

The Foundation Insider

IN THIS ISSUE:

[Strategic Plan Update](#)

[New Regional Affiliates
Established in La Jolla and
Ramona!](#)

[Honoring a Life, Making a
Difference](#)

[Acclaimed Author Coming to
Town to Discuss Nonprofit
Success](#)

[A Good Time for a New Investment
Option](#)

[Mennonite Program Makes New
Home Possible for Fire Victims](#)

[Help Needed to Make Education a
Reality for San Diego Students](#)

[Critical Feedback on Local Health
Issues Gathered at Community
Forums](#)

[Your Chance to Learn More about
the Focus 2050 Study](#)

[Regional Outreach Updates](#)

[SDWF Focuses on Economic &
Employment Development](#)

[Communications Corner](#)

Saying Goodbye to a Beloved Colleague



It is with great sadness that we inform our foundation family of the passing of Deborah Hoffman. Many donors and volunteers were fortunate to meet Deborah during the nine years she spent as the Senior Vice President of Fund Services at The San Diego Foundation. In this role Deborah was instrumental in ensuring that donors and fund advisors received only the highest level of personalized service. Before joining our staff Deborah spent a decade filling a number of roles at Sharp Memorial Hospital. Previous to her work at Sharp she served for many years at the American Cancer Society and the American Red Cross.

Deborah leaves behind a loving family, including her husband, Scott, and her daughter, Anne. A memorial service will be held at 11am this Saturday, February 28, at Hope United Methodist Church, 16550 Bernardo Heights Parkway. Before her passing, Deborah requested that memorial contributions be made to the DASH Fund (Deborah, Anne, Scott Hoffman Fund) at The San Diego Foundation. In Deborah's own words: "These funds will be used to carry out the ideals and passions closest to my heart." For more information or to contribute to this fund, please contact Vanessa Nieves at Vanessa@sdfoundation.org or 619-235-2300.

STRATEGIC PLAN UPDATE

At The San Diego Foundation we believe that now, more than ever, it is vital that organizations be strategic and thoughtful so that the most effective outcomes can be created for San Diego. The board, volunteers and staff at The Foundation continue to work on a strategic plan to guide our efforts for years to come. At a recent meeting, committee members solidified the timeline and determined the process of continued information gathering from community members. A crucial component will be a survey requesting input on The Foundation and its work into the future. Please keep an eye out in the coming weeks for this important feedback opportunity. The strategic plan is scheduled for completion in July.

[!\[\]\(4186b6ce3a1c83eabb297c1bfd00309c_img.jpg\) BACK TO TOP](#)

New Regional Affiliates Established in La Jolla and Ramona!

La Jolla

Inspired by the desire to enrich the environmental, social and cultural experience of La Jolla, a small group of La Jollans have come together to create the La Jolla Community Foundation, an affiliate of The San Diego Foundation. The purpose of this charitable foundation is to inspire La Jollans to engage in significant philanthropy to enhance the La Jolla community now and for generations to come. The La Jolla Community Foundation will strengthen the feeling of community in La Jolla, connecting residents to each other and creating an even stronger sense of pride in the city.



The La Jolla Community Foundation will focus on endowment building so that investments can be maintained into the future. You can become a member of the La Jolla Community Foundation by making a minimum donation of \$1,000. Membership is for one year and all members vote to determine where and how grantmaking dollars are spent. Projects may include funding for such organizations as the Riford Center, the only public facility in La Jolla that serves adults and seniors.

Founding board members include foundation chair and *La Jolla Light* publisher Phyllis Pfeiffer; George Hauer of George's at the Cove; Andy Nelson, president and CEO of Willis Allen; Buzz Woolley, president of the Girard Foundation and founder of

VoiceofSanDiego.org; and Murray Galinson, chairman of the Board of San Diego National Bank. For more information, please contact Pilar Montoya at Pilar@sdfoundation.org.

To read an article about the foundation from February 19, written by Phyllis Pfeiffer, publisher of *La Jolla Light* and chair of the La Jolla Community Foundation [click here](#).

