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October 19, 2011

Dear Impact100 Member:

It is with great pleasure that I announce an important decision the Impact100 Sonoma Board of Directors made this week regarding our future grant funding focus areas. This decision was based on extensive feedback from Sonoma Valley nonprofits and funders and in-depth research conducted by organizations including the Sonoma Community Foundation, the Sonoma Valley Fund, the Sonoma County Sheriff's Office, the Sonoma County Economic Development Board, and the Sonoma County Volunteer Center.

The following are the four new Focus Areas for which we will accept applications for our \$100,000 Impact Grant:

- **Enrichment & Environment:** Programs and initiatives essential to protecting, promoting and educating the community on the critical importance of arts and culture, the environment, and recreation in creating and maintaining a thriving community.
- **Prevention & Intervention:** Programs and initiatives that address behavioral issues and help people to develop the skills and emotional resilience necessary to exhibit positive mental and physical health; engage in positive social behavior; and eschew crime, violence and substance abuse.
- **Social Outreach:** Programs and initiatives essential to strengthening and enhancing segments of the community with significant economic, educational, social, and physical needs.
- **Women & Girls:** Programs that promote women and/or girls' safety, economic security, health, education, personal growth and leadership.

Capital Grants and **Program Grants** will comprise the smaller Community Grants we will award with money available after allocating funding for the Impact Grant recipient and finalists. **Program Grants** will fund (1) **Innovation Programs** for a time-limited experimental program that tests the effectiveness of a current or proposed service; tests a new idea or adapts a proven program to a new situation; or enhances an existing program; and (2) **Planning for Strategic Partnering and Collaboration** for two or more organizations which provide similar, overlapping or complementary services that wish to investigate a formal alliance for strategic partnering or collaboration.

Additional details on each of these can be found in the final report attached. Please join me in thanking the Focus Area Research Committee members, led by Constance Grizzell, VP of Grants Programs and Greater Impact, for their excellent work. The following Impact100 Sonoma Members served on that committee: Board Members Patti England, Lorraine Ashton, and Ann Reder; and Members Karen Bushnell, Harriet Derwingson, Donna Halow, Barbara Sachs Senn, and Diana Sanson.

Thank you for the commitment you have made to supporting Sonoma Valley's nonprofits through Impact100 Sonoma. Please contact me personally with your questions or comments.

Best regards,

B.J. Bischoff
Impact100 Sonoma President

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