

Report to Members: Looking Back at 2010

A snapshot of SDG's work last year to build a vibrant, effective and growing philanthropic community in San Diego County.

Member Programming & Education

SDG offered **24 in-person member** workshops as part of a program curriculum focused on effective philanthropy, member interests, and networking opportunities. In 2010, we particularly emphasized meeting the needs of diverse communities (with grant support from the James Irvine Foundation and The California Endowment) as well as advancing philanthropy despite the economic downturn. We also partnered with other local organizations to bring high-profile speakers to San Diego, including Annie Leonard ("The Story of Stuff"), Michael Edwards (former Ford Foundation Director and author of *Small Change: Why Business Won't Save the World*) and "The Art of Giving" with Jeffrey Solomon (president of the Andrea and Charles Bronfman Philanthropies). Finally, we offered members the chance to connect with each other in social settings, with a summer event at The San Diego Museum of Art and a family-friendly end-of-year celebration at The New Children's Museum. Many program materials (including photos, audio, and video) are available in the members-only section of the SDG website.

Program Spotlight

Some of SDG's programs in 2010 included:

- *Operating in Uncertain Times: How Economic Conditions Have Affected San Diego County's Nonprofit and Philanthropic Sectors*
- *The Why and the How: Building the Capacity of Grassroots Nonprofits*
- *Maximizing Corporate Community Investments*
- *Assessing Financial Health of Nonprofits: Implications for Grantmaking*
- *San Diego: Our Region of Growth, Change, and Diversity*
- *Developing a Corporate "Dollars for Doers" Program*
- *Strengthening Families: Moving Up & Out of Poverty*
- *Generation...Give? Inspiring Future Donors and Doers*

SDG also partnered with leading national organizations to offer members distance learning opportunities with **webinars and teleconferences** such as:

- *A Funder's Guide to Supporting Advocacy*
- *Making Evaluation Work*
- *Grantmaker Due Diligence*
- *Foundation Diversity Toolkit*
- *The Value of Family in Philanthropy*

"The speaker was awesome and she shared a wonderful new tool with us that we can begin using right away."



"SDG provides a very valuable platform for collaboration and synergy amongst funders. We all have high expectations for collaboration amongst grantees, however are often not able to collaborate ourselves. SDG has the power to convene funders and increase regional effectiveness. Thank you!"



Annual Conference

SDG's 2010 Annual Conference, *Through the Looking Glass: Reflections on Philanthropy*, brought 160 grantmakers together to hear from nationally prominent thought leaders. This included Dr. Robert K. Ross, president and CEO of The California Endowment in conversation about "The Wisdom of Crowds" with bestselling author James Surowiecki, and an opening plenary featuring Bradford Smith of The Foundation Center, Diana Campoamor of Hispanics in Philanthropy, Deidre Lind of Mattel, and Sean Stannard-Stockton of Tactical Philanthropy Advisors. Workshop sessions covered evaluation, public/private partnerships, nonprofit perspectives, the changing demographics of philanthropy, and new ways to promote transparency and communication.



THROUGH THE LOOKING GLASS
**Reflections
on Philanthropy**



"Excellent job, great topic, carefully chosen panelist and facilitator. Top notch."



"It was a fabulous environment to be able to chat and mingle. I met several new contacts and had a chance to really get to know my peers."

"Very provocative and energizing discussion!"

Communications & Technology

- In June 2010, SDG welcomed our second full-time staff member: Michelle Slingerland, serving in the new position of **Director of Communications**. Michelle has been working to develop and implement a strategic communications plan to enhance SDG's existing internal and external communications activities. She will be exploring new social media efforts to support our members in the coming year as well. Michelle has redesigned our monthly *SDG Update* e-newsletter (with member and program announcements, philanthropic resources, and headlines of interest) and the more focused *Corporate Link* and *Family Ties* e-newsletters that are sent periodically.
- 2010 was a banner year for technological improvements at SDG: we launched a **new member database** and developed the **new SDG website** that went live in January 2011. These upgrades have increased organizational efficiency and provided additional services to our members, including online event registration and enhanced online resources.
- In 2010, we again partnered with Volunteer San Diego to create an introductory opinion piece for *San Diego Business Journal's Corporate Philanthropy Special Report*. This piece has been produced for four years and is designed to help businesses get involved in corporate giving and volunteerism.
- Additional media outreach by SDG and partners resulted in several print and broadcast stories about three member collaborations and the "Generation...Give?" fall program featuring national speaker Nathan Dungan.



Public Policy & Government Relations



- The **San Diego Giving Stories** project (launched in late 2009) continued throughout last year. With this series of emails sent to elected officials, their staffs and other civic leaders, we are spreading the word about the important work you are doing and helping promote the role of organized philanthropy.
- SDG staff has been working closely with Northern California Grantmakers and Southern California Grantmakers to develop a **coordinated statewide strategy for outreach to local, state and federal legislators**. This effort involves meeting with elected officials to share the work of our members and the important role organized philanthropy plays in communities. The SDG Public Policy Committee has guided these efforts, with grant support from the James Irvine Foundation.