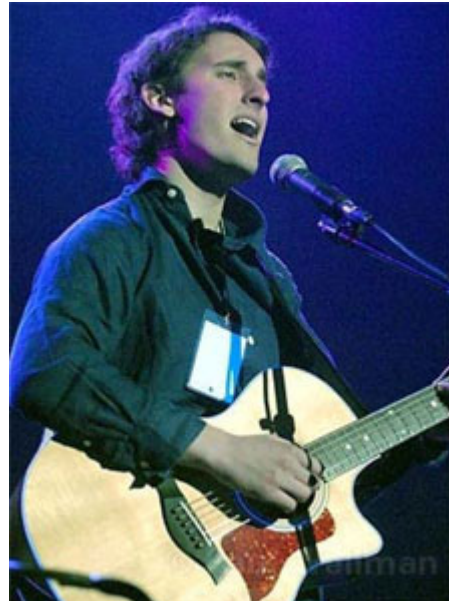
Ramona

This month marked the formal launch of another new affiliate, The Ramona Community Foundation. Community leaders met at the San Vicente Resort in Ramona to celebrate and to inform others about the benefits of the new foundation. Supervisor Dianne Jacob spoke to the group, encouraging other community members to participate in the creation of a lasting legacy for their community. In addition, founding board members Helene Radzik, Torry Brean, Jeff Gan, Carol Fowler and John Degenfelder each briefly addressed the group, speaking of their individual reasons for being a part of the founding membership. For more information on the Ramona Community Foundation, please contact Trudy Armstrong at Trudy@sdfoundation.org.



—  **BACK TO TOP** —

Honoring a Life, Making a Difference



Danny Riley

We are continually humbled by our donors and the inspired ways they choose to make a difference in the San Diego region. For the family of Danny Riley, it is their efforts to help others in honor of the son they lost to brain cancer.

From the time he was very small, Danny showed a special talent and passion for music. A singer from the start, he learned to play the piano and then the saxophone, and in his teenage years he began songwriting. Danny's music became a vibrant way of expressing his love and struggle during the nearly three years he lived with brain cancer. Although Danny's life ended on October 31, 2007, when he was just 19 years old, his love of music and belief in its healing power continue to be shared through the *Danny Riley Celebration of Life Fund*, set up at The Foundation by Danny's parents, Frank Riley and Maggi Baker. Partnering with nonprofit organizations such as *ARTS, A Reason To Survive*, the fund supports a variety of programs designed to help young people facing serious conditions cope with debilitating symptoms through the creation, exploration and sharing of music.

We ask you to reflect on what you care about, and to consider the difference you might make in San Diego. For information on establishing or adding to a fund at The Foundation, please contact Adrienne Vargas at Adrienne@sdfoundation.org or 619-235-2300.

—  **BACK TO TOP** —



**Nonprofit Economic
Recovery Initiative**
Helping Our Communities Survive & Thrive



Acclaimed Author Coming to Town to Discuss Nonprofit Success

It has been a busy month for our *Nonprofit Economic Recovery* initiative, known as *Survive & Thrive*. We are currently preparing for a workshop on March 9. It includes a presentation by Heather McLeod Grant, co-author of the renowned book *Forces for Good: The Six Practices of High Impact Nonprofits*. Heather will come to town to speak to nonprofits in a lively morning session from 9-11am. Interested nonprofit representatives can email Kerri Favela at kerri@sdfoundation.org. Heather will also present at an afternoon session from 2:30-4pm for others who are interested in this topic. Those who would like to participate can RSVP to givingteam@sdfoundation.org. All workshops will be held at Balboa Park's Hall of Champions.

This is the second *Survive and Thrive* workshop to include a nationally known nonprofit expert. In early February, we were pleased to bring to town David La Piana, founder and President of *La Piana Associates, Inc.* More than 140 nonprofit board and staff members attended the morning presentation, which focused on the spectrum of nonprofit partnerships.

More dollars are needed to help organizations impacted by the economic recession. While we encourage you to continue supporting the causes that you care about, we also ask that you consider a donation to the *Survive and Thrive* Fund. To contribute, please contact the Charitable Giving Team at givingteam@sdfoundation.org or call 619-235-2300.

