

# SAN BRUNO

## Community Foundation

### Board of Directors

Malissa Netane-Jones, President • Jim Ruane, Vice President • Raul Gomez, Secretary • Pak Lin, Treasurer  
Melissa Moreno • Supriya S. Perry • Irving Torres  
Leslie Hatamiya, Executive Director

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### AB-361

### CORONAVIRUS COVID-19

*On September 16, 2021, the Governor of California signed AB-361 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings telephonically or by other electronic means. To reduce the spread of COVID-19, meetings of the San Bruno Community Foundation's Board of Directors are being conducted electronically. The meeting is not available for in-person attendance. Members of the public may attend the meeting by video or phone following the links below in this agenda.*

*If you would like to make a Public Comment on an item not on the agenda, or comment on a particular agenda item, you may address the Board orally during the meeting, or you may email us at [info@sbcf.org](mailto:info@sbcf.org). The length of all emailed comments should be commensurate with the three minutes customarily allowed per speaker, which is approximately 300 words total. Emails received before the special or regular meeting start time will be forwarded to the Foundation Board of Directors, posted on the Foundation's website and become part of the public record for that meeting. If emailed comments are received after the meeting start time, or after the meeting ends, they will be forwarded to the Foundation Board of Directors and filed with the agenda packet becoming part of the public record for that meeting. Emails received will not be read aloud during the meeting.*

*Individuals who require special assistance of a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, agenda packet or other writings that may be distributed at the meeting, should contact Leslie Hatamiya, Executive Director, 48 hours prior to the meeting at (650) 763-0775 or by email at [info@sbcf.org](mailto:info@sbcf.org). Notification in advance of the meeting will enable the San Bruno Community Foundation to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.*

## AGENDA

### SAN BRUNO COMMUNITY FOUNDATION

### Regular Meeting of the Board of Directors

**February 1, 2023**

**7:00 p.m.**

#### **Zoom Meeting Details:**

<https://us02web.zoom.us/j/83924909194?pwd=cENBRlpqN1owN2d3a2VjNU8xN2V0UT09>

Webinar ID: 839 2490 9194

Passcode: 416468

Dial-in: (669) 900-6833

**1. Call to Order/Welcome**

**2. Roll Call**

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## Community Foundation

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3. **Public Comment:** Individuals are allowed three minutes. It is the Board's policy to refer matters raised in this forum to staff for research and/or action where appropriate. The Brown Act prohibits the Board from discussing or acting upon any matter not agendaized pursuant to State Law.
4. **Approval of Minutes:** January 4, 2023, Regular Board Meeting
5. **Executive Director's Report**
6. **Consent Calendar:** All items are considered routine or implement an earlier Board action and may be enacted by one motion; there will be no separate discussion unless requested by a Board Member or staff.
  - a. Adopt Resolution Declaring the Continued State of Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361
  - b. Receive and Approve Treasurer's Report (December 2022 Financial Statements)
7. **Conduct of Business**
  - a. Receive Fundraising Analysis Presentation from the Partnership Resources Group and Provide Direction to Staff on Next Steps in Considering a Fundraising Program
  - b. Receive Report on Programs (Crestmoor Scholarship, Community Grants Fund, and Strategic Grants)
  - c. Discuss Transition to and Logistics of In-Person San Bruno Community Foundation Board Meetings
8. **Board Member Comments**
9. **Closed Session:** Public Employee Performance Evaluation Pursuant to Government Code section 54957: Executive Director
10. **Closed Session:** Conference with Labor Negotiators Pursuant to Government Code section 54957.6. Agency designated representative: Board President Malissa Netane-Jones. Unrepresented employee: Executive Director
11. **Adjourn:** The next regular meeting of the Board of Directors is scheduled for Wednesday, March 1, 2023, at 7:00 p.m.

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## MINUTES

### SAN BRUNO COMMUNITY FOUNDATION

#### Regular Meeting of the Board of Directors

January 4, 2023

7:00 p.m.

Meeting Conducted via Zoom

1. **Call to Order/Welcome:** Vice President Ruane called the meeting to order at 7:01 p.m.
2. **Roll Call:** Board Members Netane-Jones, Ruane, Gomez, Lin, Moreno, Perry, and Torres, present.
3. **Public Comment:** None.
4. **Presentation:** Recognition of Former San Bruno City Councilmember Linda Mason for her service to the San Bruno community and her support of the San Bruno Community Foundation

On behalf of the Board, Vice President Ruane honored former San Bruno City Councilmember Linda Mason, whose term concluded in December. He read a proclamation acknowledging former Councilmember Mason's contributions to the City and the San Bruno community, a framed copy of which former Councilmember Mason received from the Foundation. Other Board members also thanked former Councilmember Mason's service on the City Council. Former Councilmember Mason addressed the Board, lauding the Foundation as an important partner for the City and emphasizing the significant responsibility the Foundation Board has in administering the restitution funds from the 2010 gas pipeline explosion.

5. **Approval of Minutes:** December 7, 2022, Regular Board Meeting: Board Member Moreno moved to approve the minutes of the December 7, 2022, Regular Board Meeting, seconded by Treasurer Lin, approved unanimously by roll call vote.

Due to a loss of power at her house due to the storm occurring concurrently with the meeting, President Netane-Jones departed from the meeting.

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## **6. Executive Director's Report**

Executive Director Leslie Hatamiya reported on several items. First, she notified the Board that she had renewed Accounting Consultant Frank Bittner's contract for another year beginning December 1; she thanked Mr. Bittner for his work handling the Foundation's accounting books and financial statements.

She also reported that the Foundation filed its state and federal tax returns on time by the November 15 deadline.

## **7. Consent Calendar**

- a. Adopt Resolution Declaring the Continued State of Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361
- b. Receive and Approve Treasurer's Report (November 2022 Financial Statements)

Board Member Moreno moved to accept the Consent Calendar as presented, seconded by Treasurer Lin, approved unanimously by roll call vote (Netane-Jones absent).

## **8. Conduct of Business**

- a. Receive Report on the San Bruno Recreation and Aquatic Center from the City of San Bruno

On behalf of the City of San Bruno, Project Manager Rod Macaraeg reported to the Board on recent progress on the Recreation and Aquatic Center Project. He reviewed work recently completed, including the reopening of City Park Way, and upcoming work scheduled at the construction site, public outreach related to the project, progress on plans to install a solar photovoltaic system at the center, and the project budget. Board members asked questions about the impact of winter storms on the construction schedule, surface materials for the creek bed, the roadway realignment, and the amount of project contingency remaining in the budget.

- b. Receive Report on Other Programs (Crestmoor Scholarship, Community Grants Fund, and Other Strategic Grants)

Executive Director Hatamiya noted that the 2023 Crestmoor Scholarship launched in early December, with a March 7, 2023, deadline, that the online application is available on the SBCF website, and that the Foundation will offer several virtual and in-person workshops on the application process for high school and community college applicants in early 2023.

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Ms. Hatamiya also reported that since the Board approved 23 Community Grants at the December meeting, staff has provided grant agreements to each grantee and is executing such grant agreements. She said staff is setting up grant check presentations and will be in touch with Board members to represent the Foundation and present the grant checks to the grantees, usually at the organizations' Board meetings or other appropriate events.

**9. Study Session:** Diversity, Equity, and Inclusion Training led by Jana Kiser and Bela Bhasin of Libertiva

The Board had planned to conduct a diversity, equity, and inclusion (DEI) study session led by consultants from Libertiva. Vice President Ruane announced that the consultants lost power in that evening's storm and were unable to connect to the meeting via Zoom. He said that the DEI session would be rescheduled at a later date.

**10. Board Member Comments:** Board Member Torres asked if the Foundation was helping the City communicate with community members about the storms on social media. Executive Director Hatamiya said that the Foundation would repost or retweet the City's posts.

