



VISION INTO ACTION

2014 Report to the Community

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INSPIRED GIVING. WHERE VISION MEETS ACTION.

For over 30 years, the Rancho Santa Fe Foundation has provided a high level of service by developing personal relationships with our donors, providing exceptional stewardship of the funds invested with us and addressing needs in the community.

At the Rancho Santa Fe Foundation, we believe that charitable giving becomes inspired giving when vision meets action. We make it possible for your vision to become action that changes lives.

Our mission is to connect donors with regional and global needs through visionary community leadership, personalized service and effective grantmaking.

Whether you have specific plans for your charitable giving or you are seeking advice about how and where to give, we can help you reach your goals. We offer charitable funds that can be customized to your needs to allow you to put your vision into action.



LEADERSHIP MESSAGE

We are pleased to present our 2014 Report to the Community. This report will provide an overview of the variety of ways that the Foundation and its donors put their vision into action in 2014.

Since 1981, the Rancho Santa Fe Foundation has enabled donors to create charitable funds, based on their philanthropic interests, which address a wide range of needs throughout San Diego County and around the world. The RSF Foundation also makes community impact grants that support local and regional nonprofit organizations and provides leadership that strengthens the philanthropic community in San Diego County.

In 2014 it was the Foundation's vision to become more engaged with our donors and collaborative with our community partners. We put our vision into action by launching a new website that allows us to better communicate with our donors and the community, we partnered with other community foundations in San Diego to provide learning opportunities for professional advisors on the benefits of charitable giving, we offered our new Community Room meeting space to local businesses and nonprofits to hold convenings, and most notably we launched our first multi-year, collaborative grant making initiative, North County Senior Connections.

As we continue to grow, we look forward to working alongside our donors and the community to put vision into action to create a better future for the North County San Diego region.



Christina P. Wilson

Christina Wilson, Executive Director



Neil Hokanson

Neil Hokanson, Chairman of the Board

2014 FAST FACTS

\$4,792,945

In Grants

\$5,799,000

New Assets

\$87,933,000

Total Assets

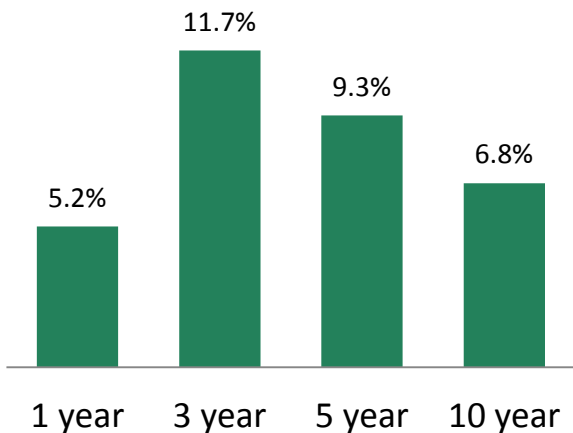
350

Nonprofits Received Funding

676

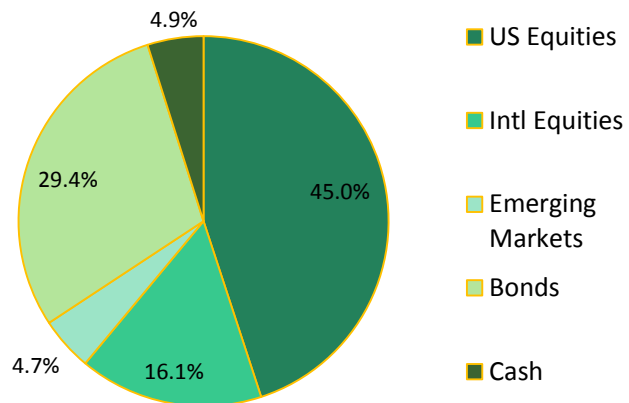
Total Grants

Investment Performance



Asset Allocation

As of 12/31/2014



5.24%

2014 Investment Performance

INSPIRED GIVING

Close To Home And Around The World

A donor advised fund at the Rancho Santa Fe Foundation allows you to be actively involved in your philanthropy, while benefitting from tax advantages and investment earnings on the fund.

