

FOR IMMEDIATE RELEASE

RANCHO SANTA FE FOUNDATION

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Contact: Christy Wilson

858-756-6557

858-756-6561 fax

christy@rsffoundation.org

WHAT GIFTS ARE ON YOUR LIST THIS YEAR?

As with most of us, I'm sure that you find yourself at this time of year making a list, and checking it twice ... does Aunt Grace really need a new nightgown, does your son truly need that high-tech computer gizmo, and how many iPods will you be purchasing for those on the list?

Not to suggest that you should completely take these items off the list, but we at the Rancho Santa Fe Foundation have a few alternate suggestions.

Giving the gift of a book is a wonderful way to share a story and or a message with someone you care about. Three suggestions would be "Me to We: Finding Meaning in a Material World" by Craig Kielburger. Craig visited the Ranch in October and we found that this was a book well worth passing along. A second, but no less significant, would be "Passionaries" by Barbara Metzler, a "local" who shares the stories of people she has known who have combined their vision with their passion for a better world. The third is "My Two Cents' Worth" by Agnes Diggs, who was a columnist for the North County Times. This is a posthumous collection of her columns and all I can say is "settle in, laugh and cry, enjoy and be thankful " for the thoughts and stories she shares in this book. The first two can be obtained through Amazon.com or through a local book store. The Diggs book can be obtained by calling the North County Times office (760-433-7333).

Another way to express your holiday sentiments to a family member or friend is to make a charitable donation to a charity of choice in their name. Perhaps they have worked hard for a particular cause, and you wish to honor that, or you may have a special place in your life for an organization. A gift in the name of someone else, is a wonderful way to send a meaningful holiday message and to make a difference in the life of someone who is not as blessed as we are.

No matter how you make your list, on behalf of the Rancho Santa Fe Foundation, please accept our best wishes for a happy and healthy holiday season. We appreciate the support that we have received this year from the entire community and we look forward to our continued work to promote effective philanthropy in our region.