**11. Adjourn:** Secretary Gomez moved to adjourn the meeting at 7:58 p.m., seconded by Board Member Torres, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of February 1, 2023, by Secretary Raul Gomez and President Malissa Netane-Jones.

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Raul Gomez, Secretary

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Malissa Netane-Jones, President

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** January 27, 2023

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Executive Director's Report

Since the January 4, 2023, Board meeting, I have continued to focus on administering the Community Grants Fund and Crestmoor Scholarship programs, monitoring our strategic grant initiatives, and working with our fundraising consultants, all of which will be covered during the business portion of the February 1, 2023, regular Board meeting. In addition, I have handled a variety of other matters, including the following:

#### **1. Ethics Requirements**

I would like to remind all Board members that they must file Fair Political Practices Commission Form 700 – Statement of Economic Interests annual statements with the San Bruno City Clerk's Office by April 3, 2023. Some Board members are also required to complete AB 1234 ethics training this year, and I ask you to do so and submit the certificate of completion at your earliest convenience. Finally, I request that all Board members who have not yet submitted their 2023 Conflict of Interest Policy Annual Affirmation do so as soon as possible. Thank you to those Board members who have already submitted their necessary ethics paperwork.

#### **2. Email Newsletter and Website Hits**

Since the January 4 Board meeting, I have sent out one email blast to the Foundation's email distribution list, reporting on the January regular Board meeting and reminding the community of the deadline for the 2023 Crestmoor Scholarship. Of the approximately 800 emails sent, 51% of the recipients opened the email.

According to Google Analytics, activity on the sbcf.org website has been moderate and, not surprisingly, focused on the Crestmoor Scholarship. Between January 4 and January 25, 375 users visited the Foundation website. The most visited pages were the home page and the pages related to the Crestmoor Scholarship.

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## Community Foundation

### Memorandum

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**DATE:** January 27, 2023

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Consent Calendar for the February 1, 2023, Regular Board Meeting

For the February 1, 2023, Regular Meeting of the Board of Directors of the San Bruno Community Foundation, the Consent Calendar includes two items related to administrative and operational functions of the Foundation.

**1. Adopt Resolution Declaring the Continued State of Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361**

On March 4, 2020, Governor Gavin Newsom declared a State of Emergency to make additional resources available, formalize emergency actions already underway across multiple state agencies and departments, and help the State prepare for a broader spread of COVID-19. The Governor's COVID-19 State of Emergency remains in effect.

On March 17, 2020, in response to the COVID-19 pandemic, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions of the Ralph M. Brown Act to allow local legislative bodies to conduct meetings telephonically or by other means. The State also implemented a shelter-in-place order, requiring all non-essential personnel to work from home.

In response to the Executive Order and following the lead of the San Bruno City Council and the City's commissions, boards, and committees, the Foundation's Board of Directors and standing committees (Investment Committee and Audit Committee) have been conducting virtual meetings since April 2020. The usage of Zoom for public meetings has allowed the Foundation to ensure the public's continued access to its meetings while also ensuring the public's safety.

On June 11, 2021, Governor Newsom issued Executive Order N-08-21, which rescinded his prior Executive Order N-29-20 and set a date of October 1, 2021, for agencies to transition back to public meetings held in full compliance with the Ralph M. Brown Act. Since Executive Order N-08-21 was enacted, the Delta and Omicron variants, as well as various subvariants, of the

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## Community Foundation

### Memorandum

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COVID-19 virus have emerged, resulting in continually high positive case rates for San Mateo County. The Foundation, like the City of San Bruno, has continued its public meetings in the virtual setting and wishes to maintain this format to preserve the health and safety of its staff, volunteers, and the public.

AB 361 was signed into law by the Governor on September 16, 2021, went into effect immediately as urgency legislation (codified under Government Code § 54953), allowing local legislative bodies to continue to meet remotely beyond the current executive order's expiration of September 30, 2021, in any of the following circumstances:

- The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
- The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
- The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, pursuant to subparagraph (B), that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees (Government Code § 54953(e)(1)(A)-(C)).

Staff has determined the following findings can be made to meet the above provisions of AB 361:

- The state of California remains under the COVID-19 state of emergency proclaimed by the Governor pursuant to the California Emergency Services Act.
- The emergency continues to directly impact the ability of members to meet safely in person.
- State or local officials continue to impose or recommend measures to promote social distancing (Government Code § 54953(e)(3)(B)(i)-(ii)).

Every month since November 2021, the Foundation Board has adopted a resolution making necessary findings so that the Foundation can continue to teleconference public meetings without adhering to all of the Brown Act's teleconferencing requirements, in order to ensure the health and safety of the public. The public can attend public meetings by teleconference accessibility via call-in option or an internet-based service option (via the Zoom Webinar platform). Meeting details including the Zoom link and accessible phone numbers are listed on the published agenda for each meeting. The Foundation monitors attendance via teleconference as well as email correspondence received throughout each public meeting and provides access for public comment opportunities in real time both verbally and in writing. Emails received before the meeting start time are forwarded to the Foundation Board of



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## Community Foundation

### Memorandum

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Directors, posted on the Foundation's website, and become part of the public record for that meeting. If emailed comments are received after the meeting start time, or after the meeting ends, they are forwarded to the Foundation Board of Directors and filed with the agenda packet becoming part of the public record for that meeting. Emails received are not read aloud during the meeting.

Under AB 361, which will sunset on January 1, 2024, the Foundation Board may continue to teleconference public meetings if the Board makes findings every 30 days. Thus, I recommend that the Board once again adopt the resolution declaring the continued state of emergency and need for the Foundation Board of Directors and other legislative bodies subject to the Ralph M. Brown Act to continue to teleconference in order to ensure the health and safety of the public pursuant to AB 361, as part of the Consent Calendar. If the Board chooses not to adopt the resolution or declare staff's findings, the Foundation may not be subject to the Brown Act exemptions that would be allowed under AB 361.

#### **2. Receive and Approve Treasurer's Report (December 2022 Financial Statements)**

The December 2022 financial statements consist of a Budget Report and Balance Sheet. The attached Budget Narrative provides a thorough explanation of the financial statements. The Budget Report includes the budget figures approved at the June 1, 2022, Board meeting.

I recommend that the Board approve the attached resolution and the Treasurer's Report, as outlined above, as part of the Consent Calendar on February 1, 2023.

#### Attachments:

1. Resolution Declaring the Continued State of Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361
2. December 2022 Financial Statements

**RESOLUTION NO. 2023-\_\_**

**RESOLUTION OF THE SAN BRUNO COMMUNITY FOUNDATION DECLARING THE CONTINUED  
STATE OF EMERGENCY AND NEED FOR THE SAN BRUNO COMMUNITY FOUNDATION BOARD  
OF DIRECTORS AND OTHER FOUNDATION LEGISLATIVE BODIES SUBJECT TO THE RALPH M.  
BROWN ACT TO CONTINUE TO TELECONFERENCE IN ORDER TO ENSURE THE HEALTH AND  
SAFETY OF THE PUBLIC PURSUANT TO AB 361**

**WHEREAS**, on March 4, 2020, the Governor of California proclaimed a State of Emergency to exist in California as a result of the threat of novel coronavirus disease 2019 (COVID-19) and that State of Emergency remains in effect;

**WHEREAS**, on March 17, 2020, the Governor of California executed Executive Order N-29-20, which suspended and modified specified provisions in the Ralph M. Brown Act (Government Code Section § 54950 *et seq.*) and authorized local legislative bodies to hold public meetings via teleconferencing and to make public meeting accessible telephonically or otherwise electronically to all members of the public seeking to observe and address the local legislative body;

**WHEREAS**, on June 11, 2021, the Governor of California executed Executive Order N-08-21, which extended the provisions of Executive Order N-29-20 concerning teleconference accommodations for public meetings through September 30, 2021;

