



**For Immediate Release:**

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**San Diego Habitat for Humanity Establishes \$214,000 Endowment  
at The San Diego Foundation**

**SAN DIEGO – Jan. 21, 2011.** The San Diego Foundation announces that San Diego Habitat for Humanity has established a \$214,000 endowment with the organization. The charitable fund assures that the mission of Habitat for Humanity to build simple, decent and affordable homes for ownership by local families in need will continue in perpetuity.

Habitat for Humanity is a faith-based organization that invites people of all backgrounds, races, faiths or no faith to join the effort in strengthening families, neighborhoods and communities. Habitat for Humanity exists through volunteer labor and contributions of money, land and materials, including purchases and donations to ReStore, San Diego Habitat for Humanity's building supply thrift store.

“San Diego Habitat for Humanity (SDHFH) is an independently governed affiliate of and does not receive any funding from Habitat for Humanity International (HFHI). As such, it needs to ensure that its local programs are protected in the future,” said Bradford Bates, President and CEO of San Diego Habitat for Humanity. “We must attract donors who evaluate and support organizations with endowments, and made the decision to partner with The San Diego Foundation due to its fundamental commitment to improving quality of life for all San Diegans. There’s a strong synergy between us,” Bates said.

San Diego Habitat for Humanity has the resources to establish this endowment due to a generous donation of a parcel of local real estate. SDHFH retained this property for several

years, using the rental income to help purchase building materials. Being a good steward of this charitable contribution, SDHFH waited until the economy began to pick up and the house had more than doubled in value. Only then did SDHFH sell it and place the proceeds with The San Diego Foundation in an effort to ensure funding for future programming from the income and donations that the endowment will attract.

“We truly are honored to have San Diego Habitat for Humanity join our family,” said Bob Kelly, president and CEO of The San Diego Foundation. “As a result of our recent research, we know that affordability is the #1 priority for San Diegans which makes our relationship with Habitat for Humanity so critical. It is very exciting that the San Diego Habitat for Humanity Endowment will help meet this clearly identified need.”

With hundreds of philanthropic partners, The San Diego Foundation supports nonprofit organizations and public institutions in fields such as the environment, science and technology, the arts, civic engagement, education, health and human services and other areas of need as diverse as the region itself.

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

The San Diego Foundation is proud to stand as San Diego's leading resource for information about charitable giving and community needs. We encourage, support and facilitate meaningful dialogue on issues affecting each of our communities, and work with philanthropists to develop creative solutions to meet critical community needs. Since its inception in 1975, The San Diego Foundation has helped public-spirited citizens find ways to address community problems. The funds we manage now number in the thousands. Through them, our donors support numerous organizations and serve a variety of extraordinary causes. Our donors and funds all share a common purpose: to make San Diego a better place to live, work and play. For more information, visit The San Diego Foundation at [www.sdfoundation.org](http://www.sdfoundation.org).

### **About the San Diego Habitat for Humanity**

San Diego Habitat for Humanity Inc. (SDHFH), the local affiliate of Habitat for Humanity International, is a nonprofit organization that SDHFH selects families on the basis of housing need, willingness to partner with Habitat and ability to repay a 0% interest mortgage loan. It works to eliminate poverty housing and substandard living conditions in San Diego County and make decent shelter a matter of conscience and action. SDHFH is a faith-based organization that invites people of all backgrounds, races, faiths or no faith to join the effort in strengthening families, neighborhoods and communities. Habitat for Humanity exists through volunteer labor and contributions of money, land and materials, including purchases and donations to ReStore, SDHFH's building supply thrift store. For more information, visit [www.sdhfh.org](http://www.sdhfh.org) or call 619-283-HOME (4663).