



Dear Donor,

We are proud to share with you our first annual donor report that captures the Burnham Center for Community Advancement (BCCA)'s progress in 2021, all due to your essential and early financial support. We are incredibly grateful that the mission and vision of BCCA resonated with you and that you believe that, together, we can play an instrumental role in solving some of the long-term issues that will enable our binational region to reach its full potential.

We are thrilled to share that even though we've yet to officially open our doors to the community, we achieved a great deal!

Last month, in a historic multi-year effort led by local designers, innovators, and civic leaders and spearheaded by the Burnham Center for Community Advancement, Design Forward Alliance, and the UC San Diego Design Lab, the San Diego-Tijuana region was named the World Design Capital for 2024! This is a huge win for our community as well as the BCCA. We saw the opportunity for this designation to create a lasting positive impact in our region's communities and as an important step in showcasing our region on the world stage. As a result, BCCA provided community leadership and support, operational capacity, and seed capital towards the effort. This is precisely the type of effort where we believe BCCA can have a meaningful impact and where we can bring people together, catalyze action, and coordinate collaboration.

In this report, you will also read about our public launch, and our early identification of priority issues, including the revitalization of Balboa Park, housing, workforce development, and rebuilding our community fabric. You will also get a "sneak peek" of our plans for 2022. We hope you are as excited as we are about this first year of progress. We hope you will continue to see great value in this work and that you will remain a committed partner of BCCA.

With sincere gratitude,

A handwritten signature in blue ink that reads 'Malin Burnham'.

Malin Burnham  
Founder and Chairman of the Board

A handwritten signature in blue ink that reads 'Tad Parzen'.

Tad Parzen  
President and CEO



# DONOR REPORT 2021



# Starting With a Vision:



**Malin Burnham**

*Founder and Board Chairman*

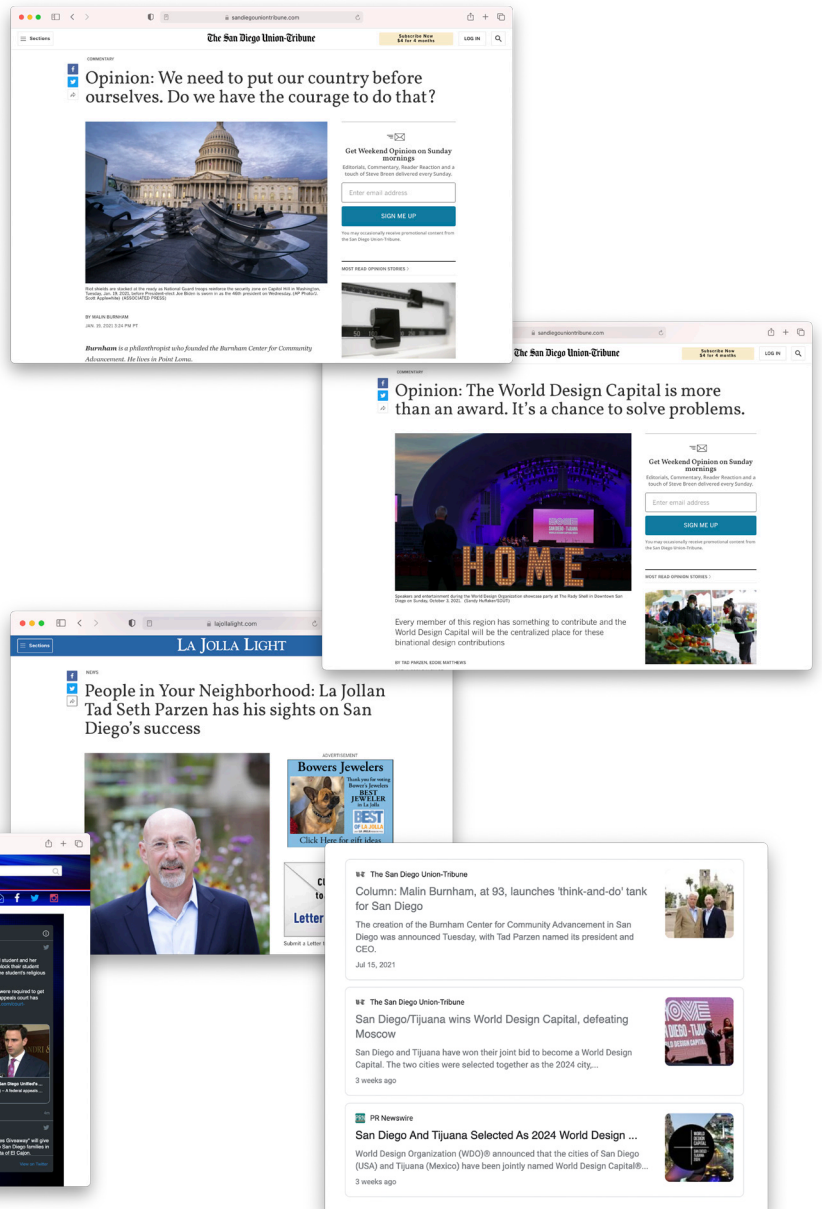
When founding the Burnham Center for Community Advancement (BCCA), Malin Burnham had a clear purpose: he wanted to build something that would bring people together to make big (and small) things happen that improve the quality of life in our region. He believes the time has come for us to put aside our differences and come together to tackle the real problems we face as a community. Malin has repeatedly said that establishing BCCA, a new think-and-do tank for the San Diego binational region, is likely the most important work he's ever done. He sees this new journey as a culmination of his lifetime of dedicated community service including notable leadership successes and countless community contributions such as bringing the USS Midway and the America's Cup to San Diego, chairing nine major nonprofits and co-founding 14 organizations to benefit the community and lending his name, connections and efforts to so many things that we enjoy every day in our region. It is with this spirit and motto of "community before self" that the Burnham Center for Community Advancement was born.

