

# The Foundation Insider

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## Spotlight on Philanthropy

### Jack Pickard

This year, The San Diego Foundation was the beneficiary of a significant gift from the estate of Jack Pickard. A La Jolla resident, Jack Pickard was known as an extremely determined, generous and passionate man, pursuing his beliefs with full force and drive.



Jack Pickard and his daughter Patricia Kesselring

After originally enlisting as a Private in the U.S. Army before WWII, and eventually being commissioned a 2nd Lieutenant upon graduation from the U.S. Military Academy at West Point, Jack went on to distinguish himself as a bomber pilot during the war. For his extraordinary service, he was awarded the *Distinguished Service Cross*, the military award second only to the *Medal Of Honor*.

Originally from Philadelphia, Jack truly loved San Diego. Among his other contributions to the region, Jack gave a gift to the City of San Diego to restore the historic Irving Gill fountain in Horton Plaza downtown.

Jack didn't let challenges stand in his way. When he was diagnosed 20 years ago with macular degeneration and told he would go blind, he hired professional help and trained himself to operate with only peripheral vision. Despite living with almost complete blindness, he played tennis until the day he died.

As a contribution to the Common Good Fund, Jack's recent gift will support some of the region's most pressing needs. To establish or contribute to a fund, call 619-235-2300 or email [givingteam@sdfoundation.org](mailto:givingteam@sdfoundation.org).

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## A Special Evening with Conrad Prebys Appreciates Foundation Donors



Conrad Prebys, one of San Diego's most esteemed community builders and Jerry Hoffmeister, Chair of The San Diego Foundation

The San Diego Foundation began this new fiscal year with the theme *Generosity Never Loses its Value*, and our supporters have continued to inspire us as they illustrate their commitment to San Diego by establishing or contributing to funds.

We had the opportunity to share our gratitude with some of our donors in early November, when we held a special event at the Lodge at Torrey Pines. In addition to expressing our appreciation at the *Sixth Annual Conversation with San Diego Community Builders* event, we were also pleased to offer them the opportunity to hear from guest speaker Conrad Prebys, one of San Diego's most esteemed community builders. Mr. Prebys held a

conversation with board chair Jerry Hoffmeister, along with some of The Foundation's most generous donors and fund advisors.

He shared how he built his wealth in real estate, and how he also built his legacy of generosity. Mr. Prebys' moving story inspired all in attendance, and we are grateful for his participation.



## A Wild Night to Appreciate Our Friends of the Foundation Program Supporters!



A new event at the San Diego Zoo in December gave us the opportunity to share our gratitude with those who contribute to the Friends of the Foundation program.

In addition to giving our Friends the opportunity to share stories and laughter with each other, the event also included a live show featuring some of the Zoo's favorite creatures. Afterwards, our guests were able to wander around the Zoo's new *Jungle Bells* holiday light display.

Special thanks to the San Diego Zoo, which generously contributed the cost of the animal show, as well as the tickets to *Jungle Bells*.

The Friends of the Foundation is an annual giving program that provides critical dollars directly to The San Diego Foundation's operations, allowing us to strategically tackle important issues. Our program, newly enhanced this year, includes a variety of giving levels and associated benefits, such as the event at the Zoo. For more information or to contribute to our Friends program, [click here](#).



## Remembering a Generous Philanthropist



The San Diego Foundation was saddened to learn of the recent passing of Sol Price, one of San Diego's greatest philanthropic heroes, and an inspiration to every person committed to making San Diego a better place.

Sol and his wife Helen have come to be known as local "entrepreneurial philanthropists," individuals who actively seek innovative programs that benefit community causes and improve the quality of life for San Diegans. They supported diverse community-building efforts, including the revitalization of City Heights and a variety of after-school enrichment and recreational programs. By establishing such funds as the Price Family Charitable Fund and the City Heights Loan Fund through The San Diego Foundation, the Price Family proved its commitment to San Diego's future, to its children, and to the betterment of all in San Diego.

