A MESSAGE FROM RONALD V. GALLO, Ed.D.
PRESIDENT & CEO

The foundation heard that we need to be more transparent. We need to communicate more regularly and with a consistent message. We need to share our thinking and learning with you.

The foundation heard that our message is not reaching everyone it needs to reach. We need to find more and different ways to communicate with all of our communities throughout Santa Barbara County.

The Santa Barbara Foundation also heard that partners are ready and willing to engage with us. We need to reach out and spend more time cultivating these relationships.

As an answer to these findings, we are excited to launch a plan, in early 2018, that will take us into 2023. The plan prioritizes “community.” All that we are and all that we do is in service to our communities and building resilience in Santa Barbara County. In order to achieve audacious goals, the plan will necessitate a shift in how we do our business.

This includes engaging multiple generations in philanthropy, building stronger community knowledge and addressing needs with cross-sector partnerships. The plan also requires substantial resources to achieve phased growth over the next five years.

The plan will be shared with all of our partners so that everyone can fully understand the road that we will be traveling and,hopefully, see an opportunity for us to engage more proactively with each other.

We could not be more excited about the future that is ahead of us, and we are eagerly embracing the opportunity to learn and grow with all of you. Thank you again for your support and commitment to the Santa Barbara Foundation.

In community,

Ronald V. Gallo, Ed.D.
President & CEO

JOIN SANTA BARBARA FOUNDATION DONORS IN DISASTER RELIEF

“We give to Direct Relief through the Santa Barbara Foundation because we know that our money is going directly to emergency relief and tragedies in local areas across the country,” said Carole Fox, donor to the Santa Barbara Foundation. “They are always the first ones to respond and they do it quietly, without fanfare, while also having a real impact.”

After Hurricanes Katrina and Rita hit 12 years ago, Direct Relief started a program that pre-positions emergency health kits at partner community health centers and clinics in at-risk areas. So, when Hurricanes Harvey and Irma were approaching, Direct Relief was already on the ground in Texas and Florida to connect with partner healthcare facilities, actively assessing medical needs. This adaptability and quick response is why dozens of Santa Barbara Foundation fund holders, like Carole Fox, allocated resources to Direct Relief’s hurricane response efforts.

“Direct Relief is deeply grateful for the outpouring of generosity from people throughout the Santa Barbara County community to assist those who have had their lives impacted by Hurricanes Harvey and Irma,” said Heather Bennet, Direct Relief’s Director of Partnerships and Philanthropy. “We are keenly sensitive to and focus on the serious health risks that exist in the wake of these storms, and support from individuals, foundations, and companies translates directly into people having access to medications and health services needed now and in the months ahead.”

The Santa Barbara Foundation is actively engaging its donors and local foundations in learning more about the impact that a catastrophic disaster would have on our region.

“The role of philanthropy in disaster relief has grown substantially over the last decade. We are now working alongside government agencies and nonprofit organizations to better prepare, respond and recover as the economic, environmental and social effects of disasters are exacerbated,” said Barbara Andersen, Chief Strategy Officer at the Santa Barbara Foundation. “This is especially true for the role of community foundations because our day-to-day focus on and investment in local partners and community-based organizations positions us as well as a hub for coordination and collaboration during emergencies.”
Bill had to retire early from work in order to care for his wife who had serious health problems, including Alzheimer’s disease. In focusing solely on her care, he withdrew from activities he previously enjoyed. He felt isolated and began to feel resentful. Thanks to Marian Regional Medical Center’s support for caregivers, a project funded by the Santa Barbara Foundation’s Community Caregiving Initiative, Bill found a support group that motivated him to reengage in some of his favorite activities and began to feel more compassion for his wife.

The Santa Barbara Foundation’s Community Caregiving Initiative aims to improve the lives of people like Bill and his wife by strengthening individual family caregivers and removing barriers to their ability to access services. In addition to providing localized support to caregivers like Bill, the Community Caregiving Initiative also supports research and development in areas that affect caregivers the most, such as Alzheimer’s. Thanks to support for medical research from the Lindgren Fund, the Santa Barbara Foundation was able to provide a grant to the American Federation for Aging Research (AFAR). The grant was used to hold a convening and produce a report on finding ways that private philanthropy can engage in translational research in Alzheimer’s. Translational research is typically defined as the systematic effort to convert basic research knowledge into practical applications to improve human health and well-being.

