

## Grant Making — What the Future Holds

By Sharon A. Barnes, CFRE

*The North County Philanthropy Council thanks Janine Mason Barone and Mariano Diaz for their insightful presentation on "Future Trends in Grant Making," at NCPC's September luncheon seminar. Following is an excerpt.*

**F**ocus your efforts on results, and you're more likely to be funded. Be thorough in accountability and reporting, and your funders are more likely to stay with you. Propose projects that can be replicated. These are some of the present and future trends grantors will look for, according to Janine Mason Barone, Executive Director of the Fieldstone Foundation, and Mariano Diaz, Senior Vice President, Community Partnerships, San Diego Foundation.

Match your interests to those of the foundation. Ask yourself, what are the interests of the foundation to which you want to present a proposal? Both Janine and Mariano stressed a foundation's focus on matching your organization and its work, with the foundation's interests. The Fieldstone Foundation looks for collaborative nonprofit project partners. Representing a foundation highly involved with each of its projects, she encourages letters and phone calls early, to determine if there is a "fit."

Mariano pointed out that at the San Diego Foundation, assets are primarily donor-advised funds. If you know someone who has such a fund, find out where that person's area of interest lies and ask yourself if there is a match. In the competitive grants arena, Mariano says



**Janine Mason Barone**, The Fieldstone Foundation Executive Director, and **Mariano Diaz**, Senior Vice President, Community Partnerships of the San Diego, Foundation discuss what they look for in grant applications at the NCPC's September luncheon seminar held at Lake San Marcos Country Club.

check the funding cycles. He stresses the importance of following instructions and procedure when applying.

Pay attention to accountability. Both Mariano and Janine underscored the importance of measurable outcomes. Citing increased scrutiny of charities by the public and government, each spoke of the importance of fiscal accountability, including audited financial information and close monitoring of results. Be prepared to describe — quickly and concisely — the numbers and type of people whose lives are positively impacted by a foundation's contribution.

What will your project do for the larger

community? Every foundation wants to know, "what's going to change as a result of this money?" Foundations are interested in the future success of their investment made today. For Fieldstone, this translates to programs reaching out to children and families within the communities where Fieldstone does business. Janine also stressed Fieldstone's interest in developing nonprofit leaders.

Donors at the San Diego Foundation want to know that their contribution is serving the larger community in a meaningful way. And funders are looking for ways of serving people that can be replicated throughout communities.



## NCPC prepares for Volunteer Awards Luncheon on Nov. 10

**N**orth County Philanthropy Council board members are busy putting finishing touches on the Volunteer Awards Luncheon, scheduled for November 10th at the California Center for the Arts, Escondido. This much anticipated event honors a valued volunteer from each NCPC member organization. TV anchorwoman Andrea

Naverson will be the MC and preside over the award presentations.

Please join us as we honor these outstanding community members. Deadline for reservations is **WEDNESDAY, NOVEMBER 3.**

Please call 858/673-7288 to reserve your space today!



## From the president



Laurie Brindle

It's been a wonderful year for the North County Philanthropy Council — and the much-anticipated volunteer awards luncheon at California Center for the Arts, Escondido is still ahead of us!

NCPC was privileged to host four very well-attended luncheon seminars in 2004, which featured highly respected professionals who shared their considerable knowledge and experience with attendees. Our speakers talked about topics pertinent to the nonprofit industry, like staging successful fund raisers, working with the media, and grant-making trends. Highlights of each seminar are listed on page 4, and you may read more about them on our Web site at [www.ncphilanthropy.org](http://www.ncphilanthropy.org).

NCPC membership is growing as people realize the importance of keeping up with industry news, and of working together to better serve our communities.

Attendees of this year's membership reception enjoyed the spectacular setting of Quail Botanical Gardens in Encinitas on a pleasant summer evening. It was a welcome opportunity to relax and get to know members and their guests. We are grateful to Executive Director Julian Duval and Development Director Diane Baxter for their hospitality and sharing their abundant enthusiasm for the gardens with us.

The council's existence would not be possible without our hardworking and caring board members. I want to especially thank past-president Christy Wilson for her guidance and support. Thanks to Rick Podgorski for doing such an outstanding job coordinating the luncheon seminars, and to Sharon Barnes for her excellent articles.

Thank you also to Jeff Miller, Holly Malan, Beckie Mann and Debbie King for their sage advice and longstanding support. Most recent to join the board are Connie Burke, Debbie Stanley and Carol Sigelman, who immediately rolled up their sleeves and went to work. Last, but certainly not least, we thank our steadfast administrative assistant, Mary Stanton, who keeps us all on schedule and NCPC moving ahead.

