



NEWS UPDATE

JUNE 2019

IMPORTANT ANNOUNCEMENTS

It's Time to Vote!

On May 18 you should have received three emails from Election Buddy about voting online for our 2019 grant recipients: one email for the Impact Grant; one email for the 10th Anniversary Grant; and one email for the Community Grants. If you did not receive all three emails please check your spam folder. If it's not there contact vote@impacts100sonoma.org. All voting is online and ends at noon on June 5.

Be an Educated Voter!

If you missed Meet the Finalists to hear a representative of every grant finalist speak about their proposal, click [HERE](#) to watch videos of the presentations. For detailed information about each grant proposal, and the nonprofits' Grant Proposal Narratives, click [HERE](#).

Annual Awards Celebration!

Congratulations on ten years of Impact! Join members and guests to hear the announcement of our 2019 Grant Recipients: \$100,000 Impact Grant, \$50,000 10th Anniversary Grant, and approximately seven Community Grants. June 8, 2:00 – 4:30 pm, Hanna Boys Center. Invite your friends and family. Register [HERE](#).

Volunteers Needed!

If you can help out at the Annual Awards Celebration on June 8, please sign up [HERE](#).





Celebrate Ten Years of Impact by marching in Sonoma's July 4th Parade. Your invitation is coming soon.

IMPACT100 SONOMA HIGHLIGHTS

2019 marks the tenth anniversary of Impact100 Sonoma – a time to honor the accomplishments of our founding members, applaud the \$2.062 Million Dollars we have awarded in grants so far, and look forward as our organization enters its second decade. Don't miss the Presidents' Letter in this issue to learn more, and how you can participate.

PRESIDENTS' LETTER

Dear Fellow Members,

This month we will gather for our 10th Annual Awards Celebration! It is an exciting time, with \$314,000 to donate to deserving nonprofits. And we have a special announcement to make...

To celebrate the 10th anniversary, the board has voted to donate \$10,000 – Ten for Ten! – from our reserve fund to the grants pool, bringing this year's funding total to \$324,000! We know our founders and the many generous women who have donated to support our operations would be happy to see the money used in this way.

On another anniversary note, we have convened an Envisioning/Strategic Planning Committee to reflect on our first ten years and brainstorm about the second decade of our organization. One of our efforts is to develop strategic ideas for the board's consideration. Another will be to gather your input, particularly in the area of grant-making. To do this, we plan to invite members to a series of focus groups this fall.

As part of our envisioning process, we are continuing to offer a series of educational opportunities to enhance the conversation around trends in giving. You may recall last

opportunities to enhance the conversation around trends in giving. You may recall last fall we co-hosted (with the Sonoma Valley Fund) a presentation by Karin Demarest on outcomes from the *Hidden in Plain Sight* report. In January, we featured Colleen Willoughby, founder of the Washington Women's Foundation, as the keynote speaker for our Annual Meeting.

Also in January, Diana Sanson delivered a training program for Grant Review Committee members on *How Nonprofits Operate*. In February we co-sponsored Dan Pallotta's keynote at the Sonoma Speaker Series, where he spoke on *How Restraints on Nonprofits Undermine Their Potential*. In May, Diana repeated her workshop about nonprofits at an educational event for our entire membership.

At our Annual Awards Celebration on June 8 you'll hear additional updates on the state of collective giving. All of this is aimed at keeping us fresh and open to new ways to be as impactful as possible as we enter our second decade.

We hope you'll stay engaged and participate in as many of these opportunities as you can. And, as always, if you have questions feel free to reach out to any board member.

We look forward to seeing you on June 8 when we will announce our 2019 grant recipients!

Warmly,

Lynne Lancaster, Gera Vaz, and Judith Walsh



WE MET THE FINALISTS AND NOW WE VOTE





Every seat was taken as members gathered to hear from grant finalists.

The opportunity to hear directly from a representative of every grant finalist was welcomed by members, who filled the large hall at Vintage House for Meet the Finalists on May 18. Each proposal spotlights a need in our community that could be eased by receiving grant dollars, and the speakers spoke with enthusiasm about the issues and their resolutions. Now it's time to vote!



Members Nancy Kirwan, Tia Pierce, Alice Micklewright, Hope Nisson and Judith Walsh

Much of the credit for our strong roster of grant finalists goes to the 80+ members who worked hard and well under tight deadlines. A heartfelt thanks to everyone on the Financial Review Committee and Grant Review Committees.

Special thanks also to Union Bank, sponsor of our 2019 Major Meetings.



Below are short descriptions of the 2019 Grant Finalists

BELOW ARE SHORT DESCRIPTIONS OF THE 2019 GRANT FINALISTS.