**WHEREAS**, the San Bruno Community Foundation, including its Board of Directors and all other legislative bodies subject to the Ralph M. Brown Act ("Brown Act Bodies"), has been holding meetings using teleconferencing and virtual meeting technology in an effort to help protect Foundation officials, staff, volunteers, and the public from COVID-19;

**WHEREAS**, on August 2, 2021, in response to the Delta variant, the San Mateo County Health Department issued Order C19-12, which required all individuals to wear face coverings when indoors in workplaces and public settings;

**WHEREAS**, on December 15, 2021, a statewide mask mandate went into effect due to a rise in cases across the state;

**WHEREAS**, on March 1, 2022, the statewide requirement that unvaccinated individuals mask in indoor public settings moved to a strong recommendation that all persons, regardless of vaccine status, continue indoor masking;

**WHEREAS**, the San Mateo County Chief Health Officer has likewise recommended the CDC's masking guidance, finding in February 2022 that transmission rates of COVID-19 remain high, and the risk of COVID-19 variants are still unknown;

**WHEREAS**, on August 2, 2022 the San Mateo County Chief Health Officer stated that transmission of COVID-19 continues to remain high in the County and strongly recommended wearing a high-quality mask in indoor settings and increasing ventilation to help prevent infection;

**WHEREAS**, the California Department of Industrial Relocations Division of Occupational Safety and Health (“Cal/OSHA”) has promulgated Section 3205 of Title 8 of the California Code of Regulations, which requires most employers in California to train and instruct employees about measures that can decrease the spread of COVID-19, including physical distancing and other social distancing measures, and those regulations remain in effect;

**WHEREAS**, because of the rise in COVID-19 cases due to the Delta variant and now the Omicron variant, the Foundation is concerned about the health and safety of all individuals who intend to attend public meetings of the Foundation in person;

**WHEREAS**, on September 16, 2021, the Governor of California signed into law Assembly Bill 361 (AB 361, Rivas) into law as an urgency measure that went into effect immediately;

**WHEREAS**, AB 361 authorizes local legislative bodies to continue to conduct meetings using teleconferencing without complying with the Ralph M. Brown Act’s standard teleconferencing requirements if certain conditions are met; and

**WHEREAS**, the Foundation desires to continue conducting public meetings of its Brown Act Bodies using teleconferencing as authorized by AB 361.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. The Foundation Board of Directors hereby finds and determines that the foregoing recitals are true and correct; the recitals are hereby incorporated by reference into each of the findings as though fully set forth therein.
2. In compliance with AB 361, the Foundation Board of Directors makes the following findings:
  - a. The Foundation Board of Directors has reconsidered the circumstances of the state of emergency, and the state of emergency remains active;
  - b. The state of emergency continues to directly impact the ability of the Foundation’s Brown Act Bodies, as well as staff and members of the public, to meet safely in person; and
  - c. State or local officials continue to impose or recommend measures to promote social distancing.

3. Meetings of the Foundation's Brown Act Bodies will continue to be conducted via teleconference, pursuant to AB 361.

This resolution will be effective upon adoption.

Dated: February 1, 2023

ATTEST:

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Raul Gomez, Secretary

I, Raul Gomez, Secretary, do hereby certify that the foregoing Resolution No. 2023-\_\_ was duly and regularly passed and adopted by the Board of Directors of the San Bruno Community Foundation on this 1<sup>st</sup> day of February, 2023, by the following vote:

AYES:            Board members:

NOES:           Board members:

ABSENT:        Board members:

# SAN BRUNO

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## Community Foundation

December 2022

### Budget Narrative

This report primarily describes amounts in column a (Actual Year to Date) of the monthly Budget Report. When projections vary from Budget (column b), the changes will be reflected in columns d (Final Projected Amount) and e (Change in Budget) and be explained. First six months equal 50% of the fiscal year.

### INCOME

**Line 1 Transfers from Quasi Endowment** – Initial \$200,000 transfer in December, for Community Grants, is 66.9% of the budget.

**Line 2 Transfers from Strategic Pool** – \$21,029,423 transfers are 83.8% of budget.

**Line 3 Transfers from Liquidity RAC** – \$8,759,369 transfer of account balance is 99.8% of budget.

**Line 5 Interest Income** - \$61,836 is 586.5% of budget. Balance of Liquidity Pool is \$18,117,200.

### EXPENSES

**Line 10 Strategic Grants** - \$565,000 is 10.3% of budget and has been for: Centennial Plaza Improvements (\$500,000); San Bruno Park School District Field Trips and Assemblies (\$35,000); and Community Day (\$30,000) grants.

**Line 11 Other Grants** – \$10,000 is the entire budget and was used for Parkside Athletic Field grant.

**Line 13 Salaries & Wages** – Expense is under budget at 49.9%.

**Line 14 Payroll Taxes & Benefits** – Expense (\$11,100) is 44.1% of budget. Social Security/Medicare tax (\$5,350) and retirement (\$4,948) are largest costs with workers' compensation (\$588) and life (\$214) insurances also included.

**Line 16 Occupancy** – Only cost is office lease (\$8,085). Amount is 49.5% of budget.

**Line 17 Insurance** – Total (\$9,284) is 47.4% of budget and includes Directors & Officers (\$7,050), crime (\$1,620), and commercial liability (\$614) policies.

**Line 18 Telecommunications** – Cost (\$1,189) is 46.6% of budget and includes cell phones (\$540) and internet services (\$473).

**Line 19 Postage & Shipping** – Cost (\$465) is 12.5% of budget.

**Line 20 Marketing & Communications** - \$14,327 expense is 80.1% of budget. Costs include Annual Report design and printing (\$12,623), Scholarship flyer design and printing (\$1,139), and grant/scholarship application software (\$565).

**Line 21 Office Supplies & Equipment** – Cost (\$441) is 7.6% of budget.

**Line 22 Legal Fees** – \$18,229 expense is 40.3% of budget. \$9,292 has been for administrative support, \$7,741 for Strategic Grants, and \$1,197 for Community Grants.

**Line 23 Accounting & Payroll Fees** – Total (\$21,842) is 61% of budget with \$11,196 for Accounting Consultant, \$10,100 for audit fees, and \$546 for payroll fees.

**Line 24 Other Consultants** – \$15,000 is 38.6% of budget and has been for fundraising assessment and planning (\$10,000) and DEI training (\$5,000) consultants.

**Line 25 Travel, Meetings & Conferences** – No expense incurred this year.

**Line 26 Miscellaneous** – Cost (\$605) equals 21.1% of budget. \$200 incurred for State attorney general filing fee.

### **SUMMARY**

Excluding the budget for Scholarships & Grants, total expenses are at 46.8% of budget, which is below 50% benchmark for the first six months of the year. In terms of dollars, the \$211,771 in expense is \$14,667 less than the first six months budget allocation.

Total December Investment net loss or decrease in value is \$735,620. This came from Strategic Pool gain (\$168,299) less Quasi Endowment loss (\$903,919). Year-to-date investment gain or increase in value is \$492,172.

Overall organization year to date net loss or decrease in net assets is \$231,142.

Total Net Assets, as of December 31, 2022 are \$27,016,039 with \$19,701,300 in Quasi Endowment; \$7,212,039 in general Unrestricted funds; and \$102,700 in Donor Restricted Net Assets.

