



# SAN DIEGO FUTURES FOUNDATION

## 2007~ A YEAR IN REVIEW

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### *Hardware Program*

- SDFF donated 3,700 computers to approx. 210 nonprofit organizations, community groups and foster families in 2007. That brings our grand total to 16,800 computers over the past seven years.
- As part of our ongoing commitment to foster kids, SDFF worked in partnership with HHS Foster Home Licensing to identify families in need, and donated 100 computers to select Foster Families on June 6-8 at our office in City Heights. SDFF donated another 100 computers to San Diego County Foster Families from Dec 28-Dec 30 at our offices in City Heights.
- In 2007, SDFF expanded the inventory of hardware with useable donations from the Superior Courts and the District Attorney's office. We hope to begin receiving useable computers from the Sherriff's Department soon.

### *Interns*

- SDFF trained 49 interns in 2007, which in turn donated a total of 1480 hours of volunteer work. That brings the grand total of volunteer hours to 17,700 hours.
- SDFF continued work with Hoover High School's AOIT program, formalizing and expanding the curriculum.
- SDFF made plans with Arroyo Paseo Charter School in City Heights to launch the expansion of an intern program onto their campus in January 2008.
- SDFF conducted a Bank of America funded workshop promoting the value of work experience, knowledge of technology work environments, financial literacy and volunteering in the community. The workshops were completed at Serra High School, Crawford High School and San Diego High School and the Kearney High School of Science, Connections and Technology.
- In June, SDFF supported Hoover High School's Intern Awards Ceremony, nominating and awarding an "Intern of the Year" and "Runner Up Intern of the Year."
- SDFF hosted a summer internship program (two sessions) in June/July. The summer internship projects included:
  - *Building a website for a local nonprofit organization*
  - *Building an Access database*

### *Services*

2007 Tech service clients include:

- *Adams Avenue Business Association*
- *Aquatic Adventures*
- *Bayside Community Center*
- *Center Stage Theatrical Academy*
- *Child Abuse Prevention Foundation*
- *City Heights Business Association*
- *City Heights CDC*
- *Communities Against Substance Abuse*

- *Community Connection Resource Center*
  - *Greater Golden Hill CDC*
  - *Institute for Public Strategies*
  - *Metro United Urban Ministries*
  - *San Diego Workforce Partnership*
  - *San Pasqual Academy*
  - *The Children's Initiative*
- In 2007, we launched the SDFP "Tech Team," a robust marketing effort for our technical services program. Our goals included:
    - Income*** - *To generate sufficient income to finance future growth and to provide the resources needed to achieve the other objectives of the organization.*
    - Growth*** - *To grow the technical services program at a rate that is both challenging and manageable, leading the market with innovation and adaptability.*
    - Citizenship*** - *To be an intellectual and social asset to the community and environment.*
    - Technology*** – *To improve the technology capacity of San Diego's nonprofit organizations; assist them in saving money.*
  - A marketing plan was developed and implemented for the Tech Services Program.
  - With CAPF and the County of San Diego, SDFP developed the "Fostering Change" website, targeted to emancipated foster youth.
  - SDFP worked with San Diego Youth and Community Services (SDYCS) to provide services to the Southern California Deaf Group Home Collaborative.
  - SDFP launched the Extreme Technical Makeover Program, which received 18 applications for the program, and selected 3 finalists.
    - Shakti Rising*** - *a leading-edge organization providing holistic, gender-specific and trauma-informed services to young women, ages 15–30, who are dealing with multiple issues including substance abuse, body-image issues, interpersonal violence, and depression*
    - Outdoor Outreach*** - *an organization committed to providing an opportunity for at-risk and underprivileged youth to gain confidence and self-esteem through participation in outdoor activities)*
    - The San Diego Food Bank*** - *a critical component to the welfare of San Diego County, providing food to people in need, advocating for the hungry and educating the public about hunger-related issues.*
  - The City Heights Comm. Development Corporation hired SDFP to conduct research and analysis of the business district in 92105. SDFP developed a database-compatible file of their business directory, and imported them into Google Local. SDFP may host workshops/training and provide technical support to these small businesses as needed.
  - SDFP completed a computer lab installation at Balboa Hospital for the nonprofit Warrior Foundation (Part of Navy League), which helps wounded and disabled military heroes leading the fight in the war against Terror.

### **Youth Technology Rewards Program**

- The SDFP Youth Technology Rewards Program, supported by the Bank of America Foundation, was completed at two locations in City Heights this August. Twenty five students, age 7-13, completed the program, with 78% of kids showing improvement in their technical skill development and their knowledge of financial literacy. Many of the students made great strides by setting and accomplishing their stated goals, earning enough points for items including school supplies, movie tickets, an MP3 player, digital camera and more.

### **WhizKids**

- SDFP secured a \$75,000 "Pipeline Grant" from the Community Technology Foundation of CA to support WhizKidz, a new concept for graduating interns. Through the program, WhizKidz, young adults (ages 18-24),

will develop marketable technical, entrepreneurial, and business skills while teaching small business owners in City Heights how to leverage technology to improve productivity and increase revenue.

