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For Immediate Release

**1,700 CELEBRATED
THE SAN DIEGO FOUNDATION'S 35TH ANNIVERSARY**
*Marked by More Than \$700 Million Granted to the San Diego Community,
Opening of 100 New Funds, Launch of BetterGiving, New Website
and Welcome to New Board of Governors*

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San Diego, CA – Celebrated at the Summer Pops on Sunday, July 11, *Orchestrating 35 Years of Giving* was the largest event in The San Diego Foundation's history and the largest nonprofit annual meeting in San Diego's history. 1,700 people convened to show their commitment to giving. The pinnacle achievement was the granting of more than \$700 million into the region since its' inception in 1975 and the continued support with 100 new funds opened in the last fiscal year.

“The sheer number of people who attended proved the deep commitment San Diegans have to generosity and charitable giving. Even in austere times, our donors and supporting foundations continued to give generously to support their passions and the needs of our varied communities. It is very promising to see this commitment will continue as we announce 100 new funds,” said Bob Kelly, President and CEO.

Elected officials, community leaders, donors, volunteers, nonprofits and military families gathered to reflect on the past three-and-a-half decades and commemorate the San Diego Symphony's 100th Anniversary and the San Diego Women's Foundation's 10th Anniversary.

Audrey Geisel's Dr. Seuss Foundation was the lead sponsor for the event and provided underwriting to host military families through the Blue Star Families partnership, a program of the National Endowment for the Arts, which connects military families with various art groups throughout the region.

The San Diego Foundation announces incoming board members each year at its' annual meeting. This year, Darcy Bingham, Constance M. Carroll, PhD, Ben Haddad, Jim Cahill, and Kay Chandler join the board.

In fiscal year 2009/2010, The Foundation granted close to \$50 million to the San Diego region and donors opened more than 100 new funds. The Foundation unveiled BetterGiving -- an online tool connecting donors to the nonprofits serving our community -- and a brand new website. The one-of-a-kind, BetterGiving, database provides access to information about local nonprofits supporting the greater San Diego region.

"We believe, the more you know, the better the gift. With the importance of access to information online and growth of online donations, The Foundation invested in BetterGiving and significantly improved their website to provide greater access on community needs and the nonprofits organizations serving the San Diego Region for current and future donors," said Jerry Hoffmeister, Chair, Board of Governors.

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About The San Diego Foundation

Founded in 1975, The San Diego Foundation is a broad-purpose community foundation helping individuals, families and organizations carry out their charitable plans, with the common goal of improving the quality of life in the greater San Diego region, now and for generations to come. For additional information, please visit the San Diego Foundation at www.sdfoundation.org.