During this time of holiday giving, we can all take a moment to reflect on Sol, his ability to create and innovate inside and outside of the nonprofit sector, the many ways he achieved success throughout his lifetime, and his willingness to contribute to San Diego every step of the way.



## Newest Annual Report Highlights San Diego's Generosity

The San Diego Foundation was pleased to release its latest annual report in November. With the theme *Generosity Never Loses its Value*, the report illustrates the work that has been accomplished over the last fiscal year thanks to our partnerships with philanthropists, volunteers, and nonprofit organizations. It is impossible not to be inspired after reading through the lists of donors, the stories behind our newest funds, and the commitment of those nonprofit partners who have achieved so much for San Diego. We are also so proud to highlight the hundreds of volunteers who have given so generously of their time to help The Foundation achieve its work.

To view the annual report, [click here](#).



## The Mutual Benefits of the CGA

It provides generous tax savings now and into the future, along with the satisfaction of knowing that you will ultimately provide support to your favorite charity. If you have a minimum of \$25,000 and are looking for a simple, worry-free, lifetime payment for yourself and/or a loved one at a competitive rate of return, consider a

charitable gift annuity. Depending on your age, rates can be as high as 9.5%, and the rate is permanent for your lifetime. It will never be reduced, regardless of economic fluctuations. In addition, a portion of your gift annuity income is tax-free. Don't hesitate to learn how this program might benefit you. Contact Amy Walling at (619) 235-2300 or [Amy@sdfoundation.org](mailto:Amy@sdfoundation.org).

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## FOUNDATION HAPPENINGS

### Creating Access to Higher Education for San Diego Students


Scholarship applications continue to arrive at The Foundation, as this year's Community Scholarship Program's season is in full swing. The program offers scholarships for graduating high school seniors, current college students, graduate school students, and adult re-entry students. Recipients attend a wide variety of accredited institutions.

Last year, The Foundation received a record number of approximately 1,600 Common Scholarship Applications (representing over 8,000 requests for individual scholarships.) The nearly 25% increase was attributed to the economic recession, and we expect at least as many this year. \$2.72 million in scholarships was awarded to more than 600 recipients last season.

The Common Scholarship Application was released in late November. The application deadline is January 22.

It's not too late for donors to help by contributing to one of our more than 140 existing scholarship funds. To donate, contact Arzo Mansury at 619-235-2300 or [Arzo@sdfoundation.org](mailto:Arzo@sdfoundation.org).

For more information on our scholarships program, [click here](#).

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### Introducing *The People's Post*

"*The People's Post: Local Voices. On The Web.*" is an innovative collaboration between [voiceofsandiego.org](http://voiceofsandiego.org), Media Arts Center San Diego, the San Diego County Library, and The San Diego Foundation Civil Society Working Group to engage San Diegans in creating and sharing their opinions and personal stories. Funded in part by the John S. and James L. Knight Foundation, this is the first project of the Civil Society program's Regional Information Initiative. It is poised to launch this month.



*The People's Post* gives all San Diegans a way to engage others around their own priorities, thereby empowering them to create social change. It will have a distinctive presence on the Voice of San Diego website, [www.voiceofsandiego.org](http://www.voiceofsandiego.org), where anyone can go to view stories from people throughout the region. In addition, videos that relate to news will be included on the news pages of the site. Individuals will be able to visit different branches of the County Library to record their stories and to screen story collections. They will also be able to create blogs on the site to comment on news and share information with other San Diegans.

For more information contact Cheryl Phelps at 619-235-2300 or [Cheryl@sdfoundation.org](mailto:Cheryl@sdfoundation.org).

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### Five Local Arts and Culture Organizations Receive Thousands in Grants Through The San Diego Foundation

The San Diego Foundation Board of Governors recently approved the Arts and Culture Working Group's recommendation of \$195,000 in grants to five nonprofit organizations. The grants are part of *Art Works for San Diego*, a multi-faceted, multi-year initiative that demonstrates how arts and culture serve as powerful tools for social change and civic engagement.

