MAKING CONNECTIONS
YEAR IN REVIEW 2021

Connecting people who care to causes, community and meaningful impact.
OUR IMPACT
PLACER COMMUNITY FOUNDATION

Our mission is to promote philanthropy as a means to build a strong community and make a positive impact on critical issues in our region. As an established, trusted resource for charitable giving, PCF works closely with people who give and their professional advisors to maximize personal, charitable and financial goals.

OUR IMPACT OVER THE PAST YEAR

$1,594,821 IN GRANTS
16 SCHOLARSHIPS TOTALING $37,500
987 HOURS OF TRAININGS INCLUDING 16 UNIQUE TRAININGS STRENGTHENING 166 LOCAL NONPROFITS

MISSION
Placer Community Foundation provides leadership and grows local giving to strengthen our community.

VISION
Placer County – a healthy, connected community.

DELIVERING ON OUR VALUES

1. Act with integrity and respect
2. Make courageous decisions
3. Value our community and respond to its needs
4. Listen, learn, and lead
5. Honor donor intent
DEAR FRIENDS

The year 2021 was filled with an ever evolving need for us to make new connections with each other.

When the River Fire ignited Placer and Nevada counties, we connected donors to rapid response giving, raising and distributing funds quickly to the victims.

When there was a critical need to vaccinate vulnerable populations, we administered and oversaw mobile COVID-19 vaccine units, provided outreach to low income and multiple language communities, and launched incentive campaigns. Working together with the Placer County Health and Human Services and other community partners, we were able to increase vaccination rates above those in neighboring counties.

When people lost their jobs or income due to the pandemic and were unable to pay their bills, we quickly developed an online system for people to apply for the Federal Emergency Rental Assistance (ERA) on behalf of Placer County, allowing our neighbors and friends to stay in their homes.

We distributed grants to help our youth recover from isolation caused by the pandemic, including support for wellness centers and social clubs.

We connected partners and donors to address the affordable housing shortage in our county. In 2021, after five years of advocating on their behalf, the Mercy North Auburn project broke ground on 79 units that, today, is connecting many lucky families to a beautiful community.

We couldn’t have done this significant work without you. We’re excited to share with you all the ways we’ve connected our donors, partners, and this community in our review of 2021. We are proud and grateful to have brought together people who care, like you, to the causes, community, and meaningful impacts right here in Placer.

Many thanks,

James T. Williams
Board Chair

Veronica Blake
Chief Executive Officer
Community Impact

SERVING OUR COMMUNITY BY THE NUMBERS

• $258,101 raised through 214 gifts from individual and corporate donors to provide immediate emergency relief for River Fire victims.

• $130,925 additional provided to start the Fire Relief Fund—a fund to provide relief support during future emergency fire events in the Placer area.

• $590,000 in Public Health Initiative funding to conduct the Sleeves Up Campaign—a vaccination media awareness and community outreach campaign.

• $90,000 in funding to provide Emergency Rental Assistance program services through media and awareness programs.

Clockwise from top: Sleeves Up Placer, mobile vaccinations, Rental Assistance ad, Sleeves Up Placer, River Fire relief.

We are here to help!

Visit RentHelpPlacer.com or dial 211

FOR OUR ELDERS
GET YOUR COVID-19 VACCINE
Connected Resources To Vulnerable Youth

Placer Community Foundation connected donor funds to support Placer County Office of Education’s (PCOE) Resource Fair.

In 2021, an estimated 1,500 youth in Placer County lacked adequate housing, placing them at increased risk for poor social, emotional, and physical wellness. An infusion of charitable dollars from four different donor funds at Placer Community Foundation gave the PCOE’s McKinney-Vento Homeless Education Program a needed boost, supporting a variety of resources to prepare these kids for success ahead of their next school year.

A total of $10,000 in grants to PCOE came from the following donor funds at PCF: **CORE Construction Fund for Youth, Thomasmeyer Family Fund, Nancy and Kenneth Kahn Family Fund** and the **Walter and Irmgard Schichtel Fund**.

These charitable dollars provided essential supplies and other basic needs for homeless youth such as backpacks, clothing, hygiene kits, hair cut vouchers and grocery gift cards.

The homeless youth grants were part of PCF’s on-going COVID-19 response. PCF directed these funds based on in-depth knowledge of community needs and how charitable dollars can be maximized to benefit these vulnerable youth.

“**We are proud to begin our charitable work supporting youth in Placer County. Thanks to PCF’s guidance, we know that our first community grant will go a long way to support students who need our help.**”

Seth Maurer
President
CORE Construction
On August 5th, 2021, the day after the River Fire started in Colfax, Placer Community Foundation established the River Fire Relief Fund to accept donations from those who wanted to support relief efforts in impacted communities. In the end, the blaze consumed over 2,600 acres and destroyed 142 structures, including 102 homes in Placer and Nevada Counties. Through the generosity of donors, a total of $258,101 was collected into the fund.

PCF worked in partnership with Placer County Health & Human Services and targeted nonprofit partners in both counties to distribute funds to fire victims in gift cards or cash, to help with the costs of personal care items, clothing, emergency housing, and food. With the River Fire emergency we learned that the Foundation was the only philanthropic entity in Placer County that could quickly mobilize contributions and identify the right partners to distribute funds to fire victims in need. Our community now looks to us to lead philanthropic disaster response and relief efforts.

In 2021, grants totaling $258,101 were distributed to the victims of the River Fire as follows:

- **$170,601** to the Auburn Chamber of Commerce Foundation partnered with the Colfax Area Chamber of Commerce and Placer County Health and Human Services to identify and provide money to fire victims in Placer County.
- **$77,500** to the Sierra Nevada Memorial Hospital Foundation, for immediate relief efforts to individuals and families in Nevada County.
- **$10,000** to American Red Cross Gold Country Region who supported direct assistance to the 247 people at the evacuation shelters. Red Cross also provided a recovery team at the Assistance Center in Colfax where they helped with fire kits, water, clean up kits and case management to local families.
It is always in the most tragic situations that we see our community come together. The River Fire destroyed over a hundred homes in 2021. One of those homes belonged to single mom, Whitney Isetta, and her two children, Keegan age 12, and Sicily age 9.

