



## Foundation Profiles

*Lynn Gaylord, in her own words.*

Charlie and I moved to Del Mar in 1995 and I was sure we had arrived in paradise. It was evident citizens cared about the character of the community and worked hard to preserve it.

At the time Barbara Harper, Debbie Groban, Joe Sullivan, and other members of the Del Mar Foundation Board had a dream which was to restore the Powerhouse and turn it into a Community Center. I loved the idea and jumped "on Board."

With the completion of the Powerhouse in 1999, I began to have my own dreams of people coming together. The Del Mar Foundation rises to the occasion all the time to support people and their ideas to make this a nice place to live.

But more to the point, granting money to other organizations is a huge part of what the Del Mar Foundation does. Whether it is supporting a Cultural Arts Committee, a beautiful walking brochure for the lagoon or our downtown, a project like "Keep Del Mar Clean," or the Library wall, we want to be there to respond with the much needed funds.

During the years I spent on the Board, I hoped we could build a pot of money which could be kept in trust for generations to come and that could be used when just these situations arose. I wonder today if we could have bought the train station had we just been better prepared financially.

Building an endowment for The Del Mar Foundation to work its mission is crucial in this day and age. It is so important that we leave a legacy behind for a community which has given each of us so much. I hope you will join me and learn more about an endowment for Del Mar.

## Why Every Cause You Love Should Have an Endowment

*It's amazing how much good a modest amount can do, given time.*

Think about the nonprofits you donate to or the programs you participate in. First Thursdays or the Twilight Concerts at Powerhouse Park where you picnicked with your neighbors. Community Connections that took your neighbor to a medical appointment when she didn't feel strong enough to drive. The amazing artwork on your refrigerator that your grandchild created at the ART Stroll. And causes you care about: open space preservation, the arts, beach and parkland improvements.

Virtually every nonprofit or program you support has an annual balancing act: paying for rent and utilities, on one hand; offering high quality services and imaginative programs, on the other. You can help them do both, with a permanent endowment. What is an endowment? It's a permanent "savings account" on which a nonprofit can dependably rely, thus enhancing its capacity to plan for the future.

The good news is that when the endowment you create is in safe hands and wisely invested, it should outpace inflation and restore the dollars withdrawn. Imagine that: a savings account that never goes to zero!

The San Dieguito River Park placed a \$500,000 endowment with the Del Mar Foundation in 2004. That initial amount has grown to over \$719,000 in just three years.

A \$5M endowment could earn \$400,000 annually, of which \$200,000 could be spent each year, and \$200,000 could go toward increasing the principal. The small seed that a founding endowment donor provides now, will grow to a towering tree, at the same time it gives away grants.

A properly managed endowment can last forever (or as close as mere mortals may aspire). Please call us to discuss your named endowment today at (858) 635-1366.

# President's Message

These are very exciting times for the Del Mar Foundation! Our Children's Programs and Cultural Arts events continue to draw many from the community and we have successfully finished up our 25th Twilight Concert Series, which always attracts a fun-loving crowd.

I am very proud to announce our new Endowment Program is underway with 100% financial commitment from the Board of Directors. Way to go Board! Our goal by the end of 2007 is to have over \$400,000 in pledges to be paid over a four year period.

To date, we have aggregate pledges of over \$180,000 from board members and other members of our Development Committee. In addition, in April of this year the Board directed that \$200,000 from the Foundation's reserves be transferred to the Del Mar Foundation's Community Endowment. These monies will be used to fund long term projects and provide grants that continue our mission. We are on our way to endowing, or should I say ensuring Del Mar keeps getting better and better.

I am also pleased to formally announce the hiring of the Foundation's first Executive Director, Shelley Moore. Shelley is a very welcomed addition to our team and will be instrumental in moving us forward.

We are working hard, but as always we need your support and contributions. Whether it's a yearly donation to help us continue programs or a special long term endowment pledge, we can't do any of what has been mentioned without you – the people of Del Mar. By supporting the Del Mar Foundation, you're supporting Del Mar.

Sincerely,  
*Joe Bruderer-Schwab*  
President



*Executive Director Shelley Moore  
and President Joe Bruderer-Schwab*

## Letter from the Executive Director

### **Dear Friends of The Del Mar Foundation,**

It is with sincere pleasure and much excitement to be serving as your community foundation's first Executive Director. I look forward to working with you, the community members, in continuing to serve the Del Mar community and build on the organization's 25-year history.

