

*"The best time to plant a tree was 20 years ago...
The next best time is today."*

By donating to the Permanent Fund, I'm "planting a tree" which will bear fruit now, and in the future, for Cupertino Rotary's charitable projects.

Barbara McArthur, CREF Board Member

Message from the President: Bob Adams

The Cupertino Rotary Endowment Foundation (CREF) was created to increase funds available for Cupertino Rotary's charitable giving.

As a 501(c)(3) charitable nonprofit, CREF enables individuals, families, trusts, foundations, and corporations to contribute to charitable causes and realize tax benefits from these contributions.

Growth, interest, and dividends from the Permanent Fund provide funding to the Club for charitable giving.

Annual contributions from the CREF Permanent Fund to Cupertino Rotary have increased yearly and are now a key component of Cupertino Rotary's annual charitable giving. Permanent Fund contributions have increased from 19K to 70K – a 268% increase since '12-13.

I encourage you to join 36 fellow Rotarians in the Legacy Society by including CREF in your Estate Plan. See Bob Adams or Bev Lenihan for more information.

Thank you for your continued support of the Permanent Fund and Rotary's Charitable giving!



Brief History

- 1991** Rotary Club of Cupertino Endowment (CRE) incorporated as a non-profit
- 1994** Corpus totaled less than \$10,000, mostly from legacy gifts
- 1998** CRE board, with John Gatto and Don Allen, set \$100,000 goal
- 2002** Under CRE president Pat Jackson, decision to annually give a portion of CRE earnings to club for charitable purposes
- 2002** CREF sponsors Club fundraisers to provide donors with tax deductions; added "Foundation" to name
- 2004** Club President Steve Andrews set Permanent Fund goal of \$300,000
- 2006** The Permanent Fund totaled more than \$400,000.
- 2006** Formation of the Cupertino Rotary Housing Corporation
- 2007** Legacy Society established to honor those making planned gifts
- 2009** Club President Liz Gallegos' goal for Club's 55th anniversary - add \$55,555 cash to PF and \$555,000 to Legacy expectancies
- 2014** Club President Hung Wei's capital campaign – in celebration of the Club's 60th year – brought the permanent fund to \$1Million!
- 2017** Legacy Society expectancies more than \$1 million dollars
- 2019** Under Club President Padma Chari, the Vision 2020 Capital Campaign raised \$430,000+ for the Permanent Fund Endowment.

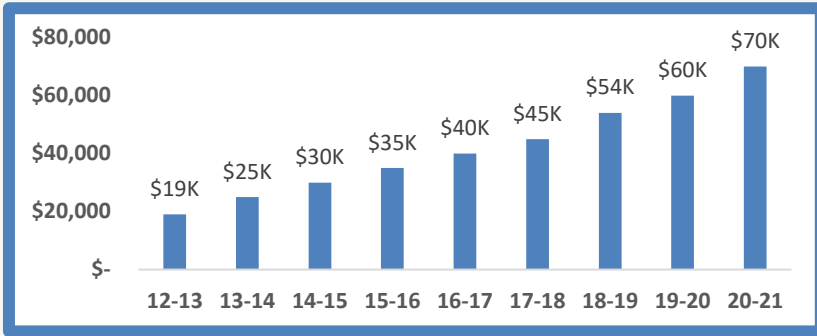


The Vision 2020 Campaign raised over \$430,000 for the Permanent Fund Endowment.

Role of CREF Board

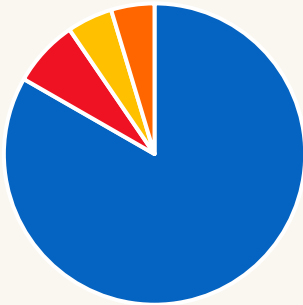
- Grow the Permanent Fund (to generate funding for Club Annual Giving)
- Fiscal manager for Club Fundraisers
- Process Club grants
- Invest funds wisely
- Keep 501 (c) (3) status
- Conduct an annual audit

Cumulative Permanent Fund Distribution to the Club \$434,000



Permanent Fund Recognition - 2020

- \$1000 - Sapphire (67)
- \$2500 - Jade (27)
- \$5000 - Ruby (18)
- \$10,000 - Diamond (18)
- \$25,000 - Platinum (11)
- \$100,000 - Gold (6)
- Legacy Society (36)



\$2,148,000 CREF Total Assets as of January 1, 2020

- \$1,789,000** Permanent Fund
- \$154,000** Local Area Service
- \$105,000** International Service
- \$100,000** Multi-Year Fund
- \$359,000** Total Charitable Giving Fund

Club Fundraisers

CREF is the fiscal manager for five of the six Cupertino Rotary fundraisers (excluding TRF). Monies collected and distributed are tracked and reported. In this governance responsibility, CREF ensures grants are used for charitable purposes.

Current Rotary Fundraisers:

- The Golf Classic
- Global Elegance
- Crab Feed
- Fall Festival
- Permanent Fund Earnings
- TRF (The Rotary Foundation)



2019 Club Sources of Funds \$264,000 Total Income

- \$60,000** Permanent Fund
- \$59,000** Golf Tournament
- \$58,000** TRF (\$ returning to Club)
- \$54,000** Global Elegance
- \$24,000** Fall Festival
- \$9,000** Crab Feed

Sample Grants

COMMUNITY: Our Daily Bread • De Anza Scholarships • Thanksgiving Dinners • Kids Shopping • Rebuilding Together • Teacher Mini Grants • Operation Snowflake • WVCS • FUHSF • CUSD Adult Education • Senior Outreach • Veterans • Quilts • Bike Safety • Camp RYLA • JW House

INTERNATIONAL: China-Teacher Training & Literacy • India-Computer Lab & Medical • Chile-Dental • Ecuador-Women's Shelter & Emergency COVID PPE • Faces of Hope-Cleft Palate • Kenya & Guatemala-Water • Ethiopia-Oxygen generator • Romania-Education/Economic Development



2019-20 CREF Board

- Bob Adams - President
- Richard Lowenthal - Vice President
- Bill Wilson - Treasurer
- Barbara McArthur - Secretary
- Jayne Ham
- Eleanor Watanabe
- Rose Ann Woolpert
- Jim Davis
- Jo Lucey
- Hung Wei

Designated:

- Club President - Padma Chari
- Imm. Past President - Helene Davis
- President Elect - Stuart Rosenberg
- Strategic Dev. Officer - Joe Hamilton
- CREF Administrator - Marj Mancuso



Cupertino Rotary Endowment Foundation (CREF) PO Box 1101 Cupertino, CA 95015
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