

# Palo Alto Community Fund

...endowing our future

Fall 2007

## Philanthropy Season

This is the time of year when your mailbox is full of letters asking for contributions, your answering machine rife with reminders to renew your prior support, and invitations keep coming in for various fund-raising events. Welcome to Fall!

With a barrage of solicitations from so many worthwhile causes coming your way, it can be difficult to decide which philanthropic efforts to support each year. We hope you will take an extra moment to consider the importance of Palo Alto Community Fund as part of your annual giving and help us grow the endowment. Why PACF? Two words: Local Endowment.

First, PACF is local. As our name says, our sole geographic focus is the greater Palo Alto community, including East Palo Alto and Menlo Park. We all benefit enormously every day from the richness of our community. Our exceptional schools, our cultural events, our ethnic diversity, our dynamic business community, our tree-lined neighborhoods, and so much more all contribute enormously to our lives and are a major reason we call this area home. Yet, we also live an area with a variety of needs. 'Caring for others', 'giving back to the community', 'spreading the wealth' are phrases that remind us that we are not all enjoying the same advantages.

Since 1979, PACF has helped support the local nonprofits that help enrich our community. From education and youth services to cultural events and the environment, we support a range of causes with a common theme: making the Palo Alto area an even better place to live. If you read the description of the grants we provided last Spring you get a clearer idea of exactly the kind of impact PACF has on our community.

The description is available online at [www.paloaltocommfund.org/pgs/grants2007.html](http://www.paloaltocommfund.org/pgs/grants2007.html) or by calling our office. A copy was also included in our recent fall appeal letter.

Second, PACF is an endowment. Donations to PACF have an ongoing impact, because every dollar we raise increases the size of our fund — and the larger the fund, the more money we can

contribute to local nonprofits each year. While one-time donations are an important part of philanthropic giving, donations to an endowment, like contributions to a trust fund, create a perpetual, long-lasting gift. Endowments help ensure a stream of income year after year. Each year the interest earned on the investment is used to give grants to nonprofits chosen by PACF's board of directors.

PACF will be able to continue to fund nonprofits, even in years of economic downturn when other contributions fall off, because it will still have the interest on the endowment. Since the amount of interest is relatively consistent year-to-year, the amount available to distribute is consistent as well, regardless of annual fluctuations in overall donations. Much like a savings account, insurance policy, or pension plan, the PACF endowment is invested so that the income from it is available and predictable year after year.

By donating to PACF, you not only improve our local community, but you leverage the experience and due diligence of our board, which extensively researches and analyzes our grant applicants for financial stability, responsible management and program soundness. Last year we received more than 70 grant applications and our entire board participated in the evaluation and selection of the 23 organizations that received grants. With your contribution to PACF, you know that you are helping the most worthwhile and high-impact programs in our area.

While we are proud of the grants we were able to fund last year, we recognize that we turned away 67% of those with worthy programs. It is only by increasing the endowment that we will be able to increase our grant making and our impact on the community.

At this busy time of year, take a minute to think ahead, plan for the future of our community and help many nonprofits by writing your check to PACF to help grow our endowment. Tell your friends and neighbors about how great our community is, how PACF helps keep it that way, and how they can help, too.



Environmental Volunteers

## Spring Grants Reception Moved to Fall

After careful consideration the board has decided to move our annual Spring Grants Reception to September. We will still announce grantees and award checks at our normal time in early spring, but the reception to honor our grantees, donors, and the community will be held this year on September 25, 2008.

Moving the reception to September will let us

use this event to honor our grantees, but also to kickoff our fundraising season which has a strong focus in the fall.

Mark your calendar now for our reception at Maddy and Issac Stein's home in Atherton on September 25, 2008. A formal invitation will be sent to all donors before the event.