On the day of the fire, Whitney was still reeling from her mother’s passing just a few days prior, and was watching her kids swim in the pool. “I just assumed, like other spot fires, this one would be put out soon,” recalls Whitney. “I worried more about my friends at the Blackberry Creek Farm Animal Sanctuary down the hill, than I did my or my father’s house on the property.”

Whitney jumped in her car to help rescue the 82 animals housed at the sanctuary. Within forty minutes of loading the animals, she got a call saying she had just five minutes to gather her belongings and evacuate her home. Her kids and her father had already left.

When she arrived at her home, her property was enveloped in a cloud of black smoke. She recalls the unnerving red glow everywhere, especially outside her bedroom window. She managed to save her pets and the barest of items, including a painting of her mother, before driving to a friend’s home in Weimar.

Whitney and her father received money provided by the River Fire Relief Fund. Today, they continue the long process of rebuilding their homes.

“One of the silver linings of this devastating event is that we witnessed such incredible generosity from family, friends and the community. We’re doing okay.”

Whitney Isetta
Fire Victim

CONNECTED DONATIONS TO FAMILIES THAT LOST THEIR HOMES IN THE RIVER FIRE
CONNECTED COMMUNITY CHANGERS

Sheila Cardno, Placer Community Foundation Board member, and her wife, Kim Silvers, of Silvers HR, LLC, are truly inspirational Legacy Society donors. Sheila ran a successful financial planning business before joining PCF’s Board, and now serves on the Finance Committee, the Professional Advisors Task Force, and the Governance Committee. Kim serves on the Capital Public Radio and A Touch of Understanding Boards, in addition to running her own human resources consulting firm. They make an unstoppable team of community changers.

“We’ve really enjoyed the innovative people we’ve met, including all the lovely people in the donor community. We get to extend our network all the time. And of course, the staff at PCF is always educating us on what is going on here in Placer.”

Sheila and Kim met thirty years ago because they are both enthusiastic cyclists. “The most we’ve cycled is 72 miles in one day, around Lake Tahoe, but we’ve cycled in many countries, including Israel, France, Italy and Thailand,” said Sheila Cardno.

This dynamic couple was led to PCF through their attorney, David Kelly, when they began to think about making a will. David advised them to think about their legacy and come up with a planned giving strategy, including how they could continue to support and advocate for at-risk youth. They then met with PCF staff and developed a planned gift that will carry out their charitable wishes once they have passed. Having done this, Sheila and Kim also saw the value of working with PCF to distribute their giving during their lifetime, and opened the Cardno-Silvers Fund, a Donor Advised Fund.

Sheila was a founding member, and Kim a member, of the Giving Circle, a group of PCF donors that pooled funds to support at-risk youth throughout Placer County. Retiring after ten years, The Giving Circle distributed over $290,000 to nonprofits during its ten year history.

“We want to continue to make this community a good place to live, work, grow up in, and even grow old in.”

“Donor Stories”

“I believe that the secret to the survival of our society is improving the lives and opportunities of our youth. I was an educator in my first career, a Vice Principal. I’ve always had this little pull taking me back to working with kids. Especially high school kids.” - Sheila Cardno.

Kim confirmed that being a part of the Legacy Society has helped offset their busy corporate lives.
CONNECTED WOMEN IN PHILANTHROPY

The late Ruth Burgess, a former PCF Board member, would be very proud of the work that the Ruth Burgess Women’s Fund continues in her honor. Many PCF donors and Board members knew Ruth, and her ability to bring together like-minded people to give back locally, and make new connections in Placer County.

Margie Shunk, a Women’s Fund member, was spurred by the legacy of Ruth Burgess and continues to connect groups of people together to learn what is happening in their community. Margie especially enjoys meeting new women philanthropists. “Ruth Burgess connected altruistic women together that probably wouldn’t normally meet each other in the real world. Now we meet regularly with professional and retired women who want to give back to those in Placer County that need it the most.”

“...We found out about so many nonprofits that we did not know even existed in Placer County. One of our grants last year was to Sight Word Busters, and Ruth is the one who connected us to Linda LoBue, the Executive Director. We are so gratified by the connections that we have made, and the giving that we have been able to provide to date.”

Joanne Ligamari
The Women’s Fund

Women’s Fund member, Juanita Garcia, uses her new connections to broaden their group’s outreach. “For me, the catalyst for spreading information about what is available and what is needed, is our ever-growing network. I can spread the word, learn about new organizations, and get to know people quickly and easily when I mention the legacy of Ruth Burgess.”

Joanne Ligamari, of the Women’s Fund, was interested in the knowledge she gained about new organizations.

The Ruth Burgess Women’s Fund group meets quarterly with local nonprofits, which are vetted by PCF, and collectively make grants to community programs that help heal, comfort, and encourage those in need. The Women’s Fund gave to the River Fire Relief Fund and to Sight Word Busters in 2021.

From left to right: Jim LoBue, Director, Linda LoBue, Executive Director, of Sight Word Busters; Margie Shunk and Juanita Garcia, with the Ruth Burgess Women’s Fund.

The late Ruth Burgess was a long-time advocate for growing local giving, and was a prolific community connector.
2021 was a year of perseverance and fortitude, and Placer Community Foundation and our fund holders pulled together for the Boys & Girls Club of Placer County. For several years, the Boys & Girls Club had been planning to open a new clubhouse in central Roseville. They went through many hurdles: finding a location, tearing down the existing structure, rebuilding, and dealing with the issues that unfolded, including soil issues that required remediation, just to get it finished. PCF fundholders stepped up each time to help with the additional costs.

