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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:

Seven years ago Chuck and Jo-an Howe sought out The San Diego Foundation to be the vehicle they would use to support many religious, charitable and community organizations. The couple was very impressed by the "wonderful work" that The Foundation does in a variety of areas, and chose to open a fund as well as contribute to the Friends of the Foundation. In their own words: "We felt that we should contribute to the Friends of the Foundation to support The Foundation's wonderful work in our community."

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.

Join Online Today!

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Welcome Friends!

As this year's Friends of the Foundation chair, I am pleased to introduce our first Friends of the Foundation newsletter! This brief update is one of the new benefits provided to our supporters.



This year's Friends program is special because of the new and urgent needs expressed by many San Diego nonprofits, and an economy that has left donors understandably wary. I wanted our first message to be for you, our supporters.

Thank You!

We greatly appreciate your commitment to The Foundation and our region. We look forward to partnering with you to improve and enhance the quality of life throughout San Diego's diverse communities. At The Foundation, we know that we can achieve what may seem to be impossible by working together!

Jennifer Adams-Brooks
Chair, Friends of The Foundation

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What's New with Friends

As a Friend of the Foundation, you understand the impact of The San Diego Foundation. You watched us this past year, as we released critical reports, like the *Focus 2050 Report on Climate Change* and the *Transfer of Wealth Study*, to inform and inspire action for San Diego. You know that we once again provided thousands of dollars for critical areas like education, the environment and the arts. You understand that providing \$60 million in grants this past year, at a time when giving and investments both saw deep declines, was not just a simple effort, but a deeply held commitment by The Foundation and its partners to the future of us all.

As a Friend of the Foundation, you sustain us as an organization, providing critical dollars that allow us to strategically tackle some of the issues most pressing and important to San Diego. And now that we have re-launched the program, you have the opportunity to receive a new set of benefits:

Levels Benefits		
Level	Title	Benefits
\$ 25,000	Trailblazer	Same as below, plus special recognition on the donor wall showcased in the lobby
\$ 10,000	Champion	Same as below, plus invitations to a special lunch with CEO and Chair
\$ 5,000	Partner	Same as below, plus listing in event programs as appropriate and invitations to a special VIP reception
\$ 2,500	Benefactor	Same as below, but listing at \$2,500 level
\$ 1,000	Patron	Same as below, plus invitations to special briefings with CEO and Chair, listing in advertisement, listing on signage at events.
\$500	Contributor	Same as below, but listing at \$500 level
\$250	Ally	Same as below, but listing at \$250 level
\$100	Supporter	Friends of the Foundation Newsletter, invitations to receptions, previews of breaking news and eblasts, listing by category on website, in annual report and Foundation Insider

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 make a difference, while making special connections with other friends through exclusive receptions, gatherings and materials.

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[Friends Asking Friends Asking Friends...](#)



One of the most effective ways that Friends help The Foundation, in addition to giving, is by telling others about this important program. 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 ensure 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' Firsts

Your Sneak Peek of Foundation Happenings

As a Friend of the Foundation, we want you to be the first to know that you can get the latest news about The San Diego Foundation on our new Facebook and Twitter pages!

They're still new to us, and we have not yet released this information to the public. Instead we ask that you check them out and let us know what you think. We will update our Facebook and Twitter pages regularly, and we promise to include information that is brief, informative and important to San Diego. As always, please let us know your thoughts as we embrace Web 2.0!



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Friends Feedback Wanted!

It's not just our Facebook Page that needs some input. As a Friend, we value your opinion on our work and initiatives, our projects, and programs like Friends of the Foundation. Please feel free to contact us and let us know what you think! You can email Deirdre Maloney at Deirdre@sdfoundation.org

And Finally ...

As a Friend, you know that this has been a difficult year for everyone. This is especially true for the nonprofit community. Community foundations, which rely on investments as well as donations for their revenue, have been among those feeling the difficult, financial squeeze. Friends donations help sustain us as an organization, ensuring our momentum is as strong and resilient as ever. As a Friend, thank you again for your support! If you would like to give a gift at this time, 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!

For more information, contact Deidre Maloney at Deirdre@sdfoundation.org