



Community Foundation Creates New Visual Identity

◀ *The Community Foundation's new logo, donated by Haas Automation*

In fall of 2001, nationally renowned marketing firm, the Williams Group visited the Ventura County Community Foundation and performed a communications audit as part an initiative of the James Irvine Foundation to increase the capacity of the Community Foundation to accomplish its broad purposes through communications.

The Irvine Foundation additionally granted the Community Foundation \$50,000 to build its communications capacity. The Community Foundation convened a Communications Committee of community leaders skilled in marketing and public relations from throughout Ventura County (listed below).

The results of the communications audit were not unlike those of many Community Foundations across the nation: The Ventura County Community Foundation is the best-kept secret in our community today. The audit found that the Ventura County Community Foundation was lacking in strategic communications planning, consistent messaging, and visual identity. They believed that these disadvantages have led to our lack of visibility in the community. The Williams Group suggested an overhaul of all communications materials, starting with that most sacred of design elements: the logo.

Potential logo designs were donated by Haas Automation and Fausset Printing. An enthusiastic and unanimous decision was made by the Communications Committee and the Board of Directors to adopt the logo you see below, developed by Scott Melamed and the marketing staff at Haas Automation. Haas Automation has also provided designs for the Community Foundation's new Stationary and Business cards.

The Community Foundation would like to extend special thanks to Haas Automation and its staff and all of those who have made this

project possible. The Foundation has been working all year with the Williams Group, the Irvine Foundation, Haas Automation, Nancy Mayerson Marketing & Public Relations and Conaway Brown to create a new "visual identity" for the Community Foundation. You'll be seeing a lot of changes around here- a new logo, a new newsletter, and all new materials. We're here "For good. For ever." and we're ready to let the world know about it.

THE VENTURA COUNTY COMMUNITY FOUNDATION'S COMMUNICATIONS COMMITTEE

William H. Bang
Chairman, Board of Directors

Denis Dupuis
Haas Automation

Dick Fausset
Fausset & Neely

Michael Hoffman
Ventura County Star

Mary Kaiser
California Community Reinvestment Corporation

Florence LaManno
Entre Computer Services

Timothy J. McCallion
Verizon

Alfredo Plascencia
KEXT Broadcasters, Inc.

Terri Raley
Creative Images

Stephen Woodworth
Network Omni

2003
Haas Automation
Seminars in
Nonprofit
Excellence

Ventura County Community Foundation –
Resource Center for Nonprofit Management

JANUARY

Briefing with Attorney General Rep
 Fund Development Research
 Beginning Grant Writing



FEBRUARY

Budgeting Basics for Proposals
 Meet the Grantmaker
 Insurance Basics
 Personnel Policies
 Fund Development Research
 Executive Directors' Roundtable

MARCH

Preparing for a Capital Campaign
 Refine Your Proposal
 To Be or Not To Be a 501(c)3
 Fund Development Research
 Executive Directors' Roundtable
 Development Directors' Roundtable
 Volunteer Coordinators' Roundtable
 Special Event: Fundraising

APRIL

Tools for New Executive Directors
 Measuring Program Outcomes
 A Very Special Event
 Strategic Planning
 Fund Development Research
 Executive Directors' Roundtable
 Accidental Techies' Roundtable

MAY

Beginning Grant Writing
 Budgeting Basics for Proposals
 Fund Development Research
 Meet the Grantmaker
 Board Excellence
 Cultural Competency
 Executive Directors' Roundtable
 Special Event: Coaching to Excellence

JUNE

Build an Effective Board
 Media Relations
 Build Better Bridges to Business
 Fund Development Research
 Executive Directors' Roundtable
 Development Directors' Roundtable
 Volunteer Coordinators' Roundtable

JULY

Fund Development Research
 Accidental Techies' Roundtable
 Beginning Grant Writing
 Budgeting Basics for Proposals
 Strategic Restructuring
 Meet the Grantmaker
 Executive Directors' Roundtable

AUGUST



SEPTEMBER

Get Your Message Out
 2003 Wage & Benefit Survey
 Fund Development Research
 Executive Directors' Roundtable
 Development Directors' Roundtable
 Volunteer Coordinators' Roundtable
 Special Event: Day on Endowments

OCTOBER

Beginning Grant Writing
 Budgeting Basics for Proposals
 Budgeting Basics for Organization
 Develop a Fundraising Strategy
 To Be or Not To Be a 501(c)3
 Meet the Grantmaker
 Fund Development Research
 Executive Directors' Roundtable
 Accidental Techies' Roundtable

NOVEMBER

Board Excellence
 Cultural Competency
 Fund Development Research
 Executive Directors' Roundtable
 Development Directors' Roundtable
 Volunteer Coordinators' Roundtable

DECEMBER

Motivate Volunteers
 Fund Development Research



preparation

training

2003 HAAS AUTOMATION SEMINARS IN NONPROFIT EXCELLENCE COURSE LIST

2003 Wage and Benefit Survey: Learn what others in the Southern California nonprofit community are earning and paying their staff.

