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P.O. Box 2913
Del Mar, CA 92014

DEL MAR FOUNDATION BOARD OF DIRECTORS

MEETING DATES

8:00AM in the City Hall Annex

November 18, 2010

December 16, 2010

January 20, 2011

February 17, 2011

March 17, 2011

April 21, 2011

May 26, 2011

Meetings are open and
all are welcome

**THANK YOU TO OUR RETIRING
BOARD MEMBERS**



Joe Bruderer-Schwab



Joel Holliday



Phil Blair



Robin Crabtree



Lars Fahlberg



Harold Feder



Kim Filanc



Kathy Finnell



Lynn Gaylord



Cory Grant



Judd Halenza



Tim Haviland



Kelley Huggett



Carolyn Kling



Jill Weitzen MacDonald



Susane Roberts



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.



Fall

Del Mar Foundation

2010



See Inside for Coming Attractions...

MARK YOUR 2010-2011 CALENDARS WITH OUR UPCOMING CHILDREN'S EVENTS

Children's Holiday Party

Sunday December 12, 2010, Del Mar Powerhouse Community Center, 1 PM

Join us for a festive craft provided by the Del Mar Library, Santa's Workshop puppet show by Jim Gamble Puppet Productions, refreshments, family portraits by Spicer Photographics and a silent auction. Our annual holiday event has something for every family member! Reservations are required and will open on November 15th for residents of 92014 and to all (if space is available) on December 1. Please check our website at www.delmarfoundation.org for details.



Manners Tea

Sunday, February 6, 2011, Del Mar Powerhouse Community Center, 2 PM

Our manners tea is a delightful way to spend quality time with your children. Tea, snacks and some fun information on manners will be included during a tea party.

Annual Easter Egg Hunt

Saturday, April 23, 2011, Seagrove Park, 11 AM

The Del Mar Easter Bunny will be dropping by to start the holiday off for your children and grandchildren. Don't forget to bring your baskets for this family tradition. Reservations required. Please check our website at www.delmarfoundaton.org for details.



Summer Kick-Off

Saturday, June 4, 2011, Del Mar Powerhouse Park, 1PM

Get our Del Mar summer started with library crafts, concert and an ice cream social.

4th of July Parade

Monday, July 4, 2011, Del Mar Powerhouse Park, 9 AM

Bring your decorated bikes, scooters, wagons and strollers to join our annual parade.

Howliday Fun

Friday, October 14, 2011, Del Mar Powerhouse Community Center, 6:30 PM

Join us for a colorful mix of sing-along songs and sea chanteys as well as Tall Tales and spooky stories to entertain the entire family.

Children's Holiday Event

Sunday, December 11, 2011, Del Mar Powerhouse Community Center, 1PM

Mark your calendars for our annual event!

AS ALWAYS, PARENTAL SUPERVISION IS REQUIRED FOR ALL CHILDREN'S EVENTS.



Come Join Us At the Children's Committee Monthly Meeting and Social
December 1, 2010 and January 26, March 30, April 27, May 25 of 2011
9:30 AM - 11:00 AM at the Del Mar Library
Children Are Welcome!



OUR THANKS TO THE FOLLOWING GROUPS FOR DONATING GOODS AND SERVICES

Sunset Yogurt and Ice Cream for providing free ice cream for both the End of School Year and Endless Summer Beach Parties
The Kashi Company for the all-natural snacks for the July 4th Bike Parade with special thanks to Kirstin & Jeff Johnson
Jake's Del Mar for making real fresh-squeezed lemonade for the July 4th Bike Parade
Del Mar Community Connections for the lemon cakes for the Endless Summer Beach Party

DMF COMMUNITY GRANTS AVAILABLE

The Grants Committee of the Del Mar Foundation is looking for great ideas to improve our Del Mar Community. Do you have an idea that will help our community acquire or preserve open space? Improve our beaches and parks? Provide our residents with a unique cultural program? Promote civic pride? If so, we'd love to hear from you! For more information please visit our website at www.delmarfoundation.org and look under *What We Do for Community Grants*.

We have a limited grant budget to support projects and activities that further our goals, so we are always looking for creative ways to stretch a dollar, partner with other Del Mar non-profit organizations, and benefit a wide range of Del Mar citizens.