Over the course of four years, PCF fundholders collectively donated over $115,000 toward the new site, and in 2021 the vision of a new clubhouse in Roseville became a reality. Many thanks to these amazing PCF fundholders for their fortuitous support:

- Cardno-Silvers Fund
- Nancy and Kenneth Kahn Family Fund
- Rick and Kathy 4 Kids Fund
- Robert Kemp Community Endowment Fund
- The Charles and Gail Muskavitch Endowment Fund
- Thomasmeyer Family Fund
- Youth Development Fund

The Boys & Girls Club of Placer County is a well-established and respected nonprofit organization in our community. Their Auburn campus boasts a 90% high school graduation success rate among the students they’ve served.

Mirroring the Auburn club’s afterschool programs and enrichment activities, this new Roseville site will be made available to 3,706 students in Roseville; nearly half of which are deemed economically-disadvantaged.

“We know how critical it is for our youth to have a safe, nurturing place to spend their free time, and we are excited to see the Boys & Girls Club join the Roseville Heights neighborhood.”

Randy Tooker
Boys & Girls Club of Placer County
Connected Resources
Supporting Children’s Recovery From Isolation

There were still some significant changes in daily routines for our youth in 2021, and that included breaks in their learning, missed significant life events, and even lost security and safety.

With pooled contributions from our Donor Advised Funds and the COVID-19 Response Fund, Placer Community Foundation awarded $60,000 to Lighthouse Counseling and Family Resource Center to staff counseling and other services to families with children to reduce stress, anxiety, depression, and feelings of isolation, suicide ideation and trauma.

An additional $30,000 was granted to Placer County Office of Education (PCOE) to support mental wellness centers in 10 different schools. These centers are staffed with trained professionals and provide a place of respite for students throughout their school days.

"Since we launched this initiative, we have noticed a 40% increase in children being treated at Lighthouse for this type of trauma. Using evidence-based counseling, we’ve seen very positive results. In effect, the PCF grant award might have actually saved children's lives."

Gary McDonald
Executive Director of Lighthouse Counseling and Family Resource Center
Connected Donors to Sustain the Work Of Nonprofits

Placer Community Foundation proudly manages a number of **Nonprofit Endowment Funds**. Established by the nonprofits themselves, or by an individual donor, these funds take in additional gifts from within the community. All contributions are pooled and invested for long-term growth. Earnings on investment may be distributed in the form of a grant to support the operations of the nonprofit. The greater the fund grows, the greater financial support is provided. The result is a **forever fund** to help sustain, expand, and preserve vital community programs.

These nonprofit endowment funds proved their worth in 2021, as nonprofits attempted to recover from financial loss due to the pandemic. In a sample pool of 111 nonprofits surveyed by PCF in 2020, 47% experienced loss of fundraising revenue and 33% reported a reduction in their overall programming. Federal funding through the CARES Act helped to close the gap but nonprofits continued to struggle to reinstate fundraising activities with their donors.

In 2021, a grant from the **Friends of the Roseville Library Endowment Fund** at PCF helped replenish funding they were unable to raise from their quarterly book sales and annual fundraising event due to restrictions on public gatherings.

“Our Board of Directors opened this fund in 2017 with a long-term understanding that it would be available to future boards in times of crisis. Little did we know that crisis would happen on our watch. We are committed to growing this permanent fund for future needs, along with annual support from our donors, to keep our libraries engaging and accessible to everyone in our community.”

Matthew Bridge
Immediate Past President
Friends of the Roseville Library Board of Directors
Nonprofit Endowment Funds help our nonprofits stay resilient during times of crisis as well as support their growth as demand for their critical programs and services increase.

- Arts Council of Placer County Endowment Fund
- Auburn Aviation Association Education Endowment Fund
- Auburn State Theatre Endowment Fund
- Boys & Girls Club of Placer County Endowment Fund
- Child Advocates of Placer County Endowment Fund
- Friends of the Roseville Public Library Endowment Fund
- Gold Country Wildlife Rescue Fund
- PARC Legacy Fund
- Placer Artists Tour Endowment Fund
- Placer County Library Fund
- Placer County Navy League Rose Hoeper Fund
- Placer Food Bank Endowment Fund
- Placer Land Trust’s Natural Wonders Forever Fund
- PRIDE Industries Endowment Fund
- Rocklin Heritage Fund
- Friends of the River’s Ron Stork River-Advocate Legacy Fund
- Seniors First Endowment Fund
- Sight Word Busters Endowment Fund

“The Natural Wonders Forever Endowment Fund at Placer Community Foundation helps Placer Land Trust diversify and become more financially secure. It also allows us to cope with unforeseen challenges. In most years we don’t need investment earnings and can let the endowment principal grow to build a more sustainable future for land conservation. But when needed, this fund will always be available for Placer Land Trust. For example, when the economic effects of the COVID-19 pandemic were putting the hurt on our operating budget last year, we were able to use interest earnings from the endowment fund to cover a portion of operational costs to ensure our land conservation efforts didn’t miss a beat!”

Jeff Darlington
Executive Director
Placer Land Trust
Community Leadership

PCF is committed to helping create a thriving and resilient community. We do this through thoughtful leadership, advocacy, and fostering wide-spread collaboration.

NONPROFIT INITIATIVE
We designed the Nonprofit Initiative to help local nonprofit organizations thrive and grow. It’s been an important and valuable focus of our work since the first trainings started in 2006. The years of governance, infrastructure and sustainability trainings in a strong network was evident as partners continued to meet the community’s needs and collaborate as never before. By accessing the programming of this initiative, local nonprofit organizations can more effectively assess progress, develop people, plan growth, and manage operations.

