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Issue No. 3

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Why Do They Give?



Krishna and Bonnie Arora learned

Think Spring – Think Friends and Think Mothers!

Spring is a special time in San Diego. The wildflowers come to full bloom. The sky is especially vibrant and our mountain snow melts into our rivers and lakes. Yet there are needs here, as everywhere. We need to keep our air and water clean. Some of our residents are in need of food and shelter.

Many arts organizations struggle to maintain the outstanding quality we have gotten used to. As our children complete another school year, our state's education system continues to struggle with cuts.



The San Diego Foundation is committed to preserving and enhancing every part of our region. By giving to Friends of The Foundation, you help us invest money in the areas where it is most needed throughout the entire region. We invite you to help us keep San Diego a very special place to live and raise families by either giving directly to the Friends of The Foundation program or making a grant from a fund you already have established at The Foundation.

We also encourage you to honor a loving matriarch with a Mother's Day Legacy Fund or Endowment. Within this newsletter, you'll read about The Mary E. Nordstrom Family Fund that assists the less fortunate as a result of Mother Theresa's inspiration and Mother Kay Kutler's generosity and loving spirit.

I look forward to seeing each of you at our next Friends of The Foundation event. The details will follow very soon, but keep your calendars clear in early June. Additionally, I am happy to announce a new member of our Friends of The Foundation team. Heather Back, Director of Marketing & Annual Giving, is a tremendous addition to our efforts. Help me welcome her to The Foundation. Thank you for your

about The San Diego Foundation from an article that appeared in the business section of the *San Diego Union Tribune*. This special couple feels they have been blessed in many ways in their lives, and contribute to The San Diego Foundation as a way to give back to San Diego.

They know that their connection to The San Diego Foundation's community knowledge and leadership will help them identify the areas of greatest need, and allow them to follow the results of their contributions through The Foundation's work.



Friends

of
The Foundation Spring
Celebration

We are currently arranging the next Friends event before mid-June. Please stay tuned for an upcoming announcement.

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support for San Diego.

Thanks for being a Friend. And, a special thank you to all the loving mothers who shape our next generation of leaders and philanthropists.



Jennifer Adams-Brooks
Chair, Friends of The Foundation

P.S. If you are a Friend or donate soon you will receive an invitation to another fantastic Friends event coming soon!

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Honor A Mother with a Legacy Fund and Keep the Hugs Accumulating



Mothers give their time, energy, love and embraces to nurture and provide for their loved ones. The San Diego Foundation can facilitate your fund or endowment as a gift in their loving honor. Establish a fund in the name of your mother or grandmother – whether living or deceased – to benefit a cause near to her heart. Named funds provide both an avenue for future gifts for the mom who seems to have everything, and the opportunity for children to help their mothers create a legacy for which she will always be proud.

One embracing example is the story of The Mary E. Nordstrom Family Fund. Mary's highlighted charity is Brother Bennos. She also earmarked a portion of her fund for the discretionary allocation of her children. Harold and Kay Kutler were inspired to found Brother Bennos after attending a speech in Philadelphia by Mother Theresa where she spoke of feeding the hungry. Upon their return to San Diego, they abandoned their retirement plans and opened their first soup kitchen in 1983. Kay Kutler entered the facility on the first night and suddenly embraced a homeless gentleman who had arrived for the Kutler's first offered meal. With that first hug, she was overwhelmed with a certainty of her calling. She has embraced every guest since and the current hug estimate exceeds 700,000.

From the inspiration of Mother Theresa to the generous gift from a loving mother, The Mary E. Nordstrom Family Fund continues to positively impact San Diego through the Kutlers.

For more information on opening a fund this Mother's Day or any day, contact our Charitable Giving team at givingteam@sdfoundation.org or 619-235-2300.

P.S. – Establishing a fund can be done in a matter of hours.

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Friends' First



We are excited to offer our Friends a sneak peek into our 35th Anniversary Celebration.

Each year we produce an annual meeting to express our gratitude to those individuals, families, corporations and foundations who partner with us in our mutual goal to make San Diego an even better place to work, live and play.