Plans are well underway for 2005. We welcome your input on future programs or any other service. Please feel free to call us — we would love to hear from you.

### FALL 2004

#### 2004 OFFICERS & DIRECTORS

President ..... Laurie Brindle  
Immediate Past President Christy Wilson  
Secretary Treasurer ..... Debbie King

#### COMMITTEE CHAIRS

Programs ..... Carol Sigelman  
Membership .....  
..... Christy Wilson & Rick Podgorski  
Marketing ..... Sharon Barnes  
Resource Development . . Carol Sigelman  
Administrative Assistant . . Mary Stanton

#### BOARD MEMBERS

Connie Burke  
Holly Malan  
Beckie Mann  
Jeff Miller  
Debbie Stanley

### The mission of the North County Philanthropy Council is to foster philanthropy by:

- Providing educational and networking opportunities
- Informing members about important trends and community issues
- Honoring outstanding philanthropy volunteers

#### North County Philanthropy Council

Mailing address:

11956 Bernardo Plaza Drive #120  
San Diego, CA 92128

Phone and Fax: 858/673-7288

[www.ncphilanthropy.org](http://www.ncphilanthropy.org)

## That Friendly Voice

By Sharon Barnes

Ever wonder who is behind that friendly voice when you call the North County Philanthropy Council? She's Mary Stanton, NCPC's administrative assistant.

In a word, Mary makes things happen—from keeping the member database current, to taking luncheon reservations, to sending out meeting notices, to writing minutes, to producing agendas and financial reports, and generally keeping your board, and fellow members on track.

Mary joined NCPC in 1998 as our one-and-only staff member. She works part time from her home office in Rancho Bernardo, managing the Council's business while fully engaged in her family's numerous activities. Her attention to detail and creative advance planning result in the smooth, well-run luncheons, member receptions and volunteer recognitions you enjoy as a member of the North County Philanthropy Council.

The next time you are checking in at NCPC, stop by the registration table, introduce yourself, and consider taking a moment to thank Mary Stanton for her contribution to our continuing success!



Mary Stanton

# Thank you, Quail Botanical Gardens

Quail Botanical Gardens, the renowned Encinitas wonderland of plant exotica, hosted NCPC's June membership reception. Guests were treated to tours of

the gardens by Executive Director Julian Duval. We wish to thank Julian and Diane Baxter, QBG Development Director, for so graciously welcoming our guests.



# NCPC program highlights

This year's NCPC luncheon seminars provided valuable information and tips to help nonprofits survive and grow in today's challenging market

*For complete recaps of the 2004 luncheon presentations, please visit [www.ncphilanthropy.org](http://www.ncphilanthropy.org)*

## January

***“Hiring trends and practices in the not-for-profit world”***

Presentation by **Dick Murray**, business manager and director of operations, Paschal Murray, Inc.



Recognized as a leader in the industry, the national executive search firm of Paschal Murray, Inc. has placed many of the highest profile fund-raising positions in Southern California. At the luncheon, Mr. Murray offered insightful tips on how to become the “Architect of your Own Career.” If you’d like to know more about Paschal Murray, contact Dick Murray at 619.702.8881 or visit [www.paschalmurray.com](http://www.paschalmurray.com)

## March

***“How to stage a successful fund-raiser”***

This lively panel discussion featured JANICE EPHRON, retired executive who has had multiple leadership roles in many philanthropic organizations, KRISTINE ENTWISTLE, director of special events for Scripps Foundation who oversees planning of fund-raising and recognition events, and DAVID MIRISCH, president of David Mirisch Enterprises, an international promotional firm whose company has produced more than 1,000 celebrity events.

Discussion was moderated by Jerry Buckley, director of development at the Gemological Institute of America in Carlsbad.



Janice Ephon



David Mirisch



Kristine Entwistle

## May

***“How to work with your local media”***

Panel discussion featured BRUCE BAUER, corporate development director of KPBS Public Broadcasting, KENT DAVY, editor of the North County Times, and DON WELLS, KGTV – Channel 10’s Creative Services Director. Discussion was moderated by CHRISTY WILSON, past president of the North County Philanthropy Council.



From left: Don Wells, Kent Davy and Bruce Bauer.

## September

***“Future trends in grant making”***

Panel discussion featured JANINE MASON BARONE executive director of the The Fieldstone Foundation and MARIANO DIAZ, Senior Vice President, Community Partnerships of the SAN DIEGO FOUNDATION. North County Philanthropy Council board member Rick Podgorski moderated discussion.