Recently Approved Grants

At the June 2010 Board Meeting the following five new grants were approved for funding:

- Del Mar Community Connections Brain Fitness Program -sponsored software licensing
- Del Mar Community Connections Transportation Program -donation towards purchase of new Transportation Van
- Friends of Del Mar Parks--Cinema Series Sponsor
- Keep Del Mar Clean--Big Belly Recycling Trash Pilot
- Del Mar Junior Lifeguard Program

GRANT APPLICATION DEADLINES

Feb 1, 2011
June 1, 2011
Oct 1, 2011

Go to www.delmarfoundation.org for application



Friends of Del Mar
Parks Cinema Series



Big Belly Recycling
Trash Can



DMCC Transportation



DMCC Brain
Fitness Program



Del Mar Junior Lifeguard
Program

Seeking all DELMARvelous ideas!

THANK YOU TO THOSE WHO SUBMITTED IDEAS! We have received many ideas and the Grants Committee is in the process of implementing some of your suggestions. If you have any additional ideas please complete the slip below or go to website and send your ideas to us.

My idea is: _____

Yes / No I am happy to participate and help make this idea happen.

Name: _____ Phone: _____ Email: _____
(Contact info. optional)

Please submit via FAX: 858 509-9180 or email: grants@delmarfoundation.org or mail: P O Box 2913 Del Mar or slip this under the door at our office at 1442 Camino Del Mar #201. Photos & attachments welcome. Thanks!



OUR THANKS TO THE 2010 SUMMER TWILIGHT CONCERT UNDERWRITERS

JUNE 15 - 7 PM - MRS. ROBINSON • JULY 20 - 7 PM - ROCKOLA
AUGUST 17 - 7 PM - THE U.K. BEAT • SEPTEMBER 12 - 5 PM - ATOMIC GROOVE



Funded by the San Diego County Board of Supervisors
at the recommendation of Supervisor Pam Slater-Price



Del Mar Thoroughbred Club



Thank you to concert series supporters Farmers Insurance Group and local agent Tim Haviland

OUR IN-KIND DONORS

Americana Del Mar • Bellocchio Salon & Boutique • Board & Brew • The Brigantine • De La Sole Reflexology Spa
Del Mar Lifeguard Association • Del Mar Pizza • Del Mar Thoroughbred Club • Del Mar Train Partners • Durante's Menswear
El Pollo Loco • Exotic World Gifts.Com • Frog's Fitness • J. L. Body Conditioning • Jake's Del Mar • Jimmy O's
Jolie Femme @ Plaza • Pacifica Del Mar • Rusty Del Mar Surf Shop • Ruth's Chris Steak House • Sbicca Bistro
SmashBurger • Three Dog Bakery • Zel's Del Mar

And our thanks to

City of Del Mar, Powerhouse Park • Del Mar Community Services, Pat Vergne and Staff • Del Mar Junior Lifeguards



CONGRATULATIONS CULTURAL ARTS COMMITTEE:

10 Years and Going Strong! By Lynn Gaylord

When the Del Mar Powerhouse Community Center opened 10 years ago, a group of us got together and said, "Let's bring wonderful music and lectures here. Add wine and cheese, neighbors, great sunsets – it will be fabulous!" And so began "First Thursdays" with ten monthly productions a year performed to a sold-out crowd of enthusiastic subscribers. In addition, this Committee has produced "Shakespeare in the Plaza," held special bluegrass concerts with Grammy-award winning talent, thrown a 50th Anniversary celebration with the Romero family, organized bus trips to the Summer Pops, and even placed artist-inspired fiberglass horses all around town. Remember those beautifully painted works of art?

So congratulations to everyone who has contributed over the years to the success of all these Cultural Arts programs. Visit the Cultural Arts webpage at www.delmarfoundation.org for a link to a complete list of all the Cultural Arts performances since 2000 and find out how you can join us and bring your ideas to the committee. We would love your help!



For information on becoming an underwriter for the 2011 Summer Twilight Concerts
please send us an email at concerts@delmarfoundation.org.

“Active, Busy, & Curious”

Meet Judd Halenza

Look for new board member, Judd Halenza, to bring something new to the Del Mar Foundation. “In my mind the Del Mar Foundation supports what the City of Del Mar stands for; a small town where the citizens work together to make it a better place to live, both for ourselves and our children. I said yes so I could be a part of that process.”

Halenza graduated from the Naval Academy and then did graduate work in statistics at Stanford University. Following combat missions in Vietnam, he returned to the States to work in real estate and other investments. Welcome aboard, Judd!



“Generous, Thoughtful, and a Mind for Numbers”

Meet Susane Roberts

It takes a special person to say yes when it comes to keeping track of the financials for an organization and the Del Mar Foundation is lucking out. “I feel so fortunate to be able to live in such a wonderful community. It gives me great pleasure to give back,” says Susane Roberts.

