

**WOMEN**  
CAN DO  
MORE THAN  
WOMAN<sup>SM</sup>

MAKE YOUR **GIVING** COUNT.

THE SAN DIEGO WOMEN'S FOUNDATION  
2012 ANNUAL REPORT

# DEAR FRIENDS,

As an organization in its 13th year, we are proud of the change we are creating in our community. Together, we have granted \$2.3 million across the San Diego region through 63 nonprofit programs touching hundreds of thousands of lives, and built an endowment of \$2.4 million contributing to our long-term presence in this community. We experience every day that *Women Can Do More Than Woman*.

The mission of the San Diego Women's Foundation is to educate and inspire women to engage in significant philanthropy to strengthen the San Diego region. We accomplish this through best practices in grantmaking, connecting women with each other and community organizations, and learning about the power of philanthropy.

Education is at our core and runs through everything we do. It comes through drilling down to understand community priorities, connecting with other women with a spirit of inquiry who care about the broader community, and learning the skills and joy of effective grantmaking. Through all of this, we build generations of philanthropists who will strengthen this community for years to come.

The San Diego Women's Foundation is proud of its programs and community partners [grantees]! They share our commitment to working diligently to improve the lives of San Diegans through our focus on health & human services, education, arts & culture, and environment. Within this work we also know that organizational strength and growth requires constant evaluation and a willingness to evolve. One example is our newly launched revamped membership campaign, which we believe will help us transition from "the best kept secret in town" to an organization that is known throughout the region.

We thank the many members, friends, donors and staff who share in our commitment to impacting our community through collective philanthropy.



*Rita Solberg*  
Rita Solberg, President



*Tracy Johnson*  
Tracy Johnson, Director



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## WOMEN CAN DO MORE THAN WOMAN

It was a powerful vision. In 2000, a small group of San Diegans recognized that women often give differently, and that philanthropy might be uncharted territory for some. They believed promoting philanthropic leadership would unlock tremendous potential for change, and so founded the San Diego Women's Foundation (SDWF). It featured what was then a newer model – pooled philanthropy – to create the greatest outcomes possible.

Today, it is not just SDWF's innovative beginnings, but also our unique funding processes and commitment to ongoing learning that sets us apart. Our rigorous grantmaking process includes extensive research and dialogue, thorough vetting of applicants and communication of all findings back to our members.

There is another thing that sets us apart: our members themselves. These women are a unique and varied group. They generously commit to \$2,000/year for a minimum of five years and learn about community issues and our partners. They truly prove that *Women Can Do More Than Woman*.



## OUR IMPACT

Today, SDWF takes great pride in our more than 200 members, each dedicated to enhancing our region. More than \$2.3 million has been awarded to 63 community programs for their efforts to initiate or improve existing programs. Every single dollar has helped create an even better San Diego for us all.



"Who could have imagined the tremendous impact we would have, all the lives we would touch? The women of SDWF continue to inspire me, year after year, because none of us could accomplish this much alone. What we are doing here is special."

- Cindy Olmstead, Past President

## ADVANCING THE ARTS

One of the more meaningful functions we play is the funding we provide to outstanding nonprofits in a variety of areas. We focus on areas we believe are critical to the well-being of San Diego and its citizens - Arts & Culture, Education, Environment and Health & Human services.

Our focus in the 2011-2012 fiscal year was on Arts & Culture. SDWF grants recognized programs that connect underserved children with artistic and cultural experiences.

It is one of our greatest pleasures to provide the success stories resulting from the five grants, which you will find on the following pages. Please join us in celebrating the tremendous accomplishments of our community partners!



## CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO

**PROGRAM:** *My Story: Literacy Through the Arts*

**GRANT AWARD:** \$25,000

*My Story: Literacy Through the Arts* is a six-month artist-in-residence program created in collaboration with the Escondido Union School District. The program provides excellent art education to underserved 4th and 5th graders to increase their skills and cultural pride. It includes 15 arts-integrated lessons in literacy and California history, and also trains teachers to integrate *My Story* teaching methods.

