

Community
FOUNDATION
OF THE NORTH STATE



2022

*Annual
Report*

Our Board



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Year in Review

Whoever said a picture is worth a thousand words must not have experience working at a Community Foundation. There are most certainly not one thousand pictures, or one thousand words alone, that can encapsulate the breadth of philanthropy that we encounter here in the North State.

Over the course of a year, we as a community have faced hardships (fires, drought, crime, pandemic, loss), but also resilience (education, restoration, celebration, and generosity). And it's a privilege to bear witness to the best of these times.

At the Community Foundation, we have worked to strengthen our position as a community leader through initiatives like our annual North State Giving Tuesday, which brought in a record-breaking \$1.35 million in donations this past November. Over 180 nonprofits received a much-needed financial boost in the shadow of two years sans in-person fundraising events.

We also managed tremendous grantmaking, which dispersed a total of \$5.8 million to organizations combating adverse childhood effects, caring for the welfare of animals, sustaining our community arts programs, restoring, and maintaining our natural resources, and a myriad of other causes.

Our scholarship program distributed over \$314,000 to graduating high school students and non-traditional students returning to the classroom. Pouring through the thank-you letters from young people excited to begin the next step of their educational goals truly resonates with our mission to serve our North State population.

One would be remiss to talk about the work we do without discussing disaster relief, which unfortunately has become a more prevalent part of life in California. However, we have established and continue to grow the North State Wildfire Fund, which is able to effectively help with both short-term and long-term recovery needs as they arise. This could look like basic needs assistance to organizations on the ground at disaster sites, or case management, mental health advocacy, or home rebuilding. The Community Foundation maintains our commitment to helping others through their most difficult times.

Within our organization, the Community Foundation has continued to grow, bringing in new voices and perspectives on our staff and board. We continue working to connect with and represent the people of Shasta, Siskiyou, and Tehama counties. We strive to be of service to those in need, to tell the stories of the good work being done around us, and to help those wanting to leave a legacy of philanthropy by creating an impact.

And so just like a picture, this Annual Report provides a small snapshot, a few thousand words to illustrate a year in the North State. It can only skim the surface at best, but we hope you'll stay connected, read, and follow along as we champion the good that is all around us.

Regards,



KERRY CARANCI
Chief Executive Officer



PATRICIA BERGMAN
Board Chair

DID YOU KNOW?

#1

We are 22 years old

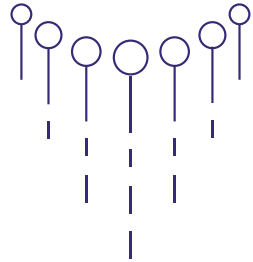
The Community Foundation of the North State was originally founded in 2000 as the Shasta Regional Community Foundation with initial support from The McConnell Fund and the David and Lucille Packard Foundation.



#2

We currently have over 155 funds

Since 2004, we have tripled the number of funds we hold at the Foundation. These include a mix of Donor Advised Funds, Endowed Funds, Scholarship Funds, Field of Interest Funds, Designated Funds, and Unrestricted Funds.



#3

We serve Shasta, Siskiyou & Tehama counties

In 2020, we added Tehama County to our coverage area and ushered in a name change to reflect the broad spectrum of North State communities that we serve.



#4

Since 2000, we have awarded \$48 million to area nonprofits

Our mission to distribute funds to organizations throughout our area of service has continued to grow as we grant out millions of dollars year-after-year.



Pasture Raised Kids - The Farm School

Nestled in the heart of the Scott Valley, The Farm School is just what it sounds like - an elementary co-op school situated on a working 3-acre farm.

Here, children spend the bulk of their days outdoors connecting with the natural world. Teachers at The Farm School guide lessons based on community, nature, and the environment. Gathering and dissecting seed pods for instance, can become a lesson in understanding the ecosystem. Running a farm stand can teach the principles of mathematics.

