

citizens. activists. heroes.



kirschfoundation

2002-2003
Annual Report

Table of Contents

Letter from the Founders and President & CEO	3
Saving Lives through Medicine and Politics	4
Working for Peace through Disarmament	5
Cleaning Up California's Air	6
Fighting for our Sight	7
Separating Money and Politics	8
Leading by Example	9
Grants	10
Grants Awarded	11
Financial Statements	14

Vision & Mission

Vision

We want a safe and peaceful world, one without the threat of destruction. We want a healthy world, one without disease and without pollution of our air, water and land, and one in which all species have the ability to survive and flourish.

Mission

We invest in causes where high-impact, leverageable activities can result in a safer and healthier world. Using whatever means are most effective, we work to solve significant problems and issues that place individuals, the world community, and the world itself at risk.



www.kirschfoundation.org

Letter from the Founders and President & CEO

To Our Friends and Colleagues:

Thomas Jefferson. Mahatma Gandhi. Rachel Carson. Jonas Salk.

Citizens. Activists. Heroes. And isn't it amazing that one person can create unimaginable changes in the way we view, and live, in our world? Whether establishing a new form of government, developing a vaccine to prevent polio, identifying the environmental crises facing our planet or using nonviolence to force political change, Jefferson, Salk, Carson, and Gandhi had a profound impact on our lives.

Working to change the world is also true of those in the Foundation's pantheon: our current grant recipients and colleagues. Each individual and collaboration is focused on bringing about a more peaceful world, a healthier environment, or treatments and cures for diseases. Their efforts may make the difference between nuclear war or a lasting peace, clean air or children with asthma, and a cure for glaucoma or blindness for millions. We are proud to be affiliated with them and to proclaim their contributions to the "common good" through this annual report.

A review of the entire year would not be complete without sharing some of the challenges we have faced. Given the steep decline in the Foundation's assets between mid-2000 and 2003, we examined our focus areas in early 2003. The Board of Directors reluctantly decided to focus on our work in fields such as nuclear disarmament, clean air and Silicon Valley community support by phasing out the Kirsch Investigators Program and future medical research initiatives. The Board reaffirmed its commitment to medical research, however, through the Foundation's continued lobbying for the use of promising technologies such as stem cell research and therapeutic cloning.

We also saw the Foundation's assets continue to decline throughout the year as a result of our deliberate decision to approve expenses in excess of \$3 million on a base of \$17 million in net assets. While we do not want, nor plan, to close the Foundation, we are committed to maintaining effective grantmaking and public policy programs.

We look forward with optimism despite the obstacles that we face. We do so because we are confident in the capabilities of our grant recipients and colleagues as well as the dedication and capabilities of the Foundation's Board and staff. As Margaret Mead so aptly stated, "Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it's the only thing that ever has." We have no doubts.

Sincerely,

Steven T. Kirsch
Co-founder & Board Chairman

Michèle van Blitter Kirsch
Co-founder

Kathleen Gwynn
President & CEO

Saving Lives through Medicine and Politics



... There are so many diseases that can be cured, or at least helped, that we can't turn our back on this. We've lost so much time already. I can't bear to lose any more."

• Former First Lady Nancy Reagan in a letter to Senator Orrin Hatch, January 29, 2003

The Issue:

Embryonic stem cell research could help over 100 million Americans affected by life-threatening diseases and conditions such as cancer, Alzheimer's, diabetes, Parkinson's, spinal cord injuries and ALS. Two years after President George W. Bush's decision severely limiting federal funding for embryonic stem cell research (August 9, 2001), scientists, patient groups, and universities agree that progress in the U.S. is stalling due to the Administration's policy. This policy, which allows federal funds to be used only on a small number of stem cell lines, has hindered critical research advances.

Action:

The Kirsch Foundation remains engaged in two major battles: to expand the President's embryonic stem cell research policy and to ensure that somatic cell nuclear transfer (SCNT) is protected at federal and statewide levels.

The Foundation's work is conducted through a collaborative effort among patient groups, scientists, and numerous organizations: the Coalition for the Advancement of Medical Research (CAMR). The Foundation's Vice President, Public Policy, Susan Frank, participates in CAMR as one of its Board officers and active advocates.