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## Community Foundation

### December 2022 2022-2023 Budget Report

	(a)	(b)	(c)	(d)	(e)
	Actual Year to Date	Budget	Actual as % of Budget (a/b)	Final Projected Amount	Change in Budget (d - b)
<b>INCOME &amp; TRANSFERS</b>					
1 Transfers from Quasi Endowment	\$ 200,000	\$ 285,937	69.9%	\$ 285,937	\$ -
2 Transfers from Strategic Pool	21,029,423	25,088,288	83.8%	21,029,423	(4,058,865)
3 Transfers from Liquidity RAC	8,759,369	8,774,970	99.8%	8,759,369	(15,601)
4 Donations	1,621	-	-	1,621	1,621
5 Interest Income	61,836	10,543	586.5%	10,543	-
6 Miscellaneous Income	-	-	-	-	-
7 <b>Total Available for Operations</b>	30,052,249	34,159,738	88.0%	30,086,893	(4,072,845)
<b>EXPENSES</b>					
8 Crestmoor Scholarships	-	160,000	0.0%	160,000	-
9 Community Grants	-	300,000	0.0%	300,000	-
10 Strategic Grants	565,000	5,500,000	10.3%	5,500,000	-
11 Other Grants	10,000	10,000	100.0%	10,000	-
12 <b>Subtotal Direct Program Expenses</b>	575,000	5,970,000	9.6%	5,970,000	-
13 Salaries & Wages	111,204	223,075	49.9%	223,075	-
14 Payroll Taxes & Benefits	11,100	25,173	44.1%	25,173	-
15 <b>Subtotal Personnel Expenses</b>	122,304	248,248	49.3%	248,248	-
16 Occupancy	8,085	16,349	49.5%	16,349	-
17 Insurance	9,284	19,572	47.4%	19,572	-
18 Telecommunications	1,189	2,552	46.6%	2,552	-
19 Postage & Shipping	465	3,720	12.5%	3,720	-
20 Marketing & Communications	14,327	17,878	80.1%	17,878	-
21 Office Supplies & Equipment	441	5,800	7.6%	5,800	-
22 Legal Fees	18,229	45,200	40.3%	45,200	-
23 Accounting & Payroll Fees	21,842	35,792	61.0%	35,792	-
24 Other Consultants	15,000	38,870	38.6%	38,870	-
25 Travel, Meetings & Conferences	-	16,031	0.0%	16,031	-
26 Miscellaneous	605	2,863	21.1%	2,863	-
27 <b>Subtotal Non-Personnel</b>	89,467	204,627	43.7%	204,627	-
28 <b>Total Expenses</b>	786,771	6,422,875	12.2%	6,422,875	-
29 <b>Net Surplus/(Loss)</b>	\$ 29,265,478	\$ 27,736,863		\$ 23,664,018	\$ (4,072,845)

# SAN BRUNO

## Community Foundation

### Statement of Financial Position as of December 31, 2022

#### ASSETS

Cash, Wells Fargo General	\$ 173,978.51	
Cash, Wells Fargo Payroll	8,835.43	
Cash, Fidelity Liquidity Pool - Operating	18,117,200.27	
<b>Total Cash</b>		18,300,014.21
Investments, Fidelity Strategic Pool	7,512,709.13	
Investments, Fidelity Quasi-Endowment	19,701,299.48	
<b>Total Investments</b>		27,214,008.61
Prepaid Rent	1,344.96	
Prepaid Insurance	5,475.75	
<b>Total Other Current Assets</b>		6,820.71
Deposits	909.45	
<b>Total Other Assets</b>		909.45
<b>TOTAL ASSETS</b>		<u>\$ 45,521,752.98</u>

#### LIABILITIES & NET ASSETS

##### LIABILITIES

Accounts Payable	8,706.04	
Accrued Grants Payable	18,224,448.27	
Accrued Scholarships Payable	260,000.00	
Accrued Employee PTO	12,559.80	
<b>Total Liabilities</b>		18,505,714.11

##### NET ASSETS

Unrestricted, Non-QE 7/1/2022 Balance	7,341,872.74	
Year to Date Net Income from Operations	(724,813.90)	
Year to Date Strategic Investment Income	594,980.55	
<b>Total Non-QE Unrestricted Net Assets</b>	7,212,039.39	
Quasi-Endowment 7/1/2022 Balance	19,804,107.76	
Year-to-date QE Investment Income	(102,808.28)	
<b>Total QE Unrestricted Net Assets</b>	19,701,299.48	
<b>Total Unrestricted Net Assets</b>		26,913,338.87
Donor Restricted Net Assets 7/1/2022 Balance	101,200.00	
Year to Date Donor Restricted Net Income	1,500.00	
<b>Total Donor Restricted Net Assets</b>		102,700.00
<b>Total Net Assets</b>		27,016,038.87
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>		<u>\$ 45,521,752.98</u>



# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** January 27, 2023

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Fundraising Analysis Presentation from the Partnership Resources Group and Discussion of Next Steps

At the February 1, 2023, Board meeting, consultants from the Partnership Resources Group (PRG) will give a presentation on the fundraising analysis they have done for SBCF. The PRG team will include Founder and President Elliot Levin and Senior Managing Associate Melissa Irish.

#### 1. Background

In the fall of 2021, in adopting Strategic Plan 2.0, the SBCF Board committed in the near term to maintaining the organization's program-focused business plan. In doing so, Board members noted the Board's original decision not to fundraise to avoid competing with other local nonprofits, the costs of building up a fundraising operation, and the belief that the City and other grantees might be better positioned to fundraise than the Foundation.

In April 2022, at the San Bruno City Council's request, SBCF President Malissa Netane-Jones and Dr. Shawn Spano of the Public Dialogue Consortium (PDC) made a presentation to the Council on the results of Community Listening Campaign 2.0 and the strategic planning process. Subsequent to that presentation, the City Council, at the request of then-Vice Mayor Linda Mason, requested that the Foundation "reconsider [our] priorities to include...(2) Active fundraising since the community ranked it number 4 as a process recommendation from members of the San Bruno community and it is not listed as a San Bruno Community Foundation Priority."

Concurrently, President Netane-Jones and I both believed that in order for the Board to further consider the possibility of building up a fund development operation, a high-level analysis of SBCF's fundraising potential (what it could realistically raise on an annual basis) and the projected cost of implementing an active fundraising operation, including hiring fund development staff, would be extremely beneficial. SBCF is a very leanly staffed organization, ramping up a fundraising operation is not inexpensive, and the costs of fundraising must be

# SAN BRUNO

## Community Foundation

### Memorandum

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weighed against the realistic expectations of how much money the Foundation could raise on an annual basis.

#### **2. Engagement with Partnership Resources Group**

In the fall of 2022, I engaged with PRG to provide fundraising analysis and strategic guidance to assist the Board and staff in considering whether to develop a proactive fundraising program for the Foundation after the Foundation has fully disbursed \$50 million to the City of San Bruno for the design and construction of the new San Bruno Recreation and Aquatic Center. Based in San Rafael, PRG has been providing strategic fund development counsel to Bay Area nonprofits since 1990.

##### **A. Questions to be Answered**

The professional services agreement with PRG set forth the following questions the Foundation seeks to answer through PRG's analysis:

- What is the potential for fundraising to add to the Foundation's corpus and/or to raise operating funds on an annual basis, and what is enough to justify the effort?
- What are the fundraising-related best practices of a community-based foundation tied to a local City?
- How may donors think about giving to a foundation versus directly to the organizations it supports? What is the unique value proposition that the Foundation brings to the table? Should the Foundation focus more on project-based funding or more general?
- How would the Foundation best organize itself internally and what kind of staff and leadership would be needed to be successful? Is there enough ROI?

##### **B. Overall Objectives**

The objectives of the engagement with PRG include:

- Performing a high-level external market analysis and internal review of Foundation's donor and grant making history;
- Providing a written report that provides data and recommendations to help guide decision making regarding the questions listed; and
- Holding a summit with the Board and Foundation Leadership to review report, provide additional advice, and explore options.

