

## **Community Foundation of Central Missouri (CFCM)**

### **Report to City of Columbia City Council**

**March 16, 2020**

#### **Our Mission:**

The Community Foundation of Central Missouri inspires and nurtures philanthropy for the public good.

#### **Our Vision:**

The Foundation leads the way by employing the sustainable power of philanthropy in support of nonprofit missions in our service area.

#### **CFCM Core Values:**

- Encourage generosity and a philanthropic spirit
- Be ethical, trustworthy, and guided by personal integrity
- Be transparent and responsible stewards of the public trust
- Be collaborative, inclusive, community-focused, and people-centered
- Emphasize quality and excellence in all we do
- Adhere to sound and generally accepted standards of fiscal accountability
- Adopt goals that reflect the needs of communities we serve
- Establish long-lasting relationships that will strengthen our ability to help others

#### **What We Do and Why**

Community foundations serve the public in numerous countries and number over 860 in the United States alone. The community foundation model reached its centenary milestone in 2014. The Community Foundation of Central Missouri, with its office in Columbia, Missouri, works to facilitate charitable giving so that more donors (individuals, families, businesses, groups of people, and organizations) might find it easy, attractive, and financially helpful at many levels to engage in generous giving for the benefit of others.

The Community Foundation of Central Missouri is the result of action by the Columbia City Council 2008-2010 and beyond. CFCM was organized in June 2010 and publicly announced in November 2010. The Council, with engagement of local volunteers, completed a visioning process, and one of the resultant goals was to establish a local community foundation as a means to secure more funding for the nonprofit community, including City of Columbia programs and services. CFCM is now in its tenth year of service.

That latter goal of securing more funding is being met very well. In 2019 alone, over \$2,500,000 was granted or gifted out for nonprofit services through the Community Foundation of Central Missouri. These dollars are needed because of increased demands—

fiscal and service--on municipalities, existing nonprofit organizations, and programs. Needs increase as population increases, revenue declines, costs go up, and community dreams grow. Money is needed to turn dreams into realities. Financial need is considered financial opportunity when pursuing effective and helpful nonprofit programs, projects, or services.

### **How We Do It**

CFCM's primary function is the administration of component, or segregated, funds under the Community Foundation umbrella. Each fund has a donor (or donors), who makes a strategic gift to open a fund with the Community Foundation to help enable them to achieve their charitable goals. A fund may be opened by an individual or family to assist with their routine giving, or to create a legacy, or by a business that wants to find an effective and easy way to put funding into communities, or by a donor who wants to memorialize a loved one with a scholarship fund, or by a municipality seeking another avenue for revenue or oversight for a designated purpose--these are examples of the many types and purposes of funds that can be established.

We receive donations of cash and alternative assets, such as appreciated securities, insurance, real property, and more.

We invest the assets in a donor's fund with the long-term vision that the assets will grow over time; as time passes the donor's dollars have even greater impact—they can give more away than the value of their original gift or gifts. CFCM does the investing for the majority of our funds. We also allow third-party financial advisors the opportunity to invest on behalf of a fund, if the donor so recommends. An attachment to this report addresses third party investment advisors.

An administrative fee is assessed to each fund under management; those fees are CFCM's primary source of earned revenue. Other revenue may arise periodically from consultation or other fees for service or sponsorships.

### **General Nature of What CFCM Supports/Emphasizes**

CFCM seeks to be objective in its distribution of grants from our various funds. We are not the end-users of dollars entrusted into our care. That said, we do have certain principles to guide our work (see Page 1) when we have decision authority, and we have a set of six priority areas for grants that the CFCM board directs. Those six areas are:

- Human capacity development, especially for disadvantaged persons
- Planned giving and development support for nonprofits
- Senior adult services
- Arts
- Environmental sustainability and public spaces
- Economic and public development

CFCM is especially proud to administer the Friends of the Farm-Build This Town Fund, for example. Friends of the Farm Fund is a destination for citizen donations for the new Clary-Shy Agricultural Park, a joint project of the City of Columbia, Columbia Center for Urban Agriculture, Sustainable Farms and Communities, and the Columbia Farmer's Market. The Fund has received donations of over \$1,760,275, has distributed approximately \$1,526,226 for construction of the Park, and has a current balance of over \$360,000. This is but one example of the way CFCM partners with local leaders and organizations for community betterment.

Other projects CFCM has helped are the City of Columbia's COMO Energy Challenge, distributing over \$134,000 to the City of Columbia in an effort to reduce energy usage and CO2 emissions; grants for the Office of Cultural Affairs from CFCM's Columbia Arts Fund; annual distributions since 2012 from the Conley Fund to the City's Department of Public Health and Human Services for chronic health needs of low income residents; and construction support for the Central Missouri Cancer Memorial Park in Boonville, MO. All of these in some way reflect CFCM's granting priorities.