SEE COVER STORY



**ORGANIZATIONS**

AGA Foundation for Digestive Health & Nutrition  
 The Alford Group  
 Alzheimer's Association  
 Anza Borrego Foundation  
 Arc of San Diego  
 Assistance League of Inland North County  
 Assistance League of North Coast  
 Boys & Girls Club of San Dieguito  
 Boys & Girls Clubs of Greater San Diego  
 The Burnham Institute  
 California Center for The Arts  
 California State University San Marcos  
 Canine Companions for Independence  
 Carlsbad Library Foundation  
 Casa de Amparo  
 Casey Family Programs  
 CCHAT Center, San Diego  
 Coastal Community Foundation  
 Community Resource Center  
 Dyslexia Foundation  
 Endowment Development Institute  
 Escondido Chamber of Commerce  
 Escondido Children's Museum  
 Escondido Community Child Dev. Center  
 Escondido Humane Society  
 Escondido Library Endowment Found.  
 Fight ALD  
 Foundation to Advance Music Education  
 Fresh Start Surgical Gifts, Inc.  
 Gemological Institute of America  
 Girl Scouts San Diego Imperial County  
 Helen Woodward Animal Center  
 The Bruce&Patricia Hendrix Foundation  
 Interfaith Community Services  
 Jenna Druck Foundation  
 Jewish Community Foundation  
 Joe & Mary Mottino Family YMCA  
 Kids Korps USA  
 KOCT-Oceanside Community Television  
 La Costa Canyon High School Foundation  
 Legacy Endowment  
 Magdalena Ecke Family YMCA  
 March of Dimes - San Diego Division  
 McClintic Corporation  
 Meals on Wheels Greater San Diego  
 North County Health Services  
 North County Humane Society & SPCA  
 North County Serenity House  
 North County Times Charities Fund  
 Oceanside Museum of Art  
 Palomar Pomerado Health Foundation  
 Poway Center for the Performing Arts Fdn.  
 Quail Botanical Gardens  
 Rancho Bernardo Community Foundation

Rancho Santa Fe Community Center  
 Rancho Santa Fe Foundation  
 Rotary Club of R.B. Foundation  
 San Diego Chamber Orchestra  
 San Diego Foundation  
 San Dieguito Performing Arts Association  
 Scripps Memorial Hospital Encinitas  
 Sidney Kimmel Cancer Center  
 St. Clare's Home, Inc.  
 StoryArts, Inc.  
 Temple Adat Shalom  
 Torrey Pines High School Foundation  
 Trauma Intervention Programs of S.D.  
 Tri-City Hospital Foundation  
 UCSD Extension  
 Vista Community Clinic  
 Vista Townsite Community Partnership, Inc.

**INDIVIDUALS**

Janie Anderson  
 Mimi Baca  
 Sharon Barnes  
 Robert Beard  
 Piero Berlonghi  
 Judy Bradley  
 Chip Brown  
 Connie Burke  
 Cathleen J. Cochran  
 William Cox  
 Aaron Dennis  
 Penelope Dokmo  
 Don Fellows  
 Molly Henry  
 Susan Howe  
 Cindy Hudson  
 Donna Johnson  
 Allie Jones  
 Robert Krejci  
 Sharna Langlais  
 Ayesha Lewellen  
 William Lewis  
 Chase Magnuson  
 Beckie Mann  
 Tom McAndrews  
 Gina Payne McBride  
 Regina Meyer  
 Monica Sayers  
 Jeanne Schmelzer  
 Candace Schuler  
 Carol Sigelman  
 Beverly SiligmueLLer  
 Paul Straley  
 Nadene Veitzer, Ph.D.

# Benefit your community — join the North County Philanthropy Council today!

- Enjoy regular networking opportunities with industry professionals who are also dedicated to doing good work in our community
- Select an outstanding volunteer from your organization to be honored at the elegant annual volunteer awards luncheon
- Receive significant discounts at the educational luncheon seminars
- Receive the NCPC Matters newsletter, which provides information on local events, new members and upcoming programs.

**Only \$100 per year for organizations and \$50 per year for individuals. Just clip the coupon below and mail it in today!**

**YES!** I'd like to join the North County Philanthropy Council!

Name \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Mail with your check to NCPC:  
11956 Bernardo Plaza Drive, #120 San Diego, CA 92128  
**For information, call Mary Stanton at 858/673-7288**



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