Flynn and Dave Jensen

The Rancho Santa Fe Foundation continues to be a great resource for our philanthropic goals while enhancing the community's positive impact in San Diego. The Foundation is a great resource for identifying charitable opportunities in the community and across the country while bringing likeminded individuals together for a common goal.



Sue and Duff Sanderson

Although we had previously set up a family foundation, we realized that a Donor Advised Fund was a much simpler way to handle the majority of our donations. We have become engaged with Worldreader, an organization that gives people in the developing world access to digital books. Using e-readers and mobile phones, children and their families gain access to tens of thousands of local and international e-books; they become better educated and have the opportunity to improve their lives.

Breakdown of grants from Donor Advised Funds in 2014

Grants from donor advised funds at the Rancho Santa Fe Foundation go to charitable organizations that address pressing needs in communities locally, regionally and globally.



AN INVESTMENT IN THE FUTURE

An endowment fund at the Rancho Santa Fe Foundation is a permanent fund that builds a legacy for the future of a charitable organization. As it grows through contributions and investment earnings, the fund provides annual support for both the current needs and the long-term sustainability of the organization.

Nonprofit organizations as well as individual donors may establish endowment funds at the Rancho Santa Fe Foundation. The endowment fund provides a maximum 5% payout, or the fund holder may choose to let the fund continue to grow without drawing from it every year.

Nonprofit organizations also have a non-endowed fund option. The fund can be set up with almost any amount as an investment in the future. This type of fund may be set up for special projects, or as a first step toward establishing an endowment.

57

Nonprofits that
have funds with
RSFF



\$1,612,659

Amount
distributed from
endowment funds
at RSFF in 2014

Vista Community Clinic

The Vista Community Clinic Endowment guarantees that doctors, nurses and health care professionals will be available to provide high quality, low cost care to our community, focusing on those members who face economic, cultural and social barriers. The Endowment is supported by caring community members who are committed to providing access to medical care for all. The Endowment protects the health and safety of our community by ensuring we have healthy places to live, work and learn.

The VCC Endowment Fund received its largest gift of \$136,000 in 2014.



BUILDING A LEGACY

The Rancho Santa Fe Foundation offers many options for your legacy gift. We can help you establish a permanent charitable endowment tailored to your philanthropic goals. Whether your goal is to endow your annual gifts to the organization of your choice, to memorialize the life of a loved one in the community, or simply to leave a lasting legacy, a planned gift to the Rancho Santa Fe Foundation will enable us to continue to meet the needs that matter most to you in the future.



Andy and Stephanie Mathews

Stephanie and I are grateful to RSFF for accepting the trusteeship of our Charitable Remainder Trust. The Trust has been in existence since 1997 and previously an independent member of our family had acted as Trustee. Now the Foundation will manage the investment of the funds, make periodic unitrust payments to us, and will eventually make payment to the residual beneficiaries that we had determined. To us that willingness was an example of the dedication by the Foundation of service to our community.

For growing older, we sought a trustworthy solution to the long term needs of a trust during and beyond our lifetimes. Finding that trustworthy solution proved difficult, as not many entities will undertake that fiduciary responsibility and those that do often seek fees that unreasonably reduce the Trust corpus or only use trust structures that fit their business model. We approached the Foundation as established relationships had clearly demonstrated the possibility of fulfilling our needs: the high standard of fiduciary responsibility the board of directors of the Foundation had established, the valued “risk adjusted return” that the investment advisors had generally obtained, the dedication and motivation of Foundation staff being other than simply generating personal or entity financial returns, and the feeling of personal service resulting from the size of the Fund and the personalities of its staff.

The RSF Foundation accepts trusteeship of CRTs under certain circumstances. Please contact us for more information.



We invite you to add your legacy to that of others who realize the importance of permanent community endowments. The Legacy Council was created to recognize those special individuals who plan to make a gift at the end of their lifetimes, and to applaud today’s generous citizens who, like those who came before, will improve the lives of those who will come after them.

COMMUNITY IMPACT

North County Senior Connections



\$150,000

granted in 2014 to support NCSC

The [NCSC program](#), launched in November 2014, has a vision for the future: healthy aging and increased food security for vulnerable seniors in North County San Diego. The program focuses on healthy meals served to seniors, along with activities and programs aimed at reducing senior isolation. The Rancho Santa Fe Foundation has convened Interfaith Community Services and Dreams for Change to collaboratively host four lunches each week served by a food truck at faith centers and senior mobile home communities in San Marcos and Vista.