“Alzheimer’s and dementia are some of the most difficult long-term health issues a caregiver will face,” said Phylene Wiggins, Senior Director of Community Investments at the Santa Barbara Foundation. “In funding the AFAR conference, together with the Rosalinde and Arthur Gilbert Foundation, we honored donor intent and used the resources we had available to support finding a cure. If a cure is found, there will be a large positive impact on caregivers.”

In addition to the report produced by AFAR, one of the most beneficial outcomes of the convening was that it brought together researchers with different perspectives who are looking to address the same problem. Two of these researchers, Dr. Ken Kosik (UCSB) and Dr. Jason Hinman (UCLA) approach Alzheimer’s disease research from different angles, but actually discovered that their research is complementary, and as a result, have partnered to form an interdisciplinary team that is exploring a new area in Alzheimer’s research.

“It is a pleasure to work with the Santa Barbara Foundation because I believe the foundation is very responsive to needs in the field,” said Odette van der Willik, Deputy Executive Director and Director of Grant Programs for AFAR. “Through funding, the foundation helped foster interdisciplinary collaboration, bringing together people who have expertise in different areas, which resulted in the development of a novel research project.”

As Hinman and Kosik prepare to apply for a larger grant from the National Institutes of Health, the Santa Barbara Foundation is dedicated to continually finding ways to improve the lives of caregivers in our community – whether through supporting research in Alzheimer’s or organizations that are providing the resources for caregivers like Bill.
LESSONS LEARNED FROM #ASKSBF DROP-IN HOURS

#AskSBF Drop-in Hours provide nonprofit personnel the opportunity to “drop in” without an appointment to ask detailed questions to the Community Investment Officer for a grant program and receive technical assistance on submitting grant applications. Now that we are almost through 2017, we thought it would be beneficial to reach out to the nonprofits that have participated in #AskSBF Drop-in Hours to learn how we can improve them. Some of the feedback we received so far is shared below, but we want to hear from you! How do you think that we can improve our technical assistance?

"I brought my grant writer with me to the session and she was able to create a plan of action to submit a capital improvement grant application based on what she learned during the meeting," said Jeremy Deming, Executive Director and CEO of the Boys & Girls Club of Santa Maria Valley. "Of all the foundations we work with, the Santa Barbara Foundation is one of the best at providing technical support before, during, and after the grant writing process."

"While we didn’t get the grant, I found the foundation staff helpful and encouraging," said Jace Turner, Community Relations Librarian at the Santa Barbara Public Library Foundation. "The whole experience was really positive and the only thing I would change is to maybe have sign-ups for the drop-in hours. I felt lucky that there was only one person in front of me — otherwise I may have had to leave."

"I love the drop-in hours because they work with a sometimes unpredictable nonprofit schedule," said Krista Delia, Senior Program Director of the Santa Maria Valley YMCA. "Additionally, the foundation staff is so easy to work with and they patiently guide you through the process. The advice that they give is not only relevant to their own application process, but also translates to other grants at other foundations and helps build stronger organizations throughout the community."

"I was surprised that we were the only ones at the drop-in hours because I think getting the face time with funders helps you better understand their priorities and some of the nuances of the grant opportunities," said Delene Goodell Bliss, Director of Development at Storyteller Children’s Center. "Building that personal connection with staff provides more insight and an increased level of comfort in asking questions and approaching the foundation. I would absolutely encourage other nonprofits to attend and I also think that it would be helpful if the foundation gave us some examples of "what not to do.""

