



FRIENDS OF THE FOUNDATION

A WIN-WIN OPPORTUNITY

THE PROGRAM

The Friends of the Foundation program gives individuals the opportunity to contribute to The San Diego Foundation at a level that is comfortable to them. It includes a variety of giving levels and associated benefits. By joining hundreds of other friends in a collective effort to improve the quality of life for all in San Diego, Friends of the Foundation experience the satisfaction of knowing they are making a difference, while making special connections with other friends through exclusive receptions, gatherings and materials.

WHAT'S NEW

The Friends of the Foundation program was created in 2003 to give all interested individuals the opportunity to contribute to the excellent work of The San Diego Foundation through a vehicle separate from the traditional option of opening a fund.

In order to keep up with the current giving environment as well as current trends, we have recently implemented a newly enhanced initiative, including new giving levels, new benefits and a social media component.

WHY WE NEED FRIENDS

The San Diego Foundation is pleased to be the largest grant maker in San Diego. Last year, despite a trying economy, we were proud to grant out \$60 million to worthwhile organizations.

At the same time, the economy has required us to think differently about our income generation. As the economy has slowed, so has the donor's ability to open funds and contribute to them at previous levels. Yet the needs of the San Diego community have never been greater, and we remain unrelentingly committed to helping nonprofits succeed. This squeeze has meant that our dollars continue to fund worthwhile charities at the same pace, yet new dollars at The Foundation have gone down.

In order to continue to partner with local charities at the same levels as years past, we must first ensure our own organization is as financially strong as possible. The Friends of the Foundation program sustains us, providing critical dollars that allow us to strategically tackle some of the issues most pressing and important to San Diego.

THE GOAL

The goal for this year's Friends of the Foundation campaign is to raise a minimum of \$125,000. We estimate this amount will allow us to continue our role as partner and funder for the nonprofit community, while at the same time continuing the momentum we've gained as community leader, convener and funder.

THE STRATEGY

The San Diego Foundation has access to some of this country's greatest philanthropists, and will utilize those relationships to increase gifts from those who have already experienced the excellent services provided by our organization. At the same time, the flexibility of the program to raise dollars at a customized level enables us to reach new audiences who may not be ready to open up a fund.

One integral element to this year's Friends of the Foundation campaign is to find one or two entities to match donations dollar for dollar. This will provide an incredible incentive to donors of the Friends of the Foundation program, in that they will know that each dollar of their gift is doubled.

THE MATCH - WHAT'S IN IT FOR YOU?

The San Diego Foundation has spent more than 30 years establishing itself as a highly credible, effective and respected organization in the San Diego community. Our more recent expansion into a variety of regional areas has exponentially increased the exposure, value and impact we are able to provide in such areas as Escondido, Oceanside, La Jolla, Carlsbad, Rancho Bernardo, Chula Vista, 4S Ranch and the South Bay.

By matching Friends of the Foundation donations, your organization will be aligned with our highly respected organization.

Marketing and branding of the matching Friends partnership may include the following foundation areas:

- Website
- Newsletters
- Advertising Campaigns
- Every solicitation letter
- Receptions/Events
- Social Media Components
- Every thank-you letter
- Brochures

THE MATCH - WHAT'S IN IT FOR US?

Through our work at The San Diego Foundation, we illustrate our commitment to the most excellent of service to the community. Our partnership will allow us to continue our essential work, as well as take on exciting new initiatives that will preserve and enhance San Diego for generations.

As we partner together, we look forward to a joint celebration when we reach, and then surpass, our fundraising goals.

NEXT STEPS

We are so pleased to discuss this opportunity with you. If you are ready to partner with us today, let's get moving! If you would like more information, please contact Deirdre Maloney at Deirdre@sdfoundation.org or 619.235.2300