

Giving VOICE

News for donors and friends of the Sonora Area Foundation

Giving Back Front Porch supports education

Front Porch is a Sonora software company doing business around the world, but its charitable giving focuses on Tuolumne County with the help of the Sonora Area Foundation.

“They’ve made it possible to help meet needs in the community,” said CEO Zach Britton, who launched Front Porch in 1998 with co-founder Derek Maxson. “We’ve enjoyed working with them and they’ve helped us expand our vision.”

The majority of Front Porch’s giving is education related, including a specific fund at the Sonora Area Foundation that covers 10 full scholarships to Columbia College and five \$16,000 scholarships to students at four-year colleges pursuing math and science degrees each year.

The company also funds a variety of “mini-grants” every month from applications selected by the funding committee of the Front Porch Foundation.

“Let’s say a teacher needs \$1,000 to pay for a bus to the Monterey Aquarium,” Britton said. “They submit the request on the Web and then it goes to

our committee, which then considers the application.” Community arts and nature trails are among other Front Porch favorites, but “education is by far the biggest,” Britton said.

Most of the company’s donations are coordinated through the Sonora Area Foundation. The Front Porch management team meets each December to determine how much the company is able to give based on the year’s financial results.

“My business does not have a straight line – we have amazing days and we have hard days,” Britton said. “In any given year, we look at the books and see what we can do to support the local community, then we give a check to the Sonora Area Foundation. From that point forward, they’re very easy to work with. They hold the money in perpetuity and



Summerville High Robotics Club has benefitted from Front Porch funding

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Charles Segerstrom at the Columbia College arboretum

Community Family fund established

A long-time Tuolumne County family has found a way to facilitate their charitable giving.

Sonora native Charles Segerstrom and his wife, Kate, have established the Charles and Kate Segerstrom Family Fund at the Sonora Area Foundation, allowing them to simplify their giving while continuing to support their favorite non-profit organizations and realizing tax advantages at the same time.

“We had some appreciated stock available for contribution, and rather than figure out how to split the proceeds, we put it all in a Foundation fund for distribution,” Charles explained. “We get the full value for a tax deduction and the Sonora Area Foundation gets 100 percent of the dollar amount.”

Columbia College will be a major focus of the new Segerstrom fund.

“We’ve been associated with supporting the college for quite some time,” Charles noted. His father, William, spearheaded the extended family’s donation of the college’s Segerstrom Arboretum and Nature Trail in 1980, while his uncle’s estate funded the Charles Segerstrom Jr.

Memorial Amphitheater.

Charles now sits on the board of the Columbia College Foundation.

In March, the college foundation approved a new program, the Promise Scholarship, which will provide funding for any public high school graduate in Tuolumne County who wants to attend Columbia College full time. Graduates of Bret Harte High School in Angels Camp also will be eligible since the college operates a satellite campus in Calaveras County.

Tuition and enrollment fees will be waived for all Promise Scholarship recipients for two consecutive semesters immediately following graduation.

The first scholarships will be awarded in the fall of 2018 to coincide with the college’s 50th anniversary celebration.

The Segerstrom fund also will contribute to the Sierra Business Council, of which Charles is a board member, and various other entities he and his wife have traditionally supported, such as the hospital and theaters.

“We’re using this fund as a mechanism to

(Continued on page 4)

Donor Funds

ADVISED FUNDS

Boyd Family Fund
 Calestini/Alves Family Fund
 Charles & Kate Segerstrom Family Fund
 Comazzi Family Fund
 Donald A. and Elisabeth Weber Fund
 Farrell Family Fund
 Foothill Ministry Fund
 Front Porch Fund
 Gary & Charlene Dambacher Family Fund
 Geer Family Fund
 Gianelli Family Fund
 Grimes Family Fund
 Irving J. Symons Trustees Fund
 Jelito Charitable Fund
 Joe Martin Family Fund
 Kiwanis Club of Sonora Fund
 Marjorie L. Coffill Charitable Fund
 Norbert and Elaine Wilson Endowment Fund
 Ozbirn Family Fund
 Pat and Jim Johnson Family Fund
 Priest Family Fund
 Reb and Susan Silay Fund
 Shane and Perkins Charitable Fund
 Todd and Cyndi Simonson Fund
 Tuolumne Angel Fund
 Tuolumne Sunrise Fund
 Vanier Family Fund