<http://www.zerodivide.org/>

- SDFE was invited to attend the CTFCA Zero Divide "Community Media Venture Built to Last" social enterprise training day on Friday, November 16 2007 in San Francisco. The event featured hands-on training and talks on marketing, legal issues, and running a successful community based business.
- In 2007, SDFE met with LEAD San Diego, and became a "Leadership Action Team" partner. We are working with an action team of 7-10 members for 6 months, tasked with tackling real community needs. SDFE is developing the RFP to support WhizKidz. SDFE's volunteer team includes representatives from SD County Sheriff, San Diego Symphony, Councilmember Toni Atkins' office, CCDC, Latham & Watkins and more.

### ***SDCommunities***

- SDFE signed a contract with San Diego Workforce Partnership for data development and marketing for SDcommunities.net

### ***Other Community Technology Programs***

#### ***Nonprofit Training Opportunities***

- SDFE conducted a Windows Vista and Office 2007 workshop on March 1, training sixteen nonprofit organizations

#### ***Tech Guru Program***

- "Tech Guru" was developed to address our desire to extend our youth programs into more communities across the county. This program is loosely based on SDFE's internship program, and includes quarterly workshops and classes at select high schools/after school programs in each Supervisor's Districts. Needs assessments, program planning and curriculum development was undertaken in partnership with the schools and nonprofits we've "adopted." Program was launched at Hilltop High School in Chula Vista.

#### ***SAN DIEGO COUNTY WILDFIRES 2007: SDFE RELIEF EFFORTS***

- SDFE loaned 15 laptops to socialfreenet, a community based wireless organization that set up mobile computer labs at Qualcomm for the evacuees to use. Computers were mobilized for 4 days.
- SDFE donated 50 complete PC Workstations at the 211 call center, to improve the County's ability to deliver services to the people of San Diego affected by the wildfires. SDFE staff spent more than 45 hours of staff time volunteering to assist with the setup and technical needs of the call center (ongoing).
- SDFE was requested to donate 15 laptops to the County's Local Assistance Centers (LACs) the "one stop shop" for emergency services. We are working with the IT Manager at the Community Services Group to coordinate those efforts.
- SDFE donated 10 complete PC Workstations to the American Red Cross to use at the wildfire evacuation sites.

#### ***Web Divas Program***

- SDFE contracted with Madison High school to provide a technology afterschool program targeting girls.
- The program will promote the value of technology to their academic, career and personal success and will take place over the course of the Spring Semester, 2008.

### ***Management and General***

- SDFE is currently negotiating a lease with the SDSU Foundation for new, expanded office, classrooms and tech center space.

- SDFF hosted a Board of Directors Strategic Planning Session in August 2008. The objectives of the planning session were to identify the San Diego Futures Foundation’s mission, vision, goals and priorities, and next-step plans for focusing its organizational efforts, resources and structure to pursue those efforts. The session was also designed to assist the board with focusing on decision-making at the policy level that will support mission-driven programs. The session included a section on board training and development.

### **Marketing**

- The SDFF website [www.sdfutures.org](http://www.sdfutures.org) underwent a complete renovation. Updates included a new “look and feel,” updated content and expanded user-friendly information.
- New collateral materials were developed, including SDFF “Fact Sheet,” Technical Services flyer, Computer Donation flyer and Corporate Salvage flyer.
- SDFF “Tech Team” program was launched in mid June via direct mail, Fact Sheet, e-Newsletter and press release. Our technical services team actively marketed the program, and is following up on new leads.
- The 2006 Annual Report was designed and distributed.

### **Salvage**

- We partnered with WalMart and IMS Recycling to assist with a public recycling event at Sam’s Club in Lemon Grove on Saturday, April 21 (Earth Day). SDFF’s responsibilities included: providing volunteers for the event; assist with marketing, advertising and promotion; and requesting onsite traffic assistance from police dept.
- SDFF launched an E-Waste collection program at our City Heights office. The collection program will allow SDFF to accept donations of outdated computer and electronics equipment from other nonprofits and small businesses. Collected material will be recycled by IMS Electronics and proceeds will benefit SDFF programs.

### **CA Emerging Technology Fund**

- SDFF took the lead in pursuing an RFP through the CA Emerging Technology Fund, in collaboration with several other nonprofit organizations. The mission of the fund is to provide leadership statewide to minimize the Digital Divide by accelerating the deployment of broadband and other advanced communication services to underserved communities and populations.
- SDFF hosted a great facilitated meeting with a collaboration of nonprofit organizations in preparation for our application to the CA Emerging Technology Fund RFP, due June 30. The mission of the fund is to provide leadership statewide to minimize the Digital Divide by accelerating the deployment of broadband and other advanced communication services to underserved communities and populations.
- SDFF was formally requested to submit a “Full Proposal” for the CA Emerging Technology Fund (CETF) for \$250,000.

### **Building Futures Capital Campaign**

- In 2008, Supervisor Ron Roberts and Supervisor Greg Cox agreed to financially support our “Building Futures” Fundraising Campaign, and each office has pledged \$15,000 toward our goal. Supervisor Slater-Price and Supervisor Horn are both contributing \$5,000 to the Building Futures Capital Campaign.

### **Staffing**

Tracie Umbreit came onboard as an Education Programs Manager  
 Jason Petersen came onboard as a Client Services Technician  
 Louis Nava came onboard as an Education Programs Coordinator