





# DIRECTOR'S CORNER

**Dear Friends and Neighbors,**

There is a lot of talk about community and the importance of community for happiness. Do we really know how to define that word? I believe that community is not so much of an action, defined by the size of a gathering, as it is a feeling.

On the 4th of July, it was the excitement of a hundred children dressed in splashes of red, white and blue, proudly circling the Powerhouse Park in a parade. At this summer's Twilight Concerts, it was the joy inspired by music and the sight of children, adults, and newlyweds dancing with abandon. It was a feeling of wholeness, of forgetting cares and concerns and connecting with others on a warm evening near our sun-kissed coastline. And, a few months ago, it was a sense of comfort at seeing familiar faces and reconnecting after a summer's intermission at September's First Thursday event.

Community, then, is what happens to our hearts when we share with others this adventure called life.

The Del Mar Foundation is dedicated to this community. Every parade, concert and event we sponsor brings us together and contributes to our well being. This year the Foundation has also ramped up its commitment to "community" by granting funds to install bicycle racks, extending the decorative wall at the Del Mar Post Office, renovating the new Del Mar Community Building, providing scholarships to the Del Mar Junior Lifeguards and repairing the mosaic wall at the Del Mar Library, to name a few.

**Fall is fundraising season... and successful fundraising is core to a successful community!**

Several years ago, the Del Mar Foundation set a goal of raising \$1 million to build a community endowment. Today, we are just \$160,000 shy of reaching that goal, which will give us the ability to provide more funds to enhance life in our community. This year's campaign - the 30th Anniversary Community Endowment Campaign - ends December 31st. Before the year ends, we hope you'll consider an endowment pledge or make a generous contribution to our annual budget for the programs and grants that support this magical community we all call home.

Warm regards,

Karen Wilson  
Executive Director



## WE GIVE GRANTS

**The Grants Committee is always looking for ways to improve our community. Do you have an idea that will help us:**

- **Acquire or preserve open space?**
- **Improve our beaches and parks?**
- **Provide residents with a unique program?**
- **Promote civic pride?**

We have a limited grant budget to support organizations and projects that further these objectives, so we are always looking for creative ways to stretch a dollar, partner with other Del Mar nonprofits and benefit a wide group of Del Mar citizens. We give priority to nonprofit entities and those who don't have access to other funding sources. We are especially looking for practical, innovative ways to leverage funds and activities for the greater community good. **Send us an email at [grants@delmarfoundation.org](mailto:grants@delmarfoundation.org) so we can help you write a grant proposal!**

**Del Mar Foundation Awarded Four Grants in 2012:**

- **Free Flight Exotic Bird Sanctuary**  
*Docent training and furniture for education program*
- **Del Mar Garden Club**  
*Decorative wall extension at Del Mar Post Office*
- **Del Mar Junior Lifeguards**  
*Scholarships to attend camp*
- **Repair of mosaic wall at Del Mar Library**

**There are no longer deadlines for grant applications. We will be reviewing all proposals as we receive them. Applications are available at [www.delmarfoundation.org](http://www.delmarfoundation.org)**



# Finally, A Place We Can Call “Home!” By Jodi Kennedy

**Homeless no more!** Although the Del Mar Foundation has been around for 30 years, for the first time, we truly have a home! It's a place right in the heart of Del Mar where we can hang our sign and enjoy ample office and work spaces filled with natural light. But that's not all; the new Del Mar Community Building provides much needed meeting space for community organizations and groups, along with a new home for Del Mar Community Connections and its computer lab. Bonus: three Del Mar organizations gained storage space on-site, vacating expensive storage units in the process.



The former Del Mar Union School District office on 9th Street has been beautifully renovated by the Foundation and DMCC. Scores of community members, including "renovator-in-chief" Larry Brooks, volunteered their remodeling, painting, and gardening skills, and donated furnishings and cash. The Del Mar Garden Club, led by Mary Friestedt, designed gorgeous landscaping out front. And once you come on in, warm comfy couches make you want to settle in and stay awhile.