As of June 2003:

- Through CAMR, we forged a bipartisan coalition that halted 2003 legislation in the U.S. Senate that could have criminalized biomedical research using laboratory techniques of SCNT.
- We provided a \$30,000 grant to CAMR as the lead organization working on stem cell research and SCNT issues in Washington, DC, and \$15,000 to underwrite the American Society of Cell Biology's national conference symposium on stem cell research and bio-ethics.
- Given the stalemate at the federal level, we worked with states to legislate this new form of potentially lifesaving medical research.
- We actively supported two California stem cell research bills authored by State Senator Deborah Ortiz that establish and administer a stem cell research program and review and accept stem cell research proposals.



Working for Peace through Disarmament



The very existence of nuclear weapons gives rise to the pursuit of them. They are seen as a source of global influence, and are valued for their perceived deterrent effect. And as long as some countries possess them (or are protected by them in alliances) and others do not, this asymmetry breeds chronic global insecurity."

• Mohamed El Baradei, Director, International Atomic Energy Association, *The Economist*, October 16, 2003

The Issue:

U.S. Senate decides not to ratify the Comprehensive Test Ban Treaty...The U.S. withdraws from the ABM Treaty...North Korea and other nations are developing nuclear weapons...The Bush Administration seeks funds to develop new, small nuclear weapons and "bunker busters".

Over the past few years, the world has moved away from nuclear disarmament and embarked on a dangerous proliferation path. Through talks with other funders, we decided that the U.S. government needed to hear clearly that the risks associated with this approach and its participation in fostering it had too high a price, politically and financially. We also believed that the nonprofit disarmament community should develop and follow a common agenda in order to be most effective.

Action:

In conjunction with the Ploughshares Fund, we created and fund the Arms Control Advocacy Collaborative (AC2), a consortium of ten organizations and a paid lobbyist in Washington, DC, to bolster the lobbying activities of those committed to arms control and nonproliferation.

As of June 2003:

- After establishing four key topics ranging from opposition to the development of new nuclear weapons to concern over the weaponization of space, AC2 members met regularly and coordinated their legislative and other lobbying strategies.
- AC2 held briefings with congressional members and staff on North Korea's development of weapons before the public was fully aware of the threat.
- AC2 members used their access to key Republicans and Democrats to explain why the Moscow Treaty needed to be strengthened, why funding requests for the development of new nuclear weapons should be denied, and why the Nunn-Lugar program should receive augmented funding and support.
- AC2 members ensured significant discussion about the need to reduce the U.S. nuclear arsenal in the U.S. Senate for the first time in over a decade.
- According to those "inside the Beltway," AC2 is a visible force for non-proliferation and disarmament and is helping to keep peace and security issues in front of the Congress.



Co-founders and co-funders of AC2,

Ploughshares Fund: (L to R)

Naila Bolus, Executive Director;

Isabel Allende, Author, presenting Espiritu

Award to Ploughshares Fund;

Sally Lilienthal, Founder.

Cleaning Up California's Air



**When you can't breathe,
nothing else matters."**

- American Lung Association

The Issue:

The San Joaquin Valley has become the most important battleground for clean air in California. The Valley ranks second only to Southern California as the national region with the worst air quality. Surveys show that one in three families in the Valley has a member with a respiratory ailment and one child out of every six has asthma. Local air quality officials have been hesitant to take the necessary steps to clean up the air, but political pressure for real change has been mounting.

Action:

In late spring 2003, the Foundation decided that addressing the San Joaquin Valley issue could yield the most benefit to public health and air quality in California. It was clear that a few activists in the Valley were dedicated to enlightening legislators and the public about the current poor air quality. And some nationwide and state environmental organizations were starting to focus on the Valley. The Foundation decided to host a strategic planning meeting to bring together statewide and grassroots environmental and public health groups in the hope that a Valley clean air campaign would result.

As of June 2003:

- Plans were finalized for an August 2003 meeting among local and statewide activists, representatives of environmental nonprofit organizations, and lobbyists to discuss strategies for advancing a clean air agenda in San Joaquin Valley.
- The Foundation's public policy staff worked to pass bills that would:
 - End a major loophole for agricultural pollution and bring California into compliance with the U.S. Clean Air Act (SB 700 authored by State Senator Dean Florez).
 - Grant further regulatory powers to the San Joaquin Valley Air Pollution Control District (SJVAPCD) (SB 709, also authored by Senator Florez).
 - Add air quality and public health experts as additional directors for the SJVAPCD (authored by State Senator Mike Machado).
- In October 2002, Foundation grant recipient Earthjustice sued the Environmental Protection Agency for failure to develop a plan to clean up airborne soot in the San Joaquin Valley.
- The Foundation's Environmental Grants Program dedicated about one-third of its annual budget to organizations addressing San Joaquin Valley.