# SAN BRUNO

## Community Foundation

### Memorandum

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#### C. Methodology & Deliverables

Through the engagement, PRG agreed to lend its expertise to gather the necessary information to inform the Foundation Board's discussion and eventual decisions through the following activities:

- Perform a top-line, environment scan of key individual, foundation and corporate funders/philanthropists investing in San Bruno and mission related organizations;
- Conduct an audit of past results through review of materials provided by the Foundation;
- Hold conversations with the Executive Director and other leaders as needed to gather information as needed (anticipate 2-3 meetings);
- Prepare a report for the Board to with the necessary information to address the questions above;
- Review that report with the Executive Director and finalize it in a power point presentation for the Board;
- Meet with the Board and Executive Director to present the findings and support a discussion to consider options based on the information provided.

#### **3. Presentation to the Board and Discussion of Next Steps**

The PRG team has completed its work and drafted the attached report of its findings and analysis. At the February 1 Board meeting, Mr. Levin and Ms. Irish will present the report to the Board. Please carefully read through the report prior to the Board meeting.

After PRG's presentation, Board members will have the opportunity to ask questions of the consultants of their findings and analysis, and the Board will discuss and, if it so chooses, provide direction to staff regarding next steps in considering whether the Foundation should implement a fundraising program. Next steps could include, for example, directing the Executive Director to agendize at a future Board meeting further discussion on this topic once Board members have a chance to consider PRG's report and presentation; to agendize creation of an ad hoc committee to work with the Executive Director to consider next steps and make a recommendation to the Board; or to come back to the Board, based on feedback received at the meeting, with possible options for next steps in considering a fundraising program. The Board could also decide not to proceed any further on this topic at this time.

#### Attachments:

1. Partnership Resources Group Report to the San Bruno Community Foundation, January 2023



# Partnership Resources Group

## **REPORT TO:**

**San Bruno Community Foundation**

**January 2023**

## **I. Background and Acknowledgements**

The San Bruno Community Foundation (SBCF) engaged the Partnership Resources Group (PRG) to provide a fundraising analysis and strategic guidance to SBCF's Board of Directors and Executive Director. PRG is a fundraising consulting firm based in the San Francisco Bay Area that specializes in assessment of capital, endowment, and sustaining fund development programs with experience in public-private partnerships that require philanthropic participation.

The consultation was designed around a series of questions posed by SBCF as it examines its future policy and operational framework regarding fundraising. They include:

- What is the potential for fundraising to add to the Foundation's corpus and/or to raise operating funds on an annual basis?
- What are the fundraising-related best practices of a community-based foundations and fundraising entities tied to a local city?
- How may potential donors think about giving to a foundation versus directly to organizations they support?
- What is the unique value proposition that the Foundation brings to the table? Should the Foundation focus more on project-based funding or funding more generally?
- How would the Foundation best organize itself internally and what kind of staff and leadership would be needed to be successful and justify a return on investment?
- And, a central question: Should SBCF continue to build its assets through fundraising or simply utilize its existing \$20M + corpus until it has been fully expended?

By all measures, SBCF has done an exceptional job as stewards of a unique trust placed in its hands following the devastating 2010 gas pipeline explosion in the Crestmoor neighborhood. Through major funding of the Recreation and Aquatic Center, other strategic grants, and ongoing Community Grants and Crestmoor Scholarships, the Foundation has been truly fulfilling the vision as "a resource dedicated to enhancing the quality of life for the San Bruno Community."

PRG acknowledges the outstanding efforts of SBCF Executive Director, Leslie Hatamiya, who provided PRG with necessary background information, the SBCF historical perspective, and superb support over the entire course of the consultation. PRG also expresses its gratitude to three individuals who, through interview, contributed their time and invaluable perspectives on

the questions posed by SBCF – Board President Malissa Netane-Jones, Board Member Jim Ruane, and Manuel Santamaria, Vice President Community Action of the Silicon Valley Community Foundation. PRG reviewed SBCF’s donor history, grants program, and policies. PRG also commissioned research on individual and institutional donors in the San Bruno area as a scan of the potential philanthropic landscape. Findings of this research are contained in this report.

## **II. FINDINGS & CONCLUSIONS**

### **A. The Fundraising Potential for SBCF**

Future fundraising that is possible and feasible for the Foundation (without competition or perceived competition with other nonprofits) in San Bruno is a critical matter in this examination. The preliminary research revealed that there are under-tapped sources in the San Bruno area. However, this does not mean that these local donors will necessarily give to the Foundation. There are four criteria used to qualify a donor prospect – financial capacity to give, access to the donor, the donor’s demonstrated interest in the mission and impact of the initiative or organization, and their readiness to give. Our research explored whether there were individuals and institutions with the financial capacity to give major gifts. Further examination and conversation with these prospects must take place to determine whether in fact they would direct those resources to SBCF and to what extent.

Equally as important, to accurately gauge SBCF’s fundraising potential, the organization must also address the *purpose* of such fundraising. PRG proposes that an answer is best, and perhaps only, derived by reframing the question to “what are the unmet needs in the community that require a fundraising response?” PRG does not make assumptions nor are we qualified to determine what such objectives should be for San Bruno. However, there are proven methods to make these determinations, some of which are present in SBCF’s current Strategic Plan. Community foundations, large and small, routinely assess community needs and then fashion both their grantmaking *and* their fundraising based upon the findings of these assessments. These processes invariably use a foundation’s standing in the community to convene appropriate stakeholders who have a stake in the outcomes. This question was explored in PRG’s small interviewee sample and revealed that there are, indeed, unmet needs in San Bruno that its current agencies are unable to fully address.

Once there is a direction and an identifiable solution, a quantifiable fundraising goal can be established along with a delineation of the costs associated with this fundraising. This direction also then guides the typical methods of qualifying funding prospects, using the “4 pillars” mentioned above – giving capacity, interest in the mission, access to these prospects, and their readiness to give. Once needs are defined, further and intense exploration would need to be done to establish donors’ interest in giving to the Foundation, their readiness to give and Foundation leaders’ ability to get in front of them and have this conversation (access.)

At the same time there are early indicators that opportunities exist for SBCF to increase the flow of charitable funds into San Bruno should it so choose and are addressed later in this report. However, it is hard to imagine that this foundation can be doing more, given its nominal infrastructure. It is remarkable what SBCF currently operates and manages with only 1.3 full-time staff compared with similarly sized foundations. This is testimony to the quality of its professionals.

## **B. Comparable Fundraising Programs in the Bay Area**

The Bay Area is replete with public-private partnerships that seek and raise charitable funds for civic purposes. Some were created for specific initiatives, e.g., to build a library and others have become a modern form of a “community chest.” Like SBCF, these organizations are 501c3’s or 509’s that grant funds they have raised to nonprofits and to municipal programs that have charitable purposes, e.g., childcare, camps, after-school programs, and food pantries. There is no evidence that funding is provided to cities for what is typically borne by a city’s General Fund, e.g., public works, police, and fire.

### Examples:

- **Friends of San Rafael**, is a 501c3 that was originally established to support a capital campaign to build the city owned Pickleweed Park Community Center and subsequently functions to support the programs and services of what is now a full-service center. The “Friends of” Board makes an annual allocation directly to the City of San Rafael Community Services department to offset costs for programs at the community center.
- **Hayward Stack Center**, is a fund at the East Bay Community Foundation (EBCF), used to first complete the construction of the “Stack Center,” a multi-purpose social services campus developed by the City of Hayward and managed under contract with two nonprofit agency partners. The fund is the recipient entity for both capital and program grants that is then re-granted to both the city and to the managing nonprofits. EBCF serves as fiscal agent and currently both parties are exploring the potential of establishing a separate 501c3 to raise funds for the Stack Center in perpetuity.
- **LARPD, Livermore** is a local umbrella fund to support the capital and program needs of the Livermore Area Recreation and Parks District, a special district serving Livermore and adjacent communities. Initiated by the passage of Measure A to create a new community recreation center, aquatics complex and 3 libraries, the fund has evolved into an ongoing charitable support vehicle for programs, services, and capital improvements, overseen by an independent board of directors.
- **South San Francisco Community Civic Campus**, is a city-developed project in Phase Two encompassing a Library, Tech Discovery Center, Children’s and Lifelong Learning Center, and surrounding park on 6.5 acres. Utilizing the Silicon Valley Community Foundation as

fiscal agent, the project solicited and received gifts and grants from individuals and foundations first for capital funding then to support ongoing programs annually.