A Very Special Event: Provides everything you need to plan and deliver a successful event.

Beginning Grant Writing: Full-day introduction to planning, researching and writing proposals.

Board Excellence: Provides the essentials to success as a board member through a discussion of roles, relationships and responsibilities.

Briefing with Attorney General Representative: A chance to talk one-on-one with the regulator.

Budgeting Basics for Organizations: Learn the essentials of preparing an annual budget for a nonprofit organization.

Budgeting Basics for Proposals: Learn the basic skills needed to complete budgets for grant proposals.

Build an Effective Board: Provides Executive Directors and Board Leaders with the skills to recruit, train and develop an effective board of directors.

Build Better Bridges to Business: Learn what businesses look for in nonprofit partners.

Coaching to Excellence Special Event: Join veteran coach Reid Melton for a two-day workshop on coaching your staff to maximize performance

Cultural Competency: Keep your programs and staff effective and relevant in an increasingly diverse Ventura County.

Day on Endowments Special Event: Join experts in planning, developing and managing an endowment for a full day of skill building.

Develop a Fundraising Strategy: Assists nonprofit managers in developing an overall fund development plan.

Fund Development Research: Introduces you to VCCF's library & funding information.

Fundraising Special Event: Join veteran fundraiser Andy Robinson for a day of skill building guaranteed to leave you better prepared to compete for funds.

Get Your Message Out: Offers an introduction to marketing and public relations for nonprofits.

Insurance Basics: Two-hour briefing covers the essentials of managing your organization's risks.

Measuring Program Outcomes: Offers practical evaluation tools that feed back to the planning process.

Media Relations: Meet members of the media and learn what they want first hand.

Meet the Grantmaker: Provides an opportunity to meet foundation and corporate funding representatives.

Motivate Volunteers: Practical advice on recruiting, retaining and rewarding volunteers.

Personnel Policies: Assists participants in completing a personnel handbook.

Preparing for a Capital Campaign: Learn how to lay the groundwork for a capital campaign from a seasoned pro.

Professional Roundtables for Executive Directors, Development Directors, Volunteer Coordinators and Accidental Techies: Join a group of your peers for a facilitated problem solving discussion.

Refine Your Proposal: Provides practical help in polishing your proposal until it shines.

Strategic Planning: Provides a thorough introduction with L.A. Support Center founder.

Strategic Restructuring: Learn the essentials of collaborating, consolidating and merging with another nonprofit organization from LaPiana Associates.

To Be or Not to Be a 501(c)3: L.A.-based Community Partners outlines the pros, cons and processes of starting a nonprofit.

Essential Tools for Executives Directors: Offers the essentials needed to thrive as a new executive director. Also a great refresher course for all E.D.s.

Certificate in Nonprofit Leadership and Management: This eight-month series is offered annually and includes sessions on strategic planning, resource development, volunteer management, and strategic alliances. Taught in coordination with senior faculty of the business school at California Lutheran University. Begins January 2003.

Certificate in Grant Writing: This multi-session course provides a practical, hands-on approach to mastering the proposal writing process. The course covers research, program development, writing and polishing proposals, and budgets. (Course taught by Suzanne Wedow, Director of Corporate and Foundation Relations at the Foundation for Santa Barbara City College.)

Details on specific dates and fees are posted on our website at www.vccf.org, in our regular e-mail updates and in the Resource Center Quarterly Bulletin. If you would like to be added to our mailing list or receive updates, contact us at vccf@vccf.org or call (805)988-0196, ext. 10.

Join the Community Foundation in Building for the Future



“**W**hen I give, I give myself.” This Walt Whitman quote speaks to the personal commitment in every charitable gift. That commitment has built a community institution with passion, purpose and power to make a difference. Since 1987, the Ventura County Community Foundation has awarded more than \$9 million in grants and scholar-ships – every dollar the doing of donors committed to our common quality of life.

