

2021

Dear Community Leader,

**Thank you for allowing me the opportunity to present a very real and unique opportunity to lift lives and strengthen community in Southeastern San Diego's Diamond Neighborhoods.** Known among the city's most economically challenged and ethnically diverse communities, as indicated by its inclusion in the federally designated San Diego Promise Zone, out of the almost 100,000 residents living in the 19 census tracts that make up the Diamond Neighborhoods - 74% are BIPOC.

Regrettably, ongoing data shows individuals living in these disadvantaged neighborhoods face a doubly challenging set of circumstances, including higher crime rates, lower performing schools, fewer nearby job opportunities, and worse health outcomes. Numerous studies also show that families trying to climb the socio-economic ladder out of these neighborhoods need to overcome their own individual hardships (unemployment, homelessness, children falling behind in school, hunger...) while they face greater external challenges (COVID-19) and have less community capital (money that comes from the community and goes to the community).

Responsively, I am excited to present a new initiative, **Partnership Program @ Jacobs Center (PPJC)**, to encourage individual and corporate leaders to invest in a community-centric program allowing the Jacobs Center to self-sustain by attracting unrestricted dollars giving staff the freedom to address the community's challenges with innovative approaches towards socio-economic empowerment. **Together we will continue to impact lives through:**

- **SE San Diego Coalition:** joined by Logan Heights CDC, BAPAC (Black American Political Association of California) San Diego, Youth Will and RISE San Diego, the Coalition looks to reinforce a community-centric model that incorporates race, equity, social justice, and community-building into our practices, enabling a more equitable and just district that will increase neighborhood resiliency through strengthening of the community based organizational network.
- **CONNECT ALL @ the Jacobs Center:** partnership with the City of San Diego designed to scale up local, early-stage businesses in underserved communities by helping business owners grow their companies with business management support, mentorship, co-working space and more; all of which culminate in jobs for the community.
- **Youth education and development:** responding to current challenges largely a result of the pandemic and school closures, such as unreliable internet, a lack of adult support, a lack of a quiet home environment to do schoolwork, anxiety, depression, hunger, or homelessness – our collaborative enrichment programs like that with the Jackie Robinson YMCA help middle school students complete their distance learning coursework to stay on track towards success.
- **Signature redevelopment projects:** eliminating blight and transforming neighborhood with development projects like Market Creek Plaza (commercial lease), Trolley Park Plaza (LEED-Gold certified development of 52-unit affordable housing), and restoration of natural resources (Chollas Creek wetlands) – plus Town Center Master Plan priorities that include working with partners to build out other parcels and projects along Naranjo Street; while simultaneously maintaining the Joe & Vi Jacobs Center, cultural entertainment and social venue, as a hub for community nonprofits and furthering innovation.
- **Diverse cultural and arts programs:** attended by patrons of all ages whether (pre-COVID) at the Joe & Vi Jacobs Community Center or Jacobs Center Amphitheater, our place-making initiatives are produced in partnership with other community-based organizations that improve the livability of our community by providing opportunities for social, civic, and cultural celebration (Be About It Youth Education Program).

Meeting our strategic goals will require support from philanthropic investors that understand the potential and significance of stimulating neighborhood vitality. Please know I have asked Selina Hudgins, Director of Development Operations & Institutional Advancement, to connect with you in the next few days should you have additional questions, gauge your interest, and secure your commitment. Thank you for your review and consideration.

Powered in partnership,



Reginald Jones  
President & Chief Executive Officer

Enclosure



Joe & Vi  
**Jacobs**  
CENTER

# Partnership Program @ Jacobs Center

Lift Lives | Strengthen Community

# ABOUT

Founded in 1995, the Jacobs Center for Neighborhood Innovation (JCNI) focuses on lifting lives and strengthening communities let by its core pillars of Physical Real Estate Development, Economic Development and Community Engagement. Our collaborative approach allows us to work and partner with the community to revitalize Southeastern San Diego's Diamond District Neighborhoods. This means transforming nearly 60 acres into sustainable developments that **provide over 90,000+ residents with greater access to resources and amenities that improve their quality of life.**



# WHY NOW

Since the spark of the COVID-19 pandemic, Southeastern San Diego communities of color have been disproportionately impacted. JCNI is committed to its mission to help resilient nonprofits, businesses, families, and schools through various resources and programs. Together, we will serve the Diamond District in an even larger capacity in the upcoming months and beyond. Additionally, JCNI works with community organizations and partners **to increase residents' economic opportunities, leadership skills and educational success.**



# WHY JOIN

Our partners join for our community-centric voice grounded in race, equity, and social justice – giving exposure to community interests, mission-driven investments, and bringing San Diego's Diamond Neighborhoods: Lincoln Park, Emerald Hills, North and South Encanto, Oak Park, Valencia Park, Chollas View, Webster, Mount Hope, and Mountain View to the forefront. Together with our members, donors, AND community leaders (individual & corporate) we simultaneously address the needs of our communities to **help alleviate the implications of poverty, educational achievement gaps, urban blight, high rates of unemployment and cultural inequities.**



# BENEFITS

Now more than ever your investment is vital! JCNI and the community it serves is impacted by the unexpected fallout and growing economic impact of the pandemic. Considering that JCNI is centered around the populations who are most at risk of acquiring the virus and/or impacted by its economic repercussions – we are seeing first-hand the immediate and growing need for additional philanthropic support to continue and expand our focus.

