

## Directors

**Bernie Furman**  
President  
**Ed Stephenson**  
Chairman  
**Fernando Gonzalez**  
Vice President  
**Arnie Fontes**  
Chief Financial Officer  
**Nenette Corotto**  
Secretary  
**Richard Anderson**  
**Paul Levy**  
**Mary McCullough**  
**Steve Perricone**  
**Bob Tiffany**

### Welcome New Directors

**Dori Hoyle**  
**Anne Morris**  
**Jim Paxton**

Upon their retirement from the Board, the Foundation would like to thank four individuals that contributed endlessly to this organization.

**Ron Domingus**  
**Susan Paura**  
**Ray Mariottini**  
**Bill Ladd**

## Contact Us

**Community Foundation  
for San Benito County**  
719 San Benito Street, Suite G  
Hollister, CA 95023

**Gary Byrne**  
Executive Director

(831) 630-1924  
Fax (832) 630-1934  
www.cffsbc.org

All inquiries are held in strict confidence.

Newsletter designed by  
Sharlene Van Rooy  
(831) 636-5313



**Dori Hoyle**

Dori has had her finger on the pulse of the community for many years and will enhance the Board with her wisdom and experience.



**Anne Morris**

Anne has been involved with numerous organizations during her lifetime and will bring fresh ideas and new skills to the Board.



**Jim Paxton**

Jim is a long-time resident of this community. His expertise in the field of Law will augment the Board's breadth of knowledge.

## Count the Ways

continued from Page 3

charitable requests to it, saving the time and effort that otherwise would be expended in considering and responding to the many solicitations received each year.

### No Competition

Community Foundations are not in competition with the YMCA, Boy Scouts, Girl Scouts, Red Cross, etc. On the contrary, one of the functions of a Community Foundation is to assist these other philanthropic organizations to accomplish their objectives; this is done by making direct cash grants, providing seminars intended to help them operate more efficiently, and so on.

I could go on, but the picture is clear. A Community Foundation in general, and in this instance ours in particular, is a good thing for everyone. It provides benefits to the people who give, to the people who get, and to the community as a whole.

*We are  
Making a Difference!*



*Community Foundation for San Benito County*  
719 San Benito Street, Suite G  
Hollister, CA 95023

## How to Apply for a Grant

The current grant application deadline is May 30, 2003. An application may be obtained on line or by visiting our office.

An organization may submit only one application per funding cycle. However, if an organization is part of a collaborative request, a second application may be filed as part of a second collaborative or for separate agency funding.

Notification and awards will be made on or about July 11, 2003. The next application deadline will be October 31, 2003.

PRSRST STD  
U.S. POSTAGE  
PAID  
HOLLISTER, CA  
95023  
PERMIT NO. 55

## Mission

The Community Foundation for San Benito County is dedicated to building a stronger community and enhancing the quality of life in San Benito County through support of philanthropic activities.

## New Funds

### Permanent Endowment Funds

Rotary Mattson Fund  
Charlie Presser Memorial Family Fund  
Hollister Independence Rally Fund  
McCullough Family Fund

### Restricted Donor Funds

Baler Fund  
Emmaus House  
Highway 25  
Bolado Charity Rodeo  
Help Save the Cancer Kids of America  
San Benito Fire Safe Council  
Fund for Health & Safety  
Velma Tiffany Charity

If you would like to set up an individual, family, or organizational fund, please contact the Foundation office at (831) 630-1924.

# Community Foundation

for San Benito County



Spring 2003

## Cornerstone Project Completed by Nenette Corotto



Hollister Tremors drive towards the goal in one of the first games to be played on the new field.

Approximately three years ago, the San Benito County Veterans' Park Commission approved construction of two soccer fields; however, the project was stalled due to the lack of resources from the Hollister Tremors Soccer Club and the County Public Works. Meanwhile, the Tremors (a US Youth Soccer Program) grew in membership, to 600 boys and girls participating from Hollister, San Juan Bautista, and Aromas.

Due to this rapid growth and the lack of soccer fields in Hollister, the Community Foundation agreed to help the Tremors work with the County Public Works to complete the fields. Director Steve Perricone facilitated the project, and Public Works offered to provide the labor if the soccer club and the Foundation could provide the materials.

