

**Community Foundation of Central Missouri (CFCM)**  
**Report to City of Columbia City Council**  
**March 4, 2019**

**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 are serving the public in numerous countries and number over 850 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 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, engaging local volunteers, completed a visioning process, and one of the 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 ninth year of service.

That latter goal of securing more funding is being met very well. In just 2018 alone, almost \$1,900,000 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 considering 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, among other 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 recommends him/her. 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 and distributions 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 when we have decision authority (see Page 1) 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 administrate 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 \$1,200,000 and has distributed approximately \$1,100,000 for construction of the Park. 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 CO<sub>2</sub> emissions, grants for Office of Cultural Affairs from CFCM's Columbia Arts Fund, quarterly distributions since 2012 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 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—18 Challenge Grants were offered in 2018—and the donations totaled over \$804,000 this past December.

CoMoGives, a service of the Community Foundation of Central Missouri, has collected and distributed over \$2,700,000 to Columbia nonprofits since 2013.

### **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 2018.

### **Local Businesses CFCM Supports**

The Community Foundation of Central Missouri also puts dollars into the local for-profit business community. Mentioning 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 2018 collected over \$804,000 in donations for local nonprofits. We also use Caledon Virtual for our primary Foundation website. CFCM's monthly accounting is now done 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 caterers. Our printed marketing materials are run by General Printing and Brake 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 almost-full-time staff member, the Executive Director, and a new 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 that the City is helping to make such a positive difference through nonprofit services in Columbia and beyond. A copy of the 2018 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 2016, 17, and 18 (*which is duplicated immediately below*),
- three end-of-year statements (2016, 17, and 18),
- two annual Form 990s (2016 and 17—2018 will not be filed until May 2019), and
- two external Financial Reviews (2016 and 17—2018 will not be conducted until July 2019).

**Brief financial snapshot:**

### Community Foundation of Central Missouri Financial Report 2016-2018

	2016	2017	2018
<b>FOUNDATION ASSETS AND GRANTS</b>			
<b>Total Assets 12/31</b>	\$6,039,543.00	\$7,912,669.00	\$8,541,898.00
<b>Held Assets 12/31</b>	\$4,949,352.19	\$6,903,961.07	\$7,590,101.90
<b>Total Income*</b>	\$2,883,627.00	\$2,784,218.00	\$2,007,985.00
<b>Grants From Funds</b>	\$582,762.37	\$614,895.33	\$1,091,089.29
<b>FOUNDATION INVESTMENT SUMMARY</b>			
<b>Interest and Dividends</b>	\$75,244.16	\$107,753.44	\$163,827.97
<b>Realized Gains</b>	\$12,812.03	\$69,689.94	\$102,330.63
<b>Unrealized Gains</b>	\$117,490.85	\$379,345.09	-\$504,375.63
<b>COMOGIVES CAMPAIGN</b>			
<b>CoMoGives Campaign Contributions</b>	\$567,038.00	\$718,036.00	\$804,663.06
<b>Distributions to Participating Organizations</b>	\$567,038.00	\$718,036.00	\$804,663.06
<i>*NOTE: 2016 contributions included an extraordinary new fund and a building</i>			

### **Strategic Plan 2016-2019**

The Community Foundation of Central Missouri revised its strategic plan in December 2016. We are working that plan at this time. There are two main goals to the plan: 1) to increase assets under management, and 2) achieve efficiencies in most 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. We have also revised the format of the plan so that board committees can clearly identify on their areas of responsibility. The Executive Director is responsible for helping the board move forward on all aspects of the plan.

### **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), \$1,109,421
- City of Columbia Parks & Recreation Fund (received \$10,107 in CoMoGives donations for the 2018 campaign, plus \$2,000 from CFCM for winning a CoMoGives Challenge Grant)
- Public Health and Human Services through The Conley Fund, \$39,000 for low-income health needs
- Office of Cultural Affairs through the Columbia Arts Fund, \$22,800 for OCA's use
- Columbia African American Heritage Trail (Parks & Recreation), \$17,880 for Trail markers
- COMO Energy Challenge, \$133,910 for COMO Energy Challenge staff and materials

### **NEW for 2018**

There were two major additions to CFCM services and staff in 2018. One was the hiring of a new, part-time, 15-hour per week, administrative assistant to help with day to day detail administration of the Community Foundation. CFCM pays the assistant's salary, FICA, and IT equipment needs. The second was the inauguration of a monthly newsletter sent to friends of CFCM. The March 2019 issue will be No. 9.

### **NEW for 2019**

This year the CFCM board of directors and staff will discuss and then engage a 24-month asset-building, friend-raising, campaign. One of CFCM's primary goals is to be self-sustaining, and the primary way to do that is through increasing held-assets through increasing our numbers of component funds. The friend-raising campaign will have a goal of between \$7MM-\$10MM. CFCM will also find 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. We will do the latter through community projects and grants, in-person and digital marketing, and increased intentional networking.

### **Marketing/Education materials**

A number of marketing/education resources are available on the [www.cfcfoundation.org](http://www.cfcfoundation.org) website. These are all downloadable and shareable. A single PDF of all the key documents is attached to this report. Each one gives more information about what CFCM offers and how.

### **About CFCM Leadership**

The Community Foundation of Central Missouri is led by a board of up to 21 persons; there are 19 on the current board of directors. The current members are:

Charles Allen  
Wilson Beckett  
Sarah Dubbert  
Marsha Fifer  
Kee Groshong  
Susan Hart  
Marie Hunter  
Chris Janku, Chair  
Nathan Jones, Treasurer  
Rebecca Jones  
Dan Joyce  
Cindy Mustard, Secretary  
Jack Pletz  
Dean Runyan  
David Russell  
Amy Sajko  
Carolyn Sullivan, Vice Chair  
Amy Watson  
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.