During their first meeting of Leading from Within’s Emerging Leaders program, Patricia Solorio, Executive Director of Central Coast Future Leaders, Inc. (CCFL), and Eder Gaona-Macedo, Executive Director of Future Leaders of America, Inc. (FLA), joked that Ken Saxon, Founder and President of Leading from Within, had conspired for their mutual participation. As they talked, they not only got reacquainted – Solorio also fondly reminisced on when Gaona-Macedo was a youth participant in the programs that they are now leading. As leaders in their work, their conversation quickly moved to practical matters of challenges facing their two organizations. What started as a simple chat at a Leading From Within program evolved into the merging of two of the largest youth-led leadership development programs for low-income and Latino youth in Santa Barbara County.

"Through Emerging Leaders, Eder and I not only learned that it is important for nonprofits to support each other, but we were also able to learn from each other," said Solorio. "We identified our mutual goals, shared our challenges and validated each other’s concerns, which built trust and mutual understanding that is leading to the reintegration of CCFL into FLA."

CCFL began in 1992 in Santa Maria as a local, youth-led organization that supports the development of youth and empowers them to have a voice in their community. In 1999, CCFL merged for the first time with FLA, which was founded in 1982 as a grassroots response to concerns about high-risk behaviors of Latino youth in Oxnard and Santa Barbara. However, in 2012, CCFL split from FLA because local Santa Maria community members felt that the interests of northern Santa Barbara County were not being fairly represented. Now, thanks to the collaboration and hard work of Solorio and Gaona-Macedo, the two organizations will merge once again, with a renewed emphasis on addressing the needs of northern Santa Barbara County.

"As we get closer to merging, we have solidified an engaged board that represents Santa Maria and our community," said Solorio. "Eder has come to meet with the student council and they had a lot of questions, but also had open minds and I think this whole process will be a great learning opportunity for everyone."

Both programs already provide conferences, camps and trainings to help youth improve their public speaking skills, learn how to facilitate meetings and value themselves and others in a way that empowers them to make a positive difference. In 2016, the Santa Barbara Foundation provided FLA with an Invest in Youth grant award and Capital Improvement grant award to continue to expand its programming to include a renewed emphasis on teaching advocacy and organizing.

“Our Oxnard program has an advocacy component that is helping students obtain resources in their high schools that will help them get into college,” said Gaona-Macedo. "I would love to bring more advocacy and organizing programming to Santa Maria to help the youth have more of a voice in the policies of their city and schools. Now, more than ever, youth need to be active in shaping solutions to real problems, including the end of DACA for undocumented youth and Education Equity. I am excited about our collaboration with Santa Maria because it will help students across the county learn from each other and lead change in the issues that they care about most, thus shaping the next generation of leaders.”

"The foundation staff is so easy to work with and they patiently guide you through the process. The advice that they give is not only relevant to their own application process, but also translates to other grants at other foundations and helps build stronger organizations throughout the community."

Krista Delia
SENIOR PROGRAM DIRECTOR
SANTA MARIA VALLEY YMCA

INSPRING CHANGE FOR THE NEXT GENERATION OF LEADERS

Future Leaders of America & Central Coast Future Leaders at Bread & Roses event

2017 Community Investments Team
Julio Ortega found himself feeling helpless looking for high quality and affordable child care for his three-year-old son, Abel. Ortega, who is a single parent, tried to find support everywhere. While he struggled to get by financially, his income was just over the limit that is required to qualify for government subsidized programs.

He reached out to Children’s Resource and Referral (CRR), the Santa Barbara County Education Office (SBCEO) and First 5 Santa Barbara County, which is an organization that supports the learning and health of children, prenatal through age five, and their families.

With the guidance of these coordinated agencies in 2016, and the support of the Santa Barbara Foundation's William and Lottie Daniel Child Care Scholarships, Ortega’s son was able to attend St. Mark’s Preschool.

However, funding from the Daniel Fund and First 5 is competitive and limited. With the start of a new school year, Ortega found himself once again looking for financial support to help pay for child care.

“I would do anything and pay anything if possible to make sure that my son gets the best care, but I don’t know what I am going to do without the scholarship money this year,” said Ortega. “I am a single parent; rent is expensive, and I feel like I have gone everywhere to ask for help. People say that there is a ton of help, but I feel that it is not readily available and, at this point, I am starting to look into transitional housing to see if they will accept me and my son, so even if I cannot pay for housing, I can pay for quality care for my son.”

