The Double Bottom Line

by Shelley Hoss, President & CEO, Orange County Community Foundation

Author and scholar Peter F. Drucker wrote in Managing the Nonprofit Organization: Principles and Practices that the “nonprofit” institution neither supplies goods or services...Its ‘product’ is neither a pair of shoes nor an effective regulation. Its product is a changed human being.

Delivering on the promise of a changed life is the ever-present challenge of running a nonprofit organization. And while the sector is often encouraged to operate more like the for-profit world, the truth is that a nonprofit’s success is measured by a much higher bar of challenge and deeper level of accountability.

Success in the nonprofit world depends on managing not just a single bottom line, but twice that – operating the actual business of the organization, while delivering the changed lives of individuals and families, and perhaps entire communities.

Nonprofit executives run two businesses at once. They manage capital, balance budgets, and hire and retain professional talent while also delivering on their transformational missions. A challenge decidedly not for the faint of heart.

And as they navigate this double bottom line, nonprofits must satisfy two distinct audiences in the process. They must appeal to donors who supply the revenue that sustains their programs while being experts at serving the needs of their chosen population or issue. For businesses, success in the eyes of investors is tied directly to their product or service. For nonprofits, return on investment comes in the form of the positive feeling of making a difference not just once, but sustainably over time.

Given the challenge and rigor of this constant balancing act, it’s no surprise that Orange County’s nonprofits are expert practitioners of entrepreneurial thinking, ingenuity, and flexibility. Consider two of OCCF’s most innovative projects:

The Village at 17th in Santa Ana, a shared space where nonprofit tenants share amenities and facilities – driving cost savings and strengthening their operations through close collaboration, and our new Social Innovation Fund, which we developed in partnership with local philanthropists to support nonprofit innovation and cutting-edge ideas. This venture capital approach provides a runway for experimentation and allows social innovators the time and capital needed for rapid-cycle learning to fuel their game-changing solutions.

OCCF is proud to support the work of local nonprofits rising to the daily challenge of the double bottom line. We all reap the rewards of their fearless pursuit of a stronger, healthier, more vibrant Orange County for all.

Shelley Hoss
Since May 2000, Shelley Hoss has served at the helm as president of one of Orange County’s most prominent philanthropic organizations, the Orange County Community Foundation. The mission of OCCF is to inspire a passion for lifelong philanthropy, faithfully steward donors’ intentions, and catalyze sustainable community impact. Shelly can be reached at shoss@oc-cf.org.
Orange County Community Foundation

FUNDRAISING EVENTS

The fifth annual OC Real Estate luncheon will be held on Thursday, April 23, 2020, to benefit the health, education, and employment of OC veterans. Event proceeds will provide support for local nonprofits serving veterans and their families through OCCF’s OC Veterans Initiative. Purchase tickets at oc-cf.org/ocrel.

OCCF will gather 700 passionate donors, nonprofit partners and community leaders to celebrate the power and potential of philanthropy at our Annual Meeting on Wednesday, November 18, 2020.

GIVING OPPORTUNITIES

- OCCF’s Powering Good Fund supports solutions to our community’s most critical needs. With your help, we can create sustainable impact for our community – measurable now and for generations to come. Find out more at oc-cf.org/powergood.
- The Orange County Veterans Initiative (OCVI) is a collaborative effort to help Orange County veterans successfully transition to civilian life. To date, OCVI has helped more than 17,000 local veterans and their families receive the welcome home they deserve through education, employment, and essential health services. To learn more, visit oc-cf.org/veterans.
- OC Collaborative Giving Days continue to expand in 2020 to empower local nonprofits throughout the year – and across the county – to widen the circle of engagement, visibility and support. Since OCCF’s initial VOC Collaborative Giving Day in 2015, more than $8 million has been raised to benefit local nonprofits. To learn more about this year’s Giving Days, which are being announced throughout the year, visit oc-cf.org/iheartoc.

MISSION STATEMENT

Our mission is to inspire a passion for lifelong philanthropy, faithfully steward the intentions of our donors, and catalyze sustainable community impact.

SERVICE AREA

OCCF works with generous individuals, families and collaborative partners throughout Orange County. Since 1989, we have awarded $690 million in grants and scholarships to address needs locally, across the nation, and around the world.

FAST FACTS

What is your Charity Navigator Rating (1 star – 4 stars) OR What is your Guidestar Rating?

4 stars

What percentage of total revenue goes to cause (after operation expenses)?

96.2%

What was your greatest community impact in 2019?

OCCF granted $96 million to impact the causes closest to our donors’ hearts and to drive innovative solutions to the most pressing needs in our community.

GOALS FOR 2020

- OCCF’s Workforce Development Initiative is an innovative approach launched in 2019 to create opportunities for young adults disconnected from school or work to receive the education and training needed to fill in-demand middle-skills jobs for Orange County employers, fueling economic growth and successful outcomes for future generations.
- In 2019, OCCF launched a new Social Innovation Fund to support nonprofit innovators and cutting-edge programs that advance social and economic well-being in Orange County. The beta round of funding was awarded last fall, and four projects received grants to test out new approaches and solutions to some of our community’s greatest challenges. Projects for year two funding are now being considered, with learnings from the beta round being applied to enhance the Fund’s impact.

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After discovering the shocking barriers our veterans face in reintegrating into civilian life—such as 30% unemployment rates and 35% of veterans working jobs at or below the poverty level—the Orange County Community Foundation mobilized. The OC Veterans Initiative (OCVI) aligns donors, businesses and community leaders to address the needs of service women and men. Today, OCVI supports veterans in navigating employment, finances, housing and physical and mental health care.

More than 17,000 veterans and their families have received support in building employment readiness and job skills and addressing physical and mental health needs.

In the last 2 years, OCVI has granted over $3 million to nonprofits assisting veterans with the transition to civilian life.

Child Guidance Center’s Strong Families Strong Children Program

Cal State Fullerton’s Veterans Resource Center

Find out how you can accelerate impact by giving back to those who gave so much. Call us today at 949.553.4202 or visit oc-cf.org
IT’S TIME TO GIVE WHERE YOUR HEART LIVES

I ❤ Orange County Collaborative Giving Days are in full swing, with countless opportunities to accelerate your community impact. We’re empowering groups of OC nonprofits to hold their own Giving Days throughout the year—and across the county—to widen the circle of engagement, visibility and support.

Over the last 5 years, we have raised more than $8 million for participating nonprofits. This year, multiple collaborative Giving Days are already on the calendar and, once again, Orange County nonprofits are taking the lead.

Find a cause close to your heart. Mark your calendar. I ❤ Orange County Collaborative Giving Days for 2020:

STAND & SALUTE: A Giving Day to Honor Our Veterans and Military Families

PROTECT & PRESERVE: A Giving Day to Sustain the Ecosystems of Orange County

HELP THEM HOME: A Giving Day for OC’s Homeless

IMPACT ANAHEIM: A Giving Day for the Underprivileged Youth

EMPOWERING POSSIBILITIES: A Giving Day for OC Members with Disabilities

GREATNESS AMPLIFIED: A Giving Day for Boys & Girls Clubs in Orange County

PRESERVING DIGNITY: A Giving Day for SCI Rower Abilities in Need

IGNITING POTENTIAL: A Giving Day to Support the Youth of Orange County

Visit Iheartoc.org to make a donation and be a part of something big!

@OCCommunityFdn  Facebook  Twitter  Instagram  LinkedIn

Call us today at 949-553-4202 or visit oc-cf.org