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Del Mar
FOUNDATION
P.O. Box 2913
Del Mar, CA 92014



Celebrating 30 Years in 2012



...And Now!



Look Inside to See How We Have Grown...

HOW TO CONTACT US:

Del Mar Foundation
P.O. Box 2913
Del Mar, CA 92014
(858) 635-1363

www.delmarfoundation.org

MEETING DATES

8:30AM in the City Hall Annex
Nov 10 • Dec 8 • Jan 12 • Feb 9
Mar 8 • Apr 12 • May 10 • June 12
Meetings are open and all are welcome

**THANK YOU TO
OUR RETIRING
BOARD
MEMBER**



Bill Michalsky

DEL MAR FOUNDATION BOARD OF DIRECTORS



Phil Blair



Martha Brooks



Robin Crabtree



Harold Feder



Kim Filanc



Cory Grant



Judd Halenza



Tim Haviland



Kelley Huggett



Carolyn Kling



Jill Weitzen MacDonald



Julie Maxey-Allison



Susane Roberts



T. Pat Stubbs



Betty Wheeler

OUR MISSION STATEMENT:

The mission of the Del Mar Foundation is to promote civic pride and cohesiveness, acquire and preserve open space, improve beaches and parklands, raise and grant funds, and sponsor diverse cultural programs and community events in Del Mar.



JUNE 21 - 7 PM - ATOMIC GROOVE
 JULY 19 - 7 PM - ROCKOLA
 AUGUST 16 - 7 PM - MRS. ROBINSON
 SEPTEMBER 18 - 5 PM - SENSATION SHOWBAND

OUR THANKS TO THE 2011 SUMMER TWILIGHT CONCERT UNDERWRITERS



Del Mar Thoroughbred Club



POSEIDON
on the beach



THANK YOU TO ALL OF THESE LOCAL BUSINESSES

Board & Brew • The Brigantine Restaurant • Bully's Del Mar • Chris Capistran - Personal Trainer
 Connie Cannon - Interior ReDesign Service • Del Mar Lifeguard Association • Del Mar Pizza
 Del Mar Thoroughbred Club • Del Mar Train Partners • Durante's Menswear • Frogs Fitness - Solana Beach
 El Pollo Loco • Haim, Ltd. Spa at Del Mar Plaza • Jimmy O's Sports Bar • Jolie Femme at Flower Hill
 Pacifica Del Mar • Ruth's Chris Steakhouse • San Diego Zoo & Safari Park • Sbicca American Bistro
 Spa Gregorie at Flower Hill • Zel's Del Mar

AND A BIG THANK YOU TO

Del Mar Community Services including Pat Vergne and staff, Del Mar Junior Lifeguards, Del Mar Powerhouse Park staff and many generous community volunteers from the Del Mar Foundation including the Summer Twilight Concert Committee members Lars Fahlberg, Mark Fanguie, Kim Fishman, Tim Haviland, Monica Valentino, Tracy Weaver, Robin Crabtree and Bill Michalsky.



For information on becoming an underwriter for the 2012 Summer Twilight Concerts please send us an email at concerts@delmarfoundation.org.

MARK YOUR CALENDARS FOR OUR 2011-2012 UPCOMING CHILDREN'S EVENTS



Children's Holiday Party

Sunday, December 11, 2011, Powerhouse Community Center, 2 pm - 4 pm

Featuring the San Diego Junior Theater, silent auction, and crafts by the Del Mar Library. Reservations open November 16th. Space is limited.

Celtic Dancing

Sunday, February 26, 2012, Powerhouse Community Center

Del Mar Annual Easter Egg Hunt
Saturday, April 7, 2012, Seagrove Park



Summer Kick-off

Sunday, June 3, 2012, Powerhouse Park

Fourth of July Decorated Bike Parade

Wednesday, July 4, 2012, Powerhouse Park

Check our website at www.delmarfoundation.org for further details.

AS ALWAYS, PARENTAL SUPERVISION IS REQUIRED FOR ALL CHILDREN'S EVENTS.



OUR THANKS TO THE FOLLOWING GROUPS FOR DONATING GOODS AND SERVICES DURING 2011

Sunset Yogurt and Ice Cream with special thanks to Robert Moussa
 The Kashi Company with special thanks to Kirstin & Jeff Johnson • Jake's Del Mar • Del Mar Fire Department
 Del Mar Community Services and Lifeguard Department • The band "Lucas" & Kevin Gawle
 Shawn Rohlf: "An Americana Singer-Songwriter" • Bill Michalsky for duties as the Master of Ceremonies on July 4th
 Tom McGreal as the best Uncle Sam ever

Come Join Us for the Children's Committee Monthly Meetings & Social 9:30 am to 11:00 am at the Del Mar Library

Mark your Calendars for the following Thursday mornings:

October 27 and December 1 of 2011 and January 26,
February 23, March 29, April 26 and May 31 of 2012.

