

News Notes

A San Diego Foundation News Update



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The San Diego Foundation unveils the largest endowment initiative in history of San Diego

At its 30th anniversary celebration event held Oct. 15, The San Diego Foundation announced to 1,400 of San Diego's community leaders the largest region-wide endowment initiative ever to be enacted in San Diego.

Named "Endow San Diego," the initiative is designed to inform and inspire San Diegans to understand and support endowments. The Foundation's anniversary also marked another milestone in its history by reaching \$400 million granted back to the community since its inception.

"We want people to endow their passions," said Bob Kelly, president and CEO of The San Diego Foundation. "Creating an endowment ensures that one's legacy can live on. It is truly a gift that doesn't end. I've often said that no matter the neighborhood I find myself in, I can see the impact that generous San Diegans have had on this community. Endow San Diego will allow this to continue for years to come."

The initiative concentrates on building permanent endowments for citizens and organizations committed to improving the quality of life in San Diego's communities. Together, these groups are focusing on the future of each community through endowments, which will provide for the needs of generations to come while leaving a legacy that will speak for the men and women of today's San Diego long beyond our time.

Endow San Diego changes the face of philanthropy in the San Diego region by not just focusing on what can be done immediately, but also by focusing on the future of the region.

Endowment is a tool that builds long-term stability for organizations, reducing dependence on the success of annual fundraising to support programs and operations. An endowment fund preserves a charitable donation permanently. The money is invested, and the earnings provide continual support for a cause or organization.

As an example, one such endowment fund at

The San Diego Foundation started with a gift of \$1.7 million in 1983. Today the fund balance has grown to \$5.2 million, and it has distributed more than \$2.6 million in funding. Endowments are viewed by many as the best way to maximize the impact of a charitable gift.

Last year, The San Diego Foundation surveyed nonprofits in the area and found that more than 70 percent of responding organizations do not have endowments, and over 80 percent of them have no formal planned giving program. This puts many of the region's most important and essential

programs at constant risk of losing their funding. That is why Endow San Diego is so important, ensuring the future of our communities' essentials.

As part of Endow San Diego, The Foundation is working with nonprofit agencies to build permanent endowments, ensuring that the quality of life in San Diego is not only upheld, but also improved for future generations. Qualcomm and KPBS are

The Foundation's partners in philanthropy and play a crucial role in ensuring the success of Endow San Diego.

To further support the mission of Endow San Diego, The Foundation, along with its sponsor, Wells Fargo, established the Nonprofit Partnership Program. This program brings together nonprofit organizations of all types to focus on endowment building through planned giving. The Foundation will provide its nonprofit partners with tool kits for planned giving, and will convene forums and educational seminars on various related topics to build the tools nonprofits need to begin establishing permanent endowments.

The Nonprofit Partnership Program is believed to be the largest venture of this kind in our nation. Currently, there are more than 170 nonprofit organizations that have become Nonprofit Partners, embracing Endow San Diego, and that number continues to grow.

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— Bob Kelly

San Diego Baykeeper becomes San Diego Coastkeeper

Coastkeeper announces \$500,000 endowment gift at 10th anniversary celebration

On Oct. 28, San Diego Baykeeper announced its transformation into San Diego Coastkeeper at the organization's 10th Anniversary Ocean Gala benefit at the Hotel del Coronado. The change in name, as well as new logo and mission, reflects the group's growing regional focus.

San Diego Baykeeper was launched in 1995 in order to combat chronic pollution of San Diego Bay — pollution that had transformed a once-thriving ecosystem into a highly toxic body of water. A local, community-based advocacy group, Baykeeper, became the 15th approved Waterkeeper program in the country.

Through its community outreach, education and advocacy efforts, thousands of San Diegans are now empowered to be stewards of clean water and a healthy coastal ecosystem. As a result of San Diego Baykeeper's efforts:

- Sewage spills have decreased by 70 percent and beach closures by almost 60 percent in the City of San Diego;

- San Diego's regulations for stormwater and industrial discharge standards are now considered best practices for California and the nation;

- Nearly 20,000 San Diegans have removed more than 140,000 pounds of debris from beaches as part of monthly cleanups and Coastal Cleanup Day;



Coastkeeper efforts have helped decrease sewage spills by 70 percent.

- More than 3,000 volunteers have helped gather critical data on the health of local waters and kelp beds; and,

- Annually, more than 10,000 local school children receive water quality and pollution prevention lessons through Project SWELL curricula and associated hands-on educational programs.

"Over the past decade, San Diego Baykeeper has become a leading voice on protecting San Diego's waters," noted Executive Director Bruce Reznik. "But with new challenges facing the region, Baykeeper has evolved into San Diego Coastkeeper, a new name for a growing organization whose mission will now include helping to protect all of San Diego County's bays, beaches, watersheds and ocean."

At the Ocean Gala benefit, Coastkeeper also announced a \$500,000 endowment challenge grant from The ORCA Fund of The San Diego

Foundation. The ORCA Fund will match any endowment gifts dollar-for-dollar up to \$500,000 as Coastkeeper launches a \$2 million endowment campaign. The award is part of The Foundation's "Endow San Diego" campaign. Coastkeeper is establishing an independent Board of Trustees to help build and manage the endowment.

"San Diego Coastkeeper has achieved broad recognition for its many achievements in protecting San Diego's waterways and educating its young people over the past decade," Reznik said. "The need for our work is ongoing. An endowment helps ensure a permanent funding source for the organization so we can continue to address the leading coastal pollution issues facing San Diego."

Some of those issues include: (1) ensuring that responsible parties remove more than 1 million cubic yards of toxic sediment from San Diego Bay; (2) requiring San Diego to continue upgrading its sewage and stormwater infrastructure to further reduce pollution flowing into our bays and beaches; (3) promoting clean, renewable energy solutions to replace the region's aging and highly polluting power plants; and (4) reaching all 138,000 children in San Diego City Schools with the Project SWELL water quality/pollution prevention curricula by 2010.

"Coastkeeper plays a critical role in protecting San Diego's waters," said Board President Sandor "Sandy" Kaupp. "An endowment will ensure that Coastkeeper remains a permanent voice for coastal protection in San Diego."