Foundation Board member Betty Wheeler, who coordinated the project, explains, "It's a tremendous community resource, a beautiful space for meetings and gatherings, a great home for two key community organizations, and it has plenty of parking to boot!"

The Foundation's agreement with the City of Del Mar is for interim use of the building, until a master use plan is developed for the Shores property. That should give us a home for at least two years, but the hope is that the community can enjoy the Del Mar Community Building for years to come!

## Thirty Years and Going Strong By Lynn Gaylord

Over the last thirty years, the Del Mar Foundation has experienced phenomenal growth. From its early beginnings as the proud sponsor of Del Mar Days, a 2-day event where thousands competed in various activities, to granting hundreds of thousands of dollars to worthwhile Del Mar organizations, the Del Mar Foundation has proven itself to be a true community foundation – OUR community foundation.



Folks from other communities are often surprised that the Del Mar Foundation not only grants thousands of dollars each year, but also organizes community programs



like the Summer Twilight Concert series, First Thursdays, Meet & Greets, Shakespeare in the Plaza, July 4th Parades, a fall bonfire on the beach, family picnics, Marine Exploration Days, winter holiday parties, the City's 50th Birthday Party, not to mention the first ever TEDx Del Mar Conference showcasing the area's best and brightest thinkers. We even went way out-of-the-box one year and produced "Payasada – Horse Play Del Mar" where life-size plaster horses were painted by artists, exhibited throughout Del Mar, and then sold at auction. And lest you think we are partial to horses, to celebrate our 30th Anniversary we produced the first ever "Dogs of Del Mar" calendar book!

What has been our proudest accomplishment to date, however, has been made possible because of you, our donors, and volunteers of the Del Mar Foundation. We now have community programs on any week of the month, and a growing community endowment fund that gives Del Mar the stability it needs to continue making worthwhile grants and sponsoring terrific programs for residents of all ages. It is because of you and your love of this community that we have all benefited. Thank you one and all!!



## MEET OUR VOLUNTEERS



### Tom McCarthy By Julie Maxey-Allison

Tom McCarthy, a newly elected Board member of the Del Mar Foundation, has lived in the Del Mar area since the early 1970's when Tom established the Southern California offices of QuadRep Technologies. He now serves as the company's CEO. Tom

has lived on the West coast since he was 12 years old when his family moved from Rocky Grove, a rural community in the Appalachian Mountain area of Pennsylvania, to urban Los Angeles.

Tom graduated with honors from Cal Poly San Luis Obispo with a Bachelor of Science degree in Electrical Engineering, and spent

the early part of his career as a design engineer for Boeing in Seattle, Washington. He then moved to National Semiconductor in Silicon Valley before becoming part of the founding team at QuadRep, Inc. in Northern California. After his move to Del Mar, Tom traveled throughout 85 countries during the 1980's and 90's, expanding his company's emerging industry throughout Asia and India and was an active family man with his wife Kathy Reed and two sons. Tom and Kathy are now grandparents to five wonderful grandchildren.

Tom, who says he is honored to be on the Del Mar Foundation Board, also serves on the Board of Directors for the Del Mar Community Connections and the Boys and Girls Clubs of San Dieguito. He is a member of the Del Mar Rotary, the Electronics Representatives Association, and the Radio Pioneers of Southern California.

### Steve Lutz By Julie Maxey-Allison

Steve Lutz, a new member of The Del Mar Foundation Board, has been a businessman in town for almost 20 years. In 1993, Steve bought the Stratford Court Cafe, an adjunct of the 1906 house that his attorney brother Greg owned. While running the Cafe, Steve became interested in improving the insurance costs and options within his business, as well as those that affected his home and automobiles. Steve eventually got his insurance license, sold the Café, and opened Lutz & Means Insurance Services on 9th Street in 2006. When the company outgrew the 9th Street space, Steve moved full circle back to the Stratford Court house where he had owned the Cafe, but this time to offices on the second floor.