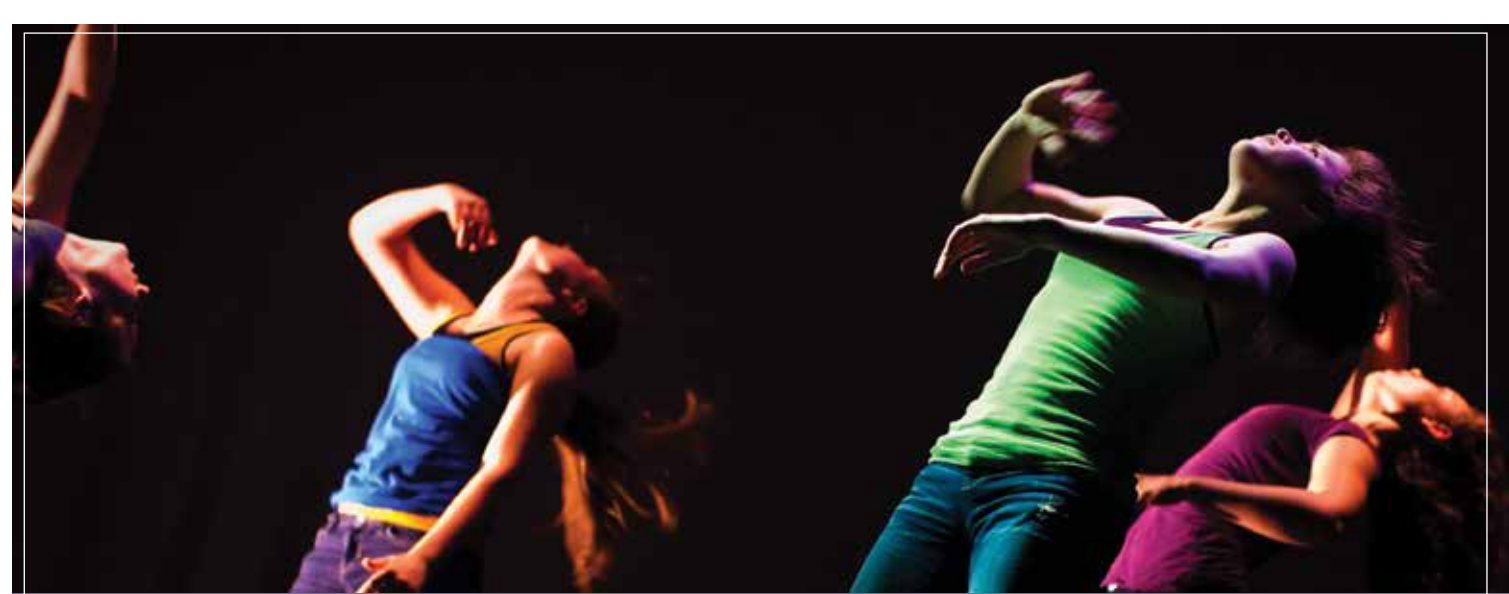
### IMPACT!

#### THE NUMBERS:

- 540 students received arts education through this program
- 370 of the students were English language learners
- 450 of the students were from low-income families
- 18 classroom teachers received training

#### JUST ONE STORY...

A 5th grader at Central Elementary School and at one time a second-language learner, Monce, was known as quiet and reserved. That changed, however, with the *My Story* photography program. As the teaching artist projected pictures from around the world onto the screen and asked students to tell the stories behind them, Monce began to speak up. What does Monce herself say about the program? "It made me a very important person."



## EVEOKE DANCE THEATRE

### **PROJECT: *REFUGE in the ARTS***

**GRANT AWARD: \$32,000**

*REFUGE in the ARTS* helps local youth and families in North Park and neighboring areas explore the art of dance. The nine-month program offers such experiences as technique and choreography classes, school and community performances, community service projects, and the potential opportunity to perform in an Eveoke production. All programs integrate the themes of peace-building and ending the cycle of violence.

### IMPACT!

#### **THE NUMBERS:**

- 24 dance participants experienced the project
- Participants received 6-8 hours per week of interactive arts experiences
- 10,000 students attended assembly shows about bullying created by participants
- All participants completed a 10-hour community project focused on peace-building

#### **JUST ONE STORY...**

Kassy joined *REFUGE in the ARTS* to break the cycle of violence in her own life. Her mother suffered continued abuse, and Kassy found herself making similar choices in her own relationships. Her participation brought new stability, along with healthy ways to release her own anger and build trust with others. Today, Kassy has moved out, is taking classes at a local college, and is thriving at Eveoke.



## PLAYWRIGHTS PROJECT

**PROJECT:** *Writing Lives*

**GRANT AWARD:** \$29,650

*Writing Lives* provides playwriting residencies to underserved students at schools in Lakeside and San Ysidro. The program helps students gain an appreciation for theatre, improve their writing skills, learn to express their own individual voices, develop a sense of empathy and discover non-violent ways to solve problems. Additionally, classroom teachers learn how to teach their students through drama.