DESIGNATED FUNDS

Art & Fritz Hender Memorial Fund
 Barbara McClymont Fund

Betty Regelin Fund
 Bill of Rights Fund
 Calaveras Tennis Fund
 Children's Holiday Party Fund
 Comfort Project Fund
 Comfort Project Endowment Fund
 Community Indicators Project Fund
 Dan Imfeld Educational Incentive Fund
 Donald and Renee Paulsen Fund
 Dorothy Daniels Memorial Fund
 Ernest Olivieri Fund: Elks Lodge 1587
 Fire Chief's Association Training Fund
 Friends of the Children's Park Fund
 Friends of Tuolumne County Library Fund
 George James Memorial Education Fund
 Graser-Knudson Memorial Fund
 Keep Raintown Rolling
 Kiwanis Childsprees
 Leadership Tuolumne County Fund
 Lucille Arnold Fund
 Marjorie L. Coffill Local History Fund
 Mary Jo Brereton Fund
 Miller Endowed Fund: Elks Lodge 1587
 Minnie Wind Wolfinbarger Fund
 Mrs. Pringle Music Fund
 Rocca Park Blacksmith & Museum Restoration Fund
 St. Matthew Lutheran Church Fund
 Smile Keepers Fund
 Sonora Parent Nursery School Legacy Fund
 SOS/Safety Net Fund for Tuolumne County
 South Tuolumne County Museum Library Fund
 Stage 3 Theatre Company Fund

Tree Mortality Aid Program Fund
 Tuolumne County Eye Care Fund
 Tuolumne County GRACE Fund
 Tuolumne County Juvenile Judges Fund
 Tuolumne Tennis Association Fund
 Twain Harte Skate Park Fund
 Vial for Life Fund
 Vision Sonora Capital Improvement Fund
 Wings Fund

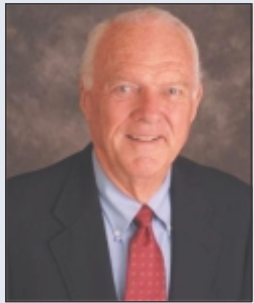
FIELD OF INTEREST FUNDS

Elinor F. Brown Endowment Fund
 J.R. Christensen Family Fund
 Jim and Louise Angelo Family Fund
 Local Emergency Services Support Fund
 Mother Lode Wellness Fund
 Petersen Mental Health Fund
 Robert C. Jones Fund
 Trail Me About It Fund

AGENCY DESIGNATED FUNDS

Calaveras Heritage Council Fund
 Habitat for Humanity of Tuolumne County Fund
 Humane Society of Tuolumne County Fund
 Jamestown Family Resource Center
 Mother Lode Wildlife Care Fund
 Rose Wolf Wildlife Rescue and Rehabilitation Fund
 Salvation Army of Tuolumne County Fund
 Sierra Foothills Residential Care Fund
 Sierra Repertory Theatre Fund
 Southside Senior Services Fund

Leadership SAF board embraces change



President James L. "Jim" Johnson retired from the Sonora Area Foundation Board of Directors at its annual meeting in April after 12 years of service, including eight as president. This was his final term allowed under

Foundation bylaws.

"The board was extremely complimentary of Jim's tenure and appreciative of his leadership over the last eight years," said Executive Director Darrell Slocum.

Johnson was born and raised in the East Bay and graduated from the University of California, Berkeley, with a degree in business administration. After retiring from a career of nearly 40 years in the medical equipment industry, he and his wife, Pat, moved to Twain Harte full time



in 1999.

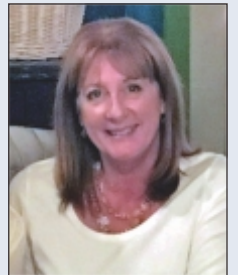
His family's connection to the area dates back to the early 1940s, when they bought a cabin in Twain Harte and started spending weekends and summers there. Johnson met his wife while lifeguarding at Twain Harte Lake. They have one daughter and three grandchildren.

Newly elected to the board at the same meeting was Derek Maxson, co-founder of Front Porch, a technology company in Sonora that delivers solutions for Internet Providers worldwide, and co-author of seven patents in Internet technologies. Prior to Front Porch, he was part of the launch team to publish the original web site for The Union Democrat. He is an avid mountain biker, tennis player and enjoys strumming his guitar.

Maxson has been a member of the board of Sierra Bible Church and Sierra Waldorf School and holds a masters of arts degree from Multnomah University in Portland, Oregon. He and his wife, Christy, moved to Sonora in 1995 and have three daughters.