Working Groups & Collaborations

Thanks to an operating grant from The California Wellness Foundation, consultant Barbara Mandel Pache continued to contribute to SDG member collaborations, which celebrated many successes in 2010. They will continue to focus on leveraging impact and funding in the year to come. Please let us know if you would like to join a working group or get more information.

• Coming Home to Stay

The Coming Home to Stay funders group celebrated one year of operations of its flagship program to help ex-offenders in City Heights and the Diamond neighborhoods reintegrate into the community. While the California recidivism rate is more than 70 percent, the rate of return for program participants over the past year has been just 8 percent. The Robert Wood Johnson Foundation recognized the potential of this demonstration project and co-invested \$500,000 to support it through their very competitive Local Funding Partnerships Initiative.

• Homelessness Working Group

HWG funders have been involved funding and coordinating the county-wide *Keys to Housing: Ending Family Homelessness* initiative. Elected leaders from 14 jurisdictions now meet quarterly on the Advisory Board, while a Steering Committee of more than 45 stakeholders brings together government agencies, nonprofit organizations, education groups and the business community.

• San Diego Workforce Funders Collaborative

The WFC has supported four area workforce development projects and brought national funding to San Diego, most recently from the federal Social Innovation Fund, which awarded the group \$396,625 over two years to expand their programs for training health professionals – programs designed to move workers up the pay scale so they can have sustainable family incomes.

• Child Welfare Funders

This funders learning group is focused on the needs of youth aging out of the foster care system. Members provided aligned grants to San Diego Youth Services for the planning of a Transition Age Youth Academy to address the needs for post-secondary education, employment, life skills and financial education, and parenting support.

In other working group news:

- **San Diego Neighborhood Funders** continues to support resident-led change in the Diamond neighborhoods of southeast San Diego. So far, the collaborative has leveraged more than \$100 million of investment into the Diamond, including more than \$250,000 in small grants and nearly \$1 million in Earned Income Tax Credits returned to residents. It has addressed issues including job creation, prisoner re-entry, gang diversion, safe passage to school, and improving education.
- Two other groups of SDG colleagues, **Environment Funders** and **Arts and Culture Funders**, also met to explore ways they could work together. The Environment Funders combined forces to support a “Buy Local, Save Water” Public Education Campaign in City Heights. A new group focused on issues facing **military families** began to form in late 2010 and will begin meeting as a collaborative in 2011.
- **SDG Education Funders** took a hiatus in 2010, but is re-launching in 2011.
- This year, the SDG board approved a set of protocols to help manage the increasing member interest in funder collaboration.



Our Mission is to connect, educate, develop and inspire a diverse group of foundations and corporations to stimulate effective philanthropy in the San Diego region.

Our Vision is to build a vibrant, effective and growing philanthropic community that improves the quality of life in the San Diego region.

SDG is your local resource for philanthropic information, connections, and inspiration. We also work on your behalf to strengthen our community of funders and spread the word about the work you do in our community and beyond. **We are honored to support you.** As always, we welcome your feedback on how we can serve you more effectively. For SDG's financial information, please consult www.sdgrantmakers.org.

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Member Outreach & Services

- In 2010, we welcomed **14 new or returning members** to SDG:

Bank of America Foundation
Barona Resort & Casino
The Donald E. & Delia B. Baxter Foundation
Blue Shield of California Foundation
Patricia Sue Cohen Foundation
Susan G. Komen for the Cure
Connie Matsui
Moss Adams Foundation
The Orca Fund at The San Diego Foundation
San Diego County Commission on Children, Youth & Families
San Diego Regional Economic Development Foundation
Sony Electronics
Weingart Foundation
Wells Fargo

- Our **member renewal rate was 93 percent.**
- The SDG staff and board are working to bring new members into our funder community. At the 2010 Annual Conference, we unveiled a promotional video created by Jeff Katz that features members discussing the value of membership. **If you know of others who would like to join SDG, please contact Executive Director Nancy Jamison at (858) 875-3335!**
- We continue to provide **personalized research and support** for our members on a variety of topics. If you'd like to talk about how we can help you, just let us know.

Additional Updates

A few other SDG activities of note:

- Financial reports will be available after the 2010 financial review is complete, but SDG remains on firm fiscal ground through strong membership dues renewal and growth as well as increased sponsorships and grants. Thanks to our members, grantors and sponsors for this investment in San Diego philanthropy.
- SDG Executive Director Nancy Jamison has joined the national board of the **Forum of Regional Associations of Grantmakers**, which will further connect SDG to national best practices and information. She has just joined the **Council on Foundations (COF)** 2012 national conference planning committee, chaired by SDG member Jim Canales (President and CEO of the James Irvine Foundation). The 2010 COF conference will take place in Los Angeles. Nancy is also serving on the Leadership Council for **Nonprofit Management Solutions** and the Community Council for **Young Nonprofit Professionals Network**.
- SDG continues to **educate local nonprofits** about developing successful relationships with grantmakers, through events hosted by Nonprofit Management Solutions, Congresswoman Susan Davis, and others.