Prior to 1988, there was not a vehicle for maintaining and building permanent philanthropic support in our County. The Ventura County Community Foundation has filled that void. In addition to grantmaking, the Community Foundation has established the only Foundation Center Library, trained thousands of nonprofit staff and volunteers and convened community leaders to work together solving challenges facing our community.

We could not do all of this without the many members of our community who support our efforts. Gifts large and small are vital to our work. An unrestricted gift of a minimum of \$50 enrolls you as a Community Foundation Associate Member. Through purposeful management, these gifts promote programs that improve our community and solve problems from Simi Valley to Oxnard to Ojai.

Through the Associates Program, we hope to foster countywide engagement in the Community Foundation

and increase the number of individuals who feel that this is *their* community foundation. We are providing this “ownership” by offering an accessible vehicle for anyone who wants to participate in building a stronger, healthier Ventura County.

We hope you will use the enclosed envelope to become an Associate Member of the Community Foundation’s effort to build for the future today.

IN MEMORIAM



Bruce Wallace

In September, the Community Foundation lost one of its most warm-hearted members when Bruce Wallace was killed in a paragliding accident. An Amgen scientist and Community Foundation Board member, Wallace was Chairman of the Program and Grants Committee, a member of the President’s Search committee, a member of the Regional Civic Alliance and was working with President, Kate McLean on putting together a funders forum to strengthen philanthropy in the County. McLean notes, “Bruce was so bright, so charming, so funny. His death is a huge loss for our community, but his contributions were many and his presence will be felt for years to come.”

New Funds at the Community Foundation

People create funds to carry out their charitable goals and leave a legacy. With a minimum gift of \$10,000, donors may remain involved as advisors, designate specific organizations, or allow the Community Foundation to support promising and urgent community programs. To find out more about establishing a fund, contact Kate McLean, president.



Field of Interest Funds address a donor's particular interest area:
LEONARD AND NINA BUTLER HERITAGE FUND (HERITAGE FUND)

Designated Funds allocate funds to specific donor-chosen organizations:
ELSIE J. CARR MEMORIAL FUND
JAMES C. BASILE FUND FOR CASA PACIFICA

Agency Funds hold assets for a charitable organization, helping to secure continuing operations:
VENTURA COMMUNITY PARK FUND

online

Click Here for Community Foundation Info

If you use the World Wide Web as a source of information, you'll want to visit the Ventura County Community Foundation's newly expanded website at www.vccf.org. The new site was designed to be a resource to community leaders, donors, and grantees in Ventura County and includes information on our funds, giving and gift planning, education and grantmaking programs.

In addition to providing extensive information on the Community Foundation, new features provide opportunities for online giving and workshop registrations. Visit our Interactive Forum and chat with other donors, nonprofits, advisors, or Community Foundation staff about any questions you might have.

Log on and let us know what you think!



**FOR VCCF'S EFFORTS TO BUILD
FOR THE FUTURE**

BP Amoco Foundation, Inc.
Compumentor
First Mortgage Income Trust
The James Irvine Foundation
Kate McLean and Steve Stone
In Memory of Mary Michel and Bruce Wallace
M.V. and M.K. Smith Foundation
Swift Memorial Health Care Foundation
Nita B. Whaley

ASSOCIATE GIFTS

Ms. Bobbie S. Beatty
Mrs. Elizabeth M. Blanchard
Glen and Gary Farr
Ms. Kathleen Hobson
Edwin and Susan Holt
Ms. Barbara J. Houser
Mr. and Mrs. Robert Malcolm
Mr. and Mrs. Barry Neilsen
In Memory of Walter and Jo Neilsen
James and Margaret Travers

**FOR THE BALCERZAK-JORDAN COMMUNITY
EDUCATION ENDOWMENT**

Michael and Kristan
Balcerzak, II
Scott and Dana Werner

**FOR THE BOBBIE STEINDLER BEATTY
ACADEMIC OPPORTUNITY FUND IN HONOR
OF HOWIE AND ANN STEINDLER**

Bobbie S. Beatty
In Honor of the Selection
Committee and Howie and Ann Steindler
Mr. and Mrs. Harold Steindler
In Honor of Bobbie Beatty

FOR THE BIKE FUND

City of Ojai

**FOR THE WAYNE BRUTON MEMORIAL
SCHOLARSHIP FUND**

The following in honor of Robert "Gene" Bruton:
Mr. Bruce Bruton
Mr. and Mrs. Bramwell Anthony

