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**\$10 Million Legacy Gift to The San Diego Foundation  
Creates Matching Grant Program for  
North County Communities**

*Celebrates Matt McLaughlin's Legacy  
of Giving Back to San Diego's North County Community*

San Diego, CA (August 17, 2011) -- The San Diego Foundation has announced the launch of a matching grant program designed to cultivate charitable giving throughout San Diego's North County communities.

The matching grant program was established as a result of a \$10 million legacy endowment gift from Matt McLaughlin, a generous North County resident who was committed to making his community a better place to work, live and play. The program will match membership grant dollars for North County community affiliates of The San Diego Foundation that use a membership model, further benefiting nonprofit organizations that make a difference throughout the region.

McLaughlin's legacy gift is expected to more than double the grant making capabilities of each participating affiliated community foundation.

"We live here, work here and take great pride in helping our communities thrive," said Bob Kelly, President and CEO of The San Diego Foundation. "The remarkable generosity of Matt McLaughlin commemorates for generations to come his love of philanthropy and community involvement. By uniting as a community, we can collectively pool our donations and charitable resources. Such collaboration and shared vision is a powerful catalyst for immediate and lasting impact on the place that we all call home."

Participating North County affiliates of The San Diego Foundation, including 4SRanch-Del Sur, Carlsbad, Escondido, Oceanside and Ramona, will support a variety of grant focus areas through this program. They will support a single focus area during the third year of the program to provide a concentrated approach and even greater, synergistic impact. Focus areas under consideration include arts and culture, education, environment, health and human services, science and technology, economic/job development, youth and senior services, and retired and active military.

“Matt McLaughlin had a grand vision for making our region a better place,” said Jack Raymond, a founding member of the Escondido Charitable Foundation and past chair of the foundation’s Board of Governors. “Through the matching program, the grant making portion of a participating community foundation’s membership funds will double, enabling us to multiply our ability to create a better community,” Raymond added.

“This extremely generous gift and The Foundation’s matching grant program will have a huge and immediate impact on many North County communities,” said Escondido mayor Sam Abed. “Matt’s legacy and his lifelong commitment to creating a better quality of life for the residents here will live on through this program.”

“Each of the community charitable foundations will benefit greatly from the program, which will assist them in their mission to identify and meet the emerging needs of their respective communities throughout San Diego County,” said Hollyce Phillips, Board Chairman of the Carlsbad Charitable Foundation. “Thanks to Matt McLaughlin, the mechanism is firmly in place to provide our communities with an effective process and a sound vehicle for legacy planning and gifting.”

The matching grant program will be evaluated on an annual basis to ensure that it continues to reflect McLaughlin’s desires and honor his intent to grow and inspire philanthropy throughout the North County region.

For information on how to become a member of a McLaughlin Matching Program-eligible community foundation affiliated with The San Diego Foundation, please visit [www.sdfoundation.org](http://www.sdfoundation.org). Contact Trudy Armstrong at [trudy@sdfoundation.org](mailto:trudy@sdfoundation.org) or call (858) 674-6979 to inquire about 4SRanch-Del Sur, Escondido, Ramona or Rancho Bernardo. For information about Carlsbad or Oceanside community foundations, contact John Duca at [john@sdfoundation.org](mailto:john@sdfoundation.org) or call (760) 269-3882.

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### **About The San Diego Foundation**

Founded in 1975, The San Diego Foundation’s purpose is to promote and increase effective and responsible charitable giving. The Foundation manages more than \$500 million in assets, almost half of which reside in permanent endowment funds that extend the impact of today’s gifts to future generations. Since its inception, the Foundation has granted more than \$700 million to the

San Diego region's nonprofit community. For additional information, please visit the San Diego Foundation at [www.sdfoundation.org](http://www.sdfoundation.org).

**About The San Diego Foundation's Community Foundations**

The Community Foundations, proud affiliates of The San Diego Foundation, help identify and meet the emerging needs of communities throughout San Diego County by encouraging and increasing responsible and effective philanthropy by and for the benefit of all who live, work and play in the region. The Community Foundations provide their communities with a vehicle for legacy planning and gifts. The Foundations are located in Carlsbad, Chula Vista, Escondido, La Jolla, Oceanside, Ramona, Rancho Bernardo and 4SRanch-Del Sur. For additional information, please visit [www.sdfoundation.org/CommunityFoundations](http://www.sdfoundation.org/CommunityFoundations).