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***Ventura County Community Foundation Unveils  
Center for Nonprofit Leadership***

**(CAMARILLO, CA – October 23, 2008)** – The Resource Center for Nonprofit Management at the Ventura County Community Foundation (VCCF) unveiled its new name – the Center for Nonprofit Leadership – at an October 16 reception.

Founded in 1991, the Center provides training, research materials and technical assistance to nonprofit organizations throughout Ventura County.

“The new name more accurately reflects what we do here at VCCF. We train executives, staff, volunteers and board members to make those organizations more effective and more successful, so they can sustain their service to our communities,” said VCCF President and CEO Hugh Ralston.

The global financial crisis is reminding us of the importance of leadership at the local level, he added, and delivering services from volunteer-based nonprofits will be essential as we work through these challenging times.

“We believe this leadership is required at all levels as nonprofits adapt not only to the changes externally in the economy, but also to relentless changes in technology, business practice and service demands,” Ralston said. “That is why the Center remains focused on the important work of nonprofit leadership.”

“Nonprofits themselves are competing: for donors, for capital, for services, for access and for staff,” said Dena Jenson, vice president and director of the Center. “That evolution is reflected in the almost tripling in three years of nonprofits in Ventura County with an annual

revenue base of \$25,000. This growth has huge implications for the work of local nonprofits and for the sector as a whole,” she added.

“Over the last three years, thanks to the help of several key funding partners, VCCF has expanded the scope of course offerings at the Center to address changes in our nonprofit sector, and to engage our nonprofit colleagues in new ways of learning and adapting. That base has expanded programming to allow the sector to meet these new challenges with skill and confidence”.

At the event, the Center for Nonprofit Leadership honored its longstanding foundation, corporate and individual supporters including the Verizon Foundation, Montecito Bank & Trust and local philanthropist Andrea Pfister.

Each year, the Center for Nonprofit Leadership offers over 100 training and leadership development programs, including Technology Works for Nonprofits (using a dedicated, networked computer center to teach software and hardware), and the Planned Giving Initiative, designed to expand the source of planned gifts for local nonprofits.

Linda le Brock, who raises funds for the Boys & Girls Club of Greater Oxnard and Port Hueneme, contacted the center to help her create a planned giving program for her organization.

“Knowing the language and the laws behind planned giving gave me more confidence in moving ahead with this new program,” le Brock said.

To receive a printed training schedule or for more information about the Center for Nonprofit Leadership, please contact Dena Jenson at (805) 988-0196, ext. 128, or e-mail her at [djenson@vccf.org](mailto:djenson@vccf.org). The Center also produces an online calendar of events to help nonprofit organizations minimize scheduling conflicts. That calendar is available online at [www.vccf.org/calendar/calendar.htm](http://www.vccf.org/calendar/calendar.htm)

The Ventura County Community Foundation is a family of charitable funds whose combined assets now exceed \$110 million, with 2007 grants and pledges of \$4.1 million. The Foundation’s mission is to promote and enable philanthropy to improve our community and to build long-term capital to benefit Ventura County. The Foundation has been confirmed in compliance with national standards by the Council on Foundations, a reflection of the highest peer review across the nation’s 700 community foundations. For more information, visit [www.vccf.org](http://www.vccf.org).

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