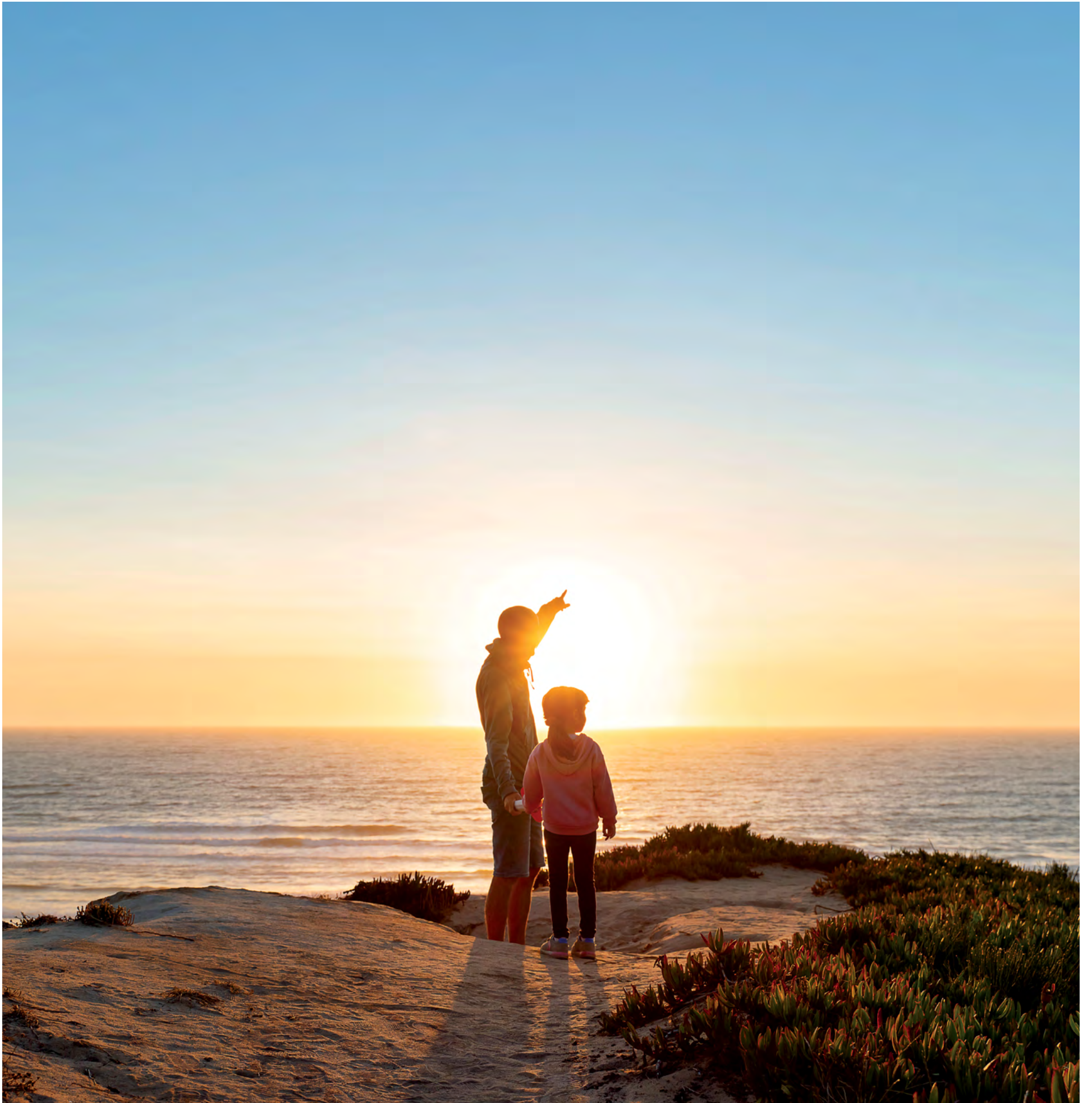


Fifty & Forward

The Campaign for the Next 50 Years



Thank you for your support of San Diego Foundation and the San Diego region. We are honored to share this special campaign launch and impact report with you—and to officially kick off the public phase of our grantmaking and fundraising for Fifty & Forward: The Campaign for the Next 50 Years in celebration of our 50th anniversary.

The Fifty & Forward Campaign is dedicated to our home: San Diego County. Home means something different to us all. Home is a safe, peaceful sanctuary that protects us. Home is a foundational element of our well-being and identity. Our home is who we are. It's where we belong. And it's where we dream big.

