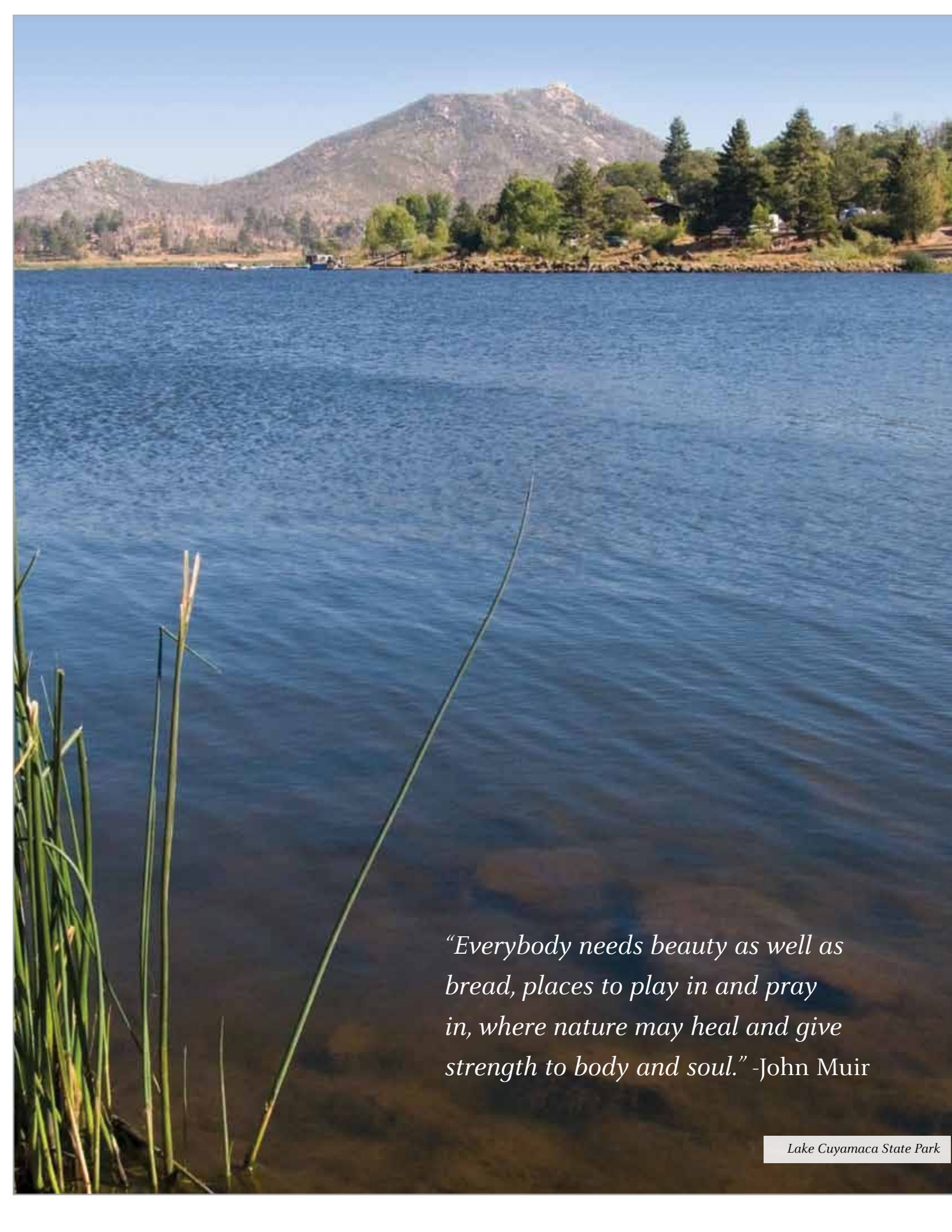


THE ENVIRONMENT GIVING INITIATIVE





“Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul.” -John Muir

Imagine...