# Vision to Action:



2021 marked our first official year of (virtual) business at BCCA in which we organized and shared our vision and organization with the greater San Diego binational region. In July, we officially launched BCCA with a successful media and social media campaign to introduce ourselves to the community. The feedback we received was very positive and all agreed that this new think-and-do tank is exactly what is needed to move us forward and put ideas into action. We can fairly summarize the community response as: "Thank goodness! Finally, we can come together and get some challenging things done."

*Thank you to each of you as early adopters, investors, and believers in this vision.*



# Identifying Early Priorities:

BCCA turned to the community to hear the thoughts, perceptions, and desires of those living, working, and playing in our region. We wanted to learn what's working and what's not working, get critical feedback on organizational goals, and ultimately build trust between BCCA and the community. We also received great feedback through a series of stakeholder surveys, meetings with community leaders, and our board's strategic planning process (thanks to the James Irvine Foundation). Through these discussions, consistent themes kept surfacing. We heard concern over the rising cost of housing, redefining our regional economy post-pandemic, focusing on high-growth, high-wage industries, preserving our cultural and natural resources, and the desire to rebuild our collective sense of community that can heal and take our region forward, together. Our community engagement work has only begun because everything we do has to start and end with our community for us to be a true partner in this work.

Based on initial feedback and partnership opportunities that presented significant community upside, we've identified a number of early priorities, including:



## World Design Capital

In a historic effort led by local designers, innovators, and civic leaders, and spearheaded by the Burnham Center for Community Advancement, Design Forward Alliance, and the UC San Diego Design Lab, the San Diego-Tijuana region has been named the World Design Capital for 2024! Our research indicates that the planning efforts and celebration will have an economic impact of \$1.5B and bring four million visitors to the region. Planning is now underway for the yearlong promotion that will showcase our unique culture of design and innovation, and catalyze the community cohesiveness and advancement we set out to stimulate.



### Revitalization of Balboa Park

This regional gem has an estimated \$500 million to \$1 billion in deferred maintenance, with no plan to fund or fix it. Let's come together as a region to create a path forward. We can restore this civic jewel to its former greatness, improve it for future generations, and ensure it remains among our greatest cultural and natural assets. We have convened an early group of interested stakeholders and are working on a white paper to analyze and document options for going forward. Once those options are on the table we can begin organizing around priorities and partnering with government to ensure that we are working collaboratively, and not at cross purposes.



### Affordable Housing

San Diego's housing market has never felt so out of control. The median price of a home in San Diego County is twice the national average and is impacting workforce retention, poverty, and homelessness. More than half of renters in San Diego County are considered overburdened by their housing costs. It's time to bring housing and workforce development advocates, developers, and city planners together with those impacted by this crisis. Playing our role by organizing sectors around viable solutions, as a first step, we received a grant from the Alliance Healthcare Foundation to analyze and propose a productive role for regional philanthropy in solving for affordable housing here. Once the white paper is complete, we will work to catalyze action on that blueprint. We are already beginning the organizing process. Why wait?



### Rebuilding Community Fabric

Sometimes it feels as though our region is rife with divisions—cultural, political, economic, and even physical barriers that prevent us from moving forward as one region, together. In tumultuous times, these divisions can seem insurmountable. How do we celebrate our diversity, bridge divides, and come together? BCCA is a partner with the National Conflict Resolution Center and the UC San Diego Applied Research Center for Civility. Together, we will work on rebuilding the community fabric where it is frayed, making us a stronger and more interconnected region. In addition, our general organizing around initiatives and rolling up our sleeves together to get things done for our region is already yielding results in a sense of civic identity, a can-do approach, and developing new leadership within those efforts. Our newly formed Community Advisory Group includes a diverse and broad range of new and established civic leaders who will work together, learn from each other, and get things done together.



### Workforce Development

The COVID-19 pandemic has already caused the loss of more than 100,000 jobs in San Diego County, nearly half of which come from the leisure and hospitality sector. Our regional economy needs to look different now. With our partners, we'll play our role to help organize and inspire employers and training institutions to focus on high-growth, high-wage industries in San Diego and create incubators to support entrepreneurs and innovators.