Ortega is not alone in the challenge of finding quality and affordable child care in Santa Barbara County. The average cost of care is between $10,000 and $16,000 for infants and between $9,000 and $12,000 for preschoolers annually. This range varies depending on whether the program is an in-home family child care provider or a center-based program.

“The cost for child care was so high that it was actually more cost effective for me to stay home when my first daughter was born,” said Brandi Burnham, now a mother of two. “Otherwise, I was only working to pay for childcare and, at that point, we could not even afford quality center-based care, so it was just not worth it for me to keep working.”

When it comes to child care, it is not just the cost that matters, the quality of programs is also critically important. Research has consistently shown that children who attend high-quality programs achieve better outcomes.

“Children need high-quality child care to support their healthy brain and socio/emotional development. Parents need child care in order to go to work,” said Ben Romo, Executive Director of First 5. “This is both a child development issue and an economic issue. The Santa Barbara Foundation’s Daniel Fund fills a critical gap, supporting early learning and helping to keep families stable financially.”

Unfortunately, there are very few standards for quality in the state licensing of child care programs. State licensure is primarily concerned with health and safety. Thankfully, in Santa Barbara County a truly collaborative approach to quality improvement in child care settings has been underway for more than a decade. This effort - called Quality Counts - includes assessing programs, coaching them to standards of quality, supporting teacher training and education, and moving programs toward national accreditation. As a result, 43 percent of local center based programs are nationally accredited, compared to a state and national average of 6 percent.

This exciting work involves many key partners, but is primarily led by two agencies: Santa Barbara County Education Office and Children’s Resource and Referral of Santa Barbara County. The Santa Barbara Foundation and First 5 have aligned their funding to support this collaborative approach to quality improvement. The Women’s Fund of Santa Barbara and First 5 have also contributed substantially to support Children’s Resource and Referral’s work in expanding the number of licensed, in-home family child care providers.

"The cost for child care was so high that it was actually more cost effective for me to stay home when my daughter was born. Otherwise, I was only working to pay for childcare and, at that point, we could not even afford quality center-based care, so it was just not worth it for me to keep working."

Brandi Burnham
MOTHER OF TWO
SANTA BARBARA COUNTY
"By investing strategically with other funders like First 5, we better ensure that taxpayer and philanthropic dollars are spent in the most impactful and efficient manner possible."

Ronald V. Gallo
President & CEO
Santa Barbara Foundation

However, while research shows that providing high-quality care for 0-5 year olds yields significant long-term benefits, many parents do not understand the importance of quality in child care settings. That said, most parents don't even have a choice because finding placement for children is just as challenging as finding both quality and affordable care. 

"My advice to new parents would be to start looking for child care now," said Burnham. "It took us a few years to find a space in a quality program where I felt that my girls were actually learning something and being cared for in a way that was improving their development."

Aligning investments in the early years is one important way for funders to help address these important community needs.

"By investing strategically with other funders like First 5, we better ensure that taxpayer and philanthropic dollars are spent in the most impactful and efficient manner possible," said Ron Gallo, President and CEO of the Santa Barbara Foundation. "Part of our role as a community foundation is to understand the broader system so we know where investments are most needed."

It was a rather routine visit to a local music store with his "Little" from Big Brothers Big Sisters, Santa Barbara County that changed the way that Phillip Gilley thought about philanthropy.

Gilley, a 23-year-old at the time, was seeking a way to make a meaningful connection with his "Little" by sharing his passion for the guitar. Co-founder Roderick Hare, a Big Brother himself years earlier, had also experienced the transformative power of music to connect. Gilley's "Little," however, was not interested in the guitar and instead wanted to play drums. Not having a drum set, Gilley took his "Little" down to the local music store to teach him how to play, which soon became a regular outing. Realizing that this was not a sustainable model, Gilley wondered why more youth did not have access to instruments like guitars and drums, keyboards, DJ gear and more. This curiosity led to starting Notes for Notes™, an organization that offers youth the opportunity to explore, create and record music for free. Ten years in, Notes for Notes has 17 studios in Boys & Girls Clubs and after-school facilities throughout the country.

