Fifty&Forward

The Campaign for the Next 50 Years



San Diego Foundation | 50 YEARS

We're celebrating all that's been accomplished—and the impact we can make together.

On January 1, 2021, San Diego Foundation launched Fifty & Forward, **the most ambitious grantmaking and fundraising campaign in our history.**



$500M
in anticipated grantmaking

$1B
fundraising goal for our community

We anticipate granting $500 million to nonprofits making an impact in **education, for children and families, and the environment**, and raising at least $1 billion during the timeframe of our campaign, which includes the 50th anniversary of San Diego Foundation in 2025.

Join us as together we use our resources, passions and spirit of innovation to create a place we feel proud to call home.

Our home is who we are. It's where we belong.
And it's where we dream big.

For 50 years, San Diegans have shown us time and again that our home—our region—is a place of endless possibilities. Now, let's take the past 50 years of investment and impact into the next 50 years of possibility and promise.

The Campaign for the Next 50 Years.

Three Priorities.
Endless Possibilities.



Connecting people who care to causes that matter–
to you, to the community, to the future.

Growing
Future Leaders

Imagine a San Diego where every student could pursue an education and career of their choosing.

Help San Diego students access college degrees and generate wealth for themselves and their families, realize their full potential, and create a better foundation for their future—and ours.





Building
Strong Families

Envision a community where every child is healthy and families are thriving.

Help create a region where unequal opportunities meet a new level playground with family-sustaining pay and affordable, accessible childcare. Let's enrich lives where love resides.

Creating
Healthy Environments

Picture a San Diego where our breathtaking surroundings are preserved and accessible for all.

Aid in protecting San Diego's stunning landscapes and environment. Let's give future generations clear air, clean water and green parks, maintain our active community and lifestyle, and preserve special places to escape, feel energized and enhance our quality of life.



The Power of Aligned Giving.



San Diego is a home of endless possibility because of you.

Your love for San Diego—this place we call home—offers hope for the difference we can make together. We need your compassion and can-do spirit to realize our region's great potential so everyone who calls San Diego home has the opportunity to prosper, thrive and feel like they belong.



Give From Your Fund

Fund advisors can grant from your SDF fund to align your giving with campaign goals.

SDFoundation.org/Grant50



Make a Big Impact

Establish a new fund to support your favorite causes and campaign goals.

SDFoundation.org/WaysToGive



Make an Immediate Impact

Donate online to the campaign to help us reach our grantmaking goals.

SDFoundation.org/Donate50

Partner with us to amplify your giving and help make a transformational change for the issues you care about most—and the issues that mean the most to our community.

6 Reasons to Give with San Diego Foundation.

1. $1.8 billion granted to help San Diegans since 1975
2. Make a larger impact than you could make alone
3. Trusted partner and community leader
4. Deep community expertise and connections to local nonprofits
5. Target diverse communities and unique needs
6. Give the way that makes sense to you

Let's do more than just dream of a better home. Let's create it.

We are all connected. When we help even one person, we make life in San Diego better for us all.

Help us shape the future.

Fifty & Forward
Campaign Council

Mel Katz, Chair
Co-Founder and Executive Officer
Manpower Staffing Services of San Diego

Vicki and Moises Baron
Community Volunteers and Philanthropists

Darcy Bingham
Community Volunteer and Philanthropist

Marilyn Creson Brown
Community Volunteer and Philanthropist

Patty Brutten
Community Volunteer and Philanthropist

Phyllis Epstein
Community Volunteer and Philanthropist

Jay Hill on behalf of Dr. Seuss Foundation
Executive Director

Elvin Lai
President & CEO
Ocean Park Inn Hotel

Connie Matsui
Retired Biotechnology Executive, Community Volunteer, and Philanthropist

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