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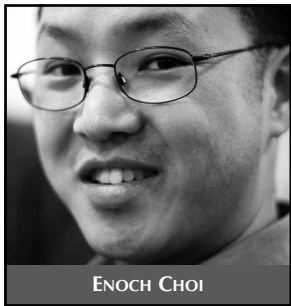
The mission of the Palo Alto Community Fund is to grow, sustain, and use its endowment to improve the quality of life in our community. The Fund supports the work of new and existing nonprofit organizations serving the Palo Alto area.

Palo Alto Community Fund  
PO Box 50634 • Palo Alto • CA 94303

## We Welcome New Board Members

PACF is pleased to welcome new board members for 2007; Enoch Choi and Karen Nierenberg.

and lives with his wife and two young children in Palo Alto.



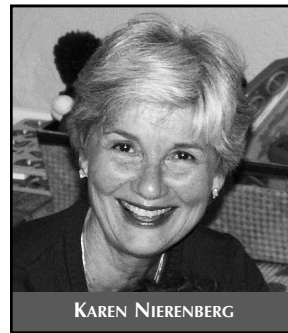
ENOCH CHOI

Enoch Choi, MD, is a fulltime Family Medicine physician practicing urgent care at Palo Alto Medical Foundation where he sees patients in clinic, as well as sees patients virtually

online via a personal health record (PHR) enabling prescriptions, referrals, etc. He is also the Product Manager of Community as a founding employee at MedHelp.org and has an active electronic medical record (EMR) consulting/expert witness practice. His past work at Medicalogic enabled the company to go public and acquire Medscape. He volunteers his time teaching at Stanford University Medical School, as a provider at the Community Pregnancy Center of Mountain View, with Google Co-Op Health Topic, and just returned from San Diego where he gave medical care to the victims of the forest fires.

Originally from Illinois, Enoch is a daily blogger

Karen Nierenberg comes to us with a background of extensive service in our local community. She recently retired after serving for six years as Executive Director of the Community Breast Health Project. Prior to that she spent seven years as Associate Dean for External Relations at the Stanford Graduate School of Business.



KAREN NIERENBERG

When her children were in elementary school, Karen received an MBA from the University of Santa Clara and, later, a certificate from Stanford Business School's Executive Program.

Karen is now retired, enjoying volunteering, playing with her two-year-old granddaughter, and attempting to tackle some of the projects on her lengthy list of "Things To Do When I Retire." She and her husband, Michael, have lived in Palo Alto for 32 years.

## Board Briefs From

*Angie Kottay*

Our 2007-2008 board year started off with an energetic start at our September meeting when we welcomed Emmett Carson, President and CEO of Silicon Valley Community Foundation (SVCF). Dr. Carson spoke about his vision for SVCF and our role as a city affiliate. He left lots of time for questions and we, of course, had many to ask. It was a very informative presentation, and we are grateful to him for coming to our meeting.

Our October board meeting was held at the new SVCF headquarters in Mountain View. Board members had a tour of the building and became acquainted with the facilities available for use.

Our theme for 2007-2008 is "Seeds to Grow" and board members are working diligently on strategies to help increase the size of the endowment so we can help more nonprofits in our community.



Board members listen as Emmett Carson, President and CEO of Silicon Valley Community Foundation, responds to a question at the September board meeting.

### 2007 GRANT RECIPIENTS

- Achievekids
- Acterra
- Art in Action
- Avenidas
- BUILD
- Canopy
- Cardiac Therapy Foundation
- Children's Health Council
- Collective Roots
- Community Association for Rehabilitation
- Each One Reach One
- Environmental Volunteers
- Fresh Lifelines for Youth
- Hidden Villa
- International Institute of the Bay Area: East Palo Alto & East Menlo Park Program
- Leagues of Women Voters
- MayView Community Health Center
- Music in the Schools Foundation
- Nuestra Casa
- Palo Alto Downtown Streets Team
- Palo Alto Housing Corporation
- Pathways Hospice Foundation
- Youth Community Service

For nonprofit websites and grant descriptions see: <http://www.paloalocommfund.org/pgs/grants2007.html>

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