*Two San Joaquin Valley air quality activists:
(L to R) Rey Leon and Kevin Hall.*

Fighting for our Sight



**He that is stricken blind
can not forget
The precious treasure of his
eyesight lost."**

• William Shakespeare

The Issue:

Catalyst for a Cure (CFC), the funding partnership started in June 2001 between the Kirsch Foundation and the Glaucoma Research Foundation (GRF), was established to identify the cause of glaucoma and to speed progress toward discovering a cure. CFC includes four participating investigators, from different research institutions and research specialties, and their labs. While the investigators made progress during the first several months, it became clear by late 2002 that they would need to use a rodent model of glaucoma to perform some key experiments. Although there was an existing model and colony, the developer charged a significant fee and could not guarantee a reliable supply. These issues could hinder the timeliness of the group's research effort and might also impede future researchers.

Action:

The Foundation, along with GRF, immediately made a supplemental \$110,000-plus grant to establish a mouse colony specifically for the research conducted by the investigators. One of the researchers agreed to manage the colony and to provide it to other investigators in the future.

As of June 2003:

- The investigators identified four key targets for their research, taking advantage of their various areas of expertise:
 - Study the body's innate repair response to glaucoma in order to determine if stem cells found in the eye can be manipulated to improve the repair process and thus slow down the disease;
 - Screen for molecular changes during glaucoma progression;
 - Identify new genes that are uniquely found in retinal ganglion cells that progressively die in the glaucoma patient; and
 - Analyze the interaction between retinal ganglion cells and their surrounding support cells.
- The mouse colony was established in February 2003; it contained 120 mice by the end of June. Since it takes 7-8 months for the mice to show evidence of the disease, experiments were to begin in October 2003.



CFC Investigators: (L to R) Dr. Nicholas Marsh-Armstrong, Kennedy-Krieger Institute; Dr. Philip Horner, University of Washington; Dr. Monica Vetter, University of Utah; Dr. David Calkins, University of Rochester Medical Center.

Separating Money and Politics



We know what the influence of this big money is on the legislative process and how it's taken the government away from the American people and given it to the special interests..."

- Senator John McCain

The Issue:

The California Clean Money Campaign proposed placing a "clean money" initiative, which would provide public financing of elections, on the California ballot in November 2004. Knowing of the Foundation's support for Public Campaign and "clean money" efforts, the group approached the Kirsch Foundation in summer 2002 for substantial support. The group had estimated that it could cost close to \$20 million to run a campaign.

Action:

Foundation staff consulted with California Clean Money Campaign, national advocates of campaign finance reform, and political and initiative consultants. Due to the lack of current, comprehensive data on Californians' perceptions of clean money or other campaign finance reforms, we decided to undertake and self-fund statewide focus groups and polling. The results of the focus groups and poll were then shared with groups interested in pursuing the initiative and colleague organizations, as well as posted on our website.

As of June 2003:

- We launched a 16-week feasibility study project in the summer of 2002. Working hand-in-hand with a consulting firm and a polling firm, we convened focus groups, developed a statistically valid statewide survey, and shared the final results and analysis with key California and national reform groups. The results indicated that more education about the concept, and messaging work on the phrase "clean money," would be required in order to achieve success. As a consequence, the California Clean Money Campaign decided to defer an initiative effort until 2006 and to pursue a short-term strategy in the state Legislature.
- The Foundation's Board of Directors decided that the Foundation would not commit to a public financing initiative in California given the results of the poll, the priority of other issue areas for the Foundation, and the decrease in our assets.
- To demonstrate continued support for "clean money" efforts at the national level, the Foundation made \$130,000 in grants to Public Campaign and Public Campaign Action Fund.
- Founder Steve Kirsch appeared on MSNBC's Phil Donahue Show to discuss campaign finance reform. He explained the virtues of public financing of elections and the positive results in Arizona and Maine, where it has been implemented.



Steve Kirsch (R) discussing money's negative role in politics on MSNBC's Phil Donahue Show.

