

**FOR IMMEDIATE RELEASE**

**RANCHO SANTA FE FOUNDATION**

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**FOUNDATION ANNOUNCES NEW MISSION STATEMENT**

2006 is a benchmark for the Rancho Santa Fe Foundation, as we begin our 25<sup>th</sup> year as your community foundation. The mission of the Foundation continues to evolve and as such, so does the mission statement.

We are proud to announce a new mission statement for the Rancho Santa Fe Foundation that was just approved by the Board of Directors at its March meeting.

**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.**

We feel that this new mission statement is a more formal statement that communicates our identity and purpose to broad social and philanthropic constituencies and provides direction for programs and strategies. It identifies our mission to be a donor-centered resource for people and non-profit organizations in our region.

As we move forward in the fulfillment of our mission, we will strive to be worthy of the trust that our donors have placed in us as we provide excellent stewardship of the community endowment.