



26 Years of Looking Forward and Giving Back



Fall

**Del Mar Foundation Newsletter**

2008



During 2008 the Foundation continued its 26 year history of enhancing our community through the programs it presented and the grants it made. The programs included the wonderful Cultural Arts events such as the First Thursdays series, the various Children's programs that were enjoyed by so many young people, and the signature Twilight Concerts that help define the summer experience in Del Mar.

This year the Foundation made a special grant to assist in the acquisition of the Del Mar Shores property, and is prepared to make a challenge grant to assist in the building of a new 17th Street Beach Safety Center, once City approval for this project is received. Also, grants were made to the Del Mar Junior Lifeguards, the Del Mar TV Foundation, the Playwrights Project, and the two public elementary schools located west of the freeway.

We are nearing the completion of the Founding Endowment Campaign's goal of raising \$600,000 in pledges to begin an endowment and fund the endowment startup expenses. As of the writing of this letter, pledges of \$520,000 have been received. This has been a gratifying response by the community to the endowment initiative. Additionally, the Foundation has allocated \$200,000 of reserves to the Community Endowment.

The near-term goals for the Foundation include closing out the Founding Endowment Campaign by the end of 2008; initiating a planned giving program to grow the endowment; continuing the highly successful summer Twilight Concerts, First Thursdays series, and Children's programs; and structuring grants that maximize the impact of our giving.

My thanks to the board members and volunteers who make our activities possible, including Joe Bruderer-Schwab, who has served as President of the Foundation during the past two years. And finally, an immense thank you to the financial supporters who have made possible the funding of our programs, grants and endowment.

Sincerely,

Joel Holliday  
Incoming President

---

*Our Town, Our Foundation*

**Bringing the Community Together...**

---



# ... Through Community Grants, Which Need Your Support

## Del Mar Hills Grant



A special check for \$820 covered the costs to take all the third grade students and teachers from the Del Mar Hills School to study animal and plant adaptations of the wetlands to our San Dieguito Lagoon. What a terrific educational experience.

## Del Mar Heights Grant



Working together to reduce waste, recycle and reuse in the school environment is the goal of committed 4th, 5th, and 6th graders who want to "Go Green." The Del Mar Foundation granted the PTA \$1,200 to help make this noble cause a reality.

## San Dieguito River Valley Grant



A grant to the San Dieguito River Valley for \$1,200 brought excited students from the Del Mar schools to a very special Lagoon Day.

## Playwrights Project



Come and enjoy a Playwrights Project presentation of The Big Mistake on November 12 at 7:30 PM at the Powerhouse. Underwritten by DMF. Reservations are required. Call 858-635-1363

## 2009 GRANT APPLICATION DEADLINES

Feb 1

June 1

Oct 1

Go to [www.delmarfoundation.org](http://www.delmarfoundation.org) for application

## Shores Acquisition Grant



With a check for \$35,000 to the City of Del Mar escrow fund, the Del Mar Foundation shows its commitment to Del Mar's campaign for open space.

## Beach Safety Center



Del Mar Foundation will match up to \$35,000 new monies raised by Friends of the Powerhouse for new Beach Safety Center.

## LUX Art Institute



Does it get better than painting a Payasada Horse?

## Del Mar TV



\$2000 for programming of Del Mar programs: Teen Justice and Del Mar Journal

## Junior Lifeguard Program



Our Junior Lifeguard program is the best in southern California if not the world. The Del Mar Foundation's \$3,000 grant to this program ensures that children, no matter their income level, can partake in this important program.

# ... With Community Events



A Huge Thank You <sup>again</sup> to Our 2008 Concert Underwriters!



Pam Slater-Price and the County of San Diego



Del Mar Thoroughbred Club



El Pollo Loco

**POSEIDON**  
*on the beach*

The Poseidon Restaurant



Epazote



Pacifica Del Mar

**Crafts  
co-sponsored by the  
Del Mar Library**

# Got Little Ones? All Generations Welcome!

**All events are free  
of charge**

**Craft and Concert Series, Sunday, November 2nd, Noon-2pm, Del Mar Powerhouse Community Center**

Join us for some toe-tappin' tunes by Grammy-nominated western swing band Buck Howdy with BB. Craft starts at noon; Concert at 1pm. Parental supervision required for both.

**Children's Committee Monthly Meeting, Wednesday, November 19\*, 9am-10am, Del Mar Powerhouse Community Center (2nd floor)**

\*Please note date change due to Del Mar Schools closure for Thanksgiving the week of 11/24. Bring your favorite holiday coffeecake or cookie recipe to swap! No regularly scheduled meeting for December.