### IMPACT!

#### **THE NUMBERS:**

- 16 residencies were provided to help underserved students at two middle schools
- 11 residencies were provided at San Ysidro, which included 20 introductory sessions
- 5 residencies were provided at Tierra del Sol, which included four sessions
- 2 evening community performances (one for each school) were held by participating students

#### **JUST ONE STORY...**

Consuelo, a 7th grader, always dreamed of having her play performed on stage. It became a reality when Playwrights Project selected her work to be read at a local event. Consuelo says Sylvia M'lafi Thompson, one of the actors who worked with her through *Writing Lives*, is a big reason why it happened. "She is my hero...my model that really encouraged me to follow my dreams." For her part, Sylvia says hearing this lets her know that she really does have impact on the young people in the program.



## SAN DIEGO CENTER FOR CHILDREN

**PROJECT:** *Therapeutic Music Program*

**GRANT AWARD:** \$45,000

The *Therapeutic Music Program* helps special needs children experience dynamic and engaging music through diverse opportunities like: community outreach experiences, field trips and guest performances spanning a spectrum of culture and musical stylings. The program helps them express themselves in new ways, gain confidence in their ability to try new things, and learn new coping skills.

### IMPACT!

#### THE NUMBERS:

- Almost 130 special needs children and teens participated in the program
- Nearly all of the students, some highly non-verbal, performed at least once
- 100% of the five students who were seniors passed their exit exam and earned their diploma

#### JUST ONE STORY...

“Rhee Rhee” was living at the Center after being abandoned by her family. Initially angry, mistrustful and non-communicative, Rhee Rhee participated in school but did not engage. It wasn’t until she got involved in the *Therapeutic Music Program* that her creative side blossomed. It turned out she had a wonderful voice, and her singing helped her express her sadness and anger. Today, Rhee Rhee lives with a new foster family and continues to sing with the San Diego Children’s Choir.





## SAN DIEGO OPERA ASSOCIATION

### **PROJECT: *Words and Music Program***

**GRANT AWARD: \$50,000**

The *Words and Music Program* (WAM) is a 12-week residency program that provides a life-changing experience for at-risk students at Chula Vista High School, Wilson Middle School and Freese Elementary school. Teaching artists help students read and write music and lyrics with the goal of creating their own opera. Through this process, *WAM* improves literacy skills, promotes self-esteem, fosters teamwork, and engenders a lifelong passion for the arts.

### IMPACT!

#### **THE NUMBERS:**

- 303 students participated in the program
- Teachers reported a tremendous increase in attendance (A 22% increase in Chula Vista alone)
- Teachers reported a 60% increase in overall classroom literacy

#### **JUST ONE STORY...**

When Juan and Rosa, two high school participants working together in a group, were told to write their musical piece, they were apprehensive. Moaning and groaning as they began, they soon learned how to create simple melodies that reflected their text. When their composition was shared with the class, a hush fell over the crowd because it was so good. It was a rewarding moment for everyone involved, especially for Juan and Rosa who were so thrilled to have “created an actual piece of music!”

## OUR LEGACY: CREATING IMPACT FOR YEARS TO COME

It is impossible not to be inspired by the stories of positive change created over our 13-year history, including the ones told in the previous pages. These stories are our legacy to our community.

Yet, it is not just the stories of today, but the needs of tomorrow that drive us. The stories must continue.

Key to our legacy is our endowment, a permanent fund critical to our sustainability. As the endowment and its principal grow, so will the dollars that can be distributed toward grants and operating costs, increasing our ability to provide new levels of funding for the betterment of San Diego.

It is all made possible thanks to our members, as 45% of membership fees go into this critical fund. Thanks to them, our endowment is now valued at \$2.4 million!

Our stories are created because our members and board are with us through every part of the process, sometimes providing additional support to help our foundation find even greater success.

We are grateful for the extraordinary stories created through our SDWF family.

We look ahead to a future filled with more stories. We are excited by what is yet to come.



### Building Momentum

A special initiative this past year was the rebranding of SDWF so that we're no longer "the best kept secret in town." Special thanks to those who invested in this effort: Darlene Shiley, Valerie Jacobs, Cindy Olmstead and the entire 2011-2012 SDWF Board of Directors and Staff!



"I never saw myself as a philanthropist. Now, I can see these amazing things happening in the community and I can say 'I'm a part of that.' The San Diego Women's Foundation has opened a whole new world to me, something I can be really proud of."