\$45,000 was granted to each of the following four local organizations to assist with implementation during the first year of their projects

- Cygnet Theatre's *HeART of Old Town* project will revive Old Town as a cultural destination, providing more innovative arts experiences for residents and visitors;
- The Escondido History Center's Saturdays in the Park project seeks to transform Grape Day Park into a vibrant and safe cultural center, with 52 weeks of family-friendly programming;
- *The Southeastern San Diego Residency Project* will enable the Old Globe Theatre to envision and implement creative performance and training programs that engage neighborhood residents in the art of theatre and the life of the Old Globe;
- *Telling Stories: Giving a Voice to Foster Youth* empowers youth and young adults who have grown up in foster care to value their personal experiences by creating theatre from their life stories.

Additionally, \$15,000 was awarded to the Pew Charitable Trust to support the *California Cultural Data Project*, a powerful, online management tool that provides nonprofit arts and culture organizations with consistent, reliable, comprehensive data on arts and culture in California.

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## New Tool for Balboa Park Visitors

Visitors to Balboa Park can now experience its many gardens and spectacular flora in a whole new way, thanks to a \$10,000 grant from the Balboa Park Trust Committee.

A newly released, user-friendly fold-out map and guide book entitled *“The Gardens of Balboa Park: Self guided Walk”* replaces five out-dated pamphlets, providing a more efficient way to share information while educating the public about some of the park’s greatest assets. Starting in the West Mesa at the statue of Kate Session, the visitor’s self-guided walk continues east to Palm Canyon, Alcazar Garden the Botanical Building and dozens of other gardens and botanical exhibits.

The free guidebook, distributed through the Balboa Park Visitors Center, will also be available for downloading from the Balboa Park website – [www.balboapark.org](http://www.balboapark.org) and through the Foundation’s website at [www.sdfoundation.org](http://www.sdfoundation.org).

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## Local Leaders Convene to Take On Climate Change



*Climate Action Convening*

Climate Change is one of the most pressing challenges facing San Diego County. There are a growing number of nonprofit organizations working at the regional and state levels to reduce greenhouse gas emissions and prepare for climate impacts, such as sea level rise and higher wildfire risk.

63 leaders from 46 nonprofit organizations came together in late November to celebrate their successes and explore new opportunities in the area of climate change. Hosted by The San Diego Foundation, the convening focused on regional accomplishments to date, advancements in public policy, identifying the

most pressing unmet needs, and increasing collective effectiveness.

Due to positive feedback and continued interest from local organizational leaders, The San Diego Foundation is planning for another Climate Action Convening in the spring of 2010.

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## Millions Granted to Local Organizations Serving the Paradise Valley Hospital Region

This Fall, the Paradise Valley Community Health Fund Advisory Committee approved grants totaling \$3,071,674 to eight nonprofits serving the community surrounding Paradise Valley Hospital.

The Foundation received \$3 million from the sale of Paradise Valley Hospital to for-profit corporation Prime Healthcare Services, as mandated by the California Attorney General. The Advisory Committee, convened in late 2008, spent nearly a year researching the pertinent health issues of the communities surrounding Paradise Valley Hospital, and administering the application process. Funds from the hospital sale were supplanted by Health and Human Services field of interest funds held at The Foundation.

The eight, two-year grant-funded programs will increase access to care related to early intervention and/or chronic disease, and the integration of primary and behavioral care services. Grantees include the California Dental Association Foundation/University of the Pacific; Metro United Methodist Ministries/CASBIRT; San Ysidro Health Center; SAY San Diego; Scripps-Whittier Diabetes Institute; Sharp Healthcare Foundation/Sharp Chula Vista Hospital; South Bay Community Services; and the UCSD Student-Run Free Clinic.

A story in the Union Tribune, describing the Paradise Valley Hospital grants, can be found [here](#).

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## Welcome Karen Begin!