—  **BACK TO TOP** —

A Good Time for a New Investment Option

The Charitable Giving team is spending some extra time working with donors to establish Charitable Lead Trusts (CLTs). Through a CLT, a trust is established for a selected charitable organization to receive income for a chosen number of years. At the end of that timeframe, the principal is distributed to family members/heirs. Due to the current investment climate and low federal discount rate, 2009 may be the most optimum time to establish a CLT. Since the financial sector is experiencing an unusual decline at this time, it is possible that the portion of the assets will have a greater value at the time the CLT terminates and goes to heirs. Additionally, the federal discount rate is at its lowest in years, meaning the transfer (gift) tax to heirs will most likely also be relatively low at the close of the CLT. If you would like to discuss this attractive option, please contact Amy Walling at Amy@sdfoundation.org or (619) 235-2300.

FOUNDATION HAPPENINGS

Mennonite Program Makes New Home Possible for Fire Victims



The Campbells and their Case Management Team

A Dulzura couple who lost their house in the 2007 Harris Fire is about to get keys to a new home thanks to an outstanding volunteer program and some much-needed financial assistance. After their 1,800 square foot home was destroyed in November 2007, Steve and Elsie Campbell moved into a FEMA trailer. They have lived there ever since. With federal and state relief insufficient to rebuild on their property, the Campbell's case manager connected them with a volunteer labor rebuild project through partner organization Mennonite Disaster Service (MDS).

The only remaining cost was the materials. At 864 square feet, the new home required about \$58,000 to cover that cost. Steve and Elsie were able to contribute nearly \$33,000.

The unmet need of \$25,278 was brought forward for consideration at the Unmet Needs Table, a process where a group of organizations with funds directed to survivor recovery can contribute to case-managed families for rebuilding projects. Several funders committed funds and the couple is expected to move into their new home this month.

For an opportunity to see the amazing work of MDS, The Foundation is planning an open house event on March 20 at 10am. Please contact Robyn Sharp at Robyn@sdfoundation.org for more information or if you are interested in attending.

Help Needed to Make Education a Reality for San Diego Students

No one can deny that college and continuing education are good for San Diego citizens and the region as a whole. Yet with unemployment on the rise, lost savings and declining home values, the opportunity to attend college is slipping away for many prospective students in our region. Those who want to return to school and develop new skills also face financial barriers. This year, students applying for assistance through The Foundation's Community Scholarship Program are citing more financial hardships than ever before. We've received more than 1,200 scholarship applications, and current funding will not meet this need. We need your help. It will take all of us coming together to reach The Foundation's \$4 million fundraising goal so that projected needs can be met. To contribute to this outstanding program, please contact Arzo Mansury at Arzo@sdfoundation.org or (619) 235-2300.

For a story about our program featuring one of our outstanding applicants, which ran on 10News on February 3, [click here](#).

You can find links to other media stories in our *Communications Corner* section, below.

Critical Feedback on Local Health Issues Gathered at Community Forums



Forum participants, including National City Mayor Ron Morrison and Councilmember Frank Parra

Earlier this month, The San Diego Foundation and Alliance Healthcare Foundation hosted two forums in National City and Southeastern San Diego for feedback on healthcare priorities. The sessions were part of a community consultation process to ensure dollars set aside from the conversion sale of Paradise Valley Hospital (PVH) are spent as effectively as possible. The \$3 million will be distributed to nonprofit health and social service organizations in the PVH service area.

The two foundations have been examining the top health issues and healthcare disparities facing the communities served by the National City hospital.

The forums were designed to gather input from those who live and work in the area. The San Diego Foundation is also creating a survey that will allow for additional feedback. All of the information will be used to determine the priority areas for *Paradise Valley Hospital Community Fund* grants.

Grantmaking decisions and oversight of funded projects will be provided by an advisory committee of community residents, healthcare professionals, and members of The San Diego Foundation's Health & Human Services Working Group. For more information, please [click here](#), or contact Anahid Brakke at Anahid@sdfoundation.org or 619-235-2300.