The board also congratulated Program Manager Lin Freer on her 20th anniversary

with the Sonora Area Foundation in March, noting that her contributions to the Foundation and community are immeasurable.



SAF Board members (top l-r) William Polley, Gary Dambacher, Bob Ozbirn, Mark Kraft, Dana Mayo, (lower l-r) Tracy Russell, Pete Kerns, Carey Haughy and Derek Maxson.

Summerville High Foundation Endowment Fund
Support Sonora School Fund
Tuolumne County Arts Alliance KASA Fund
WATCH Endowment Fund

UNRESTRICTED FUNDS

Cunningham Family Fund
Homer Latimer Fund
Martha Barnes Tuolumne County Betterment Fund
Sonora Area Foundation Futures Fund
Thomas Pugh Fund
Toni Gibson Fund

SUPPORTING ORGANIZATIONS

Irving J. Symons Foundation for Tuolumne County
Symons Family Fund

SCHOLARSHIP FUNDS

Aaron Baker Memorial Scholarship
Andy Fredericks Memorial Scholarship
Aronos Women's Research Club Scholarship
Bill Gerber Memorial Scholarship
Black Oak Casino Resort Scholarship
Bret Laws Memorial Scholarship
Brockman Family Scholarship
Bruce Paxton Memorial Scholarship
Bryce Matthew Sanguinetti Scholarship
Carl & Marilyn Keller
Community Scholarship
Cory D. White Memorial Scholarship
Dan Imfeld Scholarship

David Paul Grant Memorial Scholarship
Doc Curtice Memorial Scholarship
Earl and Mary Purdy Memorial Scholarship
Elaine Symons Baker Scholarship
Eva Schicke Memorial Scholarship
Firefighter Michael Chad Harris Scholarship
Front Porch Columbia College Scholarship
Front Porch Scholarship
Gardella College Fund
Gilbert Poulter Scholarship
Gina Marie Gardella Memorial Scholarship
Harry A. Riedinger Memorial Scholarship
HealthLitNow Healthcare Career Scholarship
Highland Oaks Natural Resources Scholarship
Homer Latimer Scholarship
James O. Dale Scholarship
Jamestown Elementary Scholarship
Jeff Vassallo Memorial Scholarship
Jennie Evans Memorial Scholarship
Jessica Elizabeth Jager Memorial Scholarship
Jim Baldrige Memorial Scholarship
Joe Martin Family Scholarship
John Greeno Memorial Scholarship
Kathleen Caletini Memorial Scholarship
Kristi Francis Memorial Scholarship
Larry & Virginia Reed Twain Harte Rotary Scholarship
Lil Dawson, Winifred Black, Big Oak Rebekah
Lodge # 259 Scholarship
Lyle R. Scott Scholarship
Martha Barnes Scholarship
Martin and Bethel Liljedahl Scholarship
Minnie Wind Wolfinbarger Fund

Mother Lode Interagency Training Officers
Scholarship/Bass Family Fire Fighters'
Memorial Scholarship
Paul and Jackie Mierop Memorial Scholarship
Pearl Segerstrom Memorial Scholarship
Perricone-Hobbin-Hodge Scholarship
Ralph and Dotte Francis Memorial Scholarship
Reb and Susan Silay Scholarship
Richard A. Franco Memorial Scholarship
Rodney W. Smith Scholarship
Ross Jones Memorial Scholarship
SUHS Class of '58 Scholarship
Sgt. Bobby Rapp Ski Scholarship
Shaws Flat Scholarship
Sierra Music Scholarship
Sierra Quilt Guild Scholarship
Sonora Elementary Memorial Scholarship
Sonora Lions Varvandakis Scholarship
Stephen H. Manson Scholarship
Teresa Mary Thors Scholarship
Terry Campbell Loshalegro Award
Tuolumne County Community Tennis Scholarship
Tuolumne County Farm Bureau Scholarship
Tuolumne County Sheriff's Posse Scholarship
Tuolumne County Women's Network Scholarship
Tuolumne Medical Auxiliary-Connie Leonard
Nursing Scholarship
Tuolumne Sunrise Scholarship
Vicki White PEO Memorial Scholarship
Wes and Ruth Wyllie Memorial Art Scholarship
William and Doris Morris Memorial Scholarship
Wilma Lindberg Memorial Scholarship
See sonora-area.org for full descriptions of our funds

Giving Back Front Porch supports education

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make it possible for us to provide steady support to programs over many years, regardless of what our financial results might be in any given year. And we get the tax deductions up front, which helps too."