### **CFCM's Annual CoMoGives Campaign**

What started as an experiment in December 2013 has turned into one of Columbia's most spirited annual events—CoMoGives. CoMoGives is a fundraising campaign presented annually by the Community Foundation of Central Missouri designed to benefit participating organizations of many kinds. Donors select local nonprofit organizations they wish to support, log on to [www.comogives.com](http://www.comogives.com) to make their donations, and continue to watch their chosen organizations move up the Leaderboard. CFCM offers Challenge Grants to help motivate organizations to seek additional donations—20 Challenge Grants were offered in 2019—and the donations totaled nearly \$956,000 this past December.

CoMoGives, a service of the Community Foundation of Central Missouri, has collected and distributed \$3,715,955 to Columbia nonprofits since 2013, benefitting over 200 local agencies.

### **Annual Competitive Granting Program**

The Community Foundation board of directors has five standing committees, one of which is the Grants Committee. The Grants Committee oversees an annual competitive granting program, which receives grant applications from nonprofits in the central Missouri region, then decides which application proposals best reflect the priorities of CFCM. **Community Support Grants** in the range of \$500-\$1,500 are offered, as well as a **Community Impact Grant** of \$5,000. Over forty different organizations applied for CFCM grant funding in 2019.

### **Local Businesses CFCM Supports**

The Community Foundation of Central Missouri also puts dollars into the local for-profit business community. To mention a few companies by name, CFCM relies on and pays for the services of MayeCreate, a local website and graphics design company, particularly for our

annual CoMoGives campaign, which in 2019 collected nearly \$956,000 in donations for local nonprofits. CFCM's monthly accounting has been done the last two years by Beard & Boehmer CPAs, after an eight year run with Gerding, Korte & Chitwood CPAs. Our annual financial review is conducted by Williams-Keepers CPAs LLC. We are frequent users of Country Club of Missouri for events of various types, along with Columbia Country Club and Hampton Inn and Suites and their respective caterers. Our printed marketing materials are run by General Printing, Direct Impact, and University Printing, among others.

### **Cooperative Relationship with City of Columbia**

CFCM would not exist without its partners. We consider our donors, board members, nonprofit organizations, allied professionals, our back-office support, and, particularly, the City of Columbia as our partners.

The partnership between CFCM and the City of Columbia continues to be essential to the life and success of the Community Foundation of Central Missouri. We do all we do with only one full-time staff member, the Executive Director, and a 15-hour per week administrative assistant, whose wage and IT equipment is funded by the Community Foundation. We trust that the City is proud of our partnership and proud that the City is helping to make such a positive difference through nonprofit services in Columbia and beyond. The Community Foundation works hard to grow its asset base for various reasons, one of which is to become self-sustaining as soon as possible. A copy of the 2019 First Amended and Restated Agreement between the City and CFCM is attached as part of this report.

### **CFCM Finances**

Various financial documents are attached as part of this report. You will find:

- a brief financial snapshot summarizing key figures for 2017, 18, and 19 (*which is duplicated immediately below*),
- three end-of-year statements (2017, 18, and 19),
- three annual Form 990s (2016, 17, and 18; note--2019 will not be filed until May 2020), and three external Financial Reviews (2016, 17, and 18; note--2019 will not be conducted until July 2020).

### **Brief financial snapshot:**

(Please see next page for chart)

**Community Foundation of Central Missouri  
Financial Report 2017-2019**

	2017	2018	2019
<b>FOUNDATION ASSETS AND GRANTS</b>			
<b>Total Assets 12/31</b>	\$7,912,669.00	\$8,541,898.00	\$9,845,095.20
<b>Held Assets 12/31</b>	\$6,903,961.07	\$7,590,101.90	\$9,078,366.67
<b>Total Income</b>	\$2,784,218.00	\$2,007,985.00	\$3,182,040.82
<b>Grants from Funds</b>	\$614,895.33	\$1,091,089.29	\$1,603,214.60
<b>FOUNDATION INVESTMENT SUMMARY</b>			
<b>Interest and Dividends</b>	\$107,753.44	\$163,827.97	\$211,181.37
<b>Realized Gains</b>	\$69,689.94	\$102,330.63	\$116,028.51
<b>Unrealized Gains (-Losses)</b>	\$379,345.09	-\$504,375.63	\$828,689.73
<b>COMOGIVES CAMPAIGN</b>			
<b>CoMoGives Campaign Contributions</b>	\$718,036.00	\$804,663.06	\$955,885.58
<b>Distributions to Participating Organizations</b>	\$718,036.00	\$804,663.06	\$955,885.58

**Strategic Plan 2016-2019**

The Community Foundation of Central Missouri revised its strategic plan in December 2016. We continue to work that plan at this time. There are two main goals to the plan: 1) to increase assets under management, and 2) achieve efficiencies in all we do. The CFCM board of directors, through their committees, are assigned certain goals and objectives (sub-goals and tactics) of the plan, and our board's internal reporting is based on how well we are doing in achieving our goals and objectives. A copy of the Strategic Plan is attached as part of this report. The plan has been formatted differently for board use so that CFCM board committees can clearly identify their areas of responsibility. The Executive Director is responsible for helping the board move forward on all aspects of the plan. The Plan will be revisited in later 2020.

