



## Important Announcements

**Calling All New Members!** If you have not yet attended a New Member Orientation, please join us on February 15, 5:30 - 7:00 pm. In a fun small gathering, learn all about Impact100, get your questions answered, and meet some wonderful women. [RSVP now!](#)

### February 6 Murphy's venue moves to Bump!

Due to the sale of Murphy's we will gather for wine, nibbles and conversation at Bump Wine Cellars, 5:30 - 7:00 pm, 521 Broadway, Sonoma.

**Become a Member *Plus!*** Impact100 Sonoma exists to support nonprofits in our community, so it's easy to forget that we are a nonprofit ourselves! And like all nonprofits, we have bills to pay that keep us going ... insurance, tax filing and accounting assistance, meeting venues, technology, supplies, and more. The single largest and most important source of funding for these expenses is donations from our Members *Plus*. Currently fewer than half of our members choose to support our organization this way. We will always give 100% of our \$1,000 donations away to local nonprofits, but your Member *Plus* contributions are necessary to keep the lights on. [Click here to see which Member \*Plus\* level is right for you.](#)



## Presidents' Letter

We begin 2018 with another record-breaking membership year - 304 members strong. We are pleased that 60 new members have joined our

**February 1, 2018**

### In This Issue:

[Important Announcements](#)

[Presidents' Letter](#)

[Record Membership & Grant Dollars for 2018!](#)

[NextGen Program Receives Matching Grant!](#)

[Grant Recipient Success Story!](#)

[Fun and Friends at Murphy's Pub!](#)

### Impact100 Sonoma Highlights:

**2018: Record Membership, Record \$\$\$ to Fund Grants!** Read all about it!

**The Grant Review Committees are off and running!** February finds the Grant Review Committees ramping up to full speed with proposals due and committee meetings starting. It will be an exciting and jam-packed month! Learn more about the grant-making process [here](#).

## Quick Calendar

**February 6 - Bump Wine Cellars Happy Hour, 5:30 - 7:00 pm** at 521 Broadway, Ste A, Sonoma, CA 95476 (near the Sonoma Valley Museum of Art). Bring a friend and join the fun! No RSVP is required.

**February 15 - New Member Orientation, 5:30 - 7:00 pm**, at the home of Cam McKinley. Learn about Impact100 in a small group

ranks and will help us spread the word of Impact100 Sonoma throughout Sonoma Valley and beyond.

Basking in the glow of our Annual Meeting, members learned about the momentum we are gaining - the success of the NextGen Program with Cohort #2 being introduced; our foray into the social media scene with a presence on Facebook, Instagram and LinkedIn; and the upcoming implementation of a new technology platform and website that will enable us to become more efficient and enhance the membership experience. And, at the core of what we do, we learned about thoughtful changes to our grants review process as our committees begin the work of reviewing grant applications.

At this meeting we were inspired by the presentation of Beth Brown, CEO of the Community Foundation Sonoma County, as she discussed how her organization sprang into action in the aftermath of the fires, as well as her take-aways from that experience as a community leader.

We would like to express our deepest thanks to each one of you for your generosity and commitment. It is because of your membership that Impact100 is able to support our nonprofits in a meaningful way in 2018 with \$304,000 in grants so they can continue to provide much needed services to the community.

We believe General Vallejo would be proud.

Sincerely,  
Judith Walsh, Lynne Lancaster and Gera Vaz  
Co-Presidents, Impact100 Sonoma



## Record Membership & Grant Dollars for 2018! News from the Annual Meeting!



The room was full and enthusiasm high during the Annual Meeting

The Impact100 Sonoma Annual Meeting is the place to hear all the news - and on January 27, literally reflecting the meeting's theme of "Growing Together", extra chairs had to be wheeled in to accommodate the room full of members who attended. All were eager to hear an update about our organization and community, welcome new members and greet long-time friends and colleagues.

After a brunch feast, not only organized but prepared by Tracy Reynes, Assistant Membership Chair (and former professional chef), Co-President Gera Vaz announced our 2018 member count and Grants Chair Claudia Sims

and meet other members.

[RSVP](#)

**March 1 - Suite D Dinner,**  
5:30 - 9:00 pm at Suite D  
featuring Dr. Curran Reichert,  
Minister of Congregational  
Church. Good Food, Good  
Friends. Watch for an  
invitation next week.