Pasture Raised Kids, the 501c(3) arm working to expand the classroom infrastructure at The Farm School, received a grant from the Nancy Driscoll Foundation Fund for general operating support. Founded in 2020, in the midst of the pandemic, this grant really helped The Farm School create stability and expand their initial offerings to include a summer program, afterschool program, and homeschool enrichment program.

The Farm School has plans for expansion beyond their current "schoolhouse." This includes a structure to serve as a learning space with storage and a bathroom, a canvas-walled tent with wooden platform, a portable yurt with A/C and heat to mitigate harsh weather conditions, and a full-sized teepee on a concrete base.

"At the onset of the pandemic, we relocated here from an urban setting, so that our daughter would have the opportunity to be immersed in nature," said Helen, who's daughter Vivian attends the school. "We feel so fortunate to have found a place where she is able to learn through high-quality, hands-on projects and not be confined to sitting in a desk all day. Rather, she and her peers are diving deep into subjects while looking through a microscope in the garden, reading under the aspen tree or measuring ingredients for a bread recipe. We are so happy to have found Farm School."



Lakehead Volunteer Fire Station



On a warm day in late June, a group of Lakehead residents gathered at the local fire station. It was time for the unveiling.

The occasion was the culmination of three years of fundraising, which through a combination of donations and grants garnered \$260,000 for major upgrades to the volunteer fire station.

In 2017 the fire station was forced to close due to lack of volunteers. It was without living quarters, which limited its ability to house reserve firefighters. The town of Lakehead is also geographically very vulnerable to wildfire risk. Becoming eligible for the Shasta County Volunteer Reserve Firefighter Program was crucial.

A Special Project Fund was set up at the Community Foundation, which helped with fundraising efforts.

"This facility upgrade project will continue to serve as a legacy showcasing what a community can accomplish when working together on a common goal," said Todd Yohn, a Lakehead Volunteer Fire Council Board Member. "This will continue to open new doors of opportunity by providing added safety to those who live, work, and recreate in this beautiful area."



NORTH STATE GIVING TUESDAY

2021 proved another banner year for Giving Tuesday. In its 9th year, our online fundraising event garnered \$1.35 million for area nonprofits, breaking records yet again. Many organizations expressed their appreciation for the opportunity in the wake of cancelled in-person fundraising events. Donations provided some much-needed support to organizations creating positive change.



NATIONWIDE

Donations came in from over 44 states



EARLY GIVING

Raised \$161,563



AVERAGE GIFT

Donors gave on average \$145 each



FIRST TIME

North State Giving Tuesday saw 1,600 first-time donors this year



DONORS

Each organization saw 36 donors on average



PARTICIPATION

184 nonprofits from Shasta, Siskiyou, and Tehama counties participated

\$1.35 million
raised for North State nonprofits

A dozen years ago I was living the retirement dream playing golf, attending Rotary meetings, travelling a bit and enjoying my four wonderful grandchildren who all fortunately live in close proximity.

While one might have viewed my life as nearly perfect I often found myself lounging on the couch with too much time on my hands. One can only watch so many rerun episodes of "Judge Judy" before realizing that there has to be something out there more productive and satisfying than whiling away the hours watching television.

Looking back, I think I also missed the satisfaction that comes with being "involved". A lifelong resident of Tehama County, I spent 20 years as Tehama County Chief Probation Officer working with other community stakeholders trying to make my community the best it could possibly be. I missed the satisfaction that came with serving my community.

In 2010, my life took a significant turn in a "be careful what you ask for" sort of way. At the time the nonprofit organization, State Theatre for the Arts, was renting the 70-year-old State Theatre that I first attended some 60 years ago.

STFTA had done an amazing job keeping its doors open for a decade but finally decided it was time to pull the plug, as restoring the theatre was impossible without owning the building. As one last act before they closed its doors I was asked if I would serve on a committee to determine the feasibility of purchasing the theatre for use as a cultural and performing arts center for the entire community.

I could go on and on about how we arrived at where we are today, but in the interest of your and my time, I will simply say that in the past decade members of my amazing community have collectively donated in excess of three million dollars to the State Theatre project.