FOR THE JAMIE BURTON MEMORIAL FUND

Mr. and Mrs. James Butner

**FOR THE CALIFORNIA OIL MUSEUM
ENDOWMENT FUND**

Mr. Henry H. Rushing

**FOR THE BETHANY ANNE CODY
SCHOLARSHIP FUND**

Mr. J. Pat Newton
In Memory of Phillis Jean Swan

**FOR THE STANLEY E. COHEN MEMORIAL
EDUCATION ENDOWMENT FUND**

The Cohen Family

**FOR THE COMMUNITY PROFILE FOR
HEALTH AND HUMAN SERVICES**

Interface Children Family Services

**FOR DESTINO 2000: THE HISPANIC
LEGACY FUND**

Art and Julie Hernandez
Hinckley & Schmitt, Inc.

**FOR THE FLIGHT 261 MEMORIAL
ENDOWMENT FUND**

Larry and Beth Baldrige, Sr.
Ms. Nina F. Hanning
Mr. and Mrs. Norman Kauffman
Oregon City High School
Ms. Lois Roesle
In Memory of Bradley Long
Mr. John J. Ryan
Jesse J. Smith

**FOR THE DOMINICK AND BRIDGET
MCGRATH FUND**

Ms. Mary Patricia McGrath
In Memory of Mary Ellen McGrath

**FOR THE JOAN MERRITT FUND
TO STRENGTHEN VENTURA COUNTY
NONPROFITS**

The Ruth L. Lee Fund

FOR THE R.A.I.N. COMMUNITIES FUND

Mr. William Benson
CCPOA Ventura Chapter
Mr. Gordon A. Cervo
Ms. Carmela T. Cinque
Ms. Calvin P. Cone
Ms. Joann D. Cunningham
Ms. Diane Darling
Mrs. Rosemary Decker
Mr. William I. Detweiler
Mr. Richard E. DeVillers
Mr. Charles H. Dollison
Mr. Bruce L. Fuhrman
Mr. Loren D. Gardner
Mr. Edwin Greenwood
Ms. Ira Grooms
Nancy Harmon
Mr. Herbert H. Kouns
Mr. Melvin W. Leisten
Mr. Art D. Marshall
Mr. William McInerney
Mr. Siegfried Meck
Mr. Aldo E. Mendonca
Mr. John E. Mercer
Mr. Joseph M. Mileti
Mr. Charles H. Miller, Jr.
Mr. Albert B. Misevic
Lauren Saltman
Padre Serra Parish
Francis Parrone
Ms. Mary Pettit
Mr. Roger W. Quirk
Betty J. Quist
Mr. John T. Robinson
Mr. Manfred A. Runkel
St. Columba's Episcopal Church
Mr. and Mrs. Ralph C. Schumacher
Simi Valley Religious Science
Center for Positive Living

Ms. Ilona A. Smith
Mr. Phillip G. Smith
Ms. Thelma F. Spohn
Ms. Virginia M. Tanner
Ms. Norma Van Riper

FOR THE REGENERATE FUND

State Farm Insurance Company

**FOR THE RESOURCE CENTER FOR
NONPROFIT MANAGEMENT**

Bank of America Foundation
Center for Nonprofit Management

FOR THE SAGE SCHOLARSHIP FUND

Elizabeth W. Haigh
Madeline and Harold Hess
Mr. and Mrs. Joseph C. Ozmina
Mr. Douglas M. Rife
Sage Publications, Inc.
Ms. Kathy A Wilde

FOR THE TEACH FUND

B.J. Fitzgerald

**FOR THE VENTURA COMMUNITY PARK
FUND**

City of SanBuenaventura
Mr. and Mrs. Jim K Walker

**FOR THE VENTURA COUNTY BAR
ASSOCIATION LEGAL SERVICES FUND**

Hon. and Mrs. Bruce Thompson
In Honor of Judge Melinda Johnson

**FOR THE JEAN WEBER MEMORIAL
SCHOLARSHIP FUND**

Mr. Charles Weber
Mr. Richard L. Weber

**FOR THE KENT WIEGEL MATH
SCHOLARSHIP ENDOWMENT FUND**

Mr. and Mrs. Joe Pinnella

FOR THE WOMEN'S LEGACY FUND

Dr. and Mrs. Moustapha Abou Samra
AIM Relocation Group
Mr. and Mrs. Otis Chandler
City National Bank
Diane and Peter Dowler
In Honor of Leanne Dumais
Patricia Ellison
Carol Evans
Ms. Mary Jane Vernon Lazz
Laurie Rozet
Soroptimist International of Ventura