**Children's Concert, Sunday, December 7th, 1-2pm**

Hullabaloo will perform as part of the Del Mar Village Association's Holiday Wonderland event in Del Mar Village along Camino del Mar. 1pm to 2pm. Look for the performance location on the Del Mar Village Association's Holiday Wonderland program. Note: No regularly scheduled craft hour at the Powerhouse this month. Parental supervision required.

**Children's Holiday Party, Friday, December 12th, 6:30pm**

"T'was the Night Bear-fore Christmas" Marionette Show and refreshments. Reservations required by 12/08/08 to Children@DelMarFoundation.org. Show starts at 7pm. Seating is limited. Parental supervision required.

**Children's Craft and Concert Series, Sunday, January 4th, Noon-2pm, Del Mar Powerhouse Community Center (Crafts 2nd floor)**

Parental supervision required.

**Family Bingo Night, Friday, January 23rd, 6:30pm-8pm, Del Mar Powerhouse Community Center**

Join friends new and old for a family evening of fun. Lots of prizes!! Kids of all ages welcome. Feel free to bring your dinner to enjoy while you play. Parental supervision required.

**Children's Committee Monthly Meeting, Wednesday, January 28th, 9am-10am, Del Mar Powerhouse Community Center (2nd floor)**

**Children's Craft and Concert Series, Sunday, February 8th\*, Noon-2pm, Del Mar Powerhouse Community Center (Crafts 2nd floor)**

Parental supervision required. \*Please note date change due to Super Bowl Sunday the previous week.

**Children's Committee Monthly Meeting, Wednesday, February 25th, 9am-10am, Del Mar Powerhouse Community Center (2nd floor)**

**Children's Craft and Concert Series, Sunday, March 1, Noon-2pm, Del Mar Powerhouse Community Center (Crafts 2nd floor)**

Parental supervision required.

**Children's Committee Monthly Meeting, Wednesday, March 25th, 9am-10am, Del Mar Powerhouse Community Center (2nd floor)**

**Children's Craft and Concert Series, Sunday, April 5th, Noon-2pm, Del Mar Powerhouse Community Center (Crafts 2nd floor)**

Parental supervision required.

**Del Mar Easter Egg Hunt, Saturday, April 11th, 10am, Seagrove Park**

The Easter Bunny will be making an appearance. Parents don't forget your cameras!! Reservations required and will open March 1st to Children@DelMarFoundation.org.

## COME JOIN US!



**Children's Committee**  
Children@delmarfoundation.org





**Shelley Moore**

## **Support the Work of the Del Mar Foundation**

For 26 years the Del Mar Foundation has been dedicated to enhancing the experience of living in our community through the programs it has sponsored and the grants it has made.

In 2007 we launched a bold new initiative to build an endowment for the benefit of the community. This initiative is called the Founding Endowment Campaign, and its goal is to raise \$600,000 in pledges by the end of 2008. We are over 85% of the way to this goal, with pledges of \$520,000. We invite you to help us raise the final \$80,000, by becoming a member of the Founding Endowment Circle.

Membership in the Founding Endowment Circle involves a pledge of \$10,000 or greater, to be paid in full or over a four year period. So far, there are 38 members (couples and individuals) who have committed \$10,000, \$25,000, or \$50,000 to this campaign. The Founding Endowment Circle will be recognized in perpetuity as the visionary group that provided the seed money for the Foundation's Endowment.

To hear more about this unique opportunity to build and strengthen our community, please contact Shelley Moore, Executive Director, at (858) 635-1366 or [Shelley@delmarfoundation.org](mailto:Shelley@delmarfoundation.org).

Gifts can be made in cash, securities, real estate, limited partnership interests, or closely-held assets. We can also discuss with you other tax-advantaged ways in which you can support the Foundation while meeting some of your estate planning objectives.

Most of all, we need your help to continue all of the Del Mar Foundation's worthwhile activities including our Cultural Arts events, our Children's Craft and Concert Series, our grants, and those wonderful Summer Twilight Concerts by the beach. For all of these endeavors, we need both financial donations and the contributions of the volunteers who run the Del Mar Foundation. Especially in these difficult economic times, any and all contributions are most welcome.

**We gratefully thank you for your support.**

Are you 70 ½ years or older? You may transfer up to \$100,000 a year from an IRA to the Del Mar Foundation and it won't count in your adjusted gross income. That's tax-free for those with mandatory IRA distributions.

