



Mavericks Community Foundation Coastside Gives Kickoff Meeting Summary 2-1-18

Mary Oldham, Secretary Mavericks Community Foundation

Goal

MCF goal is to facilitate a giving day for nonprofits located between Montara and Pescadero that generates over \$400,000 in funds that will be used to support local organizations in education, art, agriculture, senior and children services, safety net services, and foster community development and inclusion.

Purpose

Mavericks Community Foundation was formed in 2015 for the sole purpose of funding non-profits located on the San Mateo County Coast between Montara and Pescadero CA. that promote community development, educational opportunities and environmental stewardship on the San Mateo County Coast. Inspired by the collaborative efforts of nonprofits that participated in Silicon Valley Gives, Mavericks Community Foundation decided to continue this endeavor by facilitating Coastside Gives, an annual day of giving that has one major goal: raise money to give to worthy nonprofits from Montara to Pescadero and bring awareness to the unique culture, environment and spirit of community here.

Over 30 nonprofits are participating in Coastside Gives 2018, a 40% increase over last year. At our kickoff meeting they were able to meet, engage, ask questions and receive a general overview of the event, including an overview of the 8-week Toolkit by Keith Terry, Community Development Director of Coastside Hope. Nonprofits were able to meet Coastside Gives Project Coordinator Suzanne Webber and Mavericks Community Foundation Board Members:

Christine Mendonca, President
Nate Rey, Treasury
Mary Oldham, Secretary
Kelly Hoffman-Davis, Board Member

Jayne Battey, Our Friends of the Coastside Fundraising Coordinator, spoke about raising \$24,000 in the community; increments of \$1,000 and up.

Some details:

- Our fundraising goal is 400,000, a 20% increase over last year.
- We are grateful to Silicon Valley Community Foundation commitment of a \$20,000 Community Development Grant. This allows us to hire a dedicated Coastside Gives employee, purchase marketing materials, advertise, boost social media, help fund our website, and provide website support.
- MCF has contracted directly with a secure and well-known 3rd party giving portal Civicore that has allowed us to have immediate access and control over Coastside Gives.

- Coastside Gives will only succeed if all of the nonprofits donors commit fully to giving thru our 3rd party online portal, Civicore. Our contract states that we have to raise a minimum of \$250,000 in donations thru the online portal to avoid \$7,500 in platform fees. If we do not meet this minimum, it could be difficult to meet our fundraising goal.
- Coastside Gives website that has all the tools for our nonprofits to succeed including an 8-week toolkit marketing plan and downloadable marketing materials. We also are facilitating a Tips and Tricks Marketing Seminar with Puente de la Costa Sur who has a success plan to share.
- Mavericks Community Foundation's goal is to be self-sustaining. We have communicated to the nonprofits participating in this event our goal, as well as plans to initiate a stretch fund to facilitate year round giving. As we enter our 3rd year of Coastside Gives, we are confident that community awareness will build, and we can find community partners, businesses and sponsors who will commit to this important fundraiser here on the coast.

Fee breakdown

Civicore provides affordable, high-quality technology solutions to nonprofits and public agencies, CiviCore combines both expert software development with a deep understanding of those working in nonprofit and public sector agencies

Credit Card Payment Processing Fee – Using Stripe Payment Gateway	
Stripe Credit Card Fee (Visa, MasterCard, Amex, Discover	2.1%
Stripe Transaction Fee Per Donation	30 cents
eCheck Payment Processing Fee	
Stripe eCheck Fee Per Donation	40 cents

Total Donor-Entered Amount	CiviCore Fee
Under \$250,000	\$ 7,500 flat fee
\$ 250,000 to \$ 999,999	3.0 %
\$ 1,000,000 to \$ 3,999,999	2.8 %
\$ 4,000,000 to \$ 9,999,999	2.6 %
\$ 10,000,000 to \$19,999,999	2.2 %
\$ 20,000,000 and \$29,999,999	2.0 %
\$ 30,000,000 and over	1.8 %

Example of \$200,000 processed through website	Civicore
Yearly Fee	\$0
Platform Percentage Fee (Cost to Donors and NPO's)	\$10,200 (5.1%) <ul style="list-style-type: none"> • \$6,000 to CiviCore • \$4,200 to Stripe
Total Platform Fees	\$11,700 <ul style="list-style-type: none"> • \$7,500 Civicore • \$4,200 to Stripe
Support Fees	\$0
Total Cost to Foundation	\$1,500 (\$7500-\$6000)

Event Calendar

- Feb 15th Tips and Tricks from nonprofit Puente de la Sur
- Feb 16th Phase Two Registration for nonprofits completed on Coastside Gives site
- March 1st 8 Week Toolkit for Success Plan Launch meeting 9am Half Moon Bay Brewing Co.
- Mid-April Prize structure announced
- May 1st Giving Day at New Leaf Community Market 10am-6 pm
- Ma 2nd Wrap-up Celebration 9 am Half Moon Bay Brewing Co.