Over a six-week period, the Foundation solicited donations. One hundred percent of the compost, sand, fertilizer, and trucking services were donated for the project, and approximately two acres of sod was made available at a steeply discounted price.

The Foundation not only worked directly with Public

Works to manage the project, but also secured the required cash funding from a local, anonymous private foundation. The project would never have been finished without the assistance of key sponsors who provided the necessary materials.

### AG Sod Farm

Provided two acres of sod

### Granite Rock

Donated and delivered 175 tons of sand

### Monterey Mushrooms

Donated 350 cubic yards of mushroom compost

### Assured Aggregates

Donated one trucker for two full days of compost delivery

### CalAgra

Donated 800 lbs of fertilizer and a spreader

### County Public Works

Provided the labor for sod installation, as well as donating and installing the irrigation system

The completion of this project exemplifies why the Community Foundation is becoming an integrable influence in San Benito County. We are here to recognize and serve the needs of our community with substantive action and accomplishment; a third soccer field is presently in the works.

The Foundation serves "For Good for Ever."

## What is an Endowment Fund?

An endowment is a fund kept in perpetuity to provide interest and dividend earnings for the benefit of a charitable cause.

Our endowment consists of an accumulation of gifts, both large and small, that are invested today for income and growth tomorrow—ensuring financial strength and security.

The unrestricted endowment not only grows so as to maintain its purchasing power, it provides regular and consistent funds to meet community needs. The earnings can be counted on far into the future, in good times and bad, helping the people of San Benito County now, and in the decades to come. 🌈

## National Philanthropy Day

The Community Foundation for San Benito County hosted a *National Philanthropy Day* event on November 15, 2002 at San Juan Oaks Golf Club. Nationally celebrated on this day throughout the US, this event is designed to recognize and honor the outstanding efforts of individual members from local service organizations. This year participants numbered over 211, double from the previous year.

Guests were welcomed with remarks from Bernie Furman, President of the Community Foundation, followed by the Pledge of Allegiance by Hollister Councilman, Tony Bruscia.

Marilyn Darby, Mistress of Ceremony, introduced the Honorees and presentation of Proclamations were read by Ronald A. Rodrigues, County Board of Supervisors; Tony Bruscia, Hollister Councilman; and Percilla Hill, Mayor of San Juan Bautista. Miss Crystal Duran sang a beautiful rendition of the National Philanthropy Day song.

After a warm presentation to all the Honorees, Gary Byrne, Executive Director of the Community Foundation, provided closing remarks. 🌈

### History

Douglas Freeman, an estate-planning attorney and active philanthropist had an idea; five years later that idea was proclaimed National Philanthropy Day on November 15, 1986.

This special day honors all Americans who commit time, energy, and resources to help their community.



Foundation President Bernie Furman welcomed everyone to the luncheon.



Residents and visitors alike, attended the National Philanthropy Day luncheon to celebrate the accomplishments of volunteers within the community. Executive Director, Gary Bryne (far right) provided closing remarks.

### Honorees

- Patricia Trier**  
Adult Literacy Program of SBC
- Fulton Picetti**  
American Cancer Society, SBC Unit
- Xavier Alvarez**  
American Red Cross, SBC Chapter
- Harvey Nyland**  
Aromas/San Juan Unified School District
- Susan Paura**  
Community Foundation for San Benito County
- John P. Rose**  
Community Pantry of San Benito County
- George Lewis**  
Community Services Development Corp
- Phyllis & Jerry Krinn**  
Emmas House
- Richard Fish**  
Friends of the SBC Free Library
- Marilyn Ferraro**  
Girl Scouts of Monterey Bay
- Dianne Verdeckberg**  
Hazel Hawkins Hospital Auxiliary
- Dori Hoyle & Bruce Wolpert**  
Hazel Hawkins Hospital Foundation
- Ruth Erickson**  
Hollister Airmen's Association
- Dean Croft**  
Hollister Exchange Club
- Mark Maxwell**  
Hollister Independence Rally
- Kathy Ritter**  
Hollister Lioness Club
- Wayne Hone & Larry Barr**  
Hollister Rotary Club
- Geri Johnson**  
Hollister Sister City Association
- Lupe Maldonado**  
Hollister Youth Alliance
- Dave Baumgartner**  
Hospice Foundation for the Central Coast
- Bunny & Den Croft**  
Kinship Center
- Sam Perez**  
San Benito County (SAFE KIDS) Coalition
- Barbara Cosio**  
SBC Chamber of Commerce
- Jose A. Martinez**  
SBC Free Library
- Laura Munoz Velasquez**  
SBC LULAC Council #2890
- Gayle Sleznick**  
San Benito Oriana Chorale
- Cilly Fisher**  
SJB Chamber of Commerce
- Dell Lavaroini & Clarence Ottoboni**  
SJB Service Club
- Nita DiVincenzi**  
St. Vincent de Paul Society
- Juli Latham**  
United Way of San Benito County
- Bob & Marian Cruz**  
Visiting Nurse Association & Hospice
- Gerald McCullough & Bob Yant**  
YMCA of San Benito County
- Robert Netzly**  
Young Life/Capernaum