Steve earned his bachelor's degree from the University of Massachusetts at Amherst where he met his future wife, Lisa. She and Steve married and moved to California. Lisa has served as a member of the Board of Directors of the Del Mar Foundation and is past Chair of its Children's Committee. Lisa and Steve are Founding Endowment Circle members.



In his free time, Steve is an avid runner and triathlete who enjoys playing tennis, biking, hiking and skiing with Lisa and their three children, Peter, 14, William, 11 and Katerina, 7. He has served as a volunteer for Fresh Start Surgical Gifts for children, and twice a week you can find him volunteering as a crossing guard at Del Mar Heights Elementary School. Their children now are learning the importance of volunteering and have helped at the Foundation's Family Bingo Nights, hidden eggs for the Del Mar Easter Egg Hunt, and even pulled weeds at the new Del Mar Community Building to prepare for the Foundation's new home.

### What's Coming Up In Del Mar?

**Sunday, December 16: "Bluegrass and Beyond" performance by Rob Ickes & Jim Hurst (7 PM at the Powerhouse)**

This event is sponsored by the DMF Cultural Arts Committee.

**Monday, February 4th: Meet & Greet (5-7 PM at the Powerhouse)**

February is Heart Healthy Month, and the DMF Hospitality Committee will have speakers to share advice to help you live a heart-healthy life. Wine and appetizers will be served. This event is free and no reservations are required.

**Annual Spring Meet, Greet & Eat (time and location will be announced)**

**Sunday, April 21st: Second Annual Earth Day Meet, Greet & Clean Up (1-3 PM at the Powerhouse)**

Co-hosted with Keep Del Mar Clean

Celebrate Earth Day and keep Del Mar clean. Meet up at the Powerhouse at 1 PM for your supplies, then head out to surrounding alleys, sidewalks and the beach to pick up trash. Refreshments will be served. This event is free and no reservations are required.

# OUR UPCOMING CHILDREN'S EVENTS

## Children's Holiday Celebration

**Sunday, December 9, 2:00 PM, Del Mar Powerhouse Community Center**

Mark your calendars for our annual holiday party with a performance by San Diego Junior Theater!



## Family Bingo Night

**Friday, February 8, 6:30 PM, Del Mar Powerhouse Community Center**

Join the Del Mar Foundation for Family Bingo Night. Enjoy old-fashioned family fun and create lasting memories while your whole family plays bingo Del Mar style.



## Del Mar Annual Easter Egg Hunt

**Saturday March 30, 2012 Seagrove Park**

The Easter Bunny will be hopping through Del Mar, so don't forget to bring your Easter basket, camera and a picnic lunch for afterwards!



## Introducing the Del Mar Foundation Children's Playgroup!

We are very excited to introduce a playgroup dedicated to families that live in the 92014 area. Join other Del Mar parents and their young children in a playgroup-style setting. Choose from two groups: ages infant to 14 months or 15 months to 4 years old. Members must live in the 92014 area; parents and their children only, please. To learn dates, times and locations, please email [children@delmarfoundation.org](mailto:children@delmarfoundation.org)



**PARENTAL SUPERVISION IS REQUIRED FOR ALL CHILDREN'S EVENTS.  
DONATIONS AND EVENT IDEAS ARE ALSO GLADLY ACCEPTED!**

## Children's Committee Monthly Meetings & Parent's Social

**Once a month during the school year, 9:30-10:30 AM in the Del Mar Library Children's area.**

Meet other Del Mar parents and help plan our Children's Committee events! Your children are welcome at our meeting and you can stay for the library story hour directly after! Please email [Children@delmarfoundation.org](mailto:Children@delmarfoundation.org) for meeting dates and times.

**A SPECIAL THANKS TO THE FOLLOWING FOR THEIR GENEROUS DONATIONS AND SUPPORT TO  
THE DEL MAR FOUNDATION CHILDREN'S COMMITTEE:**

City of Del Mar Department of Community Services • Del Mar Branch of the San Diego County Library • Jake's Del Mar

# 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 base and continue to grow the endowment to ensure that money is available to fund significant community needs and opportunities in the future.