**City of Columbia Departments Benefitting from the Community Foundation**

CFCM is delighted to serve various City of Columbia departments and programs. The following departments and programs have received grants from CFCM funds:

- Clary-Shy Agricultural Park (Parks & Recreation), \$1,526,226 since inception
- City of Columbia Parks & Recreation Fund (received \$10,815 in CoMoGives donations for the 2019 campaign, plus \$2,000 from CFCM for winning a CoMoGives Challenge Grant)
- Public Health and Human Services through The Conley Fund, \$46,030 for low-income health needs since inception

- Office of Cultural Affairs through the Columbia Arts Fund, \$22,800 since inception for OCA's use, which does not include their 2020 distribution as of this writing
- Columbia African American Heritage Trail (Parks & Recreation), \$34,940 for Trail markers since inception
- COMO Energy Challenge, \$133,910 for COMO Energy Challenge staff and materials, through the Office of Sustainability (now completed)

### **NEW for 2019-2021**

Approved at the August 2019 CFCM board meeting to commence in September, the board of directors and staff have engaged in a 24-month asset-building, friend/fund-raising campaign, called “Live Here. Give Here.” One of CFCM’s primary goals is to be self-sustaining, and the key way to do that is by increasing held-assets through increasing our numbers of component funds. The friend-raising campaign has a financial goal of \$7MM in new assets over the 24-month period ending August 31, 2021. CFCM is also finding new ways to have a more public-facing position in the community so that additional residents will know of our work and the charitable opportunities they, as potential donors, may want to embrace. One of our most recent successes was being the Gold Sponsor at the well-received January 8, 2020, Columbia Chamber of Commerce Quarterly Membership Breakfast. CFCM’s presentation was very professional and engaged the audience. We intend to reach our “Live Here. Give Here” financial goal through community projects and grants, in-person and other forms of marketing, and increased intentional networking by our board of directors and others.

Related to the “Live Here. Give Here” initiative is our goal of developing deeper relationships with the allied professional community in central Missouri. These are attorneys, CPAs, accountants and other financial advisors. These professionals, when aware of CFCM’s products and tools, can work with their clients to become charitable donors with impact, and if they use CFCM services, all the better. Case in point, CFCM has already offered a free CLE workshop for attorneys, which was held on February 20, 2020, to educate them on the finer points of the new, federal SECURE Act, and how it relates to retirement, estate planning, and small businesses. We will offer more of these type of events this year and into the future.

### **Marketing/Education materials**

Along with our new video, which can be viewed by clicking [HERE](#) (if reading online), a number of marketing/education resources are available on the [www.cfcmfoundation.org](http://www.cfcmfoundation.org) website. These were all updated for the “Live Here. Give Here” initiative and are downloadable and shareable. A single PDF of all the key documents is attached to this report. Each document gives more information about what CFCM offers and how we do what we do to provide revenue to charitable services.

## **About CFCM Leadership**

The Community Foundation of Central Missouri is led by a board of up to 21 persons; there are 18 on the current board of directors. The current members are:

Sarah Dubbert  
Marsha Fifer  
Karen Hajicek  
Susan Hart, Vice Chair  
Marie Hunter  
Chris Janku, Chair  
Nathan Jones, Treasurer  
Rebecca Jones  
Dan Joyce  
Verna Laboy  
Jack Maher, Sr.  
Cindy Mustard  
Jack Pletz  
Dean Runyan  
David Russell  
Amy Sajko  
Amy Watson, Secretary  
Jim Whitt

John Baker is the Executive Director of the Community Foundation, who is a City of Columbia employee with the title of Trust Administrator, reporting to the City Manager. John has served in this role since July 2011. He is also staff liaison to the City of Columbia New Century Fund, oversees some elements of the City of Columbia Trust, Share the Light, the annual Lang Award, and more. John brings to his roles has many years of community involvement, volunteer leadership, and fundraising experience. Since he started working with the City, John has received his Certificate in Fundraising Excellence by the Lilly School of Philanthropy at Indiana University, and in 2019 he was credentialed as a CFRE (Certified Fund Raising Executive) by CFRE international in conjunction with the Association of Fundraising Professionals.