

NextTalk

February 12, 2019



Pajaro Valley Shelter Services

“

We care about the environment and
we care about people, too.
People should have the opportunity to
grow, thrive and enjoy life, just as a Sequoia.

”

Diane and Don Cooley





Elkhorn Slough Foundation

“ Giving back to our community has always been important to us. We're retired educators and not rolling in dough, but establishing a Donor Advised Fund has allowed us to have a scholarship fund for students who are the first in their family to attend college, and to support worthy organizations like Senderos and the Elkhorn Slough Foundation. These, and other organizations matter a great deal.

Gary Bloom and Katy Stonebloom

”



This Sounds GREAT! So, should I start my own nonprofit?

Probably Not!

- There now are 1.8 million nonprofit organizations in the U.S.
- Fewer than 15 percent have operating budgets over \$250,000
- Nearly 80,000 new nonprofits were created in 2016.

Low Barrier to Entry:

- Find a name
- Get an EIN
- Sign up a board of directors
- Register with your state
- File a 1023-EZ

But now what?

- Running the place
- Creating a business plan
- Joining the existing fragmented non profit landscape of services
- Duplicating existing infrastructure

*Credit Dahna Goldstein

But some non profits should, indeed, launch.

A few key questions to determine whether you should launch, support or partner with a nonprofit:

- Is it needed?
- Does it work?
- Will people use it as designed?
- Will it get to those who need it most?



Pajaro Valley United

“ Soccer is so much a part of the Pajaro Valley. Our all-volunteer team and family involvement show how much it means to our community. Everyone’s contributions added up and now we have reserve funds for fields and scholarships. ”

Liliana Diaz



Digital NEST and FoodWhat?!

“ Giving matching funds to the Community Foundation’s grantmaking has been an effective way for me to support the organizations that are making a difference - like those removing obstacles to a successful future for Watsonville youth. We have so much to give to organizations addressing these needs. ”

John Sobrato







Cabrillo Music Festival

“ We began volunteering at the Cabrillo Festival as ushers in the 1990's and Tom has been on the board for 11 years. Larry helps feed the musicians breakfast every day of the Festival. We are passionate about the Festival and we want it to thrive for decades to come. We knew Lou Harrison, one of the founders of the Festival. ”

Larry Friedman and Tom Ellison



Is it needed?

What are you trying to accomplish? Can you write a mission that has only these elements in eight words or less: Verb, Target population & Measurable outcome?

- ☐ Get Watsonville youth into college
- ☐ Save 1000 acres of north coast farmland
- ☐ Lift farmworkers out of poverty
- ☐ Secure jobs for folks getting out of prison
- ☐ Teach every third grader in Santa Cruz County to read

Does it **Work**?

- If the thing is deployed as designed, under the conditions for which it was designed, will it have real impact?
- How would I best know if I'm fulfilling my mission?

Will it be used as designed?

- Imagine walking to from the ocean up the beach to your sandcastle and friends with a bucket full of water...

Will it get to those who need it most?

- Imagine walking to from the ocean up the beach to your sandcastle and friends with a bucket full of water...

“ This place matters to me. I care about the whole world but what can one person do about the whole world? You can really see the difference you make in a community. I know how to serve the San Lorenzo Valley. I will keep doing so – even after I am gone.

”

Mary Hammer

For Good. For Ever.

See what more neighbors are doing...