San Diego County is home to 3.3 million people. It's a place of endless possibilities. A place where people are compassionate toward their neighbors and committed to addressing the issues we face together. With our rich and diverse communities and the entrepreneurial, can-do spirit that defines our region, we now have a unique opportunity to harness the great potential of San Diego's generosity and, together, inspire and make a meaningful impact through targeted, aligned charitable giving.

This campaign launch and impact report shares the success of our work since 2021 when we emerged as a changed organization due to the COVID-19 pandemic—an event that magnified, and drove us to address, the disparities in our communities. This is also when we launched the Fifty & Forward Campaign and started our work of awarding \$500 million in grants to realize our region's greatest opportunities in **education**, for **children and families**, and our **environment**. It's also when we challenged ourselves to fundraise \$1 billion to fuel our impact for the next 50 years.

Together, we are imagining a San Diego where every student can pursue the education and career of their choosing. Envisioning a San Diego where every child is healthy and families are thriving. And picturing a San Diego where clear air, clean water and beautiful parks are preserved and accessible.

The opportunities we have today with **education**, **children and families**, and the **environment** are not new, but our urgency is—especially for communities that have historically been furthest from opportunity.

Your love for San Diego, this place we call home, offers hope for the difference we can make together. We are inviting our community to come together and give more like never before so we can ensure our region reaches its potential and our charitable giving makes the greatest impact possible.

Join us in this pivotal moment to help every San Diegan thrive, prosper and feel like they belong. We are all connected. And when we help even one person, we make life in San Diego better for us all.

Let's do more than just dream of a better home. Let's create it—together.

Fifty and forward, San Diego!



Mel Katz

Mel Katz
Chair, Fifty & Forward Campaign Council
Member, Board of Governors
San Diego Foundation



Mark A. Stuart

Mark A. Stuart, CFRE
President & CEO
San Diego Foundation



Growing Future Leaders pg 6



Building Strong Families pg 8



Creating Healthy Environments pg 10

Grantmaking goal for the three impact areas: **Education, Children and Families, and the Environment.**

\$500M

Why Fifty & Forward?

San Diego Foundation was established in 1975 when a group of civically engaged San Diegans recognized the need for a charitable organization that could engage philanthropy to serve community needs and causes in San Diego County.

As SDF prepares to celebrate our 50th Anniversary in May 2025, we're looking back and ahead on our work alongside donors who trust us to help realize their goals, amplify their impact and ensure a healthy, vibrant San Diego home.

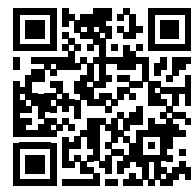
The Fifty & Forward Campaign is a seven-year initiative and the most ambitious fundraising and granting undertaking in our foundation's history. We're inviting our community to partner with us to bring together our resources, passions and spirit of innovation to create a place we feel proud to call home. A home others respect, admire and follow.

With philanthropic, nonprofit, government and civic partners, SDF has inspired impact and created meaningful change for 50 years. Together, we'll do so for 50 more years, and beyond, with continued partnership and focus on education, children and families, and our environment—critical community needs that, when met, can change the trajectory of the lives of San Diegans for generations.

Taking the past 50 years of investment and impact into the next 50 years of possibility and promise will provide San Diego—our home—with boundless opportunity and our children with a bright and resilient future.

You can amplify your giving through partnership with San Diego Foundation and help make a transformational change for the issues you care about most—and the issues that mean the most to our community.

You can learn more about the Fifty & Forward Campaign and our 50th anniversary at SDFoundation.org/50.

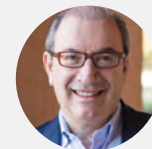


Meet the Campaign Council

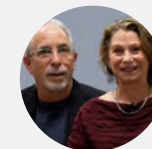
Thank you to these local philanthropists and community leaders for their service as advisory members for Fifty & Forward: The Campaign for the Next 50 Years.

These respected, compassionate San Diegans represent a collective group of individuals who give deeply and regularly to the causes they care about, such as education, children and families, and the environment. They are admirable examples of how giving one's time, talent and treasure can have a lasting impact in our region.