Breathe in the fresh, clean air washed by the rains in the Anza Borrego Desert. Picture the spacious view from a mountain summit – from Palomar to Cuyamaca to Otay – with the sun glinting off the rivers below. Watch these joyous rivers as they course through the mesas, grasslands, gorges, and valleys on their way to the azure blue Pacific, bringing life to your backyards, school commons, and business parks along the way. Envision a park in every community – all part of a continuous network of canyons, rivers, lagoons, and beaches where children can play freely and everyone is rejuvenated.

The San Diego Foundation is committed to protecting what you love about San Diego. The Environment Working Group oversees grantmaking and donor engagement strategies to meet the most critical needs of San Diego’s environmental nonprofits and creates partnerships and initiatives to support those strategies.

It is our vision to ensure that all generations enjoy clean air, safe water, diverse wildlife, and access to green spaces and natural areas throughout San Diego County.



Bob Kelly
*President & CEO,
The San Diego Foundation*



Emily Young, PhD
*Senior Director,
Environment Program*



Mission

The mission of The San Diego Foundation is to improve the quality of life in all of our communities by providing leadership for effective philanthropy that builds enduring assets, and by promoting community solutions through research, convenings, and actions that advance the common good.



Santa Ysabel, Courtesy of Craig Adams

What is at risk?

The geography of San Diego County, with its iconic coastline, canyons, mountains, rivers, and desert supports a world-renowned diversity of plant and animal life found nowhere else on the planet. Our cities provide a myriad of urban, coastal, rural, and desert lifestyles. It is easy to picture the variety and abundance of beauty that surrounds us, but **sustaining our prosperity is more difficult every day.**



The Environment Working Group

The San Diego Foundation's Environment Working Group is a volunteer team made up of community leaders representing the diverse areas of San Diego County. Under the expert leadership of Emily Young, PhD, Senior Director of Environment, the group has developed a strategic grantmaking process that produces striking results. Current members are listed on the back cover of this brochure.

The Environment Working Group continues to succeed by concentrating on challenges and solutions that are specifically relevant to San Diego's future. Our successes have been realized through three ongoing initiatives:

- **Land and Watershed Conservation**
- **Clean Environments, Healthy Communities**
- **Climate Change**

In addition to our grantmaking efforts, we fund scientific research that helps us understand critical issues. As neutral conveners, our leadership has set the stage to promote community dialogue and action.

Our Work

Our support has helped protect what you value in your community. Through our grantmaking, we have helped acquire and preserve land, enhanced recreational amenities in natural areas and parks, advanced projects in low-income, urban, rural, and tribal communities to reduce exposure to pollution, and supported the first comprehensive regional effort to assess the impacts of a changing climate on your air, water, shorelines, and neighborhoods.

In the next few pages, you will see how we have addressed some of the current challenges throughout the county. We have also featured a few remarkable stories highlighting the work of some of our nonprofit partners in the back of this brochure.



^ Climate Change Convening, 2009

v Environment Working Group Member, talking to nature experts at the Chula Vista Nature Center, 2010





Land and Watershed Conservation

Challenge

Only 30% of our residents are within walking distance of a park or natural area. Having places to play and exercise is critical to health and to addressing the epidemic of obesity in San Diego.

Solutions & Impact

In partnership with REI and Foundation donors, The Foundation commissioned the *Parks for Everyone* report to provide a detailed analysis of the park-poor areas in San Diego County. This report is already being used by the City of San Diego and local nonprofits to secure state and federal funding to enhance natural areas and recreational amenities in urban canyons and parks.

Courtesy of San Diego Canyonlands

Our Conservation Partners

1. Anza-Borrego Foundation
2. Back Country Land Trust of San Diego County
3. Conservation Biology Institute*
4. Endangered Habitats League*
5. Escondido Creek Conservancy*
6. Friends of Famosa Slough
7. Friends of Hellhole Canyon
8. Lakeside's River Park Conservancy*
9. River Partners*
10. San Diego River Park Foundation*
11. San Dieguito River Valley Conservancy*
12. San Elijo Lagoon Conservancy
13. The Nature Conservancy*
14. Trust for Public Land
15. Volcan Mountain Preserve Foundation
16. Wildlife Research Institute