COVID-19 HARM REDUCTION
Throughout 2021, PCF took on several leadership initiatives to address a range of pandemic-related community needs. Working closely with Placer County Health and Human Services and other community partners, PCF expanded COVID-19 harm reduction efforts to include a vaccine outreach and incentive program called “Sleeves Up Placer”. PCF orchestrated coordination and scheduling for a mobile vaccine clinic, outreach to combat misinformation, and $50 VISA gift cards for first and second vaccines being provided at strategic locations, with the goal of increasing vaccine uptake among the most vulnerable and hard-to-reach populations.

RENTAL ASSISTANCE
PCF supported the county’s Rent Help Placer efforts to quickly and thoroughly disburse rent and utility assistance available through the Emergency Rental Assistance (ERA) program to help residents struggling to remain in their homes because of the pandemic. Working closely with stakeholders and contractors, PCF helped strategize, launch and execute on an outreach program quickly and effectively.

HOUSING
In 2021, thanks to the persistence of our Housing Committee, the Mercy North Auburn at Rock Creek apartment complex broke ground, and helped us make significant progress towards our combined goal of offering affordable housing that is close to employment centers, schools, transit, shopping and services. The newly completed apartment building will provide 79 units, a multipurpose community building, parking areas, and common green spaces with outdoor play equipment.
Read more about each initiative
LEADERSHIP STORIES

NONPROFIT INITIATIVE

In 2021, PCF presented the 11th annual Nonprofit Leadership Summit titled "Putting Our Differences on the Table." PCF hired presenters from Essential Partners, Katie Hyten and Montressa Washington, to lead the session virtually. The focus of the presentation was a shift from previous years' topics, as the pandemic, political climate, and current events created societal fractures that made civil discourse challenging. PCF’s Board selected this subject with the goal of bolstering skill sets of nonprofit leaders to engage in difficult conversations. 84 attendees learned a framework for creating new cycles of conversations in organizations and communities, practiced skills in listening, asking questions, and speaking constructively, and built their confidence and willingness to engage across differences. At the end of the session, participants left feeling energized and enthusiastic about using what they learned in the sector and beyond.

LEADERSHIP STORIES

“We felt it was important to invest in our leaders at a time when there were many differing opinions and areas of focus during a pandemic. I truly enjoyed the trainers and topics, but my favorite parts from this 2021 leadership summit was learning about focused listening skills and the ladder of inference. We could all use more training in these types of communication skills.”

Sonbol Aliabadi
Executive Director of Sierra College Foundation

HOUSING

In 2021, we saw the Mercy North Auburn at Rock Creek apartment complex begin to take form, and the promise of new homes for 79 families within reach. The location is ideal in that it is close to employment centers, schools, transit, healthcare, shopping and services. The three-story apartment buildings and detached two-story townhouses will be available to lower income earners and the complex also provides a multipurpose community building, parking areas, and common green spaces with outdoor play equipment.

Many thanks to our housing donors:

- California Wellness Foundation
- Charles and Gail Muskavitch Endowment Fund
- Robert Kemp Community Endowment Fund
- Sierra Health Foundation
- Sue Thompson & Jaya Perryman
- Tri Counties Bank
- US Bank

“Everyone deserves access to high quality, safe and affordable housing.”

Veronica Blake
CEO of Placer Community Foundation
COVID-19 HARM REDUCTION

In 2021, the COVID-19 vaccine was approved and distributed for emergency use. Sleeves Up Placer/Súbete Las Mangas Contra El Covid was a community effort through PCF that brought together health organizations, individuals, and other stakeholders to increase vaccination uptake and behaviors to slow the spread of COVID-19 in Placer County. Part of that effort was mobile vaccine events throughout vulnerable populations. Roxana Garcia-Ochoa, the Director of Health Access Programs at Health Education Council had set up a mobile vaccine unit in Lincoln in December 2021, when a group of 30 unmasked vaccine protestors showed up with signs and verbally accosted the families that wanted to get vaccinated. However, Roxana and her staff stayed the course, and were able to help all the families that showed up to get vaccinated. Over 70% of Placer County residents are fully vaccinated, thanks to this community effort.

“PCF had a large presence in vaccine equity efforts for the Placer community. As a lead for Placer County’s Sleeves Up Placer campaign they supported organizations, like the Health Education Council, with tools and educational materials regarding COVID-19 vaccines that helped make a difference in the community as well as helping us make connections across the county. PCF also sponsored two large holiday themed resource & vaccination fair events that launched the beginning of an ongoing partnership with the First United Methodist Church in Roseville and other community partners to bring additional services to Roseville’s underrepresented communities.”

Roxana Garcia-Ochoa, MPH
Director of Health Access Programs
Health Education Council

RENTAL ASSISTANCE

In early 2021, PCF was instrumental in supporting a county-led collaborative effort to create and execute on a $10M program for emergency rent and utility assistance in Placer County. We advised on determining the number of households in need and counseled them on how best to work with landlords to facilitate participation in the program. This then led to a contract to support the county, City of Roseville, and 211 Placer with a comprehensive communications and outreach initiative, aligning efforts under a cohesive program named Rent Help Placer. Within a matter of weeks, PCF created and launched the brand, website, awareness campaign and online application portal to help expedite streamline the process for residents saddled with back rent and utilities due to financial hardship. The program was a tremendous success, with the county and city receiving 1,487 referrals over the course of its month-long application window with two-thirds coming through the website created by PCF. Not only did Rent Help Placer exceed the county’s goals for engagement, the program has been recognized at a state-level with multiple awards for innovation, expediency and effectiveness.

“Hundreds of people received emergency assistance thanks to quick action. By cutting through the red tape, we were able to provide a critical lifeline when residents and landlords needed it most.”

Trisha Isom
Roseville Housing Manager
Partners In Philanthropy

The needs in our community are diverse and growing and we are grateful for the varied charitable funds at PCF that work to support them through our grant making. While these funds are established at PCF by caring individuals and families, they initially started as a conversation with their trusted professional advisor. These are the estate planning attorneys, CPAs, and financial advisors who hold their clients' best interests at heart and, through the financial planning process, help them achieve their highest aspirations for self, family, and society.