*- Susan Hennenfent, Member*

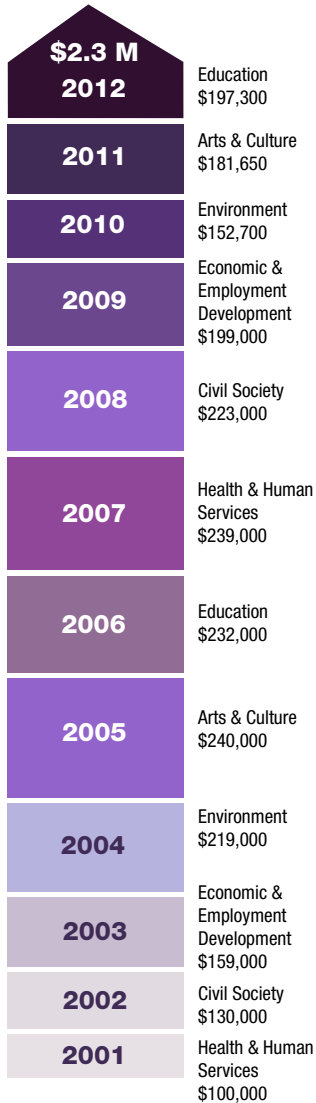
Special thanks to Berit Durler for the generous contribution that made this annual report possible.

# FINANCIALS

The information below reflects our high priorities of financial stability and integrity. We are extremely grateful for the generosity of our members and donors and for the support from The San Diego Foundation.

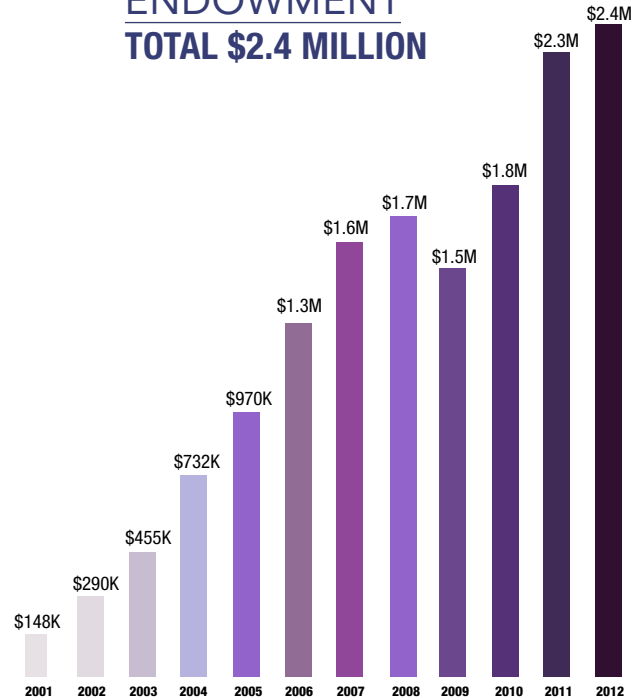
## TOTAL GRANTING DOLLARS

**TOTAL \$2.3 MILLION**

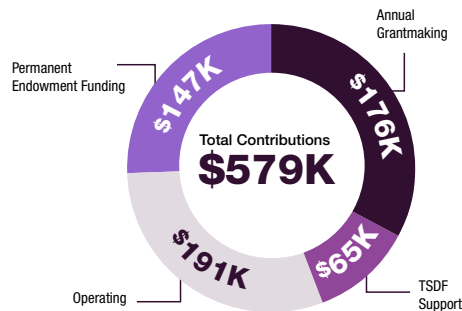


## ENDOWMENT

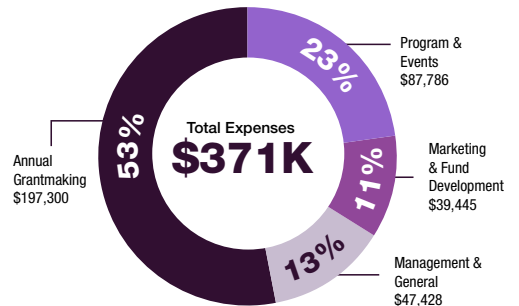
**TOTAL \$2.4 MILLION**



## REVENUE 2011-2012



## EXPENSES 2011-2012



# THE SAN DIEGO WOMEN'S FOUNDATION 2011-2012 MEMBERS

Dede Alpert	Judy Eby	Karla Hertzog*	Louise N. Lewis	Jeannie Rivkin*
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\* Founder

<sup>f</sup> Deceased