

RETAIL *Trends*

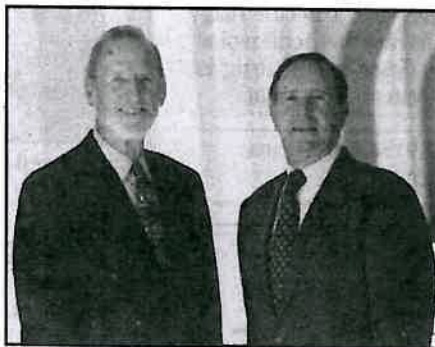
Noteworthy from our advertisers

Generosity never loses its value at The San Diego Foundation

With the holidays upon us, many of us can be thankful for what we have in the San Diego region. But not everyone is so lucky. And although San Diegans have a long history of assisting residents in times of need, in 2009, the economy and other factors have made giving even more difficult for many San Diegans. So the demand for funding for nonprofits is greater than ever.

Fortunately, The San Diego Foundation has been able to provide solutions to a myriad of community issues by connecting our region's generous philanthropists with the outstanding nonprofit community for maximum results. However, monetary gifts to The San Diego Foundation, trusted since 1975 to improve lives in our community, are down 50 percent — and that affects many needed programs since the Foundation works with many agencies and nonprofits.

Why choose The San Diego Foundation as your partner in your charitable efforts? Using a high level of charitable giving and investment expertise to assist



From left are Jerry Hoffmeister, Board Chair and Bob Kelly, President & CEO of The San Diego Foundation.

donors in opening or contributing to funds, The Foundation allows you to provide the maximum impact for the charity of your choice.

In addition to providing grants for nonprofits, the Foundation gathers information and creates ongoing understanding of San Diego's needs, so that they can better connect donors with those nonprofit organizations to offer solutions for a better San Diego.

"It's the connections, the choices and the credibility that set us apart," added Deirdre Maloney, director, marketing and communications for The San Diego Foundation.

For 35 years, The San Diego Foundation has partnered with dedicated community members to preserve, improve and enhance San Diego. They are committed to making San Diego an even better place for our children. To learn how you or your company can be part of solutions for our region now, and in the future, go to www.sdfoundation.org or call The San Diego Foundation at (619) 235-2300.