**Indicates current or former Board of Governors member*



Mel Katz, Chair*
Co-Founder and Executive Officer
Manpower Staffing Services of San Diego



Vicki and Moises Baron
Community Volunteers and Philanthropists



Darcy Bingham*
Community Volunteer and Philanthropist



Marilyn Creson Brown
Community Volunteer and Philanthropist



Patty Bruten
Community Volunteer and Philanthropist



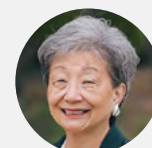
Phyllis Epstein
Community Volunteer and Philanthropist



Jay Hill
Executive Director
Dr. Seuss Foundation



Elvin Lai*
President & CEO
Ocean Park Inn Hotel



Connie Matsui*
Community Volunteer and Philanthropist



**Impact Area:
Education**

Making a Difference, Together

Growing Future Leaders

Imagine a San Diego where every student has access to a college and career of their choosing. **What would that mean to them and their families?**

All San Diego students could discover who they are, what values they believe in and live by, and what goals they want to achieve. They could build a foundation for their future and for our home as the next generation of regional leaders.

For Domanick Castro, a recent high school graduate and the first in his family to attend college, education is a path to opportunity where he can help support his parents and younger brothers.

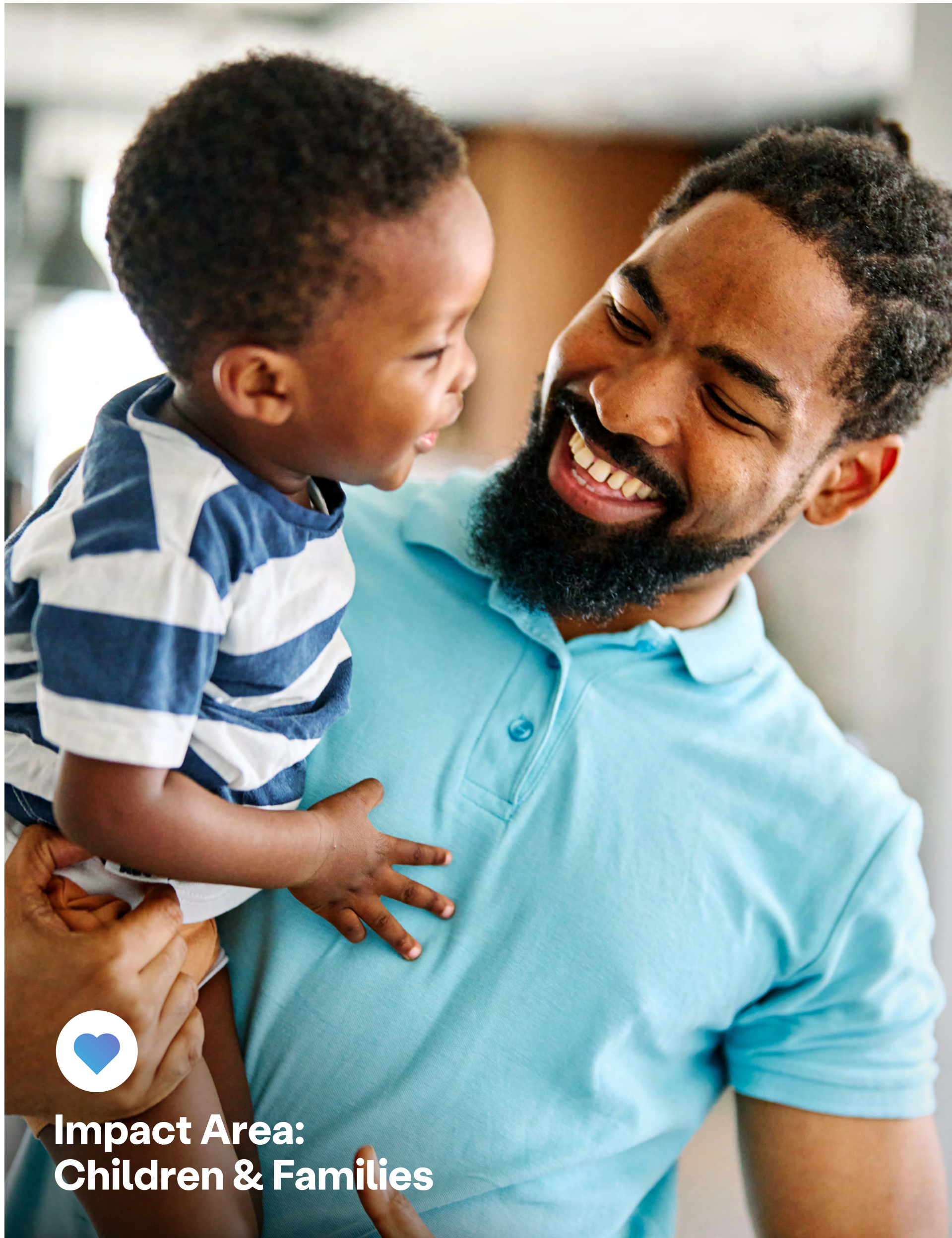
Domanick's growth as a student leader and his enrollment at University of California San Diego is a testament to the community of support made possible by Hoover High School, Ocean Discovery Institute, and San Diego Foundation and its fundholders.