PCF warmly acknowledges and thanks all our referring advisors! We are grateful to partner with you in our mission to grow giving.

REFERRING PROFESSIONAL ADVISORS
John L. Allen, Allen Feest Kjellberg Group at Morgan Stanley
Paul Aronowitz, Aronowitz Skidmore Lyon
Elise Baker, Placer Law Group, APC
Russell P. Baldo, Sinclair Wilson Baldo & Chamberlain
Jeff Birkholz, Packard Financial and Insurance Services
David G. Brockway, CFP®, Edward Jones
Kay Brooks, Weintraub/Tobin
Rachael Burns, Ameriprise Financial Services, Inc.
Jason J. Cardinet, CPA, CliftonLarsonAllen
Penny Changaris, Guth & Changaris, A Professional Law Corporation
Debbi Christensen, Propp Christensen Caniglia LLP
Edward Cotney, Olympus Tax, Business and Insurance Solutions, Inc.
Joe Cronin, Lucas Cronin Group at Merrill Lynch
Judith Davidson, Merrill Lynch
Damon Eberhart, Freddi Eberhart & Associates
Andrew Edwards, Andrew Edwards & Associates
Steve Eklund, Tridea Advisors
Margaret Fulton, Robinson & Fulton Law
Guy Gibson, Gibson & Tuttle Inc., a Law Corporation
Alexandria Goff, The Law Office of Alexandria Goff, PC
Edward W. Goodson, Trust & Probate Law Group
George Graziano, Tax Planning Professionals Inc.
Richard Hall, BottomLine Lawyers PC
Charlie Harrison, Sequoia Advisory Group
Tasha K. Jahn, GVM Law LLP
Barbara L. Jicha CPA
Glenn D. Kenes, Ameriprise Financial
Robin Klomprens, Wagner Kirkman Blaine Klomprens & Youmans LLP
Edward Koons, Law Offices of Edward C. Koons
David Laut, Abound Financial
Steven Lease, Morgan Stanley
Stan Leavitt, Ameriprise Financial Services, Inc.
Michelle Martin, Robertson Law Group
Preston A. Marx III, Law Office of Preston Marx
Jody Nunez, American Capital Tactics
Amy Ochi, Ochi Law
Chris Packard, Packard Financial and Insurance Services
Tracy Poston Shows, Seasons Law PC
Tracy M. Potts, Legacy Law Group
Thomas E. Propp, Propp Christensen Caniglia LLP
Deanna Quintanilla, Rees Quintanilla Wealth Mgmt Group of Wells Fargo Advisors
Alan D. Schostag, Alan D. Schostag Law
Michael Storz, Storz Fiduciary Services
Cecilia Tsang, Family Wealth Law Group PC
Dianna Wilke, Law Office of Dianna M. Wilke
Randall Wilson, Sinclair Wilson Baldo & Chamberlain

CONNECTED OUR PARTNERS TO CHARITABLE GIVING

Our valued advisor partners share our connection to local nonprofits and often these connections inspire their clients to give back. A great example of that connection in 2021 was when PCF provided cookies from Kelli’s Cookies - For Goodness Bakes, a Roseville nonprofit that mentors foster and at-risk youth, to our advising partners with some gift certificates for their clients.
Connected Luna Scholarships To Students

As a first generation college student with no formal schooling until she was nearly eleven years old, Briannah Healey understood how education could mean the world for her future. Briannah dreamed of going to school when she was a young child, but was never given the opportunity until she was removed from her mother’s custody and placed in the state’s care.

That excitement soon turned to dread however, because she could barely read or write, and was teased relentlessly. It took years of tutoring and determination to finally catch up to her peers. In 2017, she enrolled in the Registered Nursing program at Sacramento City College, where she held Honors status.

Briannah chose nursing as her field of study because she is passionate about helping others. She was born with a medical condition that required many operations throughout her childhood and teen years. Her hospital stays taught her the importance of skilled nurses.

In 2021, she received a scholarship from PCF’s Roy P. Luna Scholarship Fund. Briannah is grateful that by receiving this scholarship, her newfound education will open her future into nursing. She finished her associate’s degree in nursing, and her long-term goals are to finish her master’s degree in nursing, and then work in a Medical/Surgical or Medical/Telemetry unit.

The Roy P. Luna Scholarship was created in memory of Roy Luna and to honor his lifelong commitment to learning.

“It takes a certain type of person to care for the vulnerable in a compassionate and dignified manner. I am that type of empathetic person. I genuinely want to improve the quality of life for my patients.”

Briannah Healey
RN Student, Luna Scholarship Recipient

“Roy always had a passion for learning. As a way to honor my late husband and create a legacy, my family established the scholarship to pass on his love of learning and education to underserved students. The collaboration with PCF from the development of the scholarship to its implementation and delivery of its first two years of giving scholarships, has been an absolute joy. We couldn’t ask for a better partnership!”

Robin Luna
OUR FINANCIALS

$23.8 MILLION IN ASSETS
$1.59 MILLION IN GRANTS

LONG-TERM INVESTMENT PERFORMANCE
As of December 31, 2021

1ST YEAR: 9.93%  3RD YEAR: 13.60%  5TH YEAR: 9.81%

Call 530-885-4920 to request a copy of PCF’s 2021 financial audit.

GRANTMAKING

All 2021 PCF Grants
$1,594,821

Safety Net $786,143
Animal Welfare/Environmental Stewardship $299,850
Youth $274,836
Arts and Culture $157,595
Community Development and Leadership Activities $76,547
INVESTMENT OPTIONS

When you open a personalized, named fund at Placer Community Foundation you have options on how your charitable dollars are to be distributed into the community as well as how assets in the fund may, or may not, be invested. We offer a variety of investment options designed to meet your philanthropic goals and objectives.