Leading by Example



**We make a living by what we get.
We make a life by what we give.”**

- Winston Churchill

The Issue:

With the economic downturn, more individuals found themselves in need. At the same time, many nonprofit organizations closed down, merged or reduced their services in a struggle to survive. Foundations had reduced assets and looked for ways to meet the needs of their communities while also limiting grants and other expenditures.

Action:

Despite limited resources, Steve and Michèle Kirsch, through the Kirsch Foundation and their personal activities, maintained a strong commitment to philanthropy. The Foundation's Board of Directors, in agreement with the co-founders, strategically made the decision to maintain a high level of grantmaking. Steve and Michèle continued their personal volunteer activities and stressed the importance of being generous particularly during difficult times.

As of June 2003:

- To demonstrate our belief in our grant recipients and our support of their efforts even while our funds diminished, the Foundation's payout, in terms of grants only (\$2.75 million-plus), exceeded 16% of the Foundation's beginning-of-year assets (\$17 million).
- We continued to make grants that helped maximize the effectiveness of our funding. For instance, we made a \$100,000 grant to the Lucile Packard Foundation for Children's Health to help it meet a dollar-for-dollar matching challenge.
- Steve and Michèle were active as volunteers and/or Board members in several community organizations, ranging from the Children's Health Council to The Tech Museum of Innovation and from Community Foundation Silicon Valley to the Resource Area For Teachers, and led fundraisers for some of these organizations.
- The Foundation expanded and maintained an extensive list of other funding sources on our website for projects and/or applicants who were outside our funding guidelines.
- Steve Kirsch and Kathi Gwynn spoke about, and encouraged, philanthropy at national, regional and local meetings and conferences, including the Family Foundations Conference and the Council on Foundations Conference.



Michèle and Steve Kirsch



Foundation Staff, Standing: (L to R) Connie Padre, Kathleen Gwynn, May van Scherrenburg.

Seated: (L to R) Todd Dipaola, Susan Frank.

Grants

Overview

During the July 1, 2002, through June 30, 2003, time period, we made grant payments of \$2,750,754. These payments reflect new grants approved by the Board of Directors as well as payments on multi-year grant commitments.

Environmental	15 grants	\$298,500
Kirsch Investigator Awards	7 grants	720,000
Medical/Science Projects	8 grants	391,884
Political Reform and Global Theme	12 grants	310,000
Silicon Valley Community	64 grants	685,170
Discretionary	36 grants	345,200

The Foundation's payments on its multi-year commitments, which are not listed in the following "Grants Awarded" section, included the following significant items:

- \$200,000 to Mills College, Oakland, California, as part of a \$1 million commitment for the Kirsch Building in the Education Complex.
- \$83,000 to The Tech Museum of Innovation, San Jose, California, toward a \$250,000 commitment for its endowment campaign.
- \$185,000 to the Glaucoma Research Foundation for the Foundation's share of the Catalyst For a Cure joint research initiative for the year.



*Board of Directors and Officers: (L to R)
Bill Johnson, Board Member; Perry Olson,
Vice Chairman; Steve Kirsch, Chairman;
Kathi Gwynn, President and CEO;
Peter Hero, Secretary (and President of
Community Foundation Silicon Valley).*

Grants Awarded

This list, totaling \$2,804,911, shows all grants approved by the Board, including total commitments for multi-year grants first made during the fiscal year. It does not include payments on commitments made in prior years. You can learn more about these organizations by visiting their websites.



San Joaquin residents and activists participate in a meeting to discuss cleaning up the Valley's air pollution.

Environmental

Bluewater Network www.bluewaternetnetwork.org	\$ 8,000
California Institute of Technology www.caltech.edu	25,000
Center for Energy Efficiency and Renewable Technologies www.ceert.org	25,000
CERES, Inc. www.ceres.org	15,000
CLCV Education Fund www.ecovote.org	10,500
Communities for a Better Environment www.cbecal.org	25,000
Earthjustice www.earthjustice.org	25,000
Environmental Law Institute www.eli.org	20,000
International Council for Local Environmental Initiatives www.iclei.org/us	20,000
Natural Resources Defense Council www.nrdc.org	25,000
Pew Center for Global Climate Change www.pewclimate.org	15,000
Regents for the University of California at Berkeley www.berkeley.edu	20,000
Surface Transportation Policy Project www.transact.org	25,000
Union of Concerned Scientists www.ucsusa.org	25,000