Your Chance to Learn More about the Focus 2050 Study

We are extremely pleased by the interest and requests for information we've received about The Foundation's Focus 2050 Study on Climate Change. The inquiries have been so numerous that we have decided to host a Focus 2050 Study presentation at The Foundation on March 19. The event will give community members the chance to learn more about climate change and its impact on San Diego's future. Light refreshments will be served at 5:30pm, and the presentation will begin at 6pm. It will include time for questions and will wrap up by approximately 7:15pm. Please RSVP to Marisa Quiroz at Marisa@sdfoundation.org.



The Focus 2050 Study is the first comprehensive, regional assessment of climate impacts undertaken for any county in California. It includes some alarming predictions, but also the good news that there is action we can take now to decrease the impacts of climate change in the region. You can access the report through our website at www.sdfoundation.org.

To read a story on the Focus 2050 Study in this month's San Diego Magazine, [click here](#).

You can find links to other media stories in our *Communications Corner* section, below.

—  **BACK TO TOP** —

Regional Outreach Updates

Carlsbad - Donations to the Carlsbad Charitable Foundation will be twice as beneficial thanks to a \$25,000 matching grant from The Leichtag Family Foundation. Local residents who contribute \$1,000 or more to become a new member of the Carlsbad Charitable Foundation will have their first year contribution dollars doubled.

The membership drive supports philanthropic efforts in Carlsbad, strengthening the ability to impact the causes that are important to Carlsbad residents. A portion of the funds immediately go into grantmaking for the 2009-2010 grant cycle. This affiliate is also currently working with Cal State University San Marcos on a survey to understand the economic impact of nonprofit organizations in Carlsbad. For more information on this charitable foundation please contact John Duca at John@sdfoundation.org or 760-269-3882.

Rancho Bernardo - The topic of philanthropy was at center stage when the Rancho Bernardo Community Foundation held its inaugural philanthropy event on February 25 at the Rancho Bernardo Inn. Ken Blanchard, author of the *One Minute Manager*, Cynthia Steiger, Don McLean CPA, CFP and CSA, and Brian McLean CSA gave brief presentations on promoting and encouraging philanthropy. For information on the Rancho Bernardo Community Foundation, please contact Trudy Armstrong at Trudy@sdfoundation.org.

—  **BACK TO TOP** —

SDWF Focuses on Economic & Employment Development



The San Diego Women's Foundation (SDWF) is in the middle of its latest granting cycle, and the timing couldn't be more appropriate. The funding priority for the San Diego Women's Foundation's 2008-2009 cycle is Economic and Employment Development programs that move lower paid, lower skilled workers into higher paid, higher skilled jobs. Grant proposals from across the San Diego region were received in December, and members are busy evaluating them against pre-determined criteria. Members will vote in May, with the presentation of grant awards scheduled in early June. The SDWF is grateful for the opportunity to make a positive impact to our community during a time of heightened economic challenge.

To read a story highlighting the San Diego Women's Foundation, which appeared in such regional papers as *La Jolla Light*, *Del Mar Times* and the *Carmel Valley Leader*, [click here](#).

—  **BACK TO TOP** —

Communications Corner

As described above, The Community Scholarship Program received some attention this month when a story on one of our outstanding applicants ran on 10News on Feb 3. To view the story [click here](#).

KPBS also ran a segment on the program during their morning news broadcast on Feb 9. You can find a link to the story [here](#).

To read an article that ran in the *Daily Transcript* on February 23, please [click here](#).

The Focus 2050 Study on Climate Change continues to make headlines. This month it is featured in *San Diego Magazine*. To read the story, [click here](#).

—  **BACK TO TOP** —

Thank you for your continued support of The San Diego Foundation!

Bob Kelly, President & CEO
The San Diego Foundation

Jack Raymond, Board Chair
The San Diego Foundation

If you have questions or would like to provide feedback on this email, please send them to deirdre@sdfoundation.org

The San Diego Foundation | www.sdfoundation.org | info@sdfoundation.org | (619) 235-2300
2508 Historic Decatur Rd., Ste.200 San Diego, CA 92106

This message was intended for: jackie@sdfoundation.org
You were added to the system April 2, 2008. For more information
[click here](#).
[Update your preferences](#) | [Unsubscribe](#)