The Patriots Initiative

The Rancho Santa Fe Foundation, through its military focus area, The Patriots Initiative, supports [nonprofit organizations](#) that focus on the needs of military service members, both active duty and veterans, and their families. Since 2009, TPI has granted more than \$1 million to the military community in San Diego County.

\$125,169

granted to support



12

nonprofit programs
serving the military



Wreaths Across America Match

Every December, the San Diego community comes together for the Wreaths Across America (WAA) ceremonies at Fort Rosecrans National Cemetery and Miramar National Cemetery to honor our veterans and remember our fallen heroes. Together, the Patriots Initiative and RSF Foundation donors sponsored nearly 800 wreaths for these cemeteries in 2014.

BUILDING COMMUNITY

Rancho Santa Fe Community Grants



\$15,000

granted in 2014 to support RSF Nonprofits

Every year Community Grants are made from designated endowment funds that were set up to support nonprofits in the 92067 zip code. In 2014 the Community Grantees were:

Helen Woodward Animal Center: *Therapeutic Riding Program and Pet Assisted Therapy Program*

Rancho Santa Fe Historical Society: *Digitization of archival collection*

Rancho Santa Fe Library Guild: *Summer Reading Program*



\$258,000

granted to support

RSF Women's Fund

The [RSF Women's Fund](#) is a donor advised fund of the RSF Foundation, and it has granted over \$2 million since its inception in 2004. In 2014 the Rancho Santa Fe Women's Fund grants supported nonprofit organizations focused on education, economic development and social service.

7

nonprofit programs
in San Diego County



2014 Disaster Response

In the spring of 2014, in the wake of these North County fires, the Rancho Santa Fe Foundation made \$15,500 in grants to individuals and families who were affected by the disaster. The RSF Foundation also has a First Responders Fund. In 2014, we raised \$8,500 for this fund and made a grant to the San Diego Fire Rescue Foundation to aid in coordinating fire response throughout the region.

2014 Financials

Statement of Financial Position

Assets				2014	2013
	Un-Restricted	Temporarily Restricted	Permanently Restricted	Total	Total
Cash and cash equivalents	\$ 668,000	\$ 28,000	\$ —	\$ 696,000	728,000
Investments	31,170,000	4,745,000	29,543,000	65,458,000	58,996,000
Investments & other assets held for other agencies	16,345,000	—	—	16,345,000	16,402,000
Contributions receivable	—	1,678,000	3,691,000	5,369,000	5,954,000
Other assets	65,000	—	—	65,000	54,000
Total assets	\$ 48,248,000	\$ 6,451,000	\$ 33,234,000	\$ 87,933,000	82,134,000
Liabilities and Net Assets					
Liabilities:					
Grants payable and accrued expenses	\$ 17,000	\$ —	\$ —	\$ 17,000	16,000
Due to other agencies	16,345,000	—	—	16,345,000	16,402,000
Total liabilities	16,362,000	—	—	16,362,000	16,418,000
Net Assets:	31,886,000	6,451,000	33,234,000	71,571,000	65,716,000
Total Net Assets and Liabilities	\$ 48,248,000	6,451,000	33,234,000	87,933,000	82,134,000

Statement of Activities

				2014	2013
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
Revenue, gains, and other support:					
Gifts and bequests	\$ 6,978,000	748,000	\$ 3,022,000	10,748,000	16,116,000
Realized and unrealized gains (losses) on investments, net	822,000	873,000	—	1,695,000	6,532,000
Interfund Transfers	(347,000)	291,000	56,000	—	—
Interest and dividend income	704,000	779,000	—	1,483,000	1,170,000
Change in value of split-interest agreements	—	(95,000)	—	(95,000)	169,000
Management fee revenue	139,000	—	—	139,000	125,000
	8,296,000	2,596,000	3,078,000	13,970,000	24,112,000
Net assets released from restriction	2,241,000	(2,237,000)	(4,000)	—	—
Total revenue, gains, and other support	\$ 10,537,000	359,000	3,074,000	13,970,000	24,112,000
Expenses:					
Program grants	7,334,000	—	—	7,334,000	3,508,000
Operating and administrative expenses	781,000	—	—	781,000	717,000
Total expenses	\$ 8,115,000	—	—	8,115,000	4,225,000
Change in net assets	2,422,000	359,000	3,074,000	5,855,000	19,887,000
Net assets at beginning of year	29,464,000	6,092,000	30,160,000	65,716,000	45,829,000
Net assets at end of year	\$ 31,886,000	6,451,000	\$ 33,234,000	71,571,000	65,716,000

The financial statements presented herein represent a summary of information from our audited financial statements by Mayer Hoffman McCann P.C.

