

COMMUNITY
FOUNDATION
SONOMA
COUNTY



SONOMA VALLEY FUND

Sonoma Valley Fund

Board Meeting

July 13, 2017

Agenda

- Update the Board on the Hidden in Plain Sight launch
- Update the Board on the capacity building cohort
- Decide on short term plan for next steps
- Introduce a discussion of a long term plan and how we will get there

Where are we in the life of Sonoma Valley Fund?



Early thoughts (2007)

- Supply/Demand in Nonprofit Sector was unsustainable
- Community needed to build endowment
- Need for increased collaboration between nonprofits

What have we done?

- Youth Initiative
- Nonprofit Services Initiative
- Ellman grants program
- Todd Trust grants & Data report
- Endow Sonoma Valley Month
- Annual Star Awards
- Capacity Building Cohort
- Hidden in Plain Sight Report
- Grants through 2016 in Sonoma Valley \$4.8 million*

**includes CFSC & SVF funding*

Where are we in the life of Sonoma Valley Fund?



Many successes, however,

- Few estates have ‘matured’
- Little progress toward building an endowment. We have \$74K.
- No grantmaking outside of Todd Trust
- Minimal SVF grant funds available (\$23K)
- Priorities not clearly identified

July, 2017



Hidden in Plain Sight report (May 2017)

- Media coverage
- Community briefings (2)
- Community leadership groups
- Sonoma Valley grantors (Rotary, Impact, WCW)
- Governmental leadership

Capacity Building Cohort (2015)

- 12 participants (6 nonprofits)
- Professional consultation
- Now in year 2 of 3
- \$125K per year granted from Todd funding

What's next?

- How can SVF be an effective philanthropic leader?
- What is the SVF model for the future?

What is happening now?

- Ideas are emerging for “action”
- Expectations are developing
- Questions arising about roles & responsibilities
- Questions arising about possible collaborations
- Questions being asked about capacity
- Who is doing what, when, where?



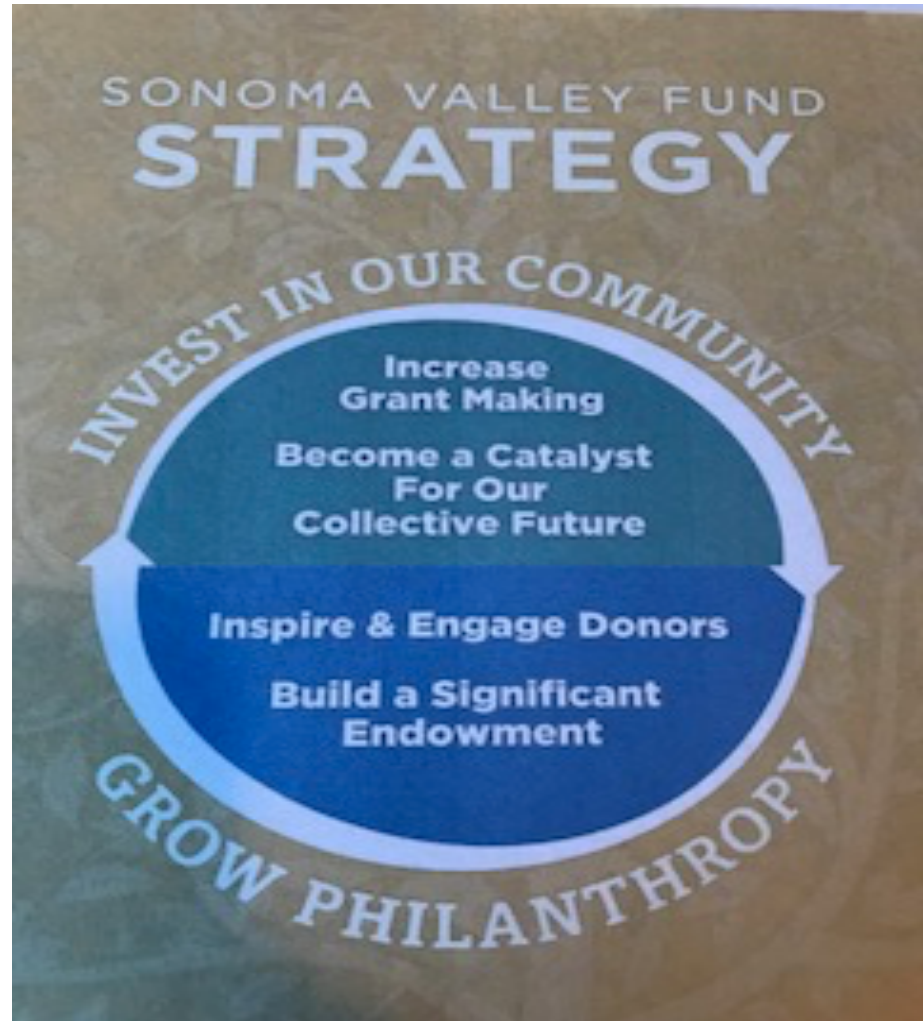
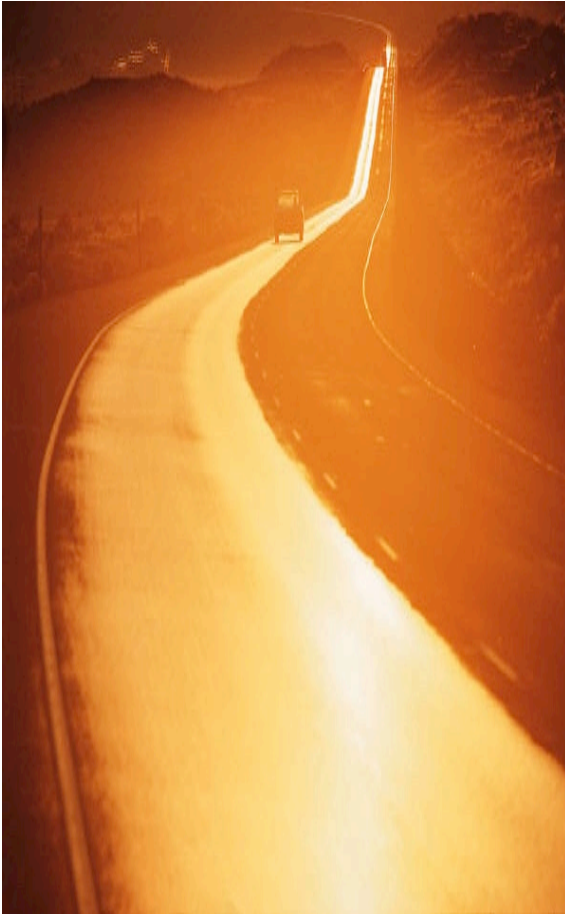
Time to Pause!