**Organizations working to create interconnected systems of parks and open spaces along Escondido Creek, the Otay River, the San Diego River, and the San Dieguito River.*

Land and Watershed Conservation

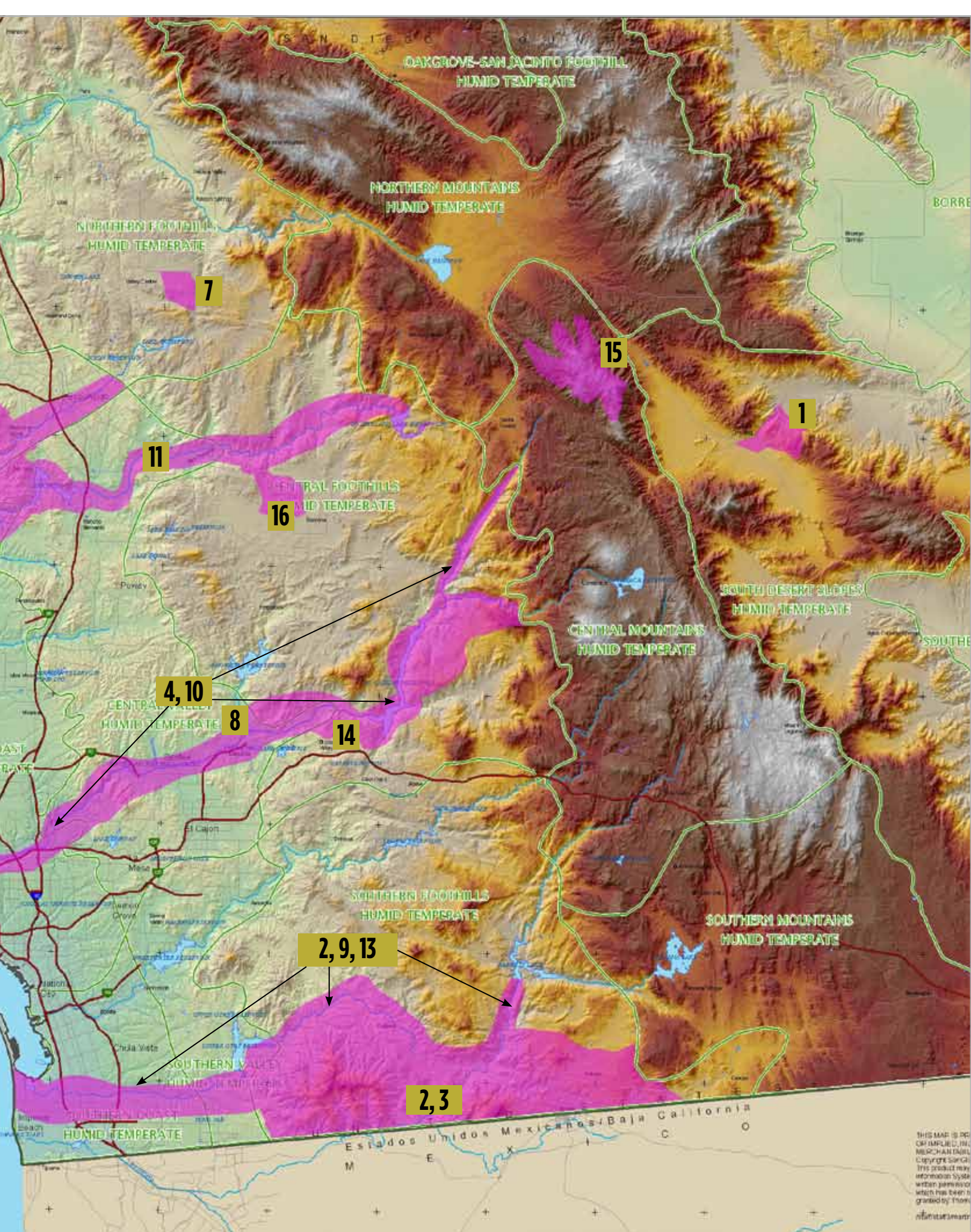
Challenge

San Diego is home to the greatest number of endangered and threatened species in the United States.