*Karen Begin*

If you are involved with The San Diego Foundation’s Environment or Arts & Culture focus areas, chances are you have had or will soon have the opportunity to meet Karen Begin. Karen started her career at The Foundation as the Director of Development for Environment and Arts & Culture in late summer. The first to serve in this role, Karen will focus on identifying strategies and engaging support for The Foundation’s Environment and Arts & Culture endowments. She will play an integral role in sustaining a well-rounded, creative and environmentally stable community by generating awareness, enhancing programs, increasing support, and promoting active participation among community leaders, citizens, and non-profit organizations.

Karen comes to The San Diego Foundation after serving for five years as the Development Director for North Coast Repertory Theatre in Solana Beach. Prior to that, she worked with Starwood Hotels & Resorts, primarily with W Hotels in Chicago and San Diego. Karen holds a Bachelor of Fine Arts from Wright State

University in Dayton, Ohio.

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## San Diego Women's Foundation Begins New Grant Cycle

The San Diego Women's Foundation has entered its tenth year of grant making, with a focus on the Environment. The goal is to fund activities connected to local nature, which promote informed awareness of and personal responsibility for the region's natural environment. This specific target area was developed after a year-long discovery process, which involved interviewing experts about the priorities within the San Diego region.

54 grant proposals have been submitted, and the San Diego Women's Foundation is now going through an extensive due diligence process. A final list of applicants will be presented to members for a final vote. Successful applicants will be awarded their grants at a celebration in June 2010.

To date the San Diego Women's Foundation has granted \$1.74million to the San Diego Region.



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## Regional Outreach Updates

### 4S Ranch~Del Sur Community Foundation

In early December, the 4S Ranch ~ Del Sur Community Foundation hosted a membership building event, *Divas, Designs and Desserts*. In addition to offering up holiday shopping and extraordinary desserts, the event's main purpose was to share information about and encourage membership in the foundation. Special thanks to foundation members Coldstone Creamery Rancho Bernardo and Cute Cakes, for providing the desserts.

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### Carlsbad Charitable Foundation

- Knox Williams and Hollyce Phillips were honored as the Carlsbad Charitable Foundation's Co-Volunteers of the Year at the 2009 North County Philanthropy Council's Volunteer Awards Ceremony.
- Board member Bobbie Hoder has been named Carlsbad's Citizen of the Year.
- The Carlsbad Charitable Foundation is pleased to welcome its newest members: Ernie and Peggy Bray, Chuck and Ellie Ruane and Joe B. Noble III.
- A story in the *Carlsbad Business Journal* featured information on the Carlsbad Charitable Foundation, including an interview with chair Yvonne Murchison Finocchiaro. To read the article, [click here](#).



*Bobbie Hoder as she is being honored as Carlsbad's Citizen of the Year.*

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### Chula Vista Charitable Foundation

This foundation is pleased to announced its 2010 board members: Paul Souval (Chair), Terry Thomas, Theresa Weekes, Dency Souval, Lourdes Valdez, Tom Clavell, Sharon McDade-Floyd, and Sharon Reid.

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### Escondido Charitable Foundation

- In Escondido, past chair Ken Lounsbery has been honored with the Escondido Charitable Foundation's Volunteer of the Year award. The announcement came at the 2009 North County Philanthropy Council's Volunteer Awards Ceremony.
- This charitable foundation's After-the-Fires committee worked with The San Diego Foundation's Disaster Board to identify survivor needs, as well as rebuilding programs in Escondido, leading to over \$106,000 in funding.
- A November issue of the *North County Times* includes a story about the Escondido Grants Celebration. [Click here](#) to read it.

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### La Jolla Community Foundation

- As this newest community foundation continues its work to begin its first cycle of grant making, it is pleased to welcome its newest board member, Susan McClellan.
- An article in the *La Jolla Light* described the work of the La Jolla Community Foundation, and encouraged giving. To read the story, [click here](#).

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### Oceanside Charitable Foundation

Colleen O'Harra was honored as this foundation's Volunteer of the Year at the 2009 North County Philanthropy Council's Volunteer Awards Ceremony.

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### **Rancho Bernardo Community Foundation**

- Maureen Anderson Rouleau was honored as this foundation's Volunteer of the Year at the 2009 North County Philanthropy Council's Volunteer Awards Ceremony.
- On November 24, the Rancho Bernardo Community Foundation hosted its Annual Thanksgiving Community Luncheon, where it distributed over \$6,500 in grants to community projects.