For this special milestone, we have partnered with the San Diego Symphony in order to present a Special Evening with The Pops for our Foundation Family. The celebration is scheduled for July 11th. Stay tuned for more information!

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Aristotle first declared, "The whole is greater than the sum of its parts." The concept and collective impact of Friend of The Foundation clearly illustrates his principle. While each individual contribution sent directly to a nonprofit could make minimal difference, your collective contributions make significant impact with broad reach. Your support has allowed The Foundation to accomplish the following milestones and enabled multiple initiatives that will have ongoing efforts.

BetterGiving – The San Diego Foundation connects the most effective nonprofit organizations and donors through a powerful online directory of nonprofits in San Diego and Imperial counties. Donors obtain a deeper level of meaningful information by sector and geographic area while nonprofits garner awareness and efficiency benchmarking tools. Currently, we have 48 organization profiles completed. If you are a nonprofit and would like to learn more about how you can participate, please visit www.bettergivingsd.org. BetterGiving will be available to donors later this year.

The Balboa Park Trust – Has granted over \$1 million from a family of endowment funds managed by The San Diego Foundation and a committee of volunteers. The grants have fostered public appreciation, preservation and maintenance of the park since 1989.

Arts & Culture – With support from Friends, The Foundation's arts and culture program made two consecutive grants totaling \$70,000 to the Escondido History Center to support "Saturdays in the Park," a project designed to revitalize the historic Grape Day Park through the arts. Launched in January of this year, the program provides 52 weeks of Park programming that seeks to eliminate crime and transient activity and replace them with family friendly arts and culture programming that people want and enjoy. According to Wendy Barker, executive director of the Escondido History Center, the strategy is working as crime and vagrancy in the Park are decreasing and residents are reclaiming the Park through the arts. To showcase the transformation, **KSWB, Fox 5** will broadcast their entire morning show (including anchors) from the Park on Tuesday, May 25 6 to 9 a.m. Be there or tune in to see a great grant in action.

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Foundation Happenings

When you give to The Foundation, you can be assured that we continue our innovative work to improve and enhance San Diego for generations to come. We are pleased to let you know of a few projects here at The Foundation.



First, our strategic planning work continues, which will guide us and prepare us to best assess and meet the needs of San Diegans into the future. Part of our

strategy is our Regional Vision project, which will create an inspiring, meaningful vision for San Diego, involving each of us who live in it. We have engaged an outside firm to gather information and feedback from all of our communities so that we can create an exciting, meaningful vision for the future.

Keep on top of all of our foundation happenings by visiting our website at www.sdfoundation.org.

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Friends Asking Friends Asking Friends...



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 of The Foundation Welcomes Heather Back

Friends of the Foundation will soon have the ability to meet Heather Back, Director of Marketing & Annual Giving. Ms. Back brings 13 years of experience in building brands and driving advertising, marketing and public relations. She has a strong foundation in media relations by working at KFMB, *The San Diego Daily Transcript* and *San Diego Magazine*. She will leverage her existing relationships for the public relations efforts of The San Diego Foundation and the eight regional community foundations in 4S Ranch-Del Sur, Carlsbad, Chula Vista, Escondido, La Jolla, Oceanside, Rancho Bernardo and Ramona.



With her experiential marketing background, she will continue to ignite the passions of The Friends of The Foundation. She is delighted to apply

her skillset to a vocation of purpose that will encourage benevolence and altruism impacting the greater San Diego region.

For more information on The Friends of The Foundation or the latest philanthropic impacts of The San Diego Foundation, please feel free to contact her at heather@sdfoundation.org.

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And Finally ...

Thanks to each and every Friend who has shown their commitment to San Diego by giving to our program. We are nearing the end of our fiscal year and are getting ever closer to reaching our goal. If you have not yet given this year, would like to make an additional gift, or would like to make a donation from your fund, please visit our donation page by clicking [here](#) or call 619-235-2300.

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Thank you for being a Friend of The Foundation

Join Online Today!

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2508 Historic Decatur Road, Suite 200 - San Diego, CA 92106 - 619.235.2300
For more information contact Heather Back at heather@sdfoundation.org

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