



SANDAN: The next 10 years

Changing to meet the needs of San Diego

Thursday, October 18, 2007

In early 1997, a group of leaders from the leading nonprofit community organizations in San Diego came together and formed the San Diego Association of Nonprofits (SANDAN).

These executives believed that San Diego's nonprofit community needed to coordinate its efforts in advocating for those populations they served whose voices often went unheard. Moreover, these leaders believed that San Diego needed to be educated about the value that the nonprofit sector brought to the region both economically and in meeting the needs of some of our most vulnerable individuals, families and communities. Leaders such as Leslie Hine-Rabichow, Laura Spiegel, Nancy Sherman and Roger Bailey met frequently to advance the educational, health care, nutritional, and other needs of San Diego's less fortunate populations.

For much of the next decade, SANDAN focused on providing leadership in the mental health, drug prevention, foster care, disability, and other areas to ensure that the level of services and quality of care was advancing to meet San Diegan's higher standards.

Beginning in 2005, several CEO's from our nonprofit community began asking themselves-what's next? Not content to be satisfied with the progress made in the aforesaid areas, these leaders embarked on a strategic planning process to take our third sector into new and expanding directions. Following an economic analysis of the impact of nonprofits on the San Diego economy that SANDAN released in 2004 that showed the significant economic and social impacts of non-profits in our region (61,000 employees and \$2.4 billion in wages and salaries), these executives decided to address the future in three critical areas:

1. Communications
2. Government and Business Relations
3. Non-Profit Sector Support Services

In 2006, the group adopted the following mission statement:

"As the voice of San Diego's nonprofit sector, SANDAN's mission is to promote, connect and lead a vibrant and effective nonprofit sector that advances the well being of the San Diego region."

SANDAN decided to advance its mission through:

- Providing leadership and capacity that strengthens and supports the San Diego nonprofit sector
- Advocating for the interests of the nonprofit sector
- Promoting the San Diego region nonprofit sector and its successes
- Coordinating and connecting all nonprofit sub-sectors (umbrella)

- Unifying and amplifying the nonprofit sector voice
- Connecting nonprofits to resources
- Tracking and reporting on key social and