The State Theatre of today is fully restored to its original grandeur. It offers a program schedule exceeding fifty events per year and is the crown jewel of the historic downtown business district. While I am proud of the theatre, my purpose today is to recognize the role that The McConnell Fund of the Shasta Regional Community Foundation played in saving this community treasure.

When I entered the dilapidated auditorium circa 2010, the only useful feature within the structure was a rudimentary sound and lighting system that had been grant-funded by The McConnell Fund. It is safe to say that without that grant the theatre would have ceased to exist and may well have been a parking lot today.

When we began the arduous task of restoring the theatre, we applied for additional McConnell Fund grants as allowed on a semi-annual basis.

We were fortunate to receive funding on several occasions in support of fully repairing and restoring our auditorium, carpeting, wood



flooring, heating system, additional sound and lighting, indoor and outdoor marquee and most importantly the iconic State Theatre neon blade. It was after the lighting of the blade that the community fully realized that the State Theatre is back and it is here to stay.

It was in conjunction with The McConnell Fund grant process that I came to know the scope of the Foundation's service area and philanthropic responsibilities. I came to know its Chief Executive Officer as well as most staff members. Without exception, I was impressed by the professionalism, knowledge and commitment of the entire staff.

While I very much appreciated that my county qualified for funding as relating to The McConnell Fund program I was admittedly disappointed that Tehama County was not included as a formal part of the Foundation's service area...and then in 2018 I was invited to join the Foundation Board of Directors. And boy, have things changed.

During the past two years the Foundation has taken on a new identity by formally expanding its service area to include Shasta, Siskiyou, and Tehama County. In keeping with the expansion, our new name is the "Community Foundation of the North State." We also now count five Tehama County residents on our seventeen member governing board.

I knew very little about the Community Foundation when I signed on to help purchase the iconic State Theatre in 2010. Today, based on my experience, I urge every one to take a minute to learn about the amazing resource it can be to you and me.

BILL CORNELIUS

Board Member

Stress Ribbon Bridge



What started as a germ of an idea from the City of Redding in 2020, saw fruition in the spring of 2022 as public murals were unveiled along the Sacramento River Trail.

Funded in part by a grant from the Susan Emerson Memorial Fund, these murals cover the facade of the Stress Ribbon Bridge.

The City engaged in a process to vet artists for the project before the work began this spring.

Susan Emerson passed away in 2020 and spent many years teaching art as a community volunteer in local schools. She saw public art as a symbol of community value and as a founding member of the Community Foundation, Emerson understood the impact that a fund could have in perpetuity.

"We are humbled to receive this generous donation and to be entrusted to partner with the Emerson family in creating an enduring tribute to Susan that will benefit the community for years to come," said City Manager Barry Tippin.

Community Foundation Board Past President Ryan Denham echoed the sentiment. "A big heart like Susan's - as evidenced by her lifetime of good works - deserves to be honored in a big way. Susan's enduring spirit and legacy will inspire trail walkers for generations to come."

The City plans to continue improvements to beautify the bridge over the course of the next year.



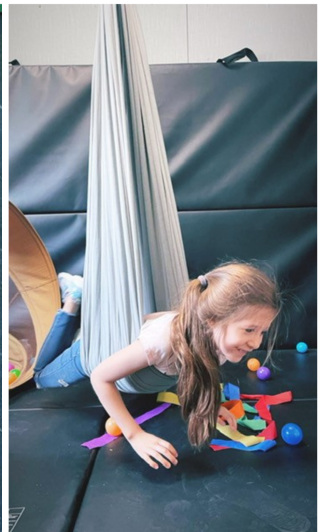
Northern California Child Development Inc.

Northern California Child Development Inc. (NCCDI) has been serving Tehama County since 1965. Offering a combination of Early Head Start, Head Start, and Counseling Services, the organization has remained committed to its focus on families.