**March 17 - Community  
Grants Update,** 9:30 am -  
12:00 pm, Vintage House.  
Learn how our grant-making  
dollars are making a big  
difference. Details soon.

[Details in the full calendar.](#)

### Quick Links

[Our Website](#)

[Grant Info](#)

[Become a Member](#)

[Community Calendar](#)

[Members' Portal](#)

[Contact Us](#)



"did the math":

2018 Membership = 304 Members  
 304 x \$1,000 = \$304,000 to fund grants in June 2018

Providing grant funds to benefit Sonoma Valley is our purpose and our honor.  
 More math from Claudia:

Grants funded 2010 - 2017  
 82 Impact and Community Grants  
 32 Organizations  
 \$1.75 million

1.75 million thanks go out to every Impact100 member! This is your accomplishment. The 2018 grants that will be announced in June to nonprofits serving Sonoma Valley will be the result of your caring and your stepping up to make a real and positive impact with your philanthropy dollars. Congratulations!



Keynote speaker Beth Brown (left) and past Impact100 President Wendy Hoffman  
 (photo courtesy of Marvin Ramirez - SVHS Media Arts student)

Co-President Judith Walsh introduced keynote speaker Beth Brown, President and CEO of Community Foundation Sonoma County. Beth shared insights she has gained during and since the October 2017 fires and described her staff's efforts to create an effective and inspired recovery effort.

One of the big lessons she learned is, "Recovery is a marathon, not a sprint. It takes communities five to ten years to fully recover from a disaster. Long term operational funding for community recovery requires attentive grant-making, and both large and small grants can have a huge impact."

Beth commended our organization saying, "The Impact100 model is evidence of inspired giving being contagious. You are role models to your peers and to your daughters and sons, colleagues and community leaders."

After enthusiastic applause for Beth's presentation, Assistant Communications Chair Angela Ryan spoke about the recent expansion of our organization's outreach using social media. The goals and benefits? Increased awareness and visibility of Impact100 in Sonoma Valley and beyond; Effective member recruitment tools, particularly for younger audiences; Engage members and the community in our mission of supporting nonprofits that serve the valley.

Here's how to connect and share our work with your friends, family and colleagues:

[Facebook.com/impact100sonoma](https://www.facebook.com/impact100sonoma)

Instagram: [@impact100sonoma](https://www.instagram.com/impact100sonoma)

[Linkedin.com/company/impact100sonoma](https://www.linkedin.com/company/impact100sonoma)



Impact100 members range in age from 27 to 87+. Now that's a great organization!

Angela was joined at the mike by Chelsie Runnings; both are members of the first cohort of the NextGen Program now enjoying their second year as Impact100 members. They announced and led the entire membership in saluting and welcoming:

- Our new 2018 NextGeners: Sarah Carroll, Casey Chavez, Anya Everett and Nicole Moktan to Impact100.
- Betzy Chavez, Susana Garcia and Veronica Vences, partial-membership grant recipients of the Morgridge Family Foundation.
- A new \$10,000 matching grant from the Vera C Hendry Foundation to fund 50% of 12 NextGen member's annual donation for up to 3 years

Learn how you can support our [NextGen and Sponsorship programs](#).

Next Meghan Marsh King, Marketing & Business Development Chair, piqued everyone's curiosity by telling the crowd that plans are in the works to celebrate our organization's "10 Years of Impact" in 2019. Stay tuned!

Meghan's other big job is expanding Business Sponsorships to help defray the costs of running our active and growing organization. If you are a business person, or know someone who is, [here's how you can help](#):

- Sponsor an Employee as an Impact100 member
- Sponsor or Underwrite an event
- Become a 10th Anniversary Sponsor - a once in a lifetime opportunity!



Making new friends - Greeting colleagues

Treasurer Helen Bohl keeps us on track financially with experienced and vigilant oversight - and with humor and spirit as well. Along with an overview of 2017 operations expenses and income, Helen highlighted a big need of our own organization - which is also a nonprofit! If possible, she asked, please become a Member *Plus*. Help to defray the necessary expenses of running our organization. Any amount is greatly appreciated. Learn more [here](#).