Susane was born in Alabama, graduated from Arizona State in Business, and has lived in Del Mar since 1985. Before becoming a full time realtor, Susane was a CPA with KPMG in Los Angeles. In fact, she and Kathy Finnell, who is also on the Del Mar Foundation Board, were two of the first female CPAs with KPMG. And what stories they have to tell. Thanks for serving, Susane!



You're Invited to Join the Legacy Society!

Join the ranks of Del Mar's most generous and forward-thinking residents as a member of the **Legacy Society** of the Del Mar Foundation. Members of the Legacy Society have one thing in common: all have made a commitment to support the future of their community through an estate gift to the Del Mar Foundation. They have other things in common as well. They have worked hard, saved wisely and invested well. And they know that the assets they leave the community will continue to grow, supporting good works for generations to come.

- **Considering a Roth IRA conversion?** Roth conversions may make sense as subsequent growth and withdrawals are tax-free. The downside is you pay income taxes upfront each year of the conversion. A current gift to the DMF can create an income tax deduction to offset some or all of that tax liability.
- **Have you outgrown your need for life insurance?** A gift of a life insurance policy to the Foundation will give you a current income tax deduction and any subsequent premium payments will also create an income tax deduction for you. This is a great way to leave a legacy gift to DMF.
- **Do you have a retirement plan?** Retirement plan assets are taxed twice: income taxes on withdrawals and estate taxes upon your passing. Naming the Foundation as a beneficiary may be a great way to make a legacy gift without taking away from current income.
- **Is your home your largest asset?** What if you could leave a portion of your home to the Foundation and receive an income tax deduction now? A life estate allows you to live in your home as long as you like, and receive an income tax deduction today. This is another great way to leave a legacy gift without sacrificing current income.

Contact Maile D'Arcy, Executive Director at (858) 635-1363 or maile@delmarfoundation.org for further information.



Dear Friends and Neighbors,

I spend most mornings and afternoons driving back and forth along Crest. I find myself stopping to talk with neighbors or giving a quick nod and a wave as we pass each other. I have learned to identify my friends and neighbors by the dogs they walk and the cars they drive. On many occasions I see Piper driving to school with her dog, Poncho, sitting in the front seat next to her. It makes me smile every time I see them. These simple pleasures are what make Del Mar so special.

As executive Director of the Del Mar Foundation, I also witness how special the Del Mar community is through our programs and grants. This year we had a sold-out First Thursdays cultural arts series, well-attended Summer Twilight Concerts and many happy children at our annual Easter Egg Hunt and 4th of July Parade. Driving by the new garden in front of City Hall also reminds me of the positive impact the

Del Mar Foundation has in our community. Working together with other Del Mar non-profits like the Garden Club has resulted in the beautification of City Hall.

The reality is that we need to raise funds to allow us to continue sponsoring the programs you love and to enable us to make more grants to the community to keep it the special place that it is. Please consider making a tax-deductible donation, in any amount, to support the Del Mar Foundation and all the wonderful things we do in Del Mar. You can make a donation two ways, by sending a check in the enclosed remit envelope or online using a credit card by going to www.delmarfoundation.org. Click on the “Donate” button on the home page.

Thank you. We can't do it without your support.
Please donate today!

Sincerely,

Maile D'Arcy
Executive Director

HOW TO CONTACT US:

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

(858) 635-1363

www.delmarfoundation.org

LOOK FOR MORE INFORMATION, INCLUDING OUR 2009 ANNUAL REPORT, ON OUR WEBSITE. THEN SIGN UP FOR OUR E-BLASTS.

2 Guys, 6 Years, and a Better Del Mar!

How do we thank two individuals who have given so much to make Del Mar a better place? Joel Holliday and Joe Bruderer-Schwab are the two leaders who are equally responsible for the incredible endowment that the Del Mar Foundation now enjoys. One served as President and the other as Chair of the Development Committee. Then they swapped places!

Our Founding Endowment campaign, with pledges of \$678,000, is a reflection of their dedication and outreach. That means 4th of July Parades, First Thursdays, Twilight Concerts, Children's programs and support for the Del Mar Lifeguards, local schools and much more. Your community foundation, the Del Mar Foundation, is only as good as the people serving on the Board and on its committees. Everyone in the community should applaud Joe and Joel's six years of service. Tell them when you see them: **Thank you guys!**



Past Presidents Joel Holliday and Joe Bruderer-Schwab