Similar examples of entities that raise and distribute charitable gifts for civic purposes can be found in Antioch, Richmond, and Mountain View.

There are a number of lessons from comparable communities relevant to SBCF's probe.

- An independent, community-based entity *can* achieve ongoing fundraising success to support services that have traditionally been under city auspices when they provide direct community benefit and are not simply seen as a fundraising arm of the city.
- Because these entities are independent from a city itself, donors are provided with what they require for charitable gift tax purposes as well as incentive to give by assurances that their giving will *not* wind-up in that city's General Fund.
- Gifts and grants come to these projects and the sponsoring citizen groups because they are seen to have a broader purpose than any individual program or nonprofit and thus have a larger, more objective perspective.

### C. Overall Fundraising Landscape in San Bruno

SBCF has interest in determining what potential may exist for untapped giving in San Bruno at-large. To this end, PRG reviewed the Foundation's donor list and commissioned research to identify unknown potential sources of giving and grantmaking.

Over the past four decades, San Bruno has evolved to a "middle class" community of nearly 47,000 with average household earnings of \$113,103 annually. Approximately 30% are of Asian descent, 30% non-Hispanic White, 30% Hispanic and the rest are of African American or Native American descent. The median property value is \$958,300 and just over 60% of the population own their homes. In short, like most Bay Area cities close to major economic hubs such as San Francisco and the neighboring Peninsula communities, San Bruno has gentrified over time and more wealth can be found.

Research reveals that 1,163 homes have an assessed value of between \$1 million and \$2 million. While this is not unusual in the Bay Area, real estate assets can distort the picture of wealth and is not a reliable indicator of charitable giving capacity among these households.

To better identify *major* donor prospects (five- and six-figure charitable giving potential), our research looked at consumers that have significantly more liquidity to spend on non-essential goods and services and are ranked in the top 5% – 10% of discretionary income (based on consumer habits) and have an average minimum net worth of \$2.5 million. These individuals are more likely to own luxury homes, live in wealthy suburbs of major cities, and have high lines of

credit. Our research was able to find 42 such households in San Bruno. When compared to SBCF's donor lists, none of these individuals are making direct contributions to the Foundation.

Research also seeks to identify *where* philanthropic gifts were being directed in San Bruno and which corporations and foundations are the top givers. The following institutions received most of the charitable support recorded in San Bruno in FY19:

Top Recipients (data from FY19, most recent public data available)

- Skyline College – approximately \$2.8 million received (as its share of proceeds from the San Mateo County Community Colleges Foundation)
- Catholic Worker Hospitality House - approximately \$250,000
- San Bruno Education Foundation - approximately \$240,000
- San Bruno Community Foundation - approximately \$170,000

Top Corporate & Foundation Donors

- YouTube/Google - SBCF is the corporation's primary recipient of funds directed towards San Bruno.
- The Welch Family Foundation - \$654,000 in grants in FY19
- The Sammut Family Foundation - \$507,000 in grants in FY19

SBCF has been the recipient of funds from all three of these institutions. For three years (2020-2022), the Welch Family Foundation supported SBCF's Crestmoor Scholarship with annual grants of \$70,000, and in 2018 and 2019, the Sammut Foundation supported Community Day with grants to SBCF of \$10,000. Since 2017, YouTube/Google has directed more than \$1 million to the SBCF for specific causes, including \$600,000 earmarked for the Community Grants Fund. If the foundation considers the financial benefits of expanding fundraising to meet more community needs, it merits exploration on whether and to what extent these institutions could and would give more based on an alignment of their giving interests.

In summary, there is evidence of untapped and under-tapped wealth in the community that could justify a specific exploration of fundraising feasibility to further build the Foundation's corpus, either through lifetime gifts, or planned giving, or as a portal for distribution of funds. We do not see regional or national foundations as a source of funding for the Foundation with its narrow focus on San Bruno. Should the Foundation become a partner in addressing larger regional issues with other service providers, it may be possible to attract some of these funders if there is alignment on issues and solutions. This would require a strategic departure from the Foundation's current funding guidelines.

To better understand what, and to what extent, any of these individual donor prospects residing in San Bruno surfaced through the research might give, a more thorough feasibility assessment



would need to test a Case for Support<sup>1</sup> with a subset of the most promising prospects. These conversations would require a specific funding proposition be suggested based on the needs surfaced in the community (or region) and probe two questions:

1. *Under what conditions* will these individuals, businesses, and funding institutions support an initiative?
2. What specific *levels of financial support* will ensue if these conditions are satisfied?

In addition to or as part of a feasibility study, we suggest several conceivable paths for new and additional funding be explored further:

- **Planned Giving.** “Planned Gifts” are charitable contributions that come from an individual's estate through bequests and other giving vehicles such as remainder trusts. Planned gifts are usually much larger than annual gifts since the donor is allocating contributions from the entirety of their estate. Testamentary or “legacy” gifts are often thought to be the province of large, established institutions such as hospitals, universities, and museums. Nothing could be further from the truth. In fact, a significant percentage of planned gifts are to local causes dear to the donor.

Planned Gifts are not a quick fix nor predictable unless an organization has a long history of a steady stream of testamentary contributions. Promoting Legacy giving also presumes that an organization is here to stay and will put a donor’s gift to good use in 10-20 years or even longer.

It is reasonable to assume that there are any number of individuals with a long and multi-generational history in San Bruno that might choose to plant their legacy for the “people of San Bruno ” but for want of a way to do just that. Alternatively, SBCF can offer technical assistance to San Bruno-based nonprofits who themselves may wish to establish Planned Giving programs.

- **Channeling Funds.** Some foundations and/or support organizations raise funds for specific needs and projects that transcend any single nonprofit’s programs. In these circumstances the foundation becomes a portal to channel investments from local investors/corporations in specific areas of interest. SBCF’s Crestmoor Scholarship program to some degree emulates this type of program whereby SBCF “channels” donations to students.
- **Funding Collaboratives.** Communities rely on joint ventures in funding to tackle needs of common interest across institutional and geographical lines. Education and literacy, for example, are not the responsibilities of schools alone and are frequently augmented with

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<sup>1</sup> A “Case” is a brief, internal document that describes the need to be addressed, the response to meeting that need e.g., an expanded program or a new facility, and how giving will make an impact. In short, the Case answers the question “why give?”

after-school programs, tutoring organizations, and college readiness programs all tied by common mission.

It is possible for SBCF to join forces with other funders and organizations to address larger regional problems such as educational equity, food insecurity, affordable housing, to name a few. Coming together with funders like the Silicon Valley Community Foundation and local employers to pool resources merits exploration. SBCF could act as a convener, thought partner, and “co-investor,” not unlike similar initiatives elsewhere in the Bay Area. The initial research and general trends in regional philanthropy suggests there is interest in and funding available for *collaborative* solutions and respThere are obvious time and expense implications to pursuing these and other potential paths that result in additional funds coming into the San Bruno community.

#### **D. Operating and Budgetary Implications of Fundraising**

It is clear that SBCF has done a remarkable and efficient job of managing its resources and making impactful grants into the San Bruno community with a staffing and operating infrastructure that is nominal at best. In PRG’s opinion, there is little that requires fixing in today’s organization, and the Foundation is fortunate to have an Executive Director that possesses such talent and commitment with a small administrative budget.