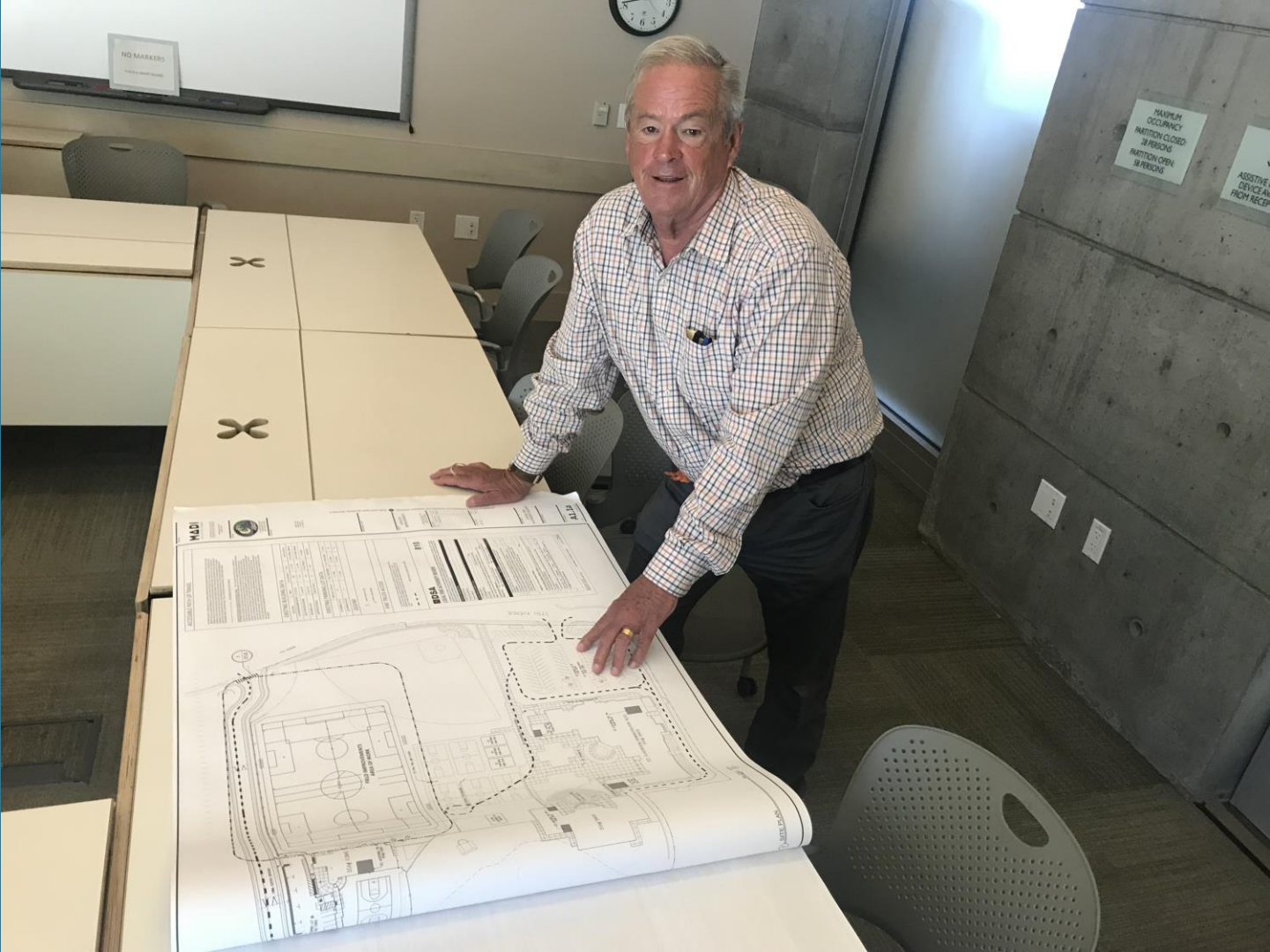
Capitola Branch Library ~ Coming Soon!

“ We took the project into our hands because there were no other hands! We are the community; We are building a library that will be used now – and in the future. It will be here well beyond our lifetimes. Our Fund at the Community Foundation gives credibility and makes it easy for donors to support the campaign. ”

Gayle Ortiz



VIEW AT CORNER















What is Community?

“ You can’t just sit back and act like Lady Bountiful and write checks. The bounty is in the community. And, community is about living life with people. Doing things together to make this place better. Helping each other. Getting through hard times and being better because of it. ”

Diane Cooley