**THE FOLLOWING FUNDS RECEIVED
GIFTS FROM THE FAMILIES/AGENCIES
ESTABLISHING THEM**

William and Cynthia Fairburn
Memorial Scholarship Fund
William A. and Cynthia D.
Fairburn, Jr. Memorial Fund
The FOOD Share Endowment Fund
The Lisagor Family Fund
The Alice Greenfield McGrath
Destino Fund
The Reiter Brothers, Inc.
Foundation Fund

Grant Deadlines

JANUARY 3, APRIL 4

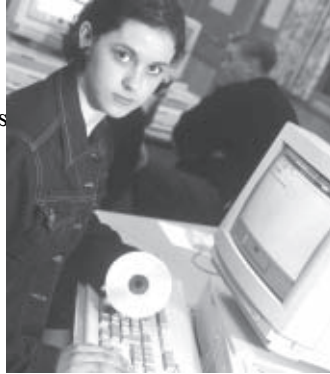
MARTIN V. AND MARTHA K. SMITH FOUNDATION

Supporting emergency services for people who do not have the resources to help themselves, as well as education and cultural endeavors for the residents of Ventura County, with a preference given to the Oxnard area.

JANUARY 15

DESTINO 2000: THE HISPANIC LEGACY FUND

Serving the special needs of Ventura County's Latino community. It provides opportunities for the economic, educational, and personal development of Latinos, encouraging their advancement and leadership in the community.



APRIL 30

SWIFT MEMORIAL HEALTH CARE FOUNDATION

Providing monetary grants to agencies that provide health care services to Ventura County residents and scholarships to Ventura County students in the health care field.



MAY 15

WOMEN'S LEGACY FUND

Directing funds toward the economic, educational and personal development of women and girls in Ventura County, encouraging them to achieve their full potential.



A Few Recent Grants. . .

\$3,000 TO THE AGRICULTURAL EDUCATION FOUNDATION FROM THE LIMONEIRA FOUNDATION FUND to support the California Agricultural Leadership Program, a two-year fellowship dedicated to preparing and motivating men and women in agriculture for more effective leadership.



\$27,000 TO FOOD SHARE, INC. FROM THE JAMES W. SHEEHAN FUND for their capital campaign. This campaign will allow the organization to continue monthly feeding of 38,000 local children, families in crisis, low-income seniors, homeless, and handicapped.



\$1,000 TO KIDS WITH DIABETES FROM THE DR. MAXINE CROSSLEY ENDOWMENT FUND to provide coolers stocked with everything a diabetic child needs to be safe when away from home.

\$2,500 TO THE AMERICAN CANCER SOCIETY FROM THE REITER BROTHERS, INC. FOUNDATION FUND for the continuation of important education programs and services like the Latina Breast Cancer Support Group.



\$6,000 TO WOMEN'S ECONOMIC VENTURES FROM THE WOMEN'S LEGACY FUND to provide microenterprise training, loan funding, and technical assistance resources to potential women entrepreneurs.

What's New at the Resource Center

The Resource Center has developed an exciting plan for its 2003 workshop series. The plan incorporates findings from our annual training needs assessment conducted by a team from Pepperdine University, suggestions gleaned from workshop evaluations and recommendations of the Resource Center's Advisory Committee. New workshops will include Board Excellence, a new training for board members; Cultural Competency, a skill-building workshop designed to keep programs effective and relevant in an increasingly diverse Ventura County; and Strategic Restructuring which looks at nonprofit mergers and consolidations.

The Board Excellence program is the result of a year-long effort by a volunteer committee of board members and executive directors chaired by VCCF board member Sally Yount. The development of our Cultural

Competency program was funded by The California Endowment. Fourteen nonprofit employees and consultants who took part in a train the trainer in September will assist in delivering this training to Ventura County Nonprofits. Also new this year are professional networking roundtables for development directors, volunteer coordinators and "accidental techies."

2003 is shaping up to be a busy year at the Resource Center with these new programs being added to our already successful workshop series. We will continue to offer our certificate programs, including the Excellence in Nonprofit Management and Leadership series. Dr. Charles Maxey, Dean of the Business School at California Lutheran University, will teach the series.