- **Traditional Long-Term Portfolio**: The investment objective is long-term capital appreciation. The portfolio is actively managed and invested in a diversified portfolio. This option is recommended for funds that will last more than three years with the option of continuing the fund in your estate plan, and has a fund balance suitable for investment.

- **ESG Portfolio**: The Community Foundation now offers an Environment Social and Governance or ESG portfolio that aligns values with charitable goals. Similar to the long-term portfolio, ESG is actively managed, invests in a diversified portfolio, and is best suited for longer term funds that will carry on your legacy of giving.

- **Money Market**: This investment option provides donors with liquidity and principal protection. This option is recommended for funds that are designed to last three years or less or the fund has a balance that is not suitable for investment.

CUSTOM OPTION

- **Choose Your Personal Investment Advisor**: The Community Foundation can work with your own trusted financial advisor to manage investment of assets in your fund. If this option is right for you, simply put us in touch with your financial advisor and our team will take care of the rest.

TIPS FROM PCF TO MAXIMIZE YOUR YEAR-END GIVING

A factor for determining the tax benefits of a charitable gift is whether or not you itemize your tax return. These are conversations you should have with your tax and financial planner to determine the best tax savings strategy, while optimizing your gift. PCF recommends you keep the following in mind when having these conversations.

**Consider making gifts of appreciated stock instead of cash.** One of the most effective tax-smart strategies for achieving maximum charitable impact is donating appreciated stock held more than one year. This strategy can generally eliminate capital gains tax you would otherwise incur if you sold the assets first and then donated the proceeds.

**Consider bunching two years of contributions into 2022.** If you itemize your deductions, you could find that your total charitable contributions for 2022 is slightly below the level of the standard deduction. In this case, it could be beneficial to combine or “bunch” 2022 and 2023 charitable contributions into one year (2022). In addition to achieving a large charitable impact, this strategy could produce a larger two-year deduction in 2022 than two separate years of itemized deductions.

**Consider making a Qualified Charitable Distribution (QCD) from your Individual Retirement Account (IRA).** Whether itemizing deductions or taking the standard deduction, if you are age 70½ and older, you can direct up to $100,000 per year tax-free from your IRAs to PCF through a Qualified Charitable Distribution (QCD). By reducing the IRA balance, a QCD may also reduce your taxable income in future years and lower your taxable estate.

**Consider opening a Donor Advised Fund at PCF by making a tax-deductible contribution before the end of the year.** A Donor Advised Fund at PCF makes charitable giving tax-smart, simple and efficient. Once you make the establishing gift to open the fund, you have the flexibility to make grants in your name over time as well as contribute to it again when it makes sense in a given tax year. Plus, you have the expertise of PCF staff on hand to help connect you to high-impact giving opportunities.
Placer Community Foundation administers the **Placer Collaborative Network (PCN)** which consists of over 40 public and private health and human service agencies that are working together to provide comprehensive services to the community. PCN is viewed as a model by other counties for bringing thoughtful leaders together that can create system wide solutions.

Comprised of nonprofit providers, health care systems, faith communities and county agencies, the Collaborative shares ideas and tackles issues informed by the vulnerable families they serve. The cross-section of bright and passionate minds from this network combined with philanthropic investment have tackled improvement in food delivery systems, mental health services, housing, access to health care and so much more.

We are deeply grateful to the PCN members for informing, sharing and partnering with PCF in 2021 on Rent Help Placer and Sleeves Up Placer.

“PCN connects me to other agencies in our community. The network also provides education on those agencies and what they bring to the table to help our community.”

_Sami Enos_  
Chapa-De Indian Health

“Being a part of this network is a great opportunity to learn what other groups in the County are up to, as well as opportunities to build collaborative relationships.”

_Virgil Nelson_  
Placer People of Faith Together
We proudly share the great number of nonprofit organizations, locally and nationally, supported by grants from our many charitable funds. This list represents a diversity of causes and populations served. We are grateful for this and for the passion, vision and values of our philanthropic partners.

