

FOR IMMEDIATE RELEASE
RANCHO SANTA FE FOUNDATION

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On behalf of the Board of directors and the staff of the Rancho Santa Fe Foundation, I would like to extend our sentiments to the families in and around our community who lost or sustained damage to their homes from the fires last week. Words can never express the feelings in all of us at this moment, but personally I am heartened by the response of this community, which comes as no surprise at all. Once again the people in Rancho Santa Fe have stepped up to the plate to assist those less fortunate.

As I was working in my office on Friday, there were children in the park selling lemonade to passers-by to assist the fire victims – nothing is more basic to the American culture than children and lemonade stands!

I was at the Village Church delivering a donation on Friday, and was able to speak to some of the firefighters and National guardsmen who were taking a break for food and rest, and I thanked them for all of us in San Diego. To a fault, each of them thanked me and those at the church who were providing them with food and a bed ... I was humbled to think that such basic gestures as they were being given, would prompt them to thank us.

The Foundation has taken the lead in coordinating the relief effort in our community working with all of the organizations to provide effective and cohesive assistance as quickly as possible. Please check our website - www.rsffoundation.org - and the websites of all local organizations for current updates on needs, volunteer opportunities and updates on how the relief effort is being coordinated.