SDF and its fundholders have long supported education, one of the focus areas of the Fifty & Forward Campaign.

“Life happens, and not everything goes your way. Yet, things go exactly the way they need to. You just don't see it as it happens. It's not until later, looking back, that you realize just how much you've grown and how far you've come.”



Domanick Castro
SDF Scholarship Recipient



**Impact Area:
Children & Families**

Making a Difference, Together

Building Strong Families

Envision a San Diego where every child and family are healthy and thriving.

What could that look like?

To make this vision a reality, all San Diego parents and caregivers would have jobs with family-sustaining pay, affordable, accessible childcare, and the gift of time to listen to and raise their family.

For Byron and his daughter, recent immigrants to the U.S., the support they have received from Father Joe's Villages has created a nurturing, safe environment for their family to thrive.

Thanks to donors and community partners like Father Joe's Villages, families like Byron's have a home of their own—and the assistance needed to transition.

For years, SDF and its fundholders have supported nonprofits serving San Diego County's children and families, one of the key areas of the Fifty & Forward Campaign.

“They (Father Joe's Villages) are attentive to the children. They take good care of them, and have given good emotional support.”



Byron
Father Joe's Villages client



**Impact Area:
Environment**

Making a Difference, Together

Creating Healthy Environments

Picture a San Diego where our breathtaking surroundings are preserved and accessible for all. **What would that look like?**

Clear air and clean water. Access to parks and green spaces. An active community and lifestyle that contributes to strong mental and physical health. Preserving San Diego's beautiful outdoors and resources enriches the lives of all who call our region home.

For decades, San Diego Foundation has partnered with nonprofits like Environmental Health Coalition to support climate research studies, regional Climate Action Plans, outdoor access initiatives and climate-resilient communities.

San Diego Foundation's partnership with Environmental Health Coalition is funding climate-resilient projects that will preserve, protect and strengthen San Diego's central historic barrios.

SDF and its fundholders have long supported region-wide outdoor access and climate initiatives, one of the key areas of the Fifty & Forward Campaign.

“It is wonderful to collaborate with San Diego Foundation to get benefits and resources into environmental justice communities that are usually ignored. The Foundation staff and team work hard in true partnership with us, with all partners and residents to show respect to community voices and move San Diego communities forward.”



José Franco García
Executive Director
Environmental Health Coalition

This year, San Diego Foundation reached an important milestone—\$1.8 billion in grants to nonprofits since 1975, thanks to our donors. After reaching \$1 billion in grants in 2016, we’ve nearly doubled that figure in just eight years. **With \$114.5 million granted this past year alone,** our donors and partners continue to support nonprofits making a meaningful difference.

Donors and partners like you made 2024 another remarkable year for SDF and San Diego. Together, we helped San Diegans furthest from opportunity. The first-ever San Diego Fundraising Conference helped our local nonprofit community strengthen its fundraising to better serve our region and its diverse needs. Last fall, the San Diego Economic Equity Report highlighted how much work we need to do to realize just, equitable and resilient communities that provide access to opportunity for all San Diegans.

In January and February, **SDF and donors gave \$1.4 million to support survivors of historic devastating floods in our region,** from providing a temporary home to serving a warm meal to helping survivors access mental health services. In July, **the Community Scholarship Program awarded a record-breaking \$4.9 million in scholarships to 1,200 San Diegans** to realize their dreams of attending college while building up our local workforce.

This summer, the Early Childhood Initiative once again partnered with the Dr. Seuss Foundation to support young children and families with **\$1.3 million in grants to local nonprofits.**

The Healthy Children & Families Initiative partnered with the San Diego Women’s Foundation to **support the expansion of mental health resources for children and adolescents with \$875,000**

in combined grantmaking to build up mental resiliency and a sense of belonging among our region’s young people. **We also celebrated receiving \$42 million in grants from state and federal sources** to help fund climate-resilient projects to preserve, protect and strengthen San Diego’s central historic barrios. This will allow our neighbors to breathe freely, experience lower utility bills and access community resources that will benefit everyone during the next heat wave or flood.

