

FOR IMMEDIATE RELEASE

RANCHO SANTA FE FOUNDATION

April 26, 2006

Contact: Christy Wilson
858-756-6557
858-756-6561 fax
christy@rsffoundation.org

As most of us followed the news reports during those last days of August 2005, I don't think we could have possibly imagined the scope of the devastation that was being wrought on the city and surrounding area of New Orleans. Personally, I was reminded of that fateful morning of September 11, 2001 and how quickly disaster can strike.

But with most situations of this magnitude, humanity steps forward and provides hope and caring for the victims. Hurricane Katrina was no exception. And although there are critics of government and humanitarian organizations who allegedly did not get the relief to New Orleans in a timely enough or effective enough manner, I would suggest that the enormity of the situation, never before seen in our country, was something that no one was truly prepared for.

Certainly, what we can be proud of in our community, is the quick response to our call for help. In the September 8, 2005 issue of the *Rancho Santa Fe Review*, Publisher Dex Allen, challenged his readers that "if you believe that charity begins at home, then maybe it is time to look in the mirror and ask yourself what you can or should do to help". The outpouring of support was amazing. Within days, donations totaling more than \$130,000 came through the Foundation. In addition, more than \$20,000 of new clothing was donated by the owners of *SunDiego* through the Foundation as well.

As acknowledgement of the community's generosity, the San Diego Chapter of the American Red Cross honored the *Rancho Santa Fe Review* and the Rancho Santa Fe Foundation for their part in raising funds for the hurricane victims. Jeff Wiemann, CEO of the local chapter, presented a plaque to Dex Allen and Greg Hillgren, Chairman of the Foundation. In his remarks that day, Greg Hillgren was clear that although the *Review* and the Foundation were accepting this honor, that it was the individuals in our community who truly provided the support.

The RANCHO SANTA FE FOUNDATION promotes philanthropy by

- Assisting donors to build assets for their chosen charitable purposes;
- Enhancing the awareness of ways to give purposefully;
- Exploring and evaluating local and regional charitable needs;
- Building endowments for charitable organizations.