The Foundation raises reasonable questions about the risks associated with investment in fundraising and the return on that investment. It is true that it costs money to raise money, just as it costs money to responsibly give money away. There are two elements to determination of costs of fundraising:

- **Direct costs of hiring a skilled fund development staff person.** Experienced Development professionals are sought-after and command salaries commensurate with the demand. Salaries range widely from \$75K-\$200K for large agencies. In our opinion, SBCF would not require a full-time position nor a salaried position, but it would need at least a part-time development staff member or consultant to support the Executive Director in managing fundraising activities. Many organizations, especially those that are fundraising start-ups, employ outside people as independent contractors for considerably less than a full-time employed position.
- **Indirect costs associated with the time spent by an Executive Director’s participation in fundraising.** No matter how well-staffed, a nonprofit fundraising program requires full participation from the Executive Director. It is quite common for organizations to add administrative support to ensure that day-to-day functions continue smoothly while their Executive Director is spending time with donors and others important to fundraising success. It can be expected that the Executive Director would spend 30- 40% of her time on fund development.

PRG offers no opinion on whether or not SBCF should initiate a formal fund development program. Should, however, the foundation further explore such a policy change there are a number of additional factors to consider which include:

- There is more giving occurring in the US and in the Bay Area than any time in history. Charitable gifts account for more than 2% of GDP (more than \$450 billion in 2021). In short, there is a growing market for contributions and even the recent economic downturn is not slowing the pace of giving.
- Launching a fundraising program is a long-term commitment that typically requires two to three years to begin achieving results that equal or surpass the costs. Effective fundraising is not about asking, it is about establishing relationships, and these simply take time.
- Fundraising is a professionally driven endeavor, supported by committed volunteers. Costs of fundraising once a program is established are typically in the 12%-15% range of contributed revenues received. This is a respectable standard and is used by GuideStar and Charity Navigator rating systems.
- The most economical type of fundraising is Planned Giving. This is primarily a marketing program that makes a community aware of the benefits of estate giving and publicizes that the given organization now accepts Planned Gifts. While returns on this investment generally don't appear for 5-7 years after launch, rewards can be significant. Planned Giving is a good fit for organizations that don't require funds immediately but are working to ensure their longer-term sustainability.

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** January 27, 2023

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Report on Programs (Crestmoor Neighborhood Memorial Scholarship, Community Grants Fund, and Strategic Grants)

At the February 1, 2023, Board meeting, I will give an update on the Crestmoor Neighborhood Memorial Scholarship, the Community Grants Fund, and the Foundation's strategic grants.

#### **1. Crestmoor Neighborhood Memorial Scholarship**

The 2023 Crestmoor Neighborhood Memorial Scholarship launched the week of December 5, 2022, when the online application was made accessible and updated marketing materials were distributed to local schools and throughout the community.

Program Manager Jessica Carrillo has scheduled virtual workshops on the Crestmoor Scholarship application process tailored to high school and community college applicants and is also scheduling in-person workshops at Capuchino High School and Skyline College in January and February. The application deadline is March 7, 2023.

We are also in the process of assembling the Selection Panel and preparing the materials for the Panel's work.

#### **2. Community Grants Fund**

In December 2022, the Board approved 23 grants totaling \$300,000 (of which \$100,000 was donated by YouTube/Google.org). We have executed 17 grant agreements thus far and are in the process of delivering grant checks to grantees.

Thank you to all Board members who are helping deliver the grant checks through virtual and in-person check presentations with the grantee organizations. The feedback we have received from the grantees regarding the check presentations has been very positive, as the organizations appreciate our efforts to connect with their programs, staff, and boards of directors.

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## Community Foundation

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#### 3. San Bruno Recreation and Aquatic Center Project

The City of San Bruno submitted its latest grant report for RAC Grant #8 (Construction) on January 18, and the Foundation is in the process of paying out the quarterly grant payment of \$2,842,161.23. The next set of grant reports for RAC Grants #2-5 are due by January 31, after which the Foundation will distribute quarterly grant payments for those four grants. The grant period for RAC Grant #7 (Tom Lara Field Parking Lot Renovations) concluded on December 31, 2023. I have approved a three-month extension for submission of the final grant report for that grant to allow the City to finalize all accounting of the project costs, and we will make the final payment on that grant after the report is submitted in late April. As of today, the Foundation has paid out RAC grant payments totaling \$35,277,712.96, leaving a balance of \$14,722,287.04 still to pay.

RAC Grant #	For	Total Grant Amount	Total Grant Payments Made as of 1/27/2023	Balance to Pay
1	Conceptual Design	\$416,108.85	\$416,108.85	\$0.00
2	Architectural Services	\$5,420,388.00	\$5,277,246.53	\$143,141.47
3	Project & Construction Management Services	\$1,079,000.00	\$820,657.30	\$258,342.70
4	City Compliance Review	\$1,061,611.00	\$536,669.79	\$524,941.21
5	Temporary Facilities	\$375,000.00	\$96,841.94	\$278,158.06
6	Business Plan	\$60,000.00	\$60,000.00	\$0.00
7	Tom Lara Field Parking Lot	\$1,123,438.00	\$964,709.18	\$158,728.82
8	Construction	\$40,464,454.15	\$27,105,479.37	\$16,201,136.01
	<b>TOTAL</b>	<b>\$50,000,000.00</b>	<b>\$35,277,712.96</b>	<b>\$14,722,287.04</b>

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** January 27, 2023

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Discussion of Transition to and Logistics of In-Person San Bruno Community Foundation Board Meetings

The February 1, 2023, Board meeting will include a discussion of the Foundation's upcoming transition back to in-person Board meetings in compliance with the Brown Act.

#### 1. The Brown Act

The Ralph M. Brown Act, known colloquially as "the Brown Act" and found in California Government Code § 54950 et seq. 1, was enacted in 1953 to guarantee the public's right to attend and participate in meetings of local legislative bodies, and as a response to growing concerns about local government officials' practice of holding secret meetings that were not in compliance with advance public notice requirements. As a creation of the San Bruno City Council, the San Bruno Community Foundation is a body whose Board and standing committee meetings are subject to the Brown Act. The Brown Act generally requires the SBCF Board to hold its meetings in person with proper notice to the public.

On March 17, 2020, in response to the COVID-19 pandemic, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions of the Ralph M. Brown Act to allow local legislative bodies to conduct meetings telephonically or by other means.

In response to the Executive Order and following the lead of the San Bruno City Council and the City's commissions, boards, and committees, the Foundation's Board of Directors and standing committees (Investment Committee and Audit Committee) have conducted virtual meetings since April 2020. The usage of Zoom for public meetings has allowed the Foundation to ensure the public's continued access to its meetings while also ensuring the public's safety.

AB 361 was signed into law by Governor Newsom on September 16, 2021 (codified under Government Code § 54953), allowing local legislative bodies to continue to meet remotely beyond the expiration of relevant Executive Orders, in any of the following circumstances:

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- The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
- The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
- The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, pursuant to subparagraph (B), that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees (Government Code § 54953(e)(1)(A)-(C)).

Under AB 361, the Foundation Board has been able to continue to teleconference public meetings if the Board makes findings every 30 days during the proclaimed state of emergency. Every month since November 2021, the Foundation Board has adopted a resolution making necessary findings so that the Foundation can continue to teleconference public meetings (using the Zoom platform) without adhering to all of the Brown Act's usual teleconferencing requirements, in order to ensure the health and safety of the public.

Acknowledging that with over two years of meetings being held on Zoom, the public's expectations with regard to the accessibility of video recordings of public meetings have evolved, in March 2022 the Board passed a resolution (1) requiring all SBCF Board meetings held via Zoom or other videoconferencing platforms be recorded and made accessible for public viewing via the Foundation's website or other appropriate online platform linked to the Foundation's website for one year, and (2) revising the Document Retention and Destruction Policy to require that recordings of Board meetings held via Zoom or other videoconferencing platforms be retained for one year. Since March 2022, recordings of SBCF Board meetings have been posted on the Foundation's YouTube channel and linked to the SBCF website.