## Looking Back and Planning for the Future

The board of directors spent a wonderful half-day on retreat in March planning for the future, looking back on the past year, and reviewing past goals.

- Raise funds for operation and endowment—Ongoing
- Develop spending policy—Done
- Grant guidelines—Done
- First granting cycle—Done
- Raise profile of the Community Foundation—Done
- Develop investment policies—Done

The Board also identified a number of areas that need attention and areas where there is work in progress.

- Continue to raise sufficient funds for operating expenses
- Secure the support and assistance of area Gatekeepers

## Foundation Counts the Ways by Bernie Furman

It is an undisputed fact that Community Foundations are the fastest growing means of charitable-giving in this country.

There are several cogent reasons for this phenomenon which continues to accelerate as more and more people become aware of the ways in which they can benefit both their community and themselves by donating to their Community Foundation.

### A Gift Forever

The clearest, simplest to explain, and most compelling reason is that a gift to the Foundation's endowment fund is literally *a gift forever* because only the income will be used, with the principal remaining intact in perpetuity.



In early March, Foundation Directors held a retreat at San Juan Oaks; Kathy Johnson lead a very productive meeting.

- Spread the Foundation's message in a consistent manner
- Develop relationships with prospective donors

Over the coming months, the Board will review their action items and continue to plan for the future. Developing a strong relationship with local Gatekeepers (attorneys, accountants, insurance agencies, trust officers, and other money managers) will improve the Foundation's ability to generate a strong donor base. In addition, the development of a comprehensive plan of action will allow the Foundation and its donors to better focus on critical issues and emerging opportunities.

The Community Foundation would like to extend a special thanks to Kathy Johnson who lead the retreat. 🌈

### Flexibility

The donor has enormous flexibility in designating the purpose for which the income from his or her donation should be used.

### Memorialize a Loved One

Donations generated by income from the gift can perpetually memorialize the name of the donor, donor's family, or loved ones. The credit line may read, "From the John and Jane Doe Fund of The Community Foundation for San Benito County."

### Foundation Does the Paperwork

Donors making large gifts which previously would have warranted establishing a family foundation, can make their donations to the Community Foundation instead. In this way, they can accomplish essentially the same purposes while saving fees for lawyers, accountants, bookkeepers, and investment advisers, and eliminate the requirement for filing reports with the IRS and other regulatory agencies.

### Businesses Benefit as Well

A corporation or other form of business can make a single annual grant to the Community Foundation and then refer all

### A New Look

The Community Foundation has established a new logo. Thanks to Brad Pike for his determination and creative solution for the Foundation's new identity. He has created an icon that is fun and colorful with meaning for all.



## Remembering to Leave a Legacy

We are a nation of givers; 75% of Americans give time and/or money to charities each year. Still, only 3% make a charitable provision in their will.

Of course, we must take care of our families. But what about our community after we've gone? By leaving a legacy, we can provide for our families with the majority of our estates and leave some amount or percentage to charity to make the world a better place than when we found it.

This can easily be done through a variety of ways, from checking and investment accounts to wills, from charitable and living trusts to life insurance proceeds. See your attorney or call the Community Foundation for San Benito County for our list of competent, local, legal counsel. 🌈