And next year will be even bigger—throughout our 50th anniversary year in 2025, we’ll celebrate at local events and raise awareness of the work we do, together, with our donors and partners. We hope you see San Diego Foundation at work in your community! You can learn more about our yearlong celebration at SDFoundation.org/50.

This work would not be possible without you. For 50 years, you have trusted us to support the community and make a difference in the lives of all San Diegans. This year, please join us in celebrating our history and envisioning the future of our region where every San Diegan has the opportunity to thrive, prosper and feel like they belong.

Regards,



Pamela Luster

Dr. Pamela Luster
Chair, Board of Governors
San Diego Foundation



Mark A. Stuart

Mark A. Stuart, CFRE
President & CEO
San Diego Foundation



Thank You to Our Donors.

Since 1975, donors have partnered with SDF to support causes near and far. Thank you to every donor for choosing to give to and through SDF to the causes you care about—whether it was an online donation to our San Diego Flood Response Fund, a monthly gift to one of our programs or a contribution as a fundholder.

Thanks to our donors, fundholders and philanthropic partners for aligning your giving in areas of mutual focus. Because of you, we can make an even greater impact in our community and continue to seize our region's most significant opportunities for the place we call home.

San Diego Foundation is here to help you reimagine philanthropy and give alongside like-minded donors to the causes and nonprofits you care about. Whether you're looking for expert

counsel on local nonprofits, streamlining your giving through our full suite of services or giving across your family's generations, we will help you accomplish your philanthropic goals.

We are a trusted partner to connect people who care with causes that matter—to you, to the community, to the future. Your philanthropy can support our region for the next 50 years. Thank you for your trust and partnership to make an impact.



2024 Annual Report

San Diego Foundation is grateful to our donors for their commitment to the community and for aligning their grantmaking with us to create a greater collective impact in San Diego County. When we work together, we can make a big impact for San Diegans.

In partnership with donors, foundations, municipal partners and corporations, we granted \$114.5 million through 8,509 grants to 2,313 nonprofits during the 2023–2024 fiscal year. During the past year, donor-advised giving amounted to 65% of our grantmaking, while the remaining 35% went towards our Strategic Plan priorities that focus on the greatest challenges in our region.



*The payout rate is a calculation of grantmaking dollars from donor-advised funds (DAFs) to nonprofit organizations relative to the total charitable non-endowed assets in DAFs. The national average for community foundations in 2022 was 19.7%, per the National Philanthropic Trust.

Supporting Our Community



Total Amount of Grants

\$114.5M

Education

\$40,178,557

Health & Human Services

\$27,724,775

Arts & Culture

\$13,147,834

Community Building

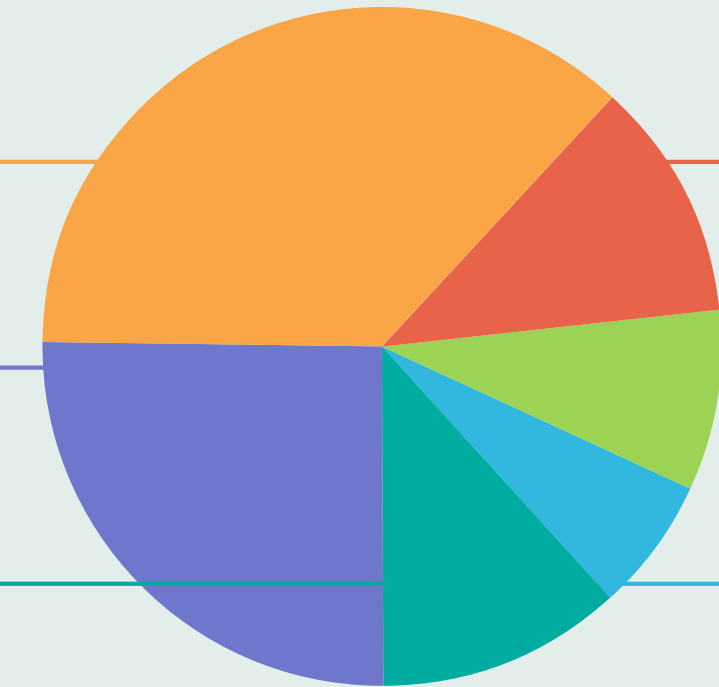
\$13,123,566

Environment

\$9,083,987

Youth Development

\$6,776,251



Education	\$40,178,557
Higher Education.....	\$23,253,527
Scholarships & Student Financial Aid.....	\$4,841,478
Fund Raising & Fund Distribution.....	\$4,531,164
Pre-K through 12.....	\$2,008,206
Educational Services.....	\$1,819,840
Single Organization Support.....	\$1,440,049
Student Services.....	\$503,401
Libraries.....	\$417,929

