

# Malone Matching Membership Challenge!

Many of you know that the San Diego Architectural Foundation is funded in large part through membership participation. Almost three quarters of our annual budget, in fact, comes from membership contributions.

You should also know that the primary benefactors over the foundation's 28-year history have been Ed and Barbara Malone. The Malones established the SDAF with an original endowment, and have maintained significant additional support over the past several years. Most recently, at the end of 2008 the Malones again showed their support for the Foundation with a munificent contribution of \$25,000. This year, their contribution comes with a challenge; that is "... for San Diego's architectural community to unite and match these funds on an annual basis".

The good news is that since becoming a membership based organization in 2004, architects and architectural firms combined have come very close to matching that number with their annual membership support. Given today's economy, however, we recognize that this challenge may be even more... well, *challenging* than before.

So why do it? Well, in response to that and some other common-sense questions you're likely to ask yourself and ultimately us, here are just a few of the many reasons:

First and foremost, your support is critical to our success, and in turn our success is supportive of yours. SDAF's dedication to the appreciation of outstanding architecture, planning and

urban design is also geared toward education and the development of our entire community's expectation and demand of excellence, sustainability and attention to detail in our built environment. Clearly this mission is vital to the character of our city, the well-being of its inhabitants, and with that fundamental to its design and architectural community as well.

Great value for your membership dollars also comes with the resurrection of the **Built Environment Education Program (BEEP)**, bringing us back into the classroom with a new *BEEP Book* developed to engage the architects of the future. The new BEEP provides lesson plans to the teacher, and complements them with visits into the classroom by volunteer design

professionals. Lesson plans include topics on Architectural History, Planning & Building Cities, Sustainable Planning & Design, Landscape as a Resource, and Human Geography.

Social, networking, and opportunities for participating in the SDAF are abundant as well, with events and programs including **Orchids & Onions**, **Pecha Kucha Night**, the upcoming **Community Vision Award** reception (a celebration in conjunction with ULI's Smart Growth Awards), Film Series, regular and 'special' Architectural Tours and lectures and much, much more!

Join at some level. Let us know if you are an architect or architectural firm. Help us meet the Malone challenge, and know that by doing so your membership dollars are matched, and that by contributing \$1000, it really means \$2000 to the SDAF!!



Ed and Barbara Malone, Founders of the San Diego Architectural Foundation

To all our engineering, construction, design professional, planning, public and other members, of course your dollars are essential as well! We need the support of ALL design professionals as well as a large public membership in order to produce all the of all the meaningful programs we're working on.

Many, many thanks to Ed and Barbara Malone, and to all of our members, sponsors and supporters, and the architects that help us meet the Malone Matching Membership Challenge!!

-Paul Buss

## By DeSiGn

A publication of the San Diego Architectural Foundation, a 501c3 non-profit organization  
P.O. Box 122228 · San Diego, CA 92112-2228 · (619) 232-1395 · 95-3513927  
web: [www.sdarchitecture.org](http://www.sdarchitecture.org) / e-mail: [info@sdarchitecture.org](mailto:info@sdarchitecture.org)

**Publications Committee:** Jeff Cavignac (Chair), Tom Anglewicz, Richard Blackman, Leslee Schaffer, Mike Stepner, Dave Thompson, Ron Urich

**Additional Contributors:** Paul Buss, David Marshall, Wendy Tinsley-Becker, Maxine Ward

**Partnering Organizations:**



### San Diego Architectural Foundation

Dedicated to the education and promotion of outstanding architecture, planning and urban design throughout the San Diego region.

#### 2009 BOARD OF DIRECTORS

##### CHAIR

Larry Hoeksema

Kevin deFreitas

##### VICE-CHAIR

J. David Gardner, Sr.

Jennifer Luce

##### SECRETARY/TREASURER

Robert Mellott

David Marshall

##### IMMEDIATE PAST PRESIDENT

Paul Buss

David McCullough

##### BOARD

Viveca Bissonnette

Richard Blackman

Jack Carpenter

Gordon Carrier

Pat Caughey

Jeffrey Cavignac

Hal Sadler

Gerald Shonkwiler

Michael Stepner

Wendy Tinsley-Becker

Ron Urich

Maxine Ward

Michael Wilkes

Keith York

##### EXECUTIVE DIRECTOR

Leslee Schaffer