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Why Do They Give?

The San Diego Foundation family is filled with a diverse group of generous heroes who want to create positive, long-lasting impact for the San Diego region. Here is just one of their stories:

Jim Royle has a history of involvement in the San Diego community. His charitable interests include Arts & Culture and the Environment, two areas of focus within The San Diego Foundation. In 1988, Jim connected with The Foundation because he knew he wanted to support a variety of worthwhile organizations. Over the years, in addition to his contribution to the Friends of the Foundation, Jim has also generously given to the San Diego region by opening two funds and providing a future gift through his estate. In Jim's own words: "I want to support The Foundation now to help ensure it's around when I'm not."

We can all make a difference today by giving to the Friends of the Foundation Program. Whatever your passion, The San Diego Foundation is dedicated to strengthening all of our communities, now and for generations to come.

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‘Tis the Season!

The holiday season is all about giving, sharing and appreciating those who we value. There is no better time to extend a hearty thank-you to our Friends. As a member of our Friends of the Foundation program, you have shown your commitment to the San Diego region. Your donation to this program helps provide critical dollars that allow us to tackle some of the issues most pressing and important to San Diego.



As we prepare to officially welcome in 2010, we are excited to look ahead to new initiatives, projects and partnerships at The San Diego Foundation. As the economy continues its delicate recovery, your contribution will help ensure that we remain strong and able to focus our efforts in ways that benefit all of our communities.

Thank you for your generosity. Thank you for your commitment. Thank you for partnering with us as a Friend of the Foundation.

From all of us at The San Diego Foundation, we wish you a happy and healthy holiday season.

Jennifer Adams-Brooks
Chair, Friends of The Foundation

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A Wild Night for our Friends!



Animal Presentation at the Event



Friends of the Foundation members, Roy and Julie Thomas

Though we feel we can never express how very much we appreciate the Friends of the Foundation, we decided to show it in a new way on December 16.

Our Friends of the Foundation Program Appreciation event at the San Diego Zoo gave our friends the opportunity to share stories and laughter with other Friends. It also included a live show featuring some of the zoo's favorite creatures. Afterwards, our guests were able to explore the zoo's new *Jungle Bells* holiday light display. It was our way of showing our gratitude to our Friends during the holiday season.

Thanks to everyone who attended and helped make the event such a fun evening! Thanks also to the San Diego Zoo for generously contributing the costs of the animal show as well as the tickets to *Jungle Bells*.

If you weren't able to make it, we look forward to seeing you at future Friends of the Foundation events!

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Friends Asking Friends Asking Friends...



Thanks to our Friends, many of whom brought guests to the event at the San Diego Zoo, we got to meet new committed individuals interested in signing up for this critical program.

One of the most effective ways that Friends help The Foundation, in addition to their gifts, is by sharing information about this important program with others. When Friends ask Friends to get involved with The Foundation and its work to preserve and strengthen San Diego for generations, the entire region benefits. Plus, the exclusive events and information provided ensures Friends are always one step ahead on issues and relationships in San Diego!

If you are a Friend of the Foundation, first of all, thank you! Secondly, please consider those around you who might want to join as well. For information about the program that you can easily pass on, simply [click here](#).

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Friends' First

Your Sneak Peek of Foundation Happenings

As a Friend of the Foundation, we want you to be the first to know about our new BetterGiving program at The San Diego Foundation. In its quest to be the most effective charitable organization in the San Diego region, The San Diego Foundation is currently developing a new, reliable resource to connect donors with information about both community needs and the nonprofit organizations effectively meeting those needs.



BetterGiving is an online tool that includes individual, web-based portraits of local nonprofit organizations, highlighting their financial, operational and programmatic health.

BetterGiving will give individuals the opportunity to become better informed investors because they are able to learn more about the nonprofits they support, with information that goes deeper than other online tools. It will also give nonprofits the opportunity to measure their own progress based on objective indicators of their performance, and will emphasize the important work they do in our communities. In the end, BetterGiving will serve as a bridge between two of the most critical groups in San Diego – donors and nonprofit organizations.

Currently, San Diego's nonprofits are entering their information into the database. The tool will be available to donors in 2010. We will keep you posted with new information as it develops.

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And Finally ...

Having distributed our end-of-year solicitation the week of Thanksgiving, we were incredibly grateful as the responses and contributions came in every single day. We have been humbled by the generosity of our Friends, especially during a difficult economic period.

Thanks to all of you for your support!

If the time to renew your commitment to the program is now, or you would like to make an additional gift to enhance your current contribution, please [click here](#).

And remember, as a Friend you are one of our greatest ambassadors. Please forward this newsletter to those you feel might want to join this critical program. You can also send them to our website to learn more about us: www.sdfoundation.org

Thank you for being a Friend of the Foundation, and have a wonderful holiday season!

Join Online Today!

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