Short term options

Option I	Option II	Other options
Continued outreach	Establish Steering Committee	
Gather community ideas	Establish issue area task forces	
Publish ideas or not	Work on issues identified	
Work on the SVF role	SVF DevComm fundraises	
Continue cohort work	Develop grant criteria & program(s)	
Determine ongoing priorities		
Determine grant program(s)		
History: Todd Trust Team	History: Youth initiative, Ending Family Homelessness	

The road ahead

Evolution of the SVF Model



The road ahead

Develop a Long Term Plan



- Define the role of SVF
- Identify SVF priorities
- Develop grant program(s)
- Develop fundraising strategy
- Address board engagement & succession
- Address CF alignment & support

The road ahead

Develop a Long Term Plan



Define the role(s) of SVF

- Endowment
- Funder (programs or capacity)
- Convener
- Advocate
- Philanthropic Advisor
- Direct service provider

The road ahead

Develop a Long Term Plan



Identify priority area(s)

- Issue focus (housing, seniors, environment, etc)
- Capacity building for nonprofit excellence and sustainability
- Grantmaking expanded
- Direct support (run programs to train, coach, provide services to nonprofits)
- Community leadership

The road ahead

Develop a Long Term Plan

Considerations include:

- Advantages and challenges of chosen role
- Resources needed for success
- SVF capacity
- Alignment of priorities with grantmaking and fundraising strategies
- Alignment with Community Foundation Sonoma County

Next Steps

Develop a Long Term Plan

- September Board – address baseline model, determine roles and priorities
 - Executive committee prework
 - Assignments to committees
- November Board – consider an aligned grant strategy and fundraising strategy and communication strategy
 - Committee prework
- January Board – discuss Board engagement and CF alignment

OUR LONG-TERM GOALS

Over the next decade, we will gradually build our track record, our credibility and our visibility, as we want to become a meaningful voice and a trusted advisor for those who seek to grow generosity and to take a proactive stance toward the future. We seek to do this by:

- Helping **Sonoma Valley donors** give more and give more effectively;
- Supporting the development of an even stronger and more vibrant **nonprofit sector**, both through grant making and other means;
- Helping our **community** preserve the best of today while meeting rising challenges—which requires stepping back from the day-to-day and looking at the inter-related nature of many solutions;
- Maintaining a knowledgeable and committed **board** to implement all of the above