In closing the 2018 Annual Meeting, Co-President Lynne Lancaster quoted a trusted mentor from her early years: "Don't give until it hurts. Give until it feels good."

Special thanks to Union Bank which underwrote the event.



And a good time was had by all

## NextGen Program Receives Matching Grant!



Our 2017 first cohort of NextGen members, and progeny, welcome the 2018 class at Murphy's

The Vera C Hendry Foundation has awarded \$10,000 as a restricted grant to Impact100 Sonoma to commemorate their organization's 10th anniversary year. This grant is to be used exclusively, during the next three years, to promote community philanthropy among young, professional women as participants in the NextGen Program.

Specifically, the grant will pay 50% of twelve NextGen participants' annual donation for up to three years. The remaining 50% of their membership fee is to be donated by Impact100 members and/or other donors. According to the Foundation, "The NextGen Program is a wonderful contribution to Sonoma Valley and we are pleased to help ensure a strong foundation so that it may continue, not just for the next three years, but for years to come."

The NextGen Program is primarily made possible by individual donations from our members. If you would like to help sponsor the program, we are beginning to raise matching funds for the 2019 cohort. A contribution of any amount is welcome. Checks can be mailed to Impact100 Sonoma, P.O. Box 1958, Sonoma, CA 95476, with "NextGen" noted in the Memo Line. Contributions may also be made [here](#). Please contact Mary Marcussen, Diversity & Sponsorship Chair, for more information at: [nextgenprogram@impact100sonoma.org](mailto:nextgenprogram@impact100sonoma.org).

## Grant Recipient Success Story! Teen Services Sonoma



Thanks in large part to 2016 and 2017 Community Grants, Teen Services Sonoma launched, then expanded, their successful Welding Program in collaboration with Hanna Boys Center. The goal: Offer valley youth living-wage job skills!

Spirits were high and students' thoughtful remarks got the tears flowing during Teen Services Sonoma's (TSS) recent Ready to Work Graduation Celebration. The evening marked TSS's maturity as an organization, and it also underscored the important contribution Impact100 Sonoma makes by funding programs and services in Sonoma Valley.

It all started as the very big dream of a very small organization - to provide Sonoma Valley youth, ages 13 - 23, with soft skills and on-the-job training to help them achieve successful employment. Impact100 members caught the dream and helped to make it real, voting in 2011 to award TSS its \$100,000 Impact Grant.

Today the fruits of that first big idea are a living reality for hundreds of young adults. Thanks go out to many, including the women of Impact100 who rewarded TSS with additional grants: a 2016 Community Grant of \$15,000 to launch a new Welding Program in conjunction with Hanna Boys Center, and a 2017 Community Grant of \$19,845 to expand the program, now named The Building Project, by offering construction-related skills development.



Ready to Work graduation speaker Alondra Perez, who attended last summer's 42-hour program, described how she and her classmates tried their hand at welding, blacksmithing and carpentry, attended presentations by construction industry reps, and visited local employers. Alondra, also a member of SV High School's Engineering Pathway Program, said that her summer experiences convinced her to choose engineering as her future career.

Next steps for Alondra? TSS will assist her in applying for and, if she's accepted, attending the 2018 EPIC (Engineering Possibilities in College) three-week summer program at Cal Poly. Speaking at the graduation, Alondra praised TSS as "making me more resourceful. They are always there to guide me in taking the next step in the right direction for my future."

That's what our shared work is all about!

Impact100 Sonoma periodically features articles about nonprofits celebrating a success using recent grant funds. Contact [communications@impact100sonoma.org](mailto:communications@impact100sonoma.org) for guidelines.

## Fun and Friends at Murphy's Pub!



On January 9 Murphy's private room, the Snug, filled with over forty-five Impact100 members, including new members for 2018, spouses and friends. With plenty to eat and drink, this is a great casual venue to meet members, deepen friendships, and get answers to your questions - What are the committees, and how do I join one? What is the grant-making process? Why are Member *Plus* donations vital to our organization's existence?

Board member Mary Marcussen said after the gathering, "The evening was a great opportunity to meet, mingle and get to know one another. Two new members told me they were surprised how fun and easy it was meet so many nice people."

Join the party next time at a new location - Tuesday, February 6! Many thanks to Bump Wine Cellars for providing the new venue.

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