Britton said he would "absolutely" recommend that other companies utilize the Sonora Area Foundation to coordinate their charitable giving.

"They take care of everything," he said. "With the scholarships, they track all the details, verify the transcripts and cut the checks. That would be a lot of work for us. They do a great job of doing all the legwork and they don't charge any fees. I'm always glad to talk to anyone about my experiences with them."

With offices in Sonora and Beijing, Front Porch is the largest browser-based messaging company in the world. It allows Internet service providers to communicate directly with specific customers through a patented in-browser floating overlay notification system.

"It's a little niche, but it's our niche," Britton said.

This summer, Front Porch will move from the Indian Rock Center into the building that was

home to the Serenity Spa at 905 Mono Way, next to Rite Aid in Sonora.

Britton was born in Woodland but came to Sonora often to visit his grandparents, Harvey and Helen McGee, long-time publishers of The Union Democrat.

"I didn't care for Sonora too much at the time," he admits. "I thought it was too hot and had poison oak and I got stung by scorpions. But it's been a great place to live and raise a family."

The McGees also had a long tradition of charitable giving without public fanfare.

"My grandfather really loved the community, as did my grandmother, and it's fun to follow that legacy," Britton said.

He and Maxson, who was raised near San Diego, moved to Sonora with their families to create the newspaper's first website, which went online in 1997. A year later, they launched Front Porch. Customers today include Time Warner Cable, Comcast, Cox, Great Wall Broadband and many more in 35 countries around the world.

Britton and his wife, Holly, have four children, Ian, Adria, Ellie and Elias. Maxson and his wife, Christy, have three daughters, Katie, Grace and Renee.

Applications for a Front Porch educational or non-profit mini-grant are available online at www.frontporchfoundation.org.



Sonora Area Foundation has produced a new round of their popular shopping bags. These were distributed at the Senior Family Forum in May. Please come by the office to get your complimentary bag or watch for them at Foundation events.



SONORA AREA FOUNDATION

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Vision

The Sonora Area Foundation will be the benchmark for exemplary practices in the philanthropic field.

Mission

The Sonora Area Foundation strengthens its community by assisting donors, making grants and providing leadership.

Values

Be open to learning and listening.
Act with integrity.
Make courageous decisions.
Value our community and respond to its needs.
Lead by example.

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Community Segerstrom family fund

(Continued from page 1)

support the college, with the flexibility to support other causes as well,” Segerstrom said, adding that “I didn’t realize something like this could be set up.”

He was made aware of the benefits of working with the Sonora Area Foundation by Darrell Slocum, the organization’s new executive director – and Segerstrom’s fellow classmate in the Sonora High School graduating class of 1975.

“After talking with Darrell it seemed so flexible and useful for me and others who don’t want to give to just one organization,” Segerstrom said. “There are no administration fees, so it doesn’t dilute the gift. There is no downside to setting up a fund with the Sonora Area Foundation.”

Charles retired in 2013 after a 32-year career with Pacific Gas and Electric Co., managing training centers that taught architects, engineers, contractors and others the finer points of energy efficiency and renewable energy. He still serves as an energy efficiency consultant.

His family’s connection to Tuolumne County dates back to the Gold Rush era. His maternal great-grandmother, Mattie Inch, was born in Sonora after her parents arrived from England via the Panama route in 1854. She married Charles Burden, who became one of Sonora’s first mayors and later established an undertaking parlor and furniture store.

Paternal grandfather Charles Homer Segerstrom was born in Sweden and arrived in the United States with his parents in 1882 at age 2.

Over the years, members of the extended Segerstrom family have been associated with Tuolumne County mining, banking, insurance, real estate, publishing and law – both Charles’ wife, Kate, and cousin, Donald, currently serve as Tuolumne County Superior Court judges.

Kate was raised in coastal Southern California and met Charles while both were attending Stanford University. They were married in 1979 and have two sons, Owen and Carl, and two grandsons.

First Senior Family Forum

Sonora Area Foundation held its first Senior Family Forum, a free community event on May 3 at Sierra Bible Church.

The forum drew a variety of senior citizens, caregivers and industry professionals to hear a dozen expert speakers address such topics as investment, insurance and tax issues, long term care, estate planning, conservatorships, grandparents’ rights, elder abuse and more.



Sonora Area Foundation executive director Darrell Slocum, kicks off the Senior Family Forum with a welcome, introductions and thank yous to community supporters.