A complete set of financials, including footnotes, is available upon request at the Foundation's offices or online at www.rsffoundation.org.

2014 Board of Directors



"I am privileged to have the opportunity to work with the Rancho Santa Fe Foundation's talented Directors and staff to better understand the needs of the San Diego region and beyond. With this understanding comes the ability to connect thoughtful philanthropists with causes that matter. The impactful philanthropy I have seen at the Foundation changes lives and strengthens communities." – *Neil Hokanson, Chairman*

Alyce Ashcraft

VP, Ashcraft Investment Company

Terry Atkinson

Atkinson Management Consulting

Richard Collato

President Emeritus, YMCA of San Diego County

Craig Dado

Senior VP of Marketing, Del Mar Thoroughbred Club

William Davidson

Chief Administrative Officer, GLOBALFOUNDRIES

David Down

Retired, Managing Director of KPMG

Gigi Fenley (Board Secretary)

Community Volunteer

Franci Free

Community Volunteer

Hugh Greenway, Jr., MD

Chairman of Mohs Surgery/Dermatology Surgery at Scripps Clinic and Executive Vice-President of Institutional Advancement

Victoria Hanlon

Community Volunteer

Neil C. Hokanson (Board Chairman)

President, Hokanson Associates, Family Wealth Management

Mark Holmlund

Retired, EVP and CIO of Pacific Life Insurance Company

Candace Humber

Community Volunteer

Kim Davis King

Lecturer at the Rady UCSD Business School, an Adjunct professor at SDSU

Constance Levi

Retired, Independent Chair of Thrivent Mutual Funds

Michael Lobatz, M.D.

Chief Medical Officer, Scripps Memorial Hospital Encinitas

Ron McMahon

Community Volunteer

John Major

President, MTSG

Glenn Oratz

Managing Director, UBS

Daniel Platt

Retired, EVP, Special Assets Group of Pacific Western Bank

Paula Powers

Retired, Attorney, Trusts and Estates and Taxation with Debevoise and Plimpton

William J. Ruh (Board Chairman-Elect)

Managing Principal and EVP, Aequitas Capital

Richard A. Sapp

Retired, General Partner of Goldman, Sachs & Co

Steve Simpson

President and Managing Partner, Gurtin Fixed Income Management

Gordon Swanson

CEO/Investor, Cran Chile

Paul Thiel

Regional Managing Director, San Diego, BNY Mellon

Robert Vanosky (Board Treasurer)

Retired, Director of US Public Finance Division of Royal Bank of Canada

Donna Walker

President, Pulido Walker Foundation

Betty Williams

Community Volunteer

Kate Williams

Retired; Community Volunteer

Rancho Santa Fe Foundation



Our offices are located at the Rancho Santa Fe Plaza in Encinitas. We are pleased to open our doors to the community by welcoming local businesses and organizations to use our Community Room. Conference space is available for use by external organizations Monday through Friday during regular business hours: 8:00 a.m. – 5:00 p.m. To request use of RSFF's Community Room, please [contact the Foundation.](#)



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Offices: Suite B-30
Community Room: Suite B-40

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P.O. Box 811
Rancho Santa Fe, CA 92067

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Website: www.rsffoundation.org



Rancho Santa Fe FOUNDATION

Founded in 1981, the Rancho Santa Fe Foundation is an independent public charity and one of the largest community foundations in San Diego County. The RSF Foundation enables donors to create charitable funds, based on their philanthropic interests, which address a wide range of needs throughout San Diego County and around the world. The RSF Foundation also makes community impact grants that support local and regional nonprofit organizations and provides leadership that strengthens the philanthropic community in San Diego County. For more information, visit www.rsffoundation.org.

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