



San Marcos Community Foundation
Report to City Council – November 9, 2010
Colleen R. Lukoff, CFRE, President

Key Activities

To better serve our community and its non-profit organizations we have done the following:

1. Acted to steward the Foundation during the current economic situation which forced the suspension of grantmaking activities since November 2008.
 - a. Monitored the investment strategy of our fund, managed by the Jewish Community Foundation of San Diego under endowment funds asset allocations. (Current investment strategy mandated by the CA State Attorney General's office in 2005.)
 - b. **As of September 30, 2010, our fund balance was \$1,096,354.05!** (Lowest point was March 30, 2009 at \$756,544.34. Highest point was June 30, 2008 at \$1,111,499.97). As the June 30, 2010 fund balance was \$1,015,153, grantmaking from that fund would take us below the starting balance of \$1,000,000. The Board determined that we should continue to build awareness and other resources during this year, and forego granting from this fund until August 2011 when we are legally allowed to revisit the financial conditions.
 - c. Studied potential revision of our method of calculating our payout figure to help us address market volatility issues, in consultation with the Jewish Community Foundation. We will calculate a 12-quarter rolling balance as a “smoothing action” to guide us in our future grantmaking practices.
2. Supported Arts & Culture by implementing the City Arts & Culture grants process, with grants made to three groups from the \$6,500 allocated. Grants: San Marcos Arts Council - \$1,600 for the Performing Arts Program, CSUSM's University Auxiliary & Research Services - \$2,500 for Earth Day and community celebration, and San Marcos Historical Society - \$2,400 for historical photos in their new Welcome Center.
3. Worked in conjunction with the Mayor and city staff to facilitate the new Wildlife preservation and education fund established thanks to the hard work of Donna and Carlos Royal, “landlords” to Molly the Owl and her family. Grants will be made through our regular process. Total dollars available to date \$ 11,787.49.
4. Raised the profile of the SMCF through active participation in North County Philanthropy Council, San Marcos Chamber of Commerce, and San Marcos based non-profit organizations.
5. Educated ourselves through participation in San Diego Grantmakers events, conferences, and meetings.

Plans

We plan to do the following to improve our ability to meet the needs of San Marcos residents:

1. Implement grantmaking from the new Community Interest Wildlife Fund with first grant(s) in November 2010.
2. Honor the Royal family at North County Philanthropy Council luncheon November 12, 2010.
3. Participate in review of Arts & Culture granting process, to simplify and improve where possible for 2011 grant period.
4. Implementation our five-year plan, with the goal of growing our fund to make resources available commensurate with that provided when the foundation was first established - \$5M, based on population and inflation since 1988.
 - a. Revamp our website
 - b. Build a list of community members and institutions to engage in local philanthropic activities and discussions
 - c. In 2011, begin quarterly communications to our constituent and donor list.