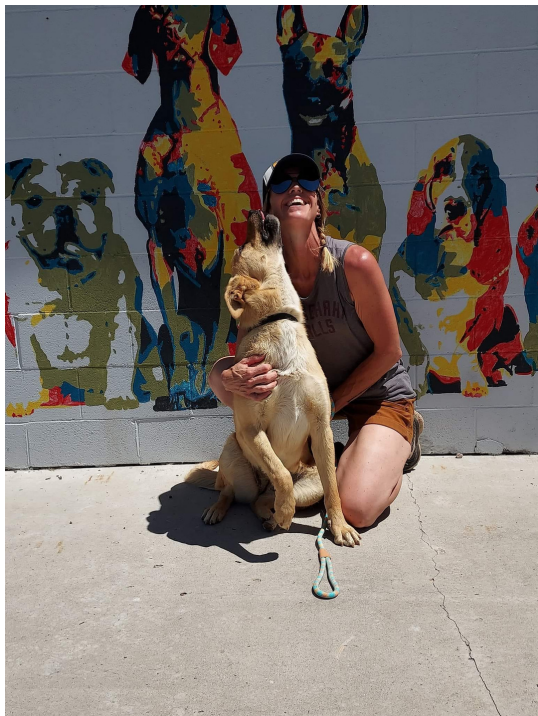
Thanks to a grant from The McConnell Fund, NCCDI was able to purchase sensory materials for preschool classrooms. These sensory rooms have provided a safe respite for children with autism and certain disabilities that struggle to self-regulate.

NCCDI staff reported that some children learned to help their friends self-soothe and regulate, and some used the room to calm themselves after witnessing traumatic events. Of the 197 children enrolled in 2021, every child utilized the room at least once, and 32 children knew to seek out the spaces when they needed it.

"We are helping them learn how to control their behavior, calm their bodies and put themselves in a sensory surrounding to calm themselves," said Rosie Flores-Wilfong, Head Start program director.



Jumpstart



The Community Foundation's partnership with Jumpstart (powered by Network for Good) began around the same time as the Covid-19 pandemic. This collaboration would prove pivotal for the first cohort - a group of six North State nonprofits embarking on a yearlong process to "jumpstart" their fundraising efforts in a time when the traditional model of in-person events had come to a standstill.

"We were hearing from organizations that were financially struggling because they couldn't host an in-person auction or benefit dinner," Foundation Program Officer Megan Conn recalls. "It solidified for us how much our organizations relied on in-person fundraisers, and it was a tipping point in our work to offer them opportunities to diversify their fundraising so they wouldn't be in this position again."

The Jumpstart program offers organizations virtual coaching to create a donor development strategy, and a year's worth of free integrated technology to scale engagement and diversify revenue.

Project Spark Studio, an animation studio based in Cottonwood, but whose students work collaboratively with youth from around the world, saw a 20 percent increase in net new revenue and a 37 percent increase in new donors.



"It was as though we had finally gotten our organization to the river, but we needed to cross over to the other side in order to really grow as a nonprofit organization," said Mark Pomerville, an Executive Producer at PSS. "The Jumpstart program provided the bridge and Ann (personal fundraising coach) provided the support to walk across it without falling. Now, we are gaining more attention and our network is expanding because we are more organized. We are developing stronger relationships with our donors because we can see exactly what their relationship is with us and what has inspired them to give."

Rescue Ranch, a dog rescue organization based in Yreka, used Network for Good's technology to send updates to supporters in the wake of the Lava Fire that devastated the area and left many injured, homeless dogs. They saw their net new revenue jump 13 percent with 99 new donors after implementing the technology and working with their fundraising coach.

Thanks to funding partners The McConnell Foundation, The Patricia D. & William B. Smullin Foundation, and The Ford Family Foundation, Jumpstart recently welcomed its second cohort in April.



Scholarships

This past year, we distributed over 200 scholarships totaling more than \$314,000 to North State students. Our scholarship funds serve high school students making plans for four-year colleges, graduating students looking to pursue a career in trade skills, and non-traditional students returning to the classroom. Despite diverse backgrounds, these scholarship awardees have one thing in common - the desire to continue learning, which the Community Foundation is pleased to support.



