting	\$ 10,000.00
Total		\$ 214,200.00



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MERCED COUNTY



adventure risk challenge

developing youth literacy and leadership

Board of Directors

Katie Burns
Jeff Crow
Cathy Farnsworth
Chris Inouye
Sergio Nevel
Sarah Parkes
Fernando Santillan
Ana Liz Servin-Bancroft
Liz Tucker
Katie Zanto

Executive Director

Sarah Cupery Ottley

Young Professionals Board

Alexis Angulo
Gustavo Garcia
Yami Gutierrez
Jasmine Marquez
Salvador Meza Lemus
Vera Reyes

Advisory Council

Jonathan Burton
Ward Fansler
Eve Giovenco
Barbara Ilfeld
Reini Jensen
Merrilyne Lundahl
Jill Penwarden
Danielle Rees

April 29, 2021

The Community Foundation of Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

To Whom It May Concern:

On behalf of Adventure Risk Challenge, I am providing this letter in support of the application that the Merced Community Foundation is submitting to the City of Merced to support local nonprofit capacity building.

The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact for Adventure Risk Challenge by providing funding so students can attend our immersive, year-round literacy and leadership programming.

With this capacity-building funding, the Community Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose. As a result of this funding, the Community Foundation of Merced County will be better positioned to support the life-giving, life-saving, empowering nonprofit organizations in our community.

We strongly recommend funding this project. Please feel free to contact me if you have any questions.

Sincerely,

Sarah Cupery Ottley
Executive Director
(559) 676-5096
sarah@adventureriskchallenge.org



Every Organization A Success In Their Community

632 West 13th St., Bldg. H
Merced, CA 95341
(209) 381-5980
fax (209) 381-5979

April 28, 2021

Dennis Haines,
Family Social Services
Supervisor
dhaines@mcoe.org

Carrie Schallar,
Parent Resource
Center Specialist
CSchallar@mcoe.org

The Community Foundation for Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

It is with great pleasure that the Merced County Office of Education's Family Resource Center submits this letter in support of the application that the Community Foundation of Merced County (CFMC) is submitting to the City of Merced to support local nonprofit capacity building.

CFMC has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. With the funding, CFMC will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose.

The Family Resource Center has established a supportive working relationship with tCFMC County over the years. We acknowledge that our mutual goals are to increase the capacity of our nonprofits by delivering the highest quality of support and resources. We continually work together in many issues that will build the capacity of our nonprofits who embrace and support our families in Merced.

We believe that it is imperative that we support the nonprofit services as our nonprofits are a crucial part of the safety net for the many low-income individuals and underserved communities. We are therefore in full support of the Community Foundation of Merced County in their application submission to the City of Merced for grant funding to support nonprofits in need.

Sincerely,

Dennis Haines, Family Social Services Supervisor
Merced County Office of Education
Family Resource Center



Merced County Hispanic Chamber of Commerce
La Cámara de Comercio Hispana del Condado de Merced
531 West Main Street
Merced, CA 95340
Office: (209) 384-9537
Email: info@mercedhcc.com
www.mercedhcc.com

April 29, 2021

Greetings community partner, we are excited to collaborate on providing the community of Merced additional services for their success post pandemic. The mission of the Merced County Hispanic Chamber of Commerce was founded by a group of dedicated leaders in Merced who realize the enormous potential of the Hispanic business community. The Hispanic Chamber was formed so that the needs of this particular community would be well represented through the public and private sector.

In the last 5 years, we have accomplished a network of partnerships that provide not only free business advice through the SBDC, but also successfully partnered with our National and State level Chamber's of Commerce in giving local businesses first hand information as they become available to the small business owners. We also have successfully provided educational programs through the collaboration of Merced College Business Resource Center, to our local business that would include: Educational tax courses for Sole Proprietors, Corporations, and LLC's. California State Labor Laws, and Employer Rights, Social Media Presence, and using Google as a marketing platform.

The MCHCC currently is assisting the City of Merced, California State Hispanic Chamber of Commerce along with our elected officials in providing small business of covid relief funding.

Sincerely,

A handwritten signature in cursive script, appearing to read "Annissa Fragoso".

Annissa Fragoso, President

Elisa Trevino, Vice President

Ana Davalos, Treasurer

Maida Miranda, Secretary

Elishah Perez, Director

Gil Cardon, Director

Maria Soto, Director

Elizabeth Guzman, Director

Bertha Perez, Director

Abel Guerra, Director

Bryan Jackson, Director



Office Phone: 209.259-8950
Email: lifeline@lifelinecdc.org
Website: lifelinecdc.org

April 28, 2021

Empowering
Neighborhoods
to Thrive

Office Address:
393 E Donna Dr.
Merced CA 95340

Mailing Address:
731 E Yosemite Ave Ste B # 165
Merced CA 95340

Winton Community Center
7081 N Winton Way
Winton CA 95388

Meadows Community Center
3135 Meadows Ave Bld 8 Apt 59
Merced CA 95348

The Community Foundation for Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

On behalf of LifeLine CDC, I am providing this letter in support of the application that the Merced Community Foundation is submitting to the City of Merced to support local nonprofit capacity building.

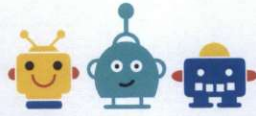
The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact LifeLine by providing funding for much needed software to track client services so we could better manage complex grant reporting requirements.

As had conversation about the need to enhance non profit capacity and with this funding, the Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose.

We strongly recommend funding this project.

Sincerely,

Monika Grasley
Executive Director



KIDS DISCOVERY STATION

■ MERCED ■

The Community Foundation of Merced
Attn: Rebecca Duffey
P.O. Box 3846
Merced, Ca 95344

April 28, 2021

Dear Mrs. Duffey,

It is with great pleasure that the Kids' Discovery Station submits this letter in support of the Merced Community Foundation's application to the City of Merced to support local nonprofit capacity building.

The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact for the Kids' Discovery Station being one its early supporters and donating \$25,000 to become a Founding Partner of our children's museum.

With the funding from the City, the Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through developing the Nonprofit Support Lab, Profit with a Purpose program.

We strongly recommend that this project is funded. If I can provide any additional information to facilitate your decision, please do not hesitate to contact me at mercedforkids@gmail.com.

Sincerely,

Mayya Tokman
President of the Board of Directors and Executive Director
Kids Discovery Station
350 W. Yosemite ave.
Merced, CA 95340

admin@kidsdiscoverystation.org
kidsdiscoverystation.org
[facebook.com/KiDSMerced](https://www.facebook.com/KiDSMerced)
*kidsdiscoverystation
*kidsmerced