\$100,000 IMPACT GRANT:

One Impact Grant will be awarded. The Finalists will each received \$10,000 in unrestricted funds. You will be asked to rank your choices from 1st to 3rd. Finalists are:

Challenge Sonoma Adventure Ropes Course, in collaboration with Sonoma Valley Youth & Family Services

Teen Challenge Program (does not include the low-course elements; under 2 feet)
This proposed program would relocate and rebuild the high elements (15 – 30 feet) of the Ropes Course from the closed Sonoma Developmental Center to Hanna Boys Center, and pay for related costs. The course is proven to engage teens in physical, mental and problem-solving challenges which build self-confidence and self-esteem; help them to trust appropriately and develop healthy relationships; and improve communication, leadership and team building skills -- all essential to healthy interaction with family, friends and the larger community.

Pets Lifeline

Emergency Animal Services Program

This grant request funds an Emergency Animal Services Program with a focus on the co-location of people with their cats or dogs in the case of an emergency. This includes a local emergency shelter for approximately 100 people and their pets; a propane powered generator; a half-time FEMA-certified emergency coordinator and staff; and a mobile pet-sheltering unit/emergency command center with supplies and an on-demand vet check-up clinic for up to 200 displaced cats and dogs.

Sonoma Valley Community Health Center (SVHC)

Sonoma Valley Vision Clinic

This proposed program would provide the equipment for a new Sonoma Valley Vision Clinic to help improve the lives of thousands of our underserved neighbors. The clinic, projected to be revenue generating by year two, will increase access to comprehensive vision and eye care for our community. Prevention efforts to find vision and eye health problems early minimizes the risk of the progression of eye diseases and vision disorders and, in turn, life challenges due to vision issues.

\$50,000 10th ANNIVERSARY GRANT:

One 10th Anniversary Grant will be awarded. The finalists are:

Jack London Park Partners

Jack's Green Cycle Initiative

This initiative would address multiple needs of Jack London State Historic Park by funding maintenance equipment to help undertake needed fire prevention measures to protect the park and the surrounding community by hauling and chipping organic waste. The waste would be used to create on-site compost and mulch for use in the orchard and gardens. This initiative will save valuable funds that can be put back into the park's land, education, restoration and maintenance projects.

Vintage House

2019 Program Expansion

This grant would expand program offerings to impact our aging senior population and income disparity by hiring a part-time Program Coordinator and executing outreach that would:

- Launch a new Job Match Program for seniors seeking part-time employment
- Expand the Senior Service Project program with Sunrise Rotary, assisting seniors with home-based repairs and projects with volunteers
- Expand the Soups On program to bring together more seniors to share a warm meal and sense of belonging

COMMUNITY GRANTS:

A total of \$154,000 will be awarded in Community Grants, ranging in size up to \$20,000. You can vote for seven organizations. The finalists are:

Art Escape

Expansion of the Teen Art Lounge

This proposal requests \$20,000 for two teaching artists and a teaching assistant in order to expand the full-to-capacity Teen Art Lounge to every summer Friday and two Fridays a month during the 2019/20 school year.

Ceres Community Project

Healing Meals for Healthy Communities

This proposal requests \$20,000 to prepare 5,500 organic medically-appropriate meals for 30 low-income families who have a seriously ill family member, and offer bi-lingual nutrition education and resources through the Community Health Center.

Challenge Sonoma Adventure Ropes Course, in collaboration with Sonoma Valley Youth and Family Services

Teen Challenge Program

This proposal requests \$20,000 to relocate and rebuild the successful Ropes Course from the now-closed Sonoma Developmental Center to Hanna Boys Center. The grant money will fund the four low elements (under 2 feet high) of the course, used primarily by younger, less experienced students.

Community Matters

Safe Schools Ambassador Program

This proposal requests \$19,500 to train up to 120 student leaders and 18 adults at three public schools to become adept at defusing incidents of mistreatment and improve school atmosphere, attendance and performance.

Flowery Elementary School Parent Teacher Organization, in collaboration with Flowery Elementary School

Flowery Elementary School Playground Structure

This proposal requests \$20,000 toward the installation of a new playground structure to replace the present damaged and rusty 30-year-old structure, giving students and the

replace the present damaged and rusty 30 year old structure, giving students and the local community a safe up-to-date place to play and learn.

La Luz Center

AVANCE Parent-Child Education Program

This proposal requests \$20,000 to purchase essential equipment and tools for the classroom/outdoor space of the AVANCE program that provides child development education to parents while their 0 – 3 year old children learn pre-school skills.

Legal Aid of Sonoma County

Housing Justice Project

This proposal requests \$20,000 to provide on-site Sonoma Valley assistance to low-income families, seniors and immigrants threatened with eviction, price gouging and irresponsible landlords in order to keep them safely housed in our community.

North Coast Resource Conservation & Development Council (NCRCDC)

Sonoma Valley Waste Wizards Project

This proposal requests \$20,000 to implement the Waste Wizard project at four local schools that have been on a waitlist. State law requires school districts to recycle organic wastes but does not provide funds to do so.

Sonoma Arts Live Theater Company

Keeping Sonoma Arts Live Alive

This proposal requests \$20,000 as a stop-gap measure to offset an unexpected 48% rent increase and give SAL time to develop a plan to find additional funding without affecting the quality of their productions.