"The bonds that form from creating music together are both invisible and transcendent. What started out as just an idea to bring the resources and freedom to explore and record all types of music has become something much larger than we ever imagined. It is an honor to wake up everyday and follow this mission." said Gilley, now in his 30s.

As millennials - individuals born approximately between 1980 and 2000 - expand to comprise the majority of the workforce, they are not only expected to be on the receiving end of a projected $59 trillion transfer in wealth, but are also expected to give about $20.6 trillion of it to charity. However, as shown by Gilley's vision to start Notes for Notes, but also highlights an interesting division in the philanthropic space between the way millennials and older generations give.

"Millennials are not only extremely focused on outcomes, but they often look for nonprofits that either provide hands-on volunteer activities or collaborative fundraising opportunities," said Candace Winkler, President & CEO of the Scholarship Foundation of Santa Barbara. "As millennials become a larger part of the philanthropic landscape, nonprofits will need to rethink how they attract and maintain donors. For example, I think that nonprofits that create giving circles and provide donors with opportunities to engage beyond writing a check will likely benefit."

In addition to finding ways to show millennials the direct impact of their charitable giving, nonprofits are learning that they also need to adapt to online and social giving and produce sophisticated storytelling that creates an experience in order to attract the millennial donor in the first place.

"As we continue in our strategic planning year, we have learned from focus groups and surveys that we need a more compelling website and friendlier giving platform to engage a more diverse audience," said Barbara Andersen, Chief Strategy Officer at the Santa Barbara Foundation. "This will not only help us more fully engage our current donors, but will also help us attract new and younger donors to the Santa Barbara Foundation."
MEASURING WHAT MATTERS

Evaluation. It is almost guaranteed that every nonprofit executive director or program officer who started to read this article just groaned after reading that word. Why has there been so much emphasis on evaluation lately? Is it just another annoying burden that funders are placing on already resource-strapped nonprofits? What does evaluation even mean? More importantly, why does it matter?

What is Evaluation and Its Challenges?

According to Merriam-Webster, evaluation means to determine or fix the value, significance, worth or condition, usually by careful appraisal or study. Great, all of our questions have been answered! Except wait, how do you measure worth? What does careful appraisal or study mean?

Herein lies the problem with evaluation. Many times, when asked to conduct a program evaluation for funders, nonprofits do not know where to begin. They have not been formally trained to evaluate, they do not know what data to look for and, most importantly, they do not know how to analyze the data in a useful way after they collect it. Therefore, they do not see it as valuable for their own purposes and feel that it is another red-tape item for a grant application or report.

“The three biggest challenges to integrating evaluation practices into nonprofits are time, money and knowledge,” said Pedro Paz, Program and Evaluation Manager for First 5 Santa Barbara County. “While time and money are more easily solvable, the idea of learning evaluation is new and has to be embedded and accepted into the culture of organizations in a way that they see as valuable.”

How Do We Incorporate Evaluation?

Now that we understand some of the challenges facing evaluation, how do we incorporate it to improve process and maximize learning, and do so in the limited time we have to provide services? To start, meet your organization where it is in the evaluation process.

“In addition to educating the community about what evaluation is and coming up with a shared common language among funders and nonprofits about how to communicate evaluation findings collectively, I think that it is important in the interim to make evaluation accessible to nonprofits in day-to-day operations,” said Kristen Sullivan, an evaluator for the Towbes Foundation. “We work with nonprofits to find out what their goals and outcomes are, not ours, and then we work backwards to identify ways in which they can better measure their goals, while educating staff in the process.”

Nonprofits are not the only ones that have struggled to integrate meaningful evaluation into their processes, but many businesses, government agencies and foundations have also faced barriers. However, with the growth of technology and increased importance placed on maximizing impact, the practice of evaluation has been increasing throughout sectors and has encouraged organizations, like us at the Santa Barbara Foundation, to do more with evaluation.