Kirsch Investigator Awards

Dr. Allison Doupe, University of California, San Francisco	\$ 90,000
Dr. Alex Kolodkin, Johns Hopkins University	240,000
Dr. Wendell Lim, University of California, San Francisco	240,000
Dr. R. Clay Reid, Harvard University	240,000
Dr. Geraldine Seydoux, Johns Hopkins University	90,000
Dr. Jonathan Tilly, Harvard University	90,000
Dr. Susan Wenthe, Vanderbilt University	90,000

Medical/Science

American Society for Cell Biology www.ascb.org	\$ 15,000
California Institute of Technology www.caltech.edu	25,000
Coalition for the Advancement of Medical Research www.camradvocacy.org	30,000
Columbia University www.columbia.edu	70,000
Glaucoma Research Foundation www.glaucoma.org	55,291
Minor Planet Center http://cfa-www.harvard.edu/iau/mpc.html	50,000
University of Durham www.durham.ac.uk	150,000

Political Reform and Global Theme

Arms Control Association www.armscontrol.org	\$ 6,250
Center for Arms Control and Non-Proliferation www.clw.org	6,250
Center for Defense Information www.cdi.org	6,250
Center for Innovative Policies	5,000
Federation of American Scientists www.fas.org	6,250

Grants Awarded (continued)



Friends Committee on National Legislation www.fcni.org	6,250
Natural Resources Defense Council www.nrdc.org	6,250
Peace and Security Funders Group www.peaceandsecurity.org	5,000
Physicians for Social Responsibility www.psr.org	6,250
Ploughshares www.ploughshares.org	125,000
Public Campaign www.publiccampaign.org	125,000
Union of Concerned Scientists www.ucsusa.org	6,250

Silicon Valley Community

All Stars Helping Kids www.allstarshelpingkids.com	\$ 2,500
American Leadership Forum www.alfsv.org	1,850
American Musical Theatre of San Jose www.amtsj.org	100,000
Association of Fundraising Professionals www.afpnet.org	2,500
Castilleja School www.castilleja.org	2,000
Children's Discovery Museum www.cdm.org	4,300
Children's Health Council www.chconline.org	59,000
College Track www.collegetrack.org	500
Community Breast Health Project.	2,500
Community Foundation Silicon Valley www.cfsv.org	109,000
Community School of Music and Arts www.arts4all.org	18,720
Community Services Agency www.csacares.org	5,000
Computer History Museum www.computerhistory.org	2,000
Eastside College Preparatory School www.eastside.org	2,500
El Camino Hospital Foundation www.elcaminohospital.org	5,000
Family and Children's Services www.fcservices.org	2,500
Foothill DeAnza Community Colleges Foundation www.foundation.fhda.edu	2,500
Girl Scouts of Santa Clara County www.girlscoutsofsc.org	10,000
Happy Hollow www.happyhollowparkandzoo.org	500
Hidden Villa www.hiddenvilla.org	2,250
Humane Society Silicon Valley www.scvhumane.org	1,500
Junior Achievement of Santa Clara County www.jascc.org	650
Junior League www.thejuniorleague.org	17,500
Keep Los Altos Schools Strong (KLASS).	10,000
Los Altos Educational Foundation www.laefonline.org	5,000
Los Altos Town Crier www.latc.com	5,000
Los Altos Village Association www.losaltos-downtown.org	1,000
Lucile Packard Foundation for Children's Health www.lpfch.org	100,000
Mineta Transportation Institute http://transweb.sjsu.edu/	500
New Bridges to Jewish Community www.newbridges.org	10,000
Northern California Innocence Project www.scu.edu/academic/programs/lawclinic/	10,000
Opportunities Industrialization Center West www.oicw.org	1,000
Peninsula Center for the Blind and Visually Impaired www.pcbvi.org	2,500
Pro Bono Project www.probonoproject.org	150
Quest Scholars Program http://questscholars.stanford.edu	10,000

Grants Awarded (continued)



*Arms Control Advocacy
Collaborative (AC2) legislative
strategy session included
members of participating
organizations and AC2 lobbyist.*