Children Are Always Welcome At Our Meetings!

WE SALUTE THE VOLUNTEERS OF THE DEL MAR FOUNDATION

Susan Schelling

By Julie Maxey-Allison

Susan Schelling took photo portraits of over 100 dogs (and some owners) for the Del Mar Foundation's Dog Calendar for 2012. She calls the assignment "a dream come true," having thought it would be great fun to photograph more dogs after finishing a session of shooting dogs for Purina PetCare a few years ago.

Susan grew up in San Diego, watched her amateur photographer father work with his Polaroid Land Camera, black and white then, and got interested. Photography became her career. Her start was with Neiman Marcus in Texas where she photographed fashion and products. She moved her base and the Neiman Marcus account with her to San Francisco where she opened and ran a professional photography/graphic design studio working for additional clients including Macy's, Purina and other large businesses.

During her photography career Susan ran a commercial photography studio and has taken pictures for advertisements, catalogs and album covers. She has snapped portraits of company executives, animals and everything in between. Susan moved to Del Mar to be closer to her family and now plans to stay, pursuing her interests in photography and graphic design. She enjoys getting to know the people, the casualness of the town, and the sunsets that allow "an entrance into nature" without having to search it out. Photos of a few other dogs and her work are at www.schellingphoto.com



Martha Brooks

By Julie Maxey-Allison

Martha Brooks has two new jobs at the Del Mar Foundation: she is a member of the Board of Directors and the Chairperson of the Cultural Arts Committee (she has served on the committee for ten years) in charge of the First Thursdays programs. Martha has a rich history of volunteering in each of the nine states she has lived in, including Florida where she graduated from the University of Florida, and North and South Carolina where she grew up. She also is currently active in the international philanthropic educational organization, P.E.O., established in 1869 in Iowa to promote educational opportunities for women. Other interests include gardening, reading biographies, and computer-driven embroidering on her huge home machine.

Romance brought Martha to Del Mar in 1999 to marry Larry Brooks. They met as young couples in the late 1960's when married to other people, Martha to a Coast Guard officer who died in 1978. After her husband's death, Martha moved back to the Carolinas, raised her three children and taught English and History to middle school students. She and Larry kept in touch through the years via post cards and eventually met again in 1998. In 1999, they got married at sunrise on the beach in Hawaii, barefoot. They have five children between them and 12 grandchildren. When schedules allow, they travel to visit family and to exotic lands. So far they have been to about 40 countries and every state except Alaska together.



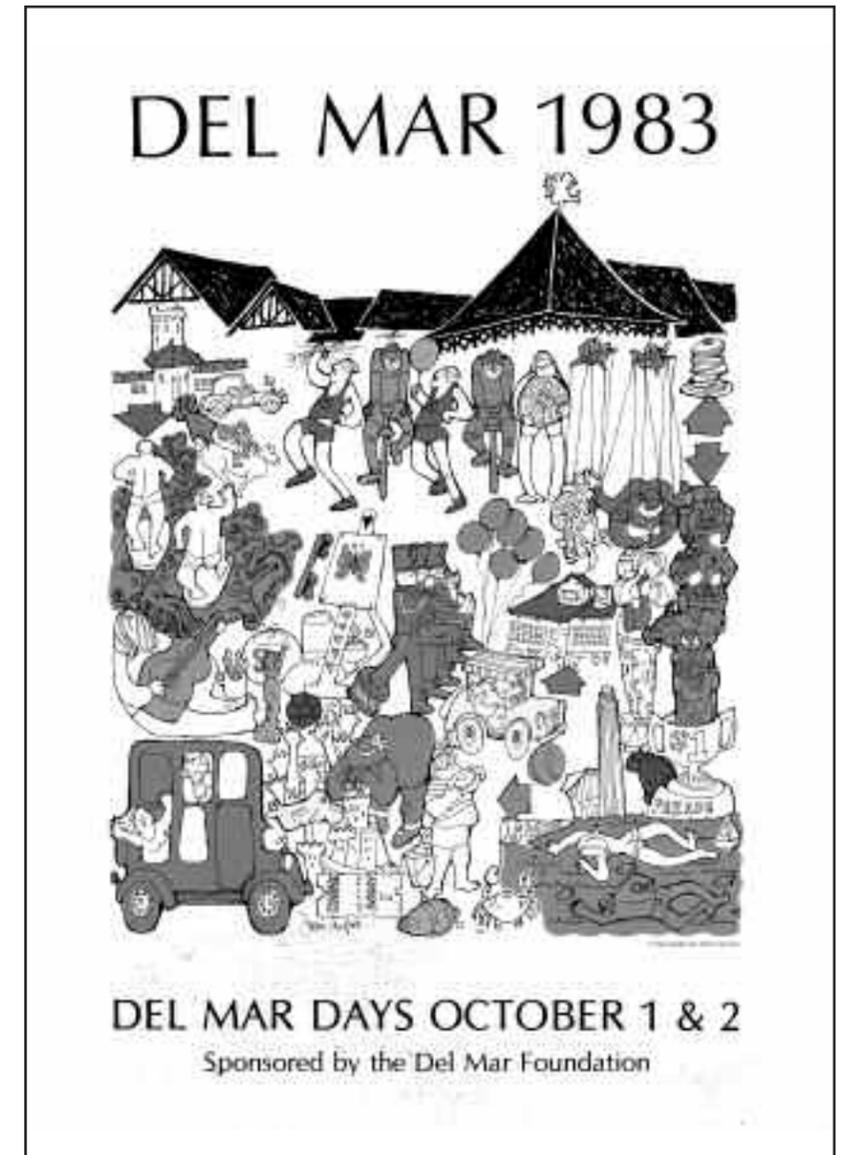
The Cultural Arts Committee wants to thank **Rufus and Shirley Abelsohn** of Clone Duplicating and Printing, located at 1202 Camino Del Mar, for their contribution in printing the programs for the First Thursdays Series last year and again this year. The programs are beautiful and **WE REALLY APPRECIATE** their very generous gift.