Sonoma Conservatory of Dance

Scholarship and Diversity Outreach Program

This proposal requests \$10,000 to add up to fifteen new scholarship students to its school-year and summer programs with the goal of having the student population reflect the diversity of the community.

Sonoma Valley Museum of Art

Boyes Hot Springs Teen Mural Lighting Project

This proposal requests \$20,000 to install permanent lighting for the 70-foot student-created public mural on Hwy. 12 in Boyes Hot Springs that has become a beloved landmark, bringing needed nighttime lighting as well as honoring art in the neighborhood.

Teen Services Sonoma

Expanding Ready to Work

This proposal requests \$20,000 to expand the proven Ready to Work program to La Luz Center and Boys and Girls Clubs, increasing RTW courses from five to seven and providing services to 40 additional youth.

CREATE BETTER PHILANTHROPY



Guest Juliana Graham, presenter and member Diana Sanson, and member Cathy Leonard

Part of the mission of Impact100 Sonoma is to empower our members to be responsible stewards and donors, and thankfully we have among our membership women like Diana Sanson to help us understand exactly how to do that! On Thursday, May 8, Diana presented on the topic "Understanding Nonprofits to Create Better Philanthropy" to Impact100 members and their guests at the Sonoma Springs Community Hall.

The lively conversation started with wine, snacks and mingling, but soon settled into a serious discussion of the important differences between nonprofit organizations and for-profit businesses, and how understanding those differences can help us be better philanthropists.

Among the topics that Diana covered were:

- Ways that nonprofit income is often restricted by donor intent and grant specifications, and the difficulties those restrictions can create in accounting;
- Sources of income that nonprofits most frequently pursue, including grants, individual donors, earned income and event proceeds;
- Various models of grant-making, including core mission, capacity-building and infrastructure grants;
- Ways that the concept of "overhead" and its negative connotations can unintentionally limit the growth potential of a nonprofit.

The presentation culminated with a role-playing exercise in which pairs of attendees

took on the roles of “Executive Director” and “Major Donor” of Kids Inc., a fictional nonprofit. The exercise dramatized the ways in which nonprofits must delicately balance the generosity of donors and the strings that are often attached to large gifts.

Diana wrapped up the presentation with [this clip of Dan Pallotta](#), a nationally-recognized expert on the subject of philanthropy who recently spoke at the Sonoma Speaker Series.

The engagement, questions and discussion that the presentation prompted demonstrated the desire for events like this, and fortunately we have several more planned for 2019 on occasion of our 10th Anniversary -- stay tuned!

MEMBER ENGAGEMENT: THE LYON RANCH



Lynette Lyon introduced members to the resident Asian camels.

Members’ anticipation was high for the opportunity to tour The Lyon Ranch on May 9 – and every expectation was met and exceeded. Rob and Robin Lyon, our hosts and the founders of The Lyon Ranch, along with their daughter Lynette, wove fascinating stories about the evolution of the 12-acre property and the lives of the 65 animals and birds that live there.

The Lyon Ranch is a nonprofit that rescues abandoned, ill or abused mostly exotic animals, including Asian camels, ocelots, servals, emus, donkeys, horses and miniature horses, African fox, bush babies (heard of that one?), alligators, dogs, cats, and many exotic birds. Ten of the animals have been trained for Animal Assisted Therapy (including the camels!) and the Lyons trailer them to hospitals, nursing homes and hospices, as well as to schools and corporations.



After touring the barn and various corrals to meet some of the larger animals, members were guided to a large deck outside the Lyon's home to enjoy wine and appetizers while Lynette carried out various animals and birds for a meet and greet. How amazing to share a dining table with a 40-pound African serval!

Many thanks for the wonderful afternoon go to the Lyon family for their generous welcome, and to members Tia Pierce, Hope Nisson and Member Engagement Chair Sandee Crisp for all their hard work.

Quick Calendar:

June 8 - Annual Award Celebration, 2:00 – 4:30 pm, Hanna Boys Center

Come and hear the announcement of 2019 grant recipients. Bring a friend -- especially those who might want to become members! Register [HERE](#).

June 25 – Impact100 table at the Sonoma Farmers Market, 5:30 – 7:00 pm, Sonoma Plaza near the Rose Garden

Bring family and friends and drop by for wine and conversation. No RSVP needed.

July 4 - March in the 4th of July Parade! Sonoma Plaza

Join members and friends to celebrate the day, our community and the 10th Anniversary of Impact100. Invitation coming soon. Questions? Contact [Charlotte Ruffner](#).

August 17 – Summer Garden Party, 2:00 – 4:00 pm

Mark your calendars now for this special chance to view a spectacular private garden and gather with friends. Watch for your invitation.

September 19 – Member Education: Smart Philanthropy 5:00 – 7:00 pm, Vintage House

As part of our 10th Anniversary Envisioning process, join members for an in-depth look and discussion about the paradigm-busting work of Dan Pallotta. Save the date!

Contact Us

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