The Rancho Bernardo Community Foundation is pleased to welcome its newest board members:

- Dr. Kendra Jeffcoat has served the community college system for over 35 years, as a faculty member for 25 years and an administrator for over a decade
- Debra Rosen is the president and CEO of the San Diego North Chamber of Commerce
- Renee VanHeel spends the majority of her time working with Gold Coast Empire and running the Gold Coast Foundation. In this role she also heads up Fired Up Sisters, a division run through the Rancho Bernardo Community Foundation, which supports the 2007 wildfire survivors.
- To read a December story from the *Rancho Bernardo News Journal* featuring the Rancho Bernardo Community Foundation, [click here](#).

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### **Communications Corner**

The January 1st edition of the *San Diego Union Tribune* featured an editorial on the mission and purpose of the Charitable Foundations. You can read the article [here](#).

In order to highlight the impact of the recession on San Diego, and to emphasize the importance of giving during the holiday season, The Foundation invested its resources into an extensive advertising campaign in December. A series of ads ran in the *San Diego Union Tribune* and the *North County Times*, in addition to a variety of community papers. Mentions could also be heard on KPBS. To view the ads, [click here](#).

This campaign caught the attention of Channel 9-KUSI, and prompted them to interview us for their morning show and evening broadcast. Click [here](#) to see one of the segments, which includes Bob Kelly talking about the needs within the community and the benefits of giving.

*The San Diego Union Tribune* also featured The Foundation in its retail trends section. You can read the article [here](#).

*San Diego Magazine's* December issue included an article on charitable giving, and featured an interview with president and CEO Bob Kelly. You can read the article [here](#).

A story on the front page of the Sunday, December 27 edition of the *San Diego Union Tribune* focused on The Foundation and the Regional Vision Initiative. You can read the article by clicking [here](#).

A \$1.25 million legacy gift from Thomas and Lilyan Frank, established through The San Diego Foundation, will support Balboa Park's Inez Grant Parker Memorial Rose Garden and the Japanese Friendship Garden. To read the story from the *San Diego Daily Transcript*, [click here](#).

The importance of giving through our regional affiliates was highlighted when former chair of the Escondido Charitable Foundation Jack Raymond and current Carlsbad Charitable Foundation chair Yvonne Murchison Finocchiaro participated in a Community Spotlight interview with Drew Schlosberg, community and public relations manager for the *San Diego Union Tribune*. You can listen to the interview by [clicking here](#) and scrolling down to the interview on December 4.

A story in the *San Diego Union Tribune*, describing the Paradise Valley Hospital grants, can be found [here](#).

An article in the *La Jolla Light* described the work of the La Jolla Community Foundation, and encouraged giving. To read the story, [click here](#).

A story in the *Carlsbad Business Journal* featured information on the Carlsbad Charitable Foundation, including an interview with chair Yvonne Murchison Finocchiaro. To read the article, [click here](#).

To read a December story from the *Rancho Bernardo News Journal* featuring the Rancho Bernardo Community Foundation in December, [click here](#).

A November issue of the *North County Times* included a story about the Escondido Grants Celebration. [Click here](#) to read it.

Information on the Oceanside Charitable Foundation could be found in *San Diego Metropolitan Magazine* in November. You can read the story here: [sandiegometro.com](http://sandiegometro.com)

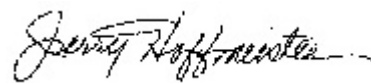
Foundation Chair Jerry Hoffmeister's story was featured in a number of community papers, including the *Carmel Valley Leader*. You can read the [story here](#).

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



Bob Kelly, President & CEO  
The San Diego Foundation



Jerry Hoffmeister, Board Chair  
The San Diego Foundation

If you have questions or would like to provide feedback on this email, please send them to [Anna-Marie@sdfoundation.org](mailto:Anna-Marie@sdfoundation.org)