“While we have always done our best to be responsive to the community and evaluate the effectiveness of our grant programs, the creation of my position explicitly dedicates someone at the foundation to implementing best practices in evaluation and to provide a shared space for learning and meaningful change in our community,” said Rubayi Estes, Director of Evaluation and Learning at the Santa Barbara Foundation. “We are already shifting the way that we collect and analyze data so that we can improve the experience for all of our constituents.”

While we know we still have much to learn in the field of the evaluation, we hope that our nonprofit partners recognize that putting resources into measuring what matters can really help improve organizational effectiveness and increase positive impact across the county.

CORE SUPPORT FOR BASIC NEEDS CELEBRATION

On August 10, the Santa Barbara Foundation honored the recipients of the Core Support for Basic Needs grant program with an awards celebration. Core Support for Basic Needs is the foundation’s largest grant cycle and the total amount awarded this year was $882,500 to 22 organizations.

MENTAL WELLNESS MATTERS!

Late in the summer, the Next Generation of the Santa Barbara Foundation partnered with Party for our People and Lama Dog Tap Room & Bottle Shop to raise over $1,000 in proceeds that benefited the Mental Wellness Center.

VIVA LA FIESTA

From August 2-6, the Santa Barbara community came together to celebrate Fiesta. This year, the Santa Barbara Foundation supported Old Spanish Days, the organization that plans Fiesta festivities, with a Capital Improvement grant from its supporting organization, Highland Santa Barbara Foundation Inc. The grant helped Old Spanish Days rebuild some of the floats for the parade.
In late 2009, I had a moment of clarity. I was 57 years old and had survived the transition of caring for, and moving, my elderly parents from their home of 50 years to Santa Barbara. My husband, Randy, and I launched one daughter into college, the other into high school, and rebuilt part of our home after the Tea Fire. Now it was time for me to refocus – get back to building my career – to sink my teeth into work.

After a series of disappointing and frankly humiliating job interviews with a variety of local organizations, I was fortunate to secure a position as Special Projects Officer at the Santa Barbara Foundation. The Santa Barbara Foundation had a cherished place in my heart. In 1974, I received a scholarship from the foundation to attend graduate school. While my life took a different path, I was grateful for the opportunity offered to me at that time and followed the work of the foundation over the years.

Looking back at my career at the foundation, which moved quickly from managing events and giving groups, to a senior development role and, ultimately, to my current position as Chief Philanthropic Officer, I remember the words of a colleague who cautioned me... “You don’t even know what you don’t know!” How true that turned out to be. Each day for the last eight years has been one of learning, listening, anticipating, connecting the dots – believing in the power of philanthropy to do truly amazing work for a community that I love so deeply.

I have been fortunate to labor shoulder to shoulder with colleagues who are smart, caring and committed – the best I have worked with in my very long career. Assisting and guiding our donors and fundholders in their philanthropic endeavors has offered me insight into some of the deepest loving hearts I have ever encountered. In many cases, we have laughed together and sometimes cried – there has never been one day during which I have not been grateful for the opportunity to bear witness to the selflessness and goodness that exists in this community.

Of all the experiences I have been part of during my tenure, it is this outpouring of caring – one person to others – that has meant the most to me. I am so proud to have been part of this work.

I will be leaving the foundation at the end of year to pursue other passions that have become of great interest to me in this next chapter of my life – engaging capital markets to invest in systems change, creating and supporting efforts to increase economic opportunities for women and girls – locally, nationally and globally – and, yes, to have a bit more time and flexibility to savor life and have fun doing it – waving a new wand, if you will!

My mentor and dear friend Peter Karoff was forever encouraging me to take risks in life and in work – “Jan, don’t worry, take a chance – it will all be terrific,” he used to say. Turns out he was right!
We now live in a time where in most families, all of the adults work. Fewer than one-in-three children have a full-time, stay-at-home parent. As a result, almost one-quarter of children under the age of 5 are in some form of organized child care arrangement, which includes day care centers, nurseries, and preschools. The anxiety that is experienced by parents in selecting a high quality center, that has an available space they can afford, and creates the best opportunity for healthy development for their child can often feel insurmountable. On page 7, learn about how the Santa Barbara Foundation and First 5 of Santa Barbara County are partnered together to help address these concerns.