Health & Human Services	\$27,724,775
Human Services.....	\$14,627,374
Healthcare.....	\$3,976,178
Recreation & Sports.....	\$1,813,805
Diseases, Disorders & Medical Disciplines.....	\$1,403,750
Public Safety, Disaster Preparedness & Relief.....	\$1,330,703
Housing & Shelter.....	\$1,230,562
Food, Agriculture & Nutrition.....	\$1,004,432
Mental Health & Crisis Intervention.....	\$821,974
Crime & Legal-Related.....	\$737,851
Medical Research.....	\$567,646
Employment.....	\$209,000
Social Science.....	\$1,500

Arts & Culture	\$13,147,834
Symphony Orchestras.....	\$3,236,727
Museums.....	\$2,976,147
Other Arts & Culture.....	\$2,530,740
Arts Education.....	\$1,720,338
Music.....	\$1,038,157
Theater.....	\$457,799
Media & Communications.....	\$399,104
Dance.....	\$417,929
Opera.....	\$363,632

Community Building	\$13,123,566
Philanthropy, Voluntarism & Grantmaking Foundations.....	\$6,414,199
Community Improvement & Capacity Building.....	\$3,090,454
Public & Societal Benefit.....	\$2,449,879
Science & Technology.....	\$532,320
Civil Rights, Social Action & Advocacy.....	\$636,714

Environment	\$9,083,987
Animal-Related.....	\$2,959,815
Natural Resources Conservation & Protection.....	\$2,056,321
Other Environment.....	\$1,212,212
Water Resources, Wetlands Conservation & Management.....	\$988,648
Environmental Education.....	\$739,098
Land Resources Conservation.....	\$697,219
Alliances & Advocacy.....	\$214,300
Forest Conservation.....	\$113,500
Botanical Gardens & Arboreta.....	\$57,787
Environmental Beautification.....	\$45,087

Youth Development	\$6,776,251
Youth Development Programs.....	\$5,652,369
Youth Centers & Clubs.....	\$762,062
Scouts Organizations.....	\$209,579
Other Youth Development.....	\$85,189
Big Brothers & Big Sisters.....	\$67,052

* Note: Other grantmaking totaling \$4,513,200 includes international, foreign affair & national security; mutual & membership benefit, and religion-related grants.

* Unaudited as of June 30, 2024

San Diego Foundation has been a trusted community partner for nearly 50 years. Thanks to prudent fiscal management and shrewd investing, our assets have grown year-over-year for the past three years.

2024

\$1,564,263,000

2023

\$1,463,340,000

2022

\$1,304,655,000

View Financial Statements at SDFoundation.org/Financials

View Contributions at SDFoundation.org/Contributions

View New Funds at SDFoundation.org/NewFunds

2024–2025 Board of Governors

The San Diego Foundation Board of Governors is composed of volunteers with diverse professional backgrounds who participate in many community and charitable activities throughout San Diego. Thank you to our board members for their service. Welcome to new members Rafael Castellanos, Elizabeth Crisafi, Amina Sheik Mohamed and Allen Young.



Dr. Pamela Luster
Chair



Steven Klosterman, AIF
Vice Chair &
Immediate Past Chair



Elvin Lai
Treasurer



Dr. Becky Pettit
Secretary



Cindy J. Bertrand
Board Member



Gisele Bonitz
Board Member



Rafael Castellanos
Board Member



P. Kay Coleman
Board Member



Gloria Corral
Board Member



Elizabeth Crisafi
Board Member



Ken Derrett
Board Member



Dr. Pradeep
Gidwani, MD, MPH
Board Member



Leena Gupta
Board Member



Kevin Hamilton
Board Member



Rudy Johnson
Board Member



Mel Katz
Board Member



Alessandra Lezama
Board Member



Amina Sheik
Mohamed
Board Member



Amanda Montgomery
Board Member



Clifford Schireson
Board Member



Allen Young
Board Member





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