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. We are happy to report that we are within **\$160,000** of our goal and have received four-year leadership pledge renewals from many of the original FEC members and commitments from other supportive residents. We hope that more members of the community will join us in the next phase of our community endowment campaign.

## Make a Year-End Donation to the Del Mar Foundation

- Use the pledge form at [www.delmarfoundation.org/endowment](http://www.delmarfoundation.org/endowment) or call (858) 635-1363 to help us reach our 30th Anniversary Community Endowment Campaign goal.
- Use the enclosed remit envelope or the "Donate" button at [www.delmarfoundation.org](http://www.delmarfoundation.org) to contribute to our ongoing programs and grants.

## A Sincere "THANK YOU" To Our Board Members

The Del Mar Foundation has enjoyed three long-term board members who are retiring this year: Kim Filanc, Cory Grant and Betty Wheeler. All have been members of the Board of Directors for six years, all have been Committee Chairs, and two, Kim and Betty, have served as officers and as members of many committees. Betty will stay on the Board of Directors as Chair of the Communications Committee until her replacement is found.

In addition, many thanks to Carolyn Kling, who is stepping down as President but who will remain on the Board as well as on the Development, Grants and Investment Advisory Committees. Carolyn has worked tirelessly to professionalize the financial management of the Del Mar Foundation. We shall reap the fruits of her labor for years to come.



Kim Filanc



Cory Grant



Betty Wheeler

Over its 30-year history, the Del Mar Foundation has served as the incubator for many well-established programs and other Del Mar nonprofits. As I look ahead to a two-year term as President, I know that this community owes a debt of gratitude to these individuals. Please let them know how much you appreciate their dedication as volunteers when you see them around town. Their legacy will continue.

I look forward to serving this community and hope to see you at one of our events.

Jill Weitzen MacDonald, President

## Leaving a Legacy

In the course of tax and estate planning, a gift to the Del Mar Foundation can help leave a lasting legacy for our community. There are many strategies available to assist you in reaching your goals and the Del Mar Foundation offers the ability to make planned gifts to the Foundation for use in Del Mar. Through the Legacy Society you may make gifts of cash, stock, bonds, real estate or other assets, taking advantage of the tax benefits under federal law. For more information please contact us at 858-635-1363.

## Estate Planning Series: *Part 2*

Reserve your space now for the second part of the Legacy Estate Planning Series sponsored by the Del Mar Foundation to be held on Tuesday, November 27 from 4 to 6 PM at the Del Mar Powerhouse. The second seminar will focus on "Tax Changes and What To Do Now." Please call 858-635-1363 or email us at [info@delmarfoundation.org](mailto:info@delmarfoundation.org) to register.



## Our Thanks to the 2012 Summer Twilight Concert Underwriters



Opening Acts presented by **ZEL'S**  
DEL MAR

### THANK YOU TO ALL OF THESE LOCAL BUSINESSES

Americana • Bully's Del Mar • Café Secret • Del Mar Pizza • Del Mar Thoroughbred Club • Flavor  
Jake's Del Mar • Jimmy O's • L'Auberge Hotel • Pacifica Del Mar • Poseidon • Sbicca  
Smashburger • Zel's Del Mar



### AND A BIG THANK YOU TO:

City of Del Mar Community Services Department  
Del Mar Junior Lifeguards  
Volunteers from the Del Mar Foundation



For information on becoming an underwriter for the 2013 Summer Twilight Concerts  
please send us an email at [concerts@delmarfoundation.org](mailto:concerts@delmarfoundation.org)

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### DEL MAR FOUNDATION BOARD OF DIRECTORS



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[www.delmarfoundation.org](http://www.delmarfoundation.org)



Phil Blair



Martha Brooks



Robin Crabtree



Bob Gans



Judd Halenza



Kelley Huggett



Carolyn Kling



Steve Lutz



Jill Weitzen MacDonald



Julie Maxey-Allison



Tom McCarthy



Carol Ostroff



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.