Solutions & Impact

The San Diego Foundation has provided support to local land trusts and conservation organizations to preserve over 28,000 acres of sensitive lands that provide a home to native plants and animals. We have also funded projects that promote volunteerism, providing opportunities for people of all ages to help protect our precious green spaces.





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Clean Environments, Healthy Communities

Challenge

More than 150 million pounds of toxic waste are generated each year by San Diego industries and more than 3 million pounds of toxic pollutants are discharged annually into the air. In short, the air in some of our neighborhoods is *filthy*.

Solutions & Impact

Grants from The San Diego Foundation have helped educate over 2,200 residents of low-income and rural communities suffering from poor air and water quality. This funding has enabled nonprofit organizations to expand pollution monitoring and reduce exposure to toxins.

Courtesy of Environmental Health Coalition



Witch Creek Fire, Courtesy of Loren Nancarrow

Climate Change

Challenge

Concerns are escalating in regard to how a changing climate will result in reduced availability of water, hotter temperatures, rising sea level, and more frequent wildfires in San Diego County.

Solutions & Impact

The San Diego Foundation commissioned the first regional assessment of climate change, *The Focus 2050 Study*, to provide the community and our leaders with scientific research and strategies that will help us better prepare for future impacts. Funding was also provided to ICLEI USA – *Local Governments for Sustainability* for development of climate protection planning. A growing number of cities have completed greenhouse gas emissions inventories to identify optimal areas for reduction.



Courtesy of Ocean Discovery Institute

There Is More Work To Do!

The San Diego Foundation has made a tremendous difference with our nonprofit partners in the county. As our communities grow and change, the challenges will increase and therefore demand more innovative solutions.

The Environment Working Group will continue to be strategic in our grantmaking, thorough in our research, and steadfast in our stewardship.

Come join us!

Introducing the Environment Giving Initiative

With enthusiastic encouragement and a generous investment from The Orca Fund, The San Diego Foundation has established the Environment Giving Initiative, a multi-faceted effort to broaden the base of support and protect San Diego's future.

Our goal is to raise \$20 Million over the next five years so that we can preserve San Diego's treasured resources and ensure that everyone enjoys clean air, safe water, wildlife, and access to green spaces and natural areas.

There are four distinct ways to give:

- **The San Diego Foundation Environment Endowment Fund**
- **The San Diego Foundation Conservation Catalyst Fund**
- **Designated Endowment Funds for the Environment**
- **Direct Contributions to Environment Projects and Organizations**

Read on to learn how you can participate!





The San Diego Foundation Environment Endowment Fund

Your principal gift will be invested, and the interest earned will be used to support the nonprofit community through the programs of the Environment Working Group in perpetuity.

Your gift will empower the Environment Working Group to assess the changing needs, evaluate innovative solutions, and fund the nonprofit organizations working to sustain and advance the health and well-being of our communities over time.

Environment Community Grantees

The following list represents our nonprofit partners from the inception of the Environment Working Group through August 2010. Your support will help expand our reach for future generations.

32 nd Street Canyon Task Force	I Love A Clean San Diego	San Diego State University
Agua Hedionda Lagoon Foundation	International Rescue Committee	San Diego Tracking Team
Anza-Borrego Foundation	La Jolla Band of Luiseno Indians	San Dieguito River Valley Conservancy
Back Country Land Trust of San Diego County	Lakeside's River Park Conservancy	San Dieguito River Park
California Trout	Los Coyotes Band of Indians	San Elijo Lagoon Conservancy
Carlsbad Educational Foundation	Native American Environmental Protection Coalition	Scripps Institution of Oceanography
Chaparral Lands Conservancy	Pala Band of Mission Indians	Sierra Club, San Diego Chapter
Conservation Biology Institute	Paradise Creek Educational Park, Inc.	South Coast Wildlands
Cuyamaca Rancho Foundation	Project Wildlife	Southwest Wetlands Interpretive Association
Endangered Habitats League	River Partners	The Land Conversation
Energy Policy Initiatives, Center, USD	Rural Community Assistance Corporation	The Nature Conservancy
Environmental Careers Organization	San Diego Audubon Society	Tierra Miguel Foundation
Environmental Health Coalition	San Diego Canyonlands, Inc.	Trust for Public Land
Escondido Creek Conservancy	San Diego CHOICE Program	University of California, Davis
Friends of Famosa Slough	San Diego Coastkeeper	University of California, San Diego
Friends of Hellhole Canyon Open Space Preserve	San Diego Conservation Resources Network	University of San Diego
Friends of Los Penasquitos Canyon Preserve	San Diego Natural History Museum	Urban Corps of San Diego
Friends of Rose Canyon	San Diego River Park Foundation	Vista Community Clinic
		Volcan Mountain Preserve Foundation
		Walking Shield American Indian Society
		Wildlife Research Institute