Resource Area For Teachers www.raft.net	1,500
Rebuilding Together Peninsula www.rebuildingtogetherpeninsula.org	1,500
Santa Clara Family Health Foundation - Healthy Kids Fund www.healthykidsfund.org	1,000
Second Harvest Food Bank www.secondharvestsjca.org	10,000
Sierra Club - Loma Prieta http://lomaprieta.sierraclub.org	1,000
Silicon Valley Campaign for Legal Services www.svcls.org	2,500
The Tech Museum of Innovation www.thetech.org	28,750
Theatreworks www.theatreworks.org	1,000
United Way Silicon Valley www.uwsv.org	20,000

Discretionary Grants

ACLU Foundation of Florida www.aclufll.org	\$ 10,000
American Diabetes Association www.diabetes.org	1,000
California State Parks Foundation www.calparks.org	1,000
Carter Center www.cartercenter.org	5,000
Center for Energy Efficiency and Renewable Technologies www.ceert.org	4,200
Center for Responsive Politics www.opensecrets.org	10,000
Committee to Bridge the Gap	5,000
Commonwealth Club of California www.commonwealthclub.org	2,500
Conservation International www.conservation.org	1,750
Damon Runyon Cancer Research Foundation www.drcrf.org	1,000
Exploratorium www.exploratorium.edu	1,000
FIRST www.usfirst.org	3,500
Global Peace Congress	2,500
Global Security Institute www.gs institute.org	1,500
Leukemia & Lymphoma Society www.leukemia-lymphoma.org/hm_lls	2,750
Mills College www.mills.edu	10,000
MIT www.mit.edu	5,000
MoveOn.org www.moveon.org	5,000
National Center on Disability and Journalism www.ncdj.org	2,500
National Public Radio www.npr.org	2,500
New Jersey PIRG - Citizen Lobby www.njpirg.org	5,000
Passport 2003	3,750
People for the American Way www.pfaw.org	10,000
Reef Check www.reefcheck.org	5,000
Rotary Foundation www.rotary.org	2,000
San Francisco Child Abuse Prevention Center www.sfcapc.org	1,000
San Francisco Jewish Film Festival www.sfjff.org	2,500
Steadman Hawkins Sports Medicine Foundation www.shsmf.org	1,000
TomPaine.com www.tompaine.com	5,000
University of Colorado Foundation www.colorado.edu/foundation	25,000
Vietnam Veterans of America Foundation www.vvaf.org	5,000
World Affairs Council www.wacsf.org	10,000
World Institute on Disability www.wid.org	6,000

Financial Statements

Statement of Financial Position

(As of June 30, 2003)

ASSETS

Cash and equivalents	\$	2,373,761
Investments, at fair value		9,899,707
Prepaid expenses		1,856
TOTAL ASSETS	\$	12,275,324

LIABILITIES AND NET ASSETS

LIABILITIES:

Accounts payable and accrued liabilities	\$	41,496
Grants payable		1,579,226
Total Liabilities		1,620,722

NET ASSETS:

Unrestricted		10,654,602
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TOTAL LIABILITIES AND NET ASSETS	\$	12,275,324
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Statement of Activities

(For the year ended June 30, 2003)

REVENUES AND SUPPORT:

Contributions	\$	-
Net realized and unrealized losses on investments		(3,147,616)
Investment income		203,468
Total revenues and support		(2,944,148)

EXPENSES:

Program services:		
Grant expenses (Note 1)		2,787,185
Other program expenses		799,010
Management and general (Note 2)		192,790
Total expenses		3,778,985

DECREASE IN NET ASSETS		(6,723,133)
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NET ASSETS, BEGINNING OF YEAR		17,377,734
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NET ASSETS, END OF YEAR	\$	10,654,601
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Note 1: This indicates multi-year grants awarded but not yet fully disbursed; the actual grant amount of \$2,804,911 has been adjusted to reflect its net present value.

Note 2: This includes a \$146,074 support fee to Community Foundation Silicon Valley as a supporting organization.

Credits

Project Manager: Connie Padre

Editors: Kathleen Gwynn, Susan Frank

Design: tristream

Photography: Mary Merrick

Additional images courtesy of:

Carolina Simunovic, Fresno Metro Ministry

Community School of Music and Arts

David Sharpe Studio

Junior League of Palo Alto - Mid Peninsula

Ploughshares Fund

The Tech Museum of Innovation

kirschfoundation

Effecting Change Through
Strategic Giving and Advocacy