---

*Our Town, Our Foundation*

**Bringing the Community Together...**

---

# JOIN US!

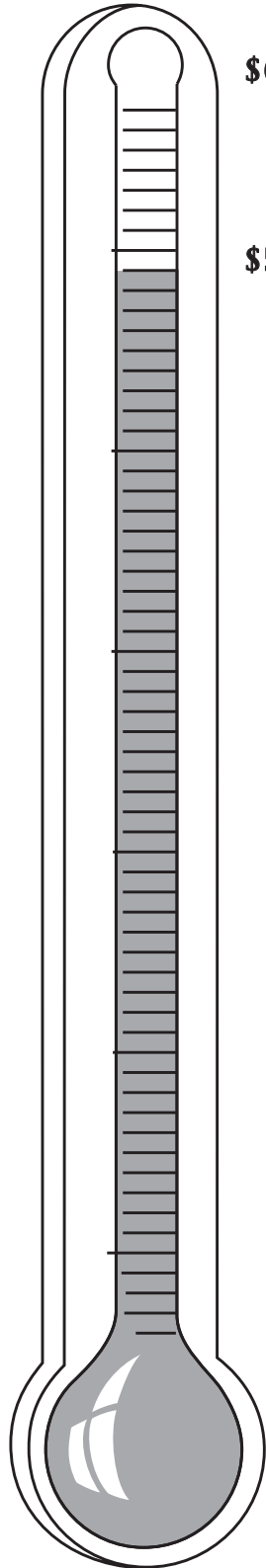
## *FOUNDING ENDOWMENT*

---



# WE'RE ALMOST THERE!

CLOSING DATE TO JOIN: DEC 31ST, 2008



\$600K

## CHAMPIONS: PLEDGES OF \$50,000

LYNN & CHARLIE GAYLORD  
ROSANNE & JOEL HOLLIDAY  
GAY & ALBERT HUGO-MARTINEZ

\$520K

## LEADERS: PLEDGES OF \$25,000

DARRESE & SAM BORGESE  
JACQUELYN & RICHARD EARNEST

## BENEFACTORS: PLEDGES OF \$10,000

MOLLY & DAVID BEGENT  
ALICE BROWN  
CORNELIA & JOE BRUDERER-SCHWAB  
SUSAN & TONY CHILDS  
DEAN MEREDITH ARCHITECTURE AIA  
BECKY & WALTER DEMBITSKY  
KIM & MARK FILANC  
JACK FILANC  
KATHY & JERRY FINNELL  
CHUCK FREEBERN  
BARBARA FREEMAN  
ROLANDE & EDWARD FYFE  
EMILY & CORY GRANT  
ARLENE HARRIS & MARTIN COOPER  
CAROL & RICHARD HERTZBERG  
SHARON & CARL HILLIARD  
EILEEN & CLIFF HUFFMAN  
THERESA JARVIS  
PATTI & JOE JELLEY  
CAROLYN & TOM KLING  
LISA & STEPHEN LUTZ  
JILL & SCOTT MACDONALD  
JOAN & VAN MANKWITZ  
GRACE & DON OSTER  
SHARON & BILL SCHEELE  
NANCY STOKE  
ALICE & JOE SULLIVAN  
KENNETH SWANSON  
PAT & JACK THOMAS  
DEBORAH & TOM TUCKER  
Z.J. WAXENBERG  
BETTY WHEELER & DWIGHT WORDEN  
DANA WOHLFORD & PHIL KIDD



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.



Presorted  
Standard  
Non Profit  
U.S. Postage  
PAID  
Encinitas, CA,  
Permit No. 333

P.O. Box 2913  
Del Mar, CA 92014



### DEL MAR FOUNDATION BOARD OF DIRECTORS

#### MEETING DATES

8:30AM in the Annex

- Nov 13, 2008
- Dec 11, 2008
- Jan 8, 2009
- Feb 12, 2009
- Mar 12, 2009
- Apr 9, 2009

Meetings are open and  
all are welcome

#### How to Contact Us:

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

(858) 635-1363  
Fax: (858) 635-1363

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



Joel Holliday



Sam Borgese



Kathy Finnell



Carolyn Kling



Betty Wheeler



Cory Grant



Claire McGreal



Joe Bruderer-Schwab



Kim Filanc



Lisa Lutz



Lynn Gaylord



Jill MacDonald



Lars Fahlberg



Nancy Stoke



Shelley Moore  
Executive Director



Richard Earnest  
City Council Liaison

**Check out our new website and subscribe to our electronic newsletter.**