Spending the majority of my career in non-profit development, I appreciate the benefits of community programming to promote civic pride and the cohesive value volunteers provide through these services. Serving as a catalyst and convener on projects such as the Powerhouse, or as a fiscal sponsor in the creation of vital organizations like Del Mar Community Connections, your Del Mar Foundation has demonstrated how a strong community foundation can empower residents to meet local needs. The Del Mar Foundation is a precious community resource helping unite people of all sides of an issue in its work to acquire open space, improve beaches and parkland in Del Mar. I welcome the opportunity to further the mission and celebrate the organization's history. Through an endowment program, the Foundation will ensure its ability to lead projects and initiatives that meet your community needs today and tomorrow.

Thank you to each of the committed volunteers and community leaders for inspiring the mission of your Del Mar Foundation, the Board of Directors for entrusting me to lead the organization into the future, and all of you for your unwavering commitment to this worthy cause. It is a privilege and honor to join the Del Mar Foundation family and I look forward to working with all of you, as we build a stronger Del Mar community.

With best regards,  
*Shelley Moore*  
Executive Director

# Foundation News

## FRIENDS OF THE DEL MAR PARKS

The Del Mar Foundation was pleased to serve as the umbrella organization for the start-up phase of the Friends of the Del Mar Parks and their efforts to acquire the Shores property. With the fund raising effort now underway with very short time frames in place, everyone involved agrees that the most streamlined approach will be for The Winston School to provide fiscal management for this project, and for the Friends to continue its work as an independent community group. The Foundation supports this important community open space acquisition project.

## VEHICLE DONATIONS

If you have an unneeded car just gathering dust, but don't want the hassle of having to sell it, consider donating it to the Del Mar Foundation. It's as easy as one stress-free phone call to 877-537-5277 or simply complete the online donation form found at [www.delmarfoundation.org](http://www.delmarfoundation.org) on the vehicle donations page.

Funds from donated vehicles support Del Mar Foundation programs, as well as our grants to various Del Mar community groups.

### Here's How it Works

All you need is a clear title, and we'll take care of the rest, including pickup, at no cost to you. Once your vehicle has been sold, you'll be sent a receipt for your tax records, and the sale proceeds will be donated to the Del Mar Foundation in your name. You may also receive a tax deduction!

## VOLUNTEERS

The Del Mar Foundation is always looking for volunteers. If you or someone you know has an interest or expertise in programs, fund raising or accounting/finance, please contact us via email at [info@delmarfoundation.org](mailto:info@delmarfoundation.org)



*Cameron Parks, Sheryl Park's son, donates the family's 1984 SAAB 900!*

## Grants & Programs

### Grant Deadlines (*February 1 • June 1 • October 1*)

Del Mar Foundation supplies grant money to initiate or support activities in the Del Mar community that are consistent with the Del Mar Foundation mission.

Grants this year have supported the Junior Lifeguards, Fire Department's CERT Program, books for school libraries and the Del Mar Lifeguards, school lagoon visits, and lagoon restoration bus tours.

Contact the Del Mar Foundation at [info@delmarfoundation.org](mailto:info@delmarfoundation.org)



*Thanks to volunteers, Del Mar Foundation celebrated 25 years with lemon cake at its final twilight concert*

### Free Children's Concert Series

First Sunday of each month at 1:00pm at the Powerhouse

- Nov 4-- The Squeegees
- Dec 2-- Hullabaloo
- Jan 6-- Melissa Green
- Feb 3-- Hullabaloo
- Mar 2-- Bucket Ruckus
- Apr 6-- Hullabaloo
- May 4-- Patty Hall
- Jun 1-- Hullabaloo



*Grant recipient Udo Wan presents copies of his book to librarian Linda Tucker at Del Mar Heights Elementary*



## **Mission**

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.

## **An Endowment for Del Mar**

This year in celebration of 25 years of service the Del Mar Foundation has committed to establish and build an endowment program. The purpose of this endowment is to provide our Del Mar community with long term funding stability for Del Mar activities and grantmaking that are consistent with our mission.