**In the spirit of your generosity, we are pleased to offer recognition options based on every giving level.**

BENEFIT	VIEWS	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
Complimentary use of Amphitheater* (transferrable to other non-profit & includes \$5,000 subsidy)	1,240 max capacity	✓				
Host an onsite informational** event to shared audience (indoor or outdoor)	90,000+	✓	✓			
Participate or host a LIVE Facebook Q&A session or Panel Discussion	6,000+	✓	✓			
Host an offsite or virtual informational** event to shared audience	90,000+	✓	✓	✓	✓	
Highlight partner's key project on social media platforms	10,500+	12 posts	6 posts	4 posts	2 posts	
Featured editorial on "Community Blog:" <a href="http://whatsnewinthediamond.com">whatsnewinthediamond.com</a>	1,000+	✓	✓	✓	✓	
Invitation to bi-annual "State of the Jacobs Center" event with President & CEO, Executive Director & fellow Partners	90,000+	✓	✓	✓	✓	✓
Onsite brand recognition on Jacobs Center physical development property, monthly e-newsletter & annual report	∞	✓	✓	✓	✓	✓

\*Excludes staff and administrative expenses; & COVID-19 rules and restrictions will apply.  
 \*\*Informational topics may include topics like health, finance, employment, arts & culture, and more.

To discuss your customized Benefits Package, please contact:  
 Selina Castillo Hudgins | M: 619.957.8780 | E: [SCHudgins@jacobscenter.org](mailto:SCHudgins@jacobscenter.org)

...working with community organizations and partners to increase residents' economic opportunities, leadership skills and educational success!

## 2021 PP@JC COMMITMENT FORM

THANK YOU for consideration and we look forward to partnering with you in supporting San Diego during this crisis and (just as importantly) afterwards, as we work collectively to lift lives and strengthen community.

Yes, I/we would like to participate at the following Partner Level (please check one)

_____	Impact	\$25,000
_____	Community	\$20,000
_____	Mission	\$15,000
_____	Cohort	\$10,000
_____	Affiliate	\$5,000

Name/Business (As you wish it to appear in print)

\_\_\_\_\_

Contact Person (Name/Title)

\_\_\_\_\_

Preferred Mailing Address

\_\_\_\_\_

City, State, Zip Code

\_\_\_\_\_

Phone/Email

\_\_\_\_\_

Signature/Date

\_\_\_\_\_

Enclosed is a check for \$\_\_\_\_\_ payable to Jacobs Center for Neighborhood Innovation

Please charge \$\_\_\_\_\_ to my \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Name as it appears on the card

\_\_\_\_\_

Card Number

\_\_\_\_\_

Exp Date/Security Code

\_\_\_\_\_

### RETURN COMPLETED FORM TO:

SCHudgins@jacobscenter.org  
or mail to JCNI:

ATTENTION: Fund Development  
404 Euclid Avenue, San Diego,  
California 92114

## PARTNERSHIPS SUPPORT

- Keep the Learning Going is an academic enrichment program to begin in January 2021 at the Joe & Vi Jacobs Center in partnership with the Jackie Robinson YMCA. The program will provide after-school support to youth in Southeastern San Diego with STEAM specific activities to supplement traditional after-school programming. **Annual contributions to JCNI support the overhead costs primarily related to use of the venue while attendance is restricted due to COVID-19 regulations.**
- CONNECT ALL @ the Jacobs Center (CAJC) Business Accelerator is the San Diego region's only entrepreneurial program focused on low-moderate income (LMI) founders. Our cooperative workspaces and robust Business Resource Center are housed in the Joe and Vi Jacobs Center (next door to Market Creek Plaza and the Euclid Avenue Transit Center), offering our startups top-notch business services, professional amenities, and a collaborative community of enterprising entrepreneurs. **Annual support allows JCNI to support the staff and programs beyond the restrictions of government grant funding.**
- Closures of area businesses, massive layoffs, and significant reductions in work hours due to the Stay-at-Home order, has created an immediate and devastating financial impact on our families. JCNI is centrally positioned to act as the community's primary resource to address and inform its neighbors on topics, activities, and/or guidance directly impacting them and their families. **Private donations ensure the posting of public announcements on social media to continuously inform and update our CACJ and Business Resource Center entrepreneurs about federal COVID relief programs for small businesses.**
- Providing space at the Joe & Vi Jacobs Center to local and regional non-profits that provide direct support services to individuals, families, and small businesses like Accion San Diego, HomeStart, RISE San Diego, and Mana de San Diego. **Philanthropic support ensures the Joe & Vi Jacobs Center can continue operations despite the economic impact of COVID-19 on the non-profit sector.**
- Due to ever-changing social and economic climates, we require to keep proactively fundraising to keep our community alert to changes and resources being provided. Together with our partners, we continue to aggressively seek out resources to communicate to the community via our website and digital presence. **JCNI continues to be a resource for information and has leveraged its assets to support access to information for the community.**