San Pasqual Open Space, Courtesy of Craig Adams

The San Diego Foundation Conservation Catalyst Fund

Your contribution will create a flexible base of funding for nonprofit organizations in the near term so that we can accelerate conservation purchases and offset the costs of land restoration and management.

Gifts to the Conservation Catalyst Fund will be invested into a pooled fund. Representatives of regional and local land trusts will identify priority projects. Joint investment efforts will focus on three areas:



^ Courtesy of Escondido Creek

- 1) Land acquisition projects that leverage additional public funding,
- 2) Science-driven adaptive land management activities, and
- 3) Policy initiatives that benefit the preservation of wild lands

The Conservation Catalyst Fund will provide immediate support that guarantees a long-term benefit for our lands and the people, plants, and animals that inhabit them.



Courtesy of San Diego Canyonlands



^ San Elijo Lagoon

Designated Endowment Funds for the Environment

Endow your passion! Create an endowment fund at The San Diego Foundation that will support the operations and projects of your favorite environmental nonprofit organization. Your gift can be designated to support the work you find most vital for generations to come.

v Oceanside Beach Clean Up, Courtesy of San Diego Coastkeepers





Direct Contributions to Environment Projects and Organizations

The San Diego Foundation will help connect you to local nonprofit organizations so that you can volunteer, make a direct contribution, or establish a Donor Advised Fund that will support work in your neighborhood. See the insert in the back of this brochure for a complete list of our nonprofit partners.

Courtesy of San Diego Canyonlands



San Elijo Lagoon

Join us!

With your help, the Environment Working Group can continue to serve as a leader, partnering with nonprofit organizations, identifying priority issues, and devising solutions that will have positive impact on our resources and the well-being of our community. Your investment will allow us to advance our grantmaking efforts and provide resources needed for ongoing support in our ever-changing environment. You can help create a solid base of support that will drive research, promote advocacy, and inspire action.

Give to The San Diego Foundation Environment Endowment Fund, Conservation Catalyst Fund, create an endowment for your favorite nonprofit, or donate your time and talent to a local organization today.

San Diego's clean, healthy, and sustainable environment will be your legacy.

WAYS TO GIVE

One of the many advantages of working with The San Diego Foundation is our flexibility. Most often, contributions are made with a gift of cash, real estate or stock. There are many convenient financial vehicles for making your gift to the Environment Giving Initiative. We will work with you to determine if there are income-generating planned giving vehicles that may meet your needs. These may include Charitable Remainder Trusts, Charitable Lead Trusts, Gift Annuities and others.



The San Diego
Foundation
A foundation for your passion


About The San Diego Foundation

Founded in 1975, The San Diego Foundation's purpose is to promote and increase effective and responsible charitable giving. The Foundation manages nearly \$500 million in assets, almost half of which reside in permanent endowment funds that extend the impact of today's gifts to future generations. Since its inception, The Foundation has granted more than \$700 million to San Diego's nonprofit community.

TAKE THE NEXT STEP:

Whether you are ready to move forward and participate in the Environment Giving Initiative now, or would like to learn more, we invite you to contact Karen Begin:

619-235-2300, or
email karen@sdfoundation.org



*“Great things are done when men
and mountains meet.”* -William Blake



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