2021-2022

FINANCIALS

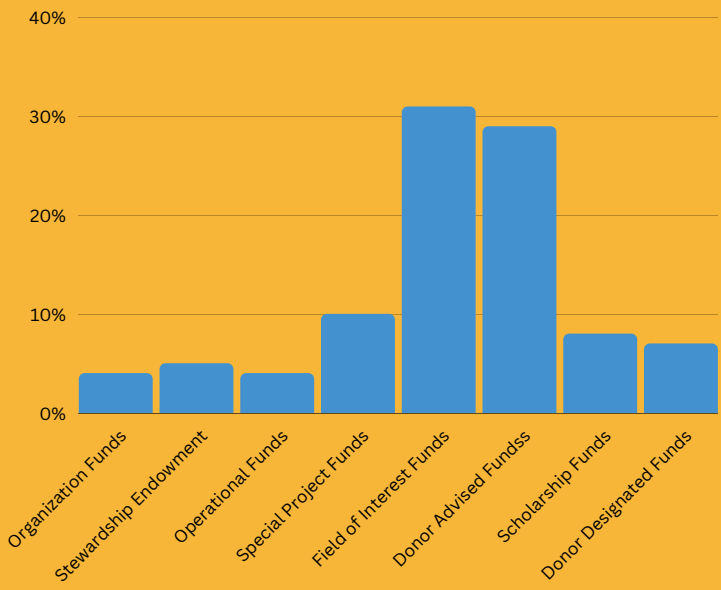
ASSETS

Current Assets	\$5,557,759
Net Property & Equipment	\$29,215
Other Assets	\$28,062,395
Total Assets	\$33,649,369

LIABILITIES & NET ASSETS

Current Liabilities	\$137,064
Grants Payable	\$639,982
Net Assets	\$32,872,323
Total Liability & Net Assets	\$33,649,369

OUR FUNDS



WHAT WE DO



Give

We connect people with the causes that matter to them. This could look like a fund set up in a loved one's honor, or a charitable plan for your estate after passing. We provide a number of avenues for meaningful giving.

Grow

Our initiatives like North State Giving Tuesday bring the community together for large-scale causes. And our scholarship program opens doors for hundreds of North State youth.



Grant

We've distributed over \$48 million dollars in grants since 2000. We offer two grant cycles a year that fund nonprofits in Shasta, Siskiyou, Tehama, Trinity, and Modoc counties.

Looking for a way to give back? Reach out to us today!

NEW FUNDS

City of Redding ARPA Fund Expendable

George Grotefend Scholarship Fund

Gifts that Give

Girimonte Family Fund

Help for Homebound Hunger

Jack Schreder Scholarship Fund

Jumpstart

Marcia McKenzie Pay It Forward Scholarship Fund

North State Drought Response Fund

North State Wildfire Recovery Fund

Raiann's Sunshine Fund

Sam Chase Memorial Fund

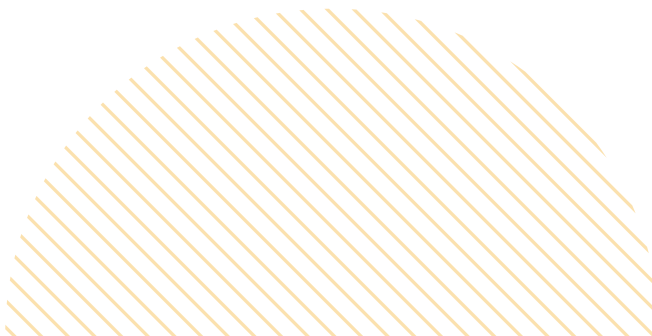
Siskiyou Arts Museum Building Fund

Savage Grant Fund

Volcano Adventure Camp Endowment Fund

Warm Hearts Winter Drive Fund

Yreka Enrichment Special Project Fund





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