



April, 2024

Dear Amazing Rob Benzon/Dan Ferbal Foundation Supporters,

Warm greetings from all of us at RBDFF! We hope this message finds you in good health and high spirits. We wanted to reach out and share some exciting news regarding our plans for the current year.

As a dedicated board of 100% volunteer members committed to making a positive impact in the lives of those in need in San Diego for more than 20 years, we constantly strive to improve and expand our reach. With this in mind, we have decided to focus our efforts this year on two key areas: expanding the number and reach of grants we make and enhancing communication with our incredible supporters like you.

For more than two decades, with your amazing help, we have been very successful in raising funds, raised through our annual LAUNCH event that supports the grants we fulfill all year long. To date, we have been able to award more than \$400,000 in grants to those in need!

We have been less effective in communicating to our supporters on a more regular basis all the good we do, and we have plans to change this. We are making our key goal for 2024-2025 to increase the reach and impact of our grants.

Improving Communication with Our Supporters:

We deeply value the support and generosity of our dedicated community of supporters. We acknowledge that effective communication is a vital aspect of keeping you informed about our progress, impact, and ongoing initiatives. This year, we are committed to enhancing our communication channels to provide you with more regular updates, stories, and insights about the great work we accomplish together. We want to ensure you feel connected and engaged with our mission every step of the way.

Expanding the Number of Grants:

One of our primary goals this year is to increase the number of individuals we can help through our grant program. By dedicating our resources to expanding our reach, we believe we can make a more profound and lasting difference in the lives of those who need our help most.

We are actively working to identify new channels to increase awareness in San Diego about the RBDFFF mission: **to provide unexpected help and hope to individuals in the San Diego community who are suffering from a personal catastrophic event not of their making.** Our goal has always been to help as many San Diegans in need as possible with the funding we have raised.

No LAUNCH Fundraiser This Year, But Exciting New Opportunities Await:

To support the board's decision to focus on expanding our grant reach and improving our community outreach and communication, we have made the decision not to hold the traditional LAUNCH fundraiser this year. Creating each LAUNCH event is such a large endeavor for our all-volunteer board that it necessary for us to take a pause so that we can achieve the two goals for this year set out above. However, we encourage you to stay tuned for updates about the incredible work of RBDFFF helping the community. We have exciting ideas for smaller fundraising activities that will allow you to stay involved and continue to help make a difference. These activities will be tailored to provide a unique and engaging experience for our supporters, bringing us closer together in our shared mission.

We are truly grateful for your unwavering support and dedication to our foundation. It is because of supporters like you that we can continue to uplift and **provide unexpected help and hope to those in need.** Together, we can create a brighter future and make a lasting impact on the lives of countless individuals recovering from catastrophic life events.

Thank you for your understanding, patience, and continued support. We look forward to sharing updates and engaging with you in the coming months. If you have any questions or ideas, please do not hesitate to reach out to us.

With heartfelt gratitude,

Your Rob Benzon Dan Ferbal Foundation Board

Matthew Bellino, John Cashman, John Dillon, Mike Groch, Steve Hawley, Richelle Pizl, Kevin Reading, Lee Runnels, Andy Thomas, Alan Zieg

Visit us at: <https://www.robbenzondanferbal.org>