A Peek into Our History... By Lynn Gaylord

The year was 1982. Pac-Man fever was sweeping the nation, Henry Fonda won an Oscar for On Golden Pond, IBM sold the first laser printers, and compact discs and players became the rage. Here in our little city of Del Mar, a two-day event called "Del Mar Days" brought thousands of visitors to town, shut down the streets, and many companies coughed up thousands of dollars to be sponsors. Hard to believe?

During the two-day event in October there was something for everyone. Children's events, which were led by Ronald McDonald, included a three-legged race, egg toss, bike decorating workshop, a parade, and a sand castle building contest for all ages. For those athletically inclined there were boogie board competitions, a triathlon, rough water swim, bike races of all lengths, and a 10K run. An artist's home/studio tour, where folks could peek in and watch locals create art, was also part of the two-day event, along with a self-guided historical walking tour. Wonderful local musicians like The Nonames, the Mar Dels, Peter Sprague, and Mark Lessman all played their hearts out in Seagrove Park. Needless to say there was plenty of food starting with a Chamber of Commerce pancake breakfast in Seagrove Park and hot dogs throughout the day.

So who coordinated all these activities? Enter the Del Mar Foundation! The City of Del Mar and the Chamber of Commerce found it overwhelming and appointed Councilman Lou Terrell, Joel Holliday, and Bill Kirwin, to set up the Del Mar Foundation to begin oversight and organization of this event which had blossomed beyond anyone's expectations. Later Joel Holliday and Al Tarkington came before the City Council to suggest how the Foundation could expand into many other cultural activities for the community. Lou Terrell was instrumental in instituting our first concert series in Seagrove Park. As the Foundation begins its 30th year of coordinating community events, stay tuned for a year of wonderful celebrations. Our roots and experience are deep!



Designed by A Sharp Design; Illustration by Jone Dupré

Upcoming Meet and Greet featuring Joe Harper

Monday, January 30, 2012 - Powerhouse Community Center, 7 to 9 PM

Join the Hospitality Committee of the Del Mar Foundation to hear Joe Harper regale the crowds with entertaining stories from Del Mar and the Del Mar Race Track. Mr. Harper has lived in Del Mar for over 30 years and joined the Board of the Del Mar Turf Club in 1978. Today he is the President and General Manager. He is the grandson of Cecil B. deMille, the famed producer, and is President and Trustee of the Cecil B. deMille Foundation. Refreshments will be served.

DEL MAR FOUNDATION COMMUNITY GRANTS: See Where Our Funds Go

**THANK YOU
DEL MAR!!!**

Grants approved this year have included:

- New bike racks for most of the beach accesses in Del Mar
- Financial support for the educational programs of the Del Mar branch of the San Diego County Library
- Funding for the Del Mar Community Connections (DMCC) computer lab and the DMCC brain fitness program
- Scholarships for the Del Mar Junior Lifeguard summer programs
- Ham radio equipment for the Del Mar Fire Department's Community Emergency Response Team (CERT)
- Yoga classes offered by Silver Age Yoga.

The Del Mar Foundation has awarded a matching grant, totaling \$20,000, to the Friends of the Powerhouse for their fundraising campaign for the new 17th Street Beach Safety Center. This grant challenged the Del Mar community to donate up to \$10,000, with a dollar for dollar match provided by the Del Mar Foundation. We have met our goal and now have contributed a total of \$55,000 over the last two years to the Beach Safety Center project.

Go to www.delmarfoundation.org to donate or to download a grant application or grant guidelines. The next grant deadline is February 1st, 2012.