A Touch of Understanding
AAUW, Auburn CA Branch
Acres of Hope
Adventure Cycling Association
Agency on Aging-Area 4
Almost Home 4Ever
American Civil Liberties Union Foundation, Inc.
American Foundation for Suicide Prevention
American Indian College Fund
American Leadership Forum
American Red Cross
Animal Spay and Neuter Clinic
Anti-Defamation League
Art League of Lincoln
Assistance League of Greater Placer
Association of California Symphony Orchestras
ATLAS Learning Academy
Auburn Chamber of Commerce Foundation
Auburn Education Foundation
Auburn Interfaith Food Closet Inc
Auburn State Theatre Incorporated
Auburn Symphony
Auburn Union School District
Biola University
Blossom Place
Blue Line Arts
Boys & Girls Club of Placer County
California State University, Chico
California State University, Long Beach
California State University, Sacramento
Capital Public Radio
Castro Valley High School
Castro Valley Sports Foundation
Catholic Charities of the Archdiocese of Galveston-Houston
Center for Disaster Philanthropy
Center for Nonprofit Leadership of the Sierra
Chapa-De Indian Health Program, Inc.
Child Advocates of Placer County
City of Roseville
Colfax Elementary School District
Compassion Planet
Corporation of the Fine Arts Museums
DeWitt Community Complex
DigDeep Right to Water Project
Diocese of Owensboro
Doctors without Borders USA Inc.
Edesia Inc.
Emerson College
Feeding America
FieldHaven Feline Center
Firefighters Burn Institute
Fisher House Foundation, Inc.
Foothills Habitat for Humanity
Foresthill Residents for Responsible Growth, Inc.
Fosters & Paws
Franciscan Friars of the Atonement Graymoor
Friends of Auburn Library
Friends of Peace Pilgrim
Friends of the Roseville Public Library
Friends of Unwanted Rabbits
Gigi’s Playhouse Sacramento
Girl Scouts Heart of Central California
Girls on the Run
Gold Country Fair Heritage Foundation
Gold Country Wildlife Rescue, Inc.
Habitat for Humanity International
Habitat for Humanity of Butte County
Health Education Council
HeartRight Foundation Inc.
Hearts Landing Ranch
Horses Honor
Humane Society of the Sierra Foothills
Idaho State University
In His Wakes, Inc.
Innovative Giving Enhancement
Inspire Learning Academy, Inc.
International Justice Mission
International Mountain Bicycling Association
Jewish Federation of Sacramento Region
Keaton’s Child Cancer Alliance
KidsFirst Child Abuse Prevention Council of Placer County
Kitten Central of Placer County Inc
KVIE Inc
Latino Leadership Council
League of California Community Foundations
Leaps and Bounds Rabbit Rescue
Legal Services of Northern California
LemonAid Fund
Lighthouse Counseling and Family Resource Center
Literacy Support Council of Placer County
Loomis Basin Christmas Basket
Market Street Railway Company
Mercy Housing California
Mercy Pedalers, Inc.
Monterey Bay Aquarium Foundation
My Mother’s Voice
Native Alliance of the Sierra Nevada Foothills
New York University
Newberry College
NorCal Golden Retriever Rescue, Inc
North Valley Community Foundation
Opening Doors
P.E.O. Foundation
PFLAG Inc
Philanthropic Ventures Foundation
Placer County Council Navy League of the U.S.
Placer County Law Enforcement Chaplaincy
Placer County Office of Education
Placer County Sheriff Canine Association
Placer County Sheriffs Department Search and Rescue
Placer County SPCA
Placer Food Bank
Placer High FFA - Ag Boosters
Placer High School Music Boosters
Placer Land Trust
Placer Nature Center
Placer People of Faith Together
Planned Parenthood Federation of America, Inc.
Ride to Walk, Inc.
Rocklin Historical Society
Roseville Roundhouse Model Railroad Association
Sacramento Loaves and Fishes
Sacramento Region Community Foundation
2020 GRANTEES

Salt Lake Community College
Salvation Army of Auburn
Salvation Army of Roseville
Salvation Army, Del Oro Division
San Diego State University
Scooter’s Pals
Senior L.I.F.E. Center of Loomis
Seniors First
SFIJAZZ
Shriners Hospital for Children
Sierra College
Sierra College Foundation
Sierra Community House
Sierra Grace Fellowship
Sierra Nevada Memorial Hospital Foundation
Sight Word Busters
Smile Train, Inc.
SS Peter and Paul Church
St. Labre Indian School
St. Luke’s Episcopal Church
St. Vincent de Paul Society
of Roseville Area Conference Inc
Stand Up Placer
Star 6 Foundation
Supporting the Taylor House
Teaching Everyone Animals Matter
The Arc of Placer County
The Christian Brothers Institute of California
The Forgotten Soldier Program
The Gathering Inn
The Hillmen Foundation
The Petal Connection
The Trevor Project
Ticket to Dream Foundation
Tracy Interfaith Ministries
Truckee Donner Land Trust
UC Berkeley-UC Regents
UC Davis Foundation
UCLA Financial Aid Office
University of California Santa Barbara
University of Nevada-Reno
University of Nevada-Reno Foundation
University of Southern California
Valley Resource Recovery dba Redwood Family Center
Water.Org Inc.
What Would Jesus Do, Inc.
Yes She Can Incorporated
Young Life
COMMUNITY NEEDS AND UNRESTRICTED FUNDS

Unrestricted Funds help the Foundation support long-term solutions, respond quickly to emergencies and meet ever-changing needs in our community. Grants are made in the name of the fund you establish, creating a personal legacy of giving.

Affordable Housing Fund
Community Leadership Fund
Community Needs Fund
Community Needs Endowment Fund
Constantino Family Fund for Community Needs
Curt and Heather Sproul Community Fund
Disaster Relief Fund
Fire Relief Fund
Guy and Sigrid Gibson Community Endowment Fund
Harry Sands Fund
Janice Forbes Fund of Placer Community Foundation
Kelly C. Richardson Fund
Ken and Marie Larson Common Good Fund
Nadder and Fay Mirsepassi Fund
River Fire Fund
Robert A. and Mary Mancini Fund
Ruth and Russell Burgess Fund
Sonja Sorbo, MD Endowment Fund
Sparks Family Fund for Placer Community Foundation
Tellman Family Fund
William Maxwell “Max” Puckett Community Fund
Williams Family Fund in honor of James T. & Ruth Ruhkala Williams

DONOR ADVISED FUNDS

Donor Advised Funds are an excellent alternative to a private foundation, with only a fraction of the administrative responsibilities. You maintain personal involvement and support the causes you care about most while enjoying the favorable tax treatment of a public charity.

Allegiant Youth Sports Fund
Ann Harris Gifting Fund
Azevedo Family Fund
Birkholz Fund
Bobbi Machado Fund
Bud and Bernadine Beadles Charitable Fund
Cardno-Silvers Fund
Cardoza Conner Be Kind Fund
Cathy and Jim Haagen-Smit Charitable Fund
Charles and Gail Muskavitch Endowment Fund
Constantino Family Fund
CORE Construction Fund for Youth
Elizabeth M. Jansen Fund
Gaultier Food Security Fund
Griffiths Family Fund
Hamilton Family Fund
Hideo Ray and Irene Yamasaki Family Fund
James and Diane Williams Family Fund
Jim and Judy Ganulin Family Fund
Joseph and Lucy Fenolio Family Fund
Joyce W. Armitage Fund
Kathy Sands Fund
Larry and Linda Welch Charitable Fund
Leo W. Ryan and Geraldine Suskin Community Fund
Locke Family Fund
Marcia A. Boden Fund
Margie McGrew Fund
Morgan Miller Fund
Nancy and Kenneth Kahn Family Fund
Niemi Family Fund
Pargament Family Fund
PG&E Community Impact Fund
Propp Family Fund
Rampalli - Udayagiri Trust
Rhonda and Richard Wampler Fund
Rick and Kathy 4 Kids Fund
Robert and Betty Steinhart Fund
Robert and Stephanie Snyder Fund
Robert Kemp Community Endowment Fund
Ruth Burgess Women’s Fund at Placer Community Foundation
Scheel-Hemingway Fund
Stuart and Linda Yaffe Fund
Sue Thompson and Jaya Peryman Fund
Thomasmeyer Family Fund
Timothy and Colleen Sands Charitable Fund
Timothy and Leslie Gandy Fund
Todd and Adriana Jensen Fund
Toy Family
Veronica Blake Fund