Last fall, Governor Newsom announced his intention to terminate the COVID-19 pandemic state of emergency on February 28, 2023. At that time, legislative bodies like the SBCF Board may no longer be able to hold their meetings exclusively via teleconference under AB 361. In anticipation that the Governor will terminate the pandemic state of emergency at the end of February, we have been planning for the Foundation's Board and standing committees to transition back to in-person meetings commencing on March 1, 2023.

## **2. Logistics of In-Person Meetings**

As established by resolution in 2015, the Foundation Board's regular meetings are held on the first Wednesday of the month at 7:00 p.m. at the San Bruno Senior Center, and unless the Board officially changes its regular meeting schedule, it will resume in-person meetings at the Senior Center starting with the March 1, 2023, regular meeting.

# SAN BRUNO

## Community Foundation

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Over the pandemic, the public has been accustomed to attend Board meetings remotely via Zoom, and although it is not required by the Brown Act, the public may reasonably expect to be able to continue such remote attendance even once the Board resumes meeting in person. The easiest way to accommodate this expectation is to conduct meetings in a hybrid format – that is, for the Board to meet in person as required by the Brown Act, but to enable community members to participate via Zoom. For this hybrid format to work successfully, specialized equipment – including cameras that can effectively capture the entire meeting room in one frame and are linked to a computer, as well as a large screen that enables those in person to see those participating remotely – are needed.

The City has equipped the Senior Center with the necessary equipment, but because the room is a multipurpose room, the equipment must be set up and taken down for each meeting. For the Board to utilize the equipment for its meetings, the services of the City's IT staff will be needed, at a cost of approximately \$600 for a typical two-hour meeting. The Foundation will also need to cover the cost of an attendant at the Senior Center, since our meetings are held after the center's usual hours – likely around \$50 per meeting.

The other room in a City facility that is set up with the necessary equipment is Conference Room 115 at City Hall. The equipment is permanently installed in that room, so set-up and take-down is simpler and would require less City IT staff time (probably closer to \$360 for a two-hour meeting). Although Room 115 is much smaller than the Senior Center multipurpose room, it is sufficiently large for all Board meetings except for the June and December meetings when we recognize the Crestmoor Scholars and award the Community Grants, respectively, and we would probably want to move those two meetings to the Senior Center.

Room 115 appears to be the preferable location for Board meetings both in terms of cost and convenience, but the City's Traffic Safety and Parking Committee meets at that location at the same schedule that our Board meets. Thus, if we want to move Foundation Board meetings to Room 115, we would have to change our regular meeting schedule to another date and time that works for all Board members and is not in conflict with any other regularly scheduled meetings (many of the City's boards, commissions, and committees meeting in that room). It may be challenging to identify such a date and time.

There is a high likelihood that the conference rooms at the new Recreation and Aquatic Center will be able to accommodate hybrid in-person/Zoom meetings once the center opens later this year.

As a result, I am recommending that the Board resume in-person meetings at the Senior Center and allow for public participation via Zoom starting with the March 1 Board meeting (with



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posting of the recordings on YouTube as we currently do). Once construction on the RAC is completed and the facility is open for business, the Board can consider moving its regular meetings to that location. I will explain these issues and seek feedback from the Board at the February 1 meeting.

### **3. Remote Participation in Meetings by Board Members**

As we head back to in-person meetings, Counsel Heather Minner and I want to brief the Board on the limited circumstances under the Brown Act in which Board members can participate in a meeting remotely.

Under the teleconferencing option that has historically been available, and will remain available, to participate in a meeting by teleconference, a Board or Committee member must post a hard copy of the agenda at their remote location and allow the public to physically attend the meeting at the location where the board member is located (*e.g.*, the member's home, office, or hotel room).

Under legislation signed into law last year, (AB 2449), a new "Just Cause or Personal Emergency" option provides two distinct bases for a Board member to attend meetings remotely: (a) for Just Cause, or (b) due to a Personal Emergency. The legislation provides criteria that must be satisfied, procedures that must be implemented, and limitations on the number of times a board member can rely on these bases to attend remotely. Gov. Code § 54953(f). This option is scheduled to sunset at the end of 2025. Public agencies are not required to allow this new type of remote participation, and may opt out if they wish to.

Under this option, Board members may attend an in-person meeting from a remote location without posting the agenda there or allowing members of the public to participate from there if:

- A majority of the Board is in person at the meeting site.
- The Board allows the public to participate from remote locations.
- The remote member(s) of the Board meet one of the following two criteria:
  - The member has notified the Board of "just cause" to be remote. Just cause is (a) caregiving for certain family members, (b) contagious illness, (c) a physical or mental disability, or (d) travel while on official business for the Foundation or another public agency. This can be used two times per year.
  - The Board has approved remote participation due to "emergency circumstances." The law defines a personal emergency circumstance as a "physical or family medical emergency that prevents a member from attending in person." The Board can make emergency determinations on an urgency basis at the start of a meeting.

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- The remote member(s) use both audio and video technology to participate.
- No member of the board can participate remotely for more than three consecutive months, or 20% of the regular meetings in a calendar year.

For Board members to take advantage of this new teleconference option, they would need to be able to participate through both audio and video (like Zoom), and the public would also need to be able to participate remotely in real time, being able to both hear and see the meeting and remotely address the board. If we hold hybrid in-person and Zoom meetings, this requirement would be met. Because we are not planning to hold Committee meetings via zoom, Committee members would not be able to use the Just Cause or Personal Emergency provisions to participate remotely.

Ms. Minner will provide a brief explanation of these Brown Act provisions at the February 1 meeting and solicit questions and feedback from the Board. A short how-to guide for participating remotely under the Brown Act is attached.

Attachment:

1. Steps to Participate in Meetings Remotely Under the Brown Act

## **Steps to Participate in Meetings Remotely Under the Brown Act**

### **The Usual Teleconference Option (Available for Committee and Board Meetings)**

1. Notify the Executive Director at least 72 hours in advance of your desire to teleconference using the usual Brown Act option.
2. Your teleconference location must be accessible to the public and have technology, such as a speakerphone, to enable the public to participate from that location. The teleconference location will be identified on the meeting agenda.
3. Post the meeting agenda at your teleconference location and allow the public to participate in the meeting from that location.

### **Just Cause or Personal Emergency Option (Available for Zoom Board Meetings)**

1. Confirm that you have not exceeded the limits on use of the Just Cause and Personal Emergency provisions. No member may participate remotely using these provisions more than three consecutive months or 20 percent of the regular meetings within a calendar year. If the Board holds 12 regular meetings per year, Board members may rely on these provisions no more than a combined total of two times per year.
2. Inform the Board, through the Executive Director, of your need to participate remotely for Just Cause or a Personal Emergency “at the earliest opportunity possible.”

Just Cause – Provide a general description of the circumstances related to your need to appear remotely for Just Cause. Just Cause means any of the following: (a) caregiving for a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner; (b) a contagious illness; (c) a need related to a physical or mental disability; and (d) travelling while on official business for a public agency.

Personal Emergency – Provide a general description of the circumstances related to your need to appear remotely at the meeting due to emergency circumstances. Emergency circumstances means a physical or family medical emergency that prevents you from attending in person. The description generally need not exceed 20 words and does not require you to disclose any medical diagnosis or disability, or any personal medical information.

3. To participate remotely due to a Personal Emergency, a majority of the Board must approve the request at the beginning of the meeting. If you make the request after the agenda is posted, the Board may still consider the request as an urgency item. At least a quorum of the Board must be present in person at the meeting to allow you to participate remotely for Just Cause or due to a Personal Emergency.
4. Before taking action at the meeting, you must disclose whether there are any adults in the room with you and the general nature of your relationship with them. You do not need to disclose your remote location or allow members of the public to participate from there.