# How We Get Things Done:

One of our goals for the first year was to build a model or framework to help us achieve the greatest impact. As you will see below, we are big fans of simplicity! Our model is centered around five essential steps, with the first being—**engage**. As mentioned previously, we want to engage the community and our partners in all that we do as an inclusive organization. We aim to look for opportunities for BCCA to catalyze issues. *We do not hold power, but rather are a platform to enhance, amplify, and accelerate the good work of our partners and the community.*

The second step is to **prioritize** BCCA's work. We know we can't do it all, and we want to be strategic about how and where we invest our resources. We will prioritize issues where we believe we can make the greatest impact.

The next step of our process is **innovation**. At BCCA, we want to bring together issue-based working groups that can gather experts, data, and research to put forward creative and innovative ideas.

These working groups will also play a key role in **organizing** the community around creative strategies and solutions.

The last step is **impact** because, above all else, we are here to get good work done! BCCA will build a pathway towards action and impact by marshaling resources, driving solutions, and monitoring progress forward.



# Looking Forward:

BCCA has an exciting year ahead! We are moving into our office soon located in UC San Diego's new downtown building, Park & Market. There we are creating the Civic Collaboratory where all sectors and demographics come together to create an innovative ecosystem that benefits the region and all who live here.

We plan to launch a new speaker series called the **Burnham Community Dialogue** in Q1 of 2022. We envision this effort will allow us to build a common space where issues of the day come to light, and where we can hear from regional and global experts and share our diverse and inclusive views on topics. We aim to hold our first event in early 2022 to catalyze real community engagement and benefit arising out of the World Design Capital 2024 initiative.

We will further our efforts around the revitalization of Balboa Park and affordable housing. In January, we will launch the development of a white paper around the

sustainability, governance, and finance structure of Balboa Park that we plan to publicly release in May.

We have ambitious plans, and we are tackling big issues that are certainly not new for our region. We look forward to updating you on our progress throughout the year!



# Our Community:

We're a community of leaders, businesses, educators, researchers, faith-based organizations, nonprofits, and government officials working towards a brighter future for San Diego. As a community, we'll welcome differing points of view and encourage people to embrace the diversity of thought we believe will move us forward. We're pleased to introduce you to our board, staff, and current partners.

## Our Board of Directors

**Malin Burnham**

*Founder and Board Chairman*

**Paula A. Cordeiro**

*Dammeyer Distinguished Professor of Global Leadership  
and Education, Kroc School of Peace Studies at the  
University of San Diego*

**Peter Ellsworth**

*President, The Legler Benbough Foundation*

**Lisette Islas**

*Executive Vice President and Chief Impact Officer at MAAC*

**Jack McGrory**

*CEO of La Jolla MJ Management, LLC*

**Vincent Mudd**

*Former Managing Partner-Principal, Carrier Johnson +  
Culture Architect*

**Tad Seth Parzen**

*President and CEO*

## Our Staff

**Sam Avruch**

*Project Associate*

**Sophia Eichner**

*Director of Operations and Programs*

**Bill Ponder**

*Director of Programs and Engagement*

**Natalie Royston Scoma**

*Administrative Associate*

**Sid Voorakkara**

*Strategies 360, Communications Consultant*

## Our Partners

Catalyst of San Diego and Imperial Counties  
Data Science Alliance  
Design Forward Alliance  
Downtown San Diego Partnership  
Jacobs Center for Neighborhood Innovation  
Jewish Community Foundation San Diego  
Junior Achievement  
Mission Driven Finance  
National Conflict Resolution Center  
RISE San Diego

San Diego Association of Governments (SANDAG)  
San Diego County Taxpayers Association  
San Diego Regional Chamber of Commerce  
San Diego Workforce Partnership  
San Diego Regional EDC  
UC San Diego Extension  
UCSD Design Lab  
University of San Diego Nonprofit Institute  
Voice of San Diego  
Voices of Our City Choir

## Above all else...YOU!

None of our success this year would have been possible without your generous support. To have your early vote of confidence means a great deal to us all and gives us the ability and flexibility to create and innovate a truly special organization for the greater good of our community. To date, we've successfully raised approximately \$1.3M. We've projected that our annual budget going forward will be \$1.2M-\$1.5M and will continue to need foundations and community-minded individuals such as you to secure the necessary support to meet our goals and objectives. Our fundraising focus for 2022 will be on raising funds to invest in our early priorities, supporting new initiatives such as the Burnham Community Dialogue series, and growing our staff as a team. Thank you to all of our generous donors for an incredible first year!

The Alexander and Valeri Viterbi Fund of the  
Jewish Community Foundation  
Alliance Healthcare Foundation  
Ballester Family Foundation/BQuest Foundation  
Bannister Hall Fund, Bill and Amy Geppert  
Rachel Benguiat  
Joseph Blaske  
Malin Burnham  
Vi Calvo  
Ellsworth Charitable Fund  
Elaine Galinson and Herb Solomon  
Bob Kelly

The James Irvine Foundation  
Pat and Stephanie Kilkenny  
Legler Benbough Foundation  
Colin Mathewson  
McGrory Family Fund  
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