“I have been exploring how technology is shaping and influencing our perceptions of nature.”

Jason Walker
2021 Visiting Artist
Sponsored by the Susan Cooley Gilliom ART Endowment Fund at PCF
DESIGNATED FUNDS
Designated Funds allow you to support the good work of a specific organization, such as a senior center, a museum or virtually any nonprofit organization.

- Annemarie Angelo Fund
- Arts Council of Placer County Endowment
- Auburn Aviation Association Education Endowment
- Auburn Ravine Terrace Benevolence Fund
- Auburn State Theatre Endowment Fund
- Boys & Girls Club of Placer County Endowment Fund
- Child Advocates of Placer County Endowment Fund
- Conrad Charitable Fund
- Friends of the Roseville Public Library Endowment Fund
- Gold Country Medical History Museum Fund
- Gold Country Wildlife Rescue Fund
- Maple Street Building Fund
- Dr. Dwight and Mary Odom Fund
- Placer County Library Fund
- PARC Legacy Fund
- Placer County Navy League Rose Hoeper Fund
- Placer Food Bank Endowment Fund
- Placer Land Trust’s Natural Wonders Forever Fund
- PRIDE Industries Endowment
- Rocklin Heritage Endowment Fund
- Ron Stork River-Advocate Legacy Fund
- Seniors First Endowment Fund

FIELD OF INTEREST FUNDS
Field of Interest Funds enable you to target your gift to address specific community needs. Once you identify your personal interest area, our Board awards grants to community organizations and programs in the area you select, such as arts and culture, youth, health, animal welfare or environment.

- Arts Endowment for Placer County
- Auburn Community Fund
- Barbara B. Belding Community Fund
- Carmen Tindall Wilson Trust Fund
- Frank and Gladys Porter Endowment
- Harry Sands Family Fund in memory of Anne Sands
- J.A.E. Fund for Animal and Environmental Welfare
- Jansen Family Fund for Youth
- Marilyn Prince Fund
- Mary Ann Flemmer Arts and Environment Fund
- Mary Ann Flemmer Community Needs Fund
- Mary Paolini Fischer Fund
- Placer Artists Tour Endowment Fund
- Ralph E. and Rose A. Hoeper Endowment
- Sally Johnson Swim Fund
- Susan Cooley-Gilliom Artist in Residence and Teaching (ART) Program Endowment Fund
- Susan Cooley-Gilliom Fund for Visual Arts
- Walter and Irmgard Schichtel Fund
- Youth Development Fund

SCHOLARSHIP FUNDS
Scholarship Funds empower you to invest in students and help them achieve their dreams. You can create a scholarship as a memorial to someone special or use it to express your educational values.

- A. Jerald Saladana Scholarship Fund
- Al Saladana Scholarship Fund
- Ben Parra Scholarship
- Carmen Tindall Wilson Scholarship Fund
- John G. & Lillian M. Walsh Scholarship Fund
- Ken and Janice Forbes Geil Scholarship Fund
- Larry D. Mitchell Memorial Scholarship Endowment Fund
- Richard and Doris Sayles Family Scholarship
- Roy P. Luna Scholarship Fund

“We give to the Community Needs Fund because we know the Foundation has the pulse on a variety of causes through their network of county and nonprofit partners. We saw this in action during the height of the pandemic and with the River Fire. We trust they know where our gift is needed most.”

Dean Prigmore and Patrice Taylor
DONORS
You are the reason our community thrives. Your generosity, philanthropic investment, and charitable kindness are powering our region and making a difference.

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With great appreciation we recognize the many individuals, businesses, and nonprofit organizations that support Placer Community Foundation. We work diligently to ensure accuracy when recognizing their generous contributions. Should you discover an error, please contact us as soon as possible at 530-885-4920. Together, we can continue making great things happen in Placer County.
LEGACY GIVING

PCF’s Legacy Society honors those who have made a commitment through bequests and other planned gifts to sustain our community impact into the future.*

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Stuart and Linda Yaffe
“I became a Legacy Society member to support the unique mission of Journey to the Heart, a sanctuary where rescued horses have a safe forever home. These amazing animals become teachers to people eager to learn more about horses, and about themselves.”

Meg Patterson
Journey to the Heart Horse Sanctuary volunteer and PCF Legacy Society Member
We are Grateful

Placer Community Foundation extends its great appreciation to our sponsors for sharing our values and investing in our work.

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California Fire Foundation
California Foundation for Stronger Communities
California Wellness Foundation
Community Foundation Sonoma County
COOP Fund
First 5 Placer
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“At U.S. Bank we are committed to listening and learning from the communities we serve and those with lived experience that are taking action to help power human potential. Through the U.S. Bank Community Possible platform, we invest our time, resources and passion in economic development by supporting efforts such as Placer Community Foundation’s mission to offer safety-net services for the most vulnerable county residents, and connect those who are most in need with sustainable housing opportunities.”

Pamela Maxwell
U.S. Bank Community Affairs Manager
serving Northern California
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