GRANT APPLICATION DEADLINES

Feb 1, 2012
June 1, 2012
Oct 1, 2012

Go to www.delmarfoundation.org
for application



Matching Grant for New Beach Safety Center



Del Mar Junior Lifeguards Program



Bike Racks at the Beach



"DOGS of DEL MAR" 2012 CALENDAR

This calendar features the "Dogs of Del Mar" in a limited edition printing of only 600 copies. To date over 400 have been sold. The calendar is a 7x7 inch appointment calendar, spiral bound, with information about high and low tides and sunrise and sunset times for every day of the year. It makes a wonderful holiday gift for pet owners and their friends. The cost is \$25 per calendar. Order a copy today at www.delmarfoundation.org.

The Dog Calendar Committee members spent many hours developing, photographing and editing this calendar. They are: Robin Crabtree, Lynn Gaylord, Susan Schelling, Harold Feder, Bill Michalsky, Sharon Scheele, Sally Middleton, Tim Haviland, Joan Jacobs, Sharilyn Parr and Nancy Tendal.

Our thanks to Susan Schelling for donating her time to photograph the "Dogs of Del Mar" 2012 Calendar and to Bill and Sharon Scheele and Ted and Sally Middleton for providing the food for the October 30 debut of the calendar.

President's Corner



Dear Friends and Neighbors,

My husband Tom and I initially moved to Del Mar from Colorado in 1986. In 2004, we decided to make it our permanent home. With a passion for music and the arts, I approached the Del Mar

Foundation in 2007 to express my interest in volunteering with the Foundation. The opportunities were varied and touched on several areas of interest and I decided to join the Board of Directors in the spring of 2008.

Today, as I look back on the past few years, I recall when the Del Mar Foundation established the Hospitality Committee to welcome new residents into the community and to honor the City of Del Mar's 50th Anniversary in 2009. In 2011, the committee, chaired by Julie Maxey-Allison, has sponsored several hospitality events to introduce new residents to the community and the Del Mar Foundation.

Always a fun annual highlight, The Del Mar Easter Egg Hunt allowed me to watch the children's excitement as they hugged the Easter Bunny (played by board member Kim Filanc) in Seagrove

Park. It was heartwarming to watch the children fill their collective baskets with 3,000 colored eggs.

This year we have embarked on new endeavors, installing dog/people fountains in two locations and creating a 2012 Dog Calendar to introduce the "Dogs of Del Mar." Through an enthusiastic calendar committee chaired by Robin Crabtree, we have given the "paws" in our community something to bark about.

In solidifying our plans to celebrate the 30th anniversary of the Del Mar Foundation in 2012, the Foundation is working towards a goal to increase our Community Endowment to \$1 million dollars. With approximately \$400,000 to raise by year-end 2012, we need your support to meet this goal.

As we celebrate this fall season, the Del Mar Foundation expresses heartfelt and special thanks for your volunteer efforts to serve the Foundation, and for your generous donations that make these and other Foundation programs and grants possible. As you can see on the enclosed remit envelope, any level of giving is appreciated.

Sincerely,

Carolyn E. Kling
President

Make a Year End Donation to the Del Mar Foundation

Use the enclosed remit envelope or the "Donate" button at www.delmarfoundation.org

Help Kick Off Our 30th Anniversary Endowment Campaign

Use the pledge form at www.delmarfoundation.org/endowment or call (858) 635-1363

GIVING BACK THROUGH THE COMMUNITY ENDOWMENT CAMPAIGN

In 2007, the Del Mar foundation launched the first phase of its community endowment campaign. Individuals who made pledges of \$10,000, \$25,000 & \$50,000 were named Founding Endowment Circle (FEC) members. The Founding Endowment Circle members provided an impressive launch of the community endowment. The challenge today is to build on that beginning and continue to grow the endowment to ensure that money is available to fund significant community needs and opportunities in the future. The result of our efforts in 2007 and 2008 is a community endowment that currently has assets in excess of \$500,000.

To commemorate the Del Mar Foundation's 30th anniversary in 2012, our goal is to increase the endowment to \$1,000,000, through four-year pledges and other major gifts. A major focus of this campaign will be to reach out to new endowment donors and to continue to expand the base of philanthropic support for our community. We are happy to report that we have already received four-year leadership pledge renewals from a number of the original FEC members and commitments from other dedicated residents who share a belief that giving back to the community through the Foundation will make a significant impact today and in the future. We hope that many more in the community will join us in the next phase of our community endowment campaign.

Del Mar is a distinctive community with an abundance of resources. The growth and support of the endowment will help ensure that the attributes which make Del Mar unique and beautiful today, will continue to be funded in the future.

To make your pledge for the 30th Anniversary campaign, use the pledge form on our website: <http://delmarfoundation.org/endowments> or call (858) 635-1363.