



MEDIA RELEASE

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COMMUNITY FOUNDATION ANNOUNCES NEW COMMUNITY IMPACT GRANT PROGRAM FOR 2012 Information Sessions to be Held October 26 in Salinas, October 29 in King City and November 9 in Marina

Monterey County, California The Community Foundation for Monterey County (CFMC) recently adopted a new framework for its largest grantmaking program, one that embraces a countywide vision of “healthy, safe and vibrant communities.” The CFMC’s new **Community Impact Grants** program (formerly known as the General Endowment) focuses on the people and places of Monterey County, highlighting impact and seeking measurable results. Community Impact Grants will address critical issues and opportunities in four primary areas that advance the Foundation’s mission and vision for Monterey County: **Investing in Our People, Strengthening Our Communities, Celebrating Our Cultures and Stewarding Our Environment.**

Within each program area are specific funding priorities that build upon past grantmaking and initiatives, and are based on a review of local needs, assets and opportunities for achieving strategic results. To arrive at these funding priorities the CFMC conducted research, held focus groups and sought input from nonprofit organizations in identifying Monterey County’s priorities. Approximately \$2 million will be available to grant in 2012 through the Community Impact Grant program. Grant guidelines, deadlines and application forms are available at www.cfmco.org.

“Grantmaking is the heart of what we do,” stated Dan Baldwin, CFMC President/CEO. “We believe this new framework will enable philanthropic dollars to have the greatest impact in strengthening communities throughout Monterey County, and attract co-investment from our fund holders and partners,” added Julie Drezner, VP for Community Engagement.

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CFMC Announces New Community Impact Grants *(cont.)*

“**Investing in our People**” will support programs so that Monterey County’s children and youth are valued and prepared for success, and that people of all ages live healthy and independent lives and have access to basic health and human services. The three priorities are: **Building Blocks, Basic Needs, and Wellness** and include such interest areas as: early childhood education, family literacy projects, youth recreation, after-school programs, parent engagement, safety net services, community health promotion and independent living resources for older adults.

The vision for “**Strengthening Our Communities**” is that communities throughout Monterey County are cohesive, safe and prosperous places where people work together to build and sustain community assets. Priorities include: **Community Engagement, Economic Opportunity and Healthy Places and Spaces**. Grants will promote volunteerism, civic participation, youth leadership and other programs that engage people in working together for positive community change. Adult literacy, English language classes, financial education and employment readiness are among the economic self-sufficiency strategies to be supported. Funding will also focus on activities to make neighborhoods throughout Monterey County healthier and safer places to live and work. Interests include revitalizing local parks, creating community gardens, increasing access to public spaces and community improvement projects.

The goal of “**Celebrating Our Cultures**” is that arts and culture add vitality and meaning to community life where residents and visitors enjoy diverse artistic and cultural opportunities and historic resources are preserved for generations to come. The priority areas are: **Experiences, Creativity and Heritage**. The CFMC will invest in activities and programs that broaden, diversify and deepen participation in the arts, especially among youth, multicultural and other new audiences. Grants will support the creation of relevant, quality artistic and cultural experiences for residents and visitors. In preserving our region’s heritage the CFMC will fund activities that restore, interpret and celebrate Monterey County’s rich and diverse history.

“**Stewarding Our Environment**” grants will focus on **environmental engagement** and **animal welfare**. The CFMC will support programs that educate and involve local residents in protecting and preserving our natural resources and that increase community involvement in conservation and sustaining healthy ecosystems. The CFMC will also fund nonprofits that promote the responsible and humane treatment of companion animals.

(more)

CFMC Announces New Community Impact Grant Program (cont.)

Grant writers, executive directors and other nonprofit representatives are invited to attend one of three information sessions from 3:00-4:30 PM on Wednesday, October 26 at the Hartnell College Call Center, Room 208 in Salinas, Friday, October 28 at the Monterey County Free Libraries King City Branch, and on Wednesday, November 9 at the Monterey County Free Libraries Marina Branch. Participants are asked to pre-register via the links found at www.cfmco.org under “Grants and Support.”

Community Impact Grant Information Sessions

Wednesday, October 26 3:-4:30 PM

Hartnell College, Call Center, Room 208

411 Central Avenue, Salinas, CA 93901

<http://communityimpactinfosalinas.eventbrite.com/>

Friday, October 28 – 3:00-4:30 PM

Monterey County Free Libraries, King City Branch, Community Room

402 Broadway, King City, CA 93940

<http://communityimpactinfokingcity.eventbrite.com/>

Wednesday, November 9 3:00-4:30 PM

Monterey County Free Libraries, Marina Branch, Community Room 190 Seaside Circle, Marina, CA 93933

<http://communityimpactinfomarina.eventbrite.com/>

The mission of the Community Foundation is to inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County. For more information visit www.cfmco.org, call 831.375.9712 or stay connected at www.facebook.com/cfmco.

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