



Spring 2004

F O U N D A T I O N M I S S I O N

The mission of the Rancho Santa Fe Foundation is to enhance and preserve the quality of life within the greater Rancho Santa Fe area by promoting responsible and effective philanthropy. In pursuit of this mission, the Foundation:

- Will increase awareness and understanding of the unique role played by the Foundation in identifying community needs.
- Will assist in addressing those needs with financial awards and organizational support.
- Will assist donors in building and preserving enduring assets for charitable purposes in the greater Rancho Santa Fe area.

Chairman's Column

2004 has gotten off to a great start! With the addition of the Rancho Santa Fe Community School Endowment, our total endowment now exceeds \$10 million as compared to \$5.1 million this time last year!



We're very excited about our board of directors. The intelligence, experience and altruism of each board member are extraordinary. The work of our board is done mainly in committees and the composition of these committees is just perfect:

Finance Committee - our funds are invested by top financial experts on our board.

John Seiber - Chairman	Richard Carlson
Jack Queen	Scott Robinson
Jim Simpson	Lou Simpson
Ralph Whitworth	

Grants & Projects Committee - our grants are approved by caring community leaders.

Ty Miller - Chairman	Emily Bagnall
Roger Rowe	

Governance Committee - our new board members are carefully selected and guided by veteran board members.

Tony Wilson - Chairman	Louise Kasch
Don Oliphant	Duff Sanderson

Strategic Planning Committee - our strategic plan is adopted by gathering input from every member of the board.

Bob Goldsmith - Chairman	Gordy Bartow
Murray Hutchison	

Philanthropy/Marketing Committee - enthusiastic directors cause sparks to fly with new ideas to "spread the word"!!

Roger Rowe - Chairman	Martin Dickinson
Jenny Freeborn	Greg Hillgren
Bill Hoehn	Dan Pittard
Chuck Yash	

Audit Committee - our finances are monitored by a CFO and an attorney.

Susan Snow - Chairman	Neil Ash
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Don't forget to check out our completely new look on our website this summer (www.rsffoundation.org) and, please save the date, May 4th for an informative and educational meeting concerning our immensely popular donor advised funds program.

So everything is in place (under the incredible direction of our Executive Director, Christy Wilson) to continue to increase our endowment and to continue to make a difference in our community with philanthropy that reaches out to everyone in need.



Gayle Gillies Mize
"Chairman"

Upcoming Programs -

On May 4, 2004, the Foundation and Merrill Lynch will sponsor a program on donor advised funds, "What is a Donor Advised Fund, and Why?" Our guest panelists will include Ellen Van Hoften of Gray Cary Ware & Freidenrich and Lisa Betyar of Lindsay & Brownell, along with Bill Beckman, a Rancho Santa Fe resident and donor to the Foundation. Please call Debbie at the Foundation office to reserve your seat for what promises to be a very informative presentation.

Foundation Facts -

Our largest fund is that of the Rancho Santa Fe Community School Endowment (CSE). Currently valued at \$1.3 million, it is an Agency Investment Fund. Because of the nature of state funding for education, the CSE chose to place its endowment in a fund of this kind for investment purposes only, until such time as the fund reaches \$5 million. At that time, CSE will decide if these funds can become permanent endowment, or if they will remain in an agency investment fund for a longer period of time.



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Rancho Santa Fe Foundation Quarterly News

Seven New Members Elected To The Board

Richard Carlson - (Charlotte Carlson) three children. Attended University of Washington (B.S.) and Wharton School (MBA University of Pennsylvania). Rockefeller & Co. (Vice-President), RCS Asset Management (Partner). Civic affiliations include The Bishop's School (Finance and Investment Committees), Torrey Pines High School Foundation (former Board Member), Neurological Education Institute. Personal interests include skiing, fly fishing, wood working and antiques.

Bill Hoehn - (Susan Hoehn) three children. Attended Stanford University (B.A.). President Hoehn Motors, Carlsbad, California. Civic affiliations include San Diego County YMCA (Director), Dorcas Ministries (Board Member), Floresta (Board Member), the Bishop's School (Trustee). Hobbies include swimming and church.

Dan Pittard - (Connie Pittard) two children. Attended Georgia Tech (B.S.) and Harvard University (MBA). Currently Managing Partner of ideaEDGE Ventures. Civic affiliations include RSF Community School Endowment (Past Chairman) and Public Interest Committee. Other Board positions include Novatel Wireless, M7 Networks, Buildlinks. Hobbies include golf, fly fishing, skiing and reading.

Roger Rowe - (Jane Rowe) three children. Attended the University of Missouri (B.S. and M.A.), United States International University (Ph.D.). Retired Superintendent of Rancho Santa Fe School District. Civic affiliations include Family Literacy Foundation, New Alternatives/San Pasqual Academy, RSF Historical Society, Scripps Hospital (Trauma Advisory Board), RSF Rotary Club. Personal interests include exercise, reading, fishing, hunting, attending ballgames (Jr.High and High School).

Edward J. Sanderson, Jr. (Duff) - (Susan Sanderson) three children. Duff has had a 30 year career in technology and consulting. He holds a B.S. from the U.S. Naval Academy (1971) and a master's degree in Information Technology and Business from George Washington University (1975). In 2001, he and his family moved to RSF from the San Francisco Bay area, where he was with Oracle Corporation as Executive Vice-President, responsible for product sales to 11 major industries, Oracle Consulting and the Latin America Division.

Ralph Whitworth - two children. Received his B.A. and J.D. Presently with Relational Group (Principal). Civic affiliations include Kids Korps USA and RSF Community School Endowment (Past Board Chairman), Georgetown University Law Center (Board of Visitors).

Charles J. Yash (Chuck) - (Kathy Yash) two children. He is a graduate of the U.S. Naval Academy and Harvard Business School. He began his career in product management for General Foods and then went to work for Spalding Sports Worldwide Golf division. After 13 years, he was recruited by Salomon Ski Company to turn around its Taylor Made Golf subsidiary. In 1999, he became the President of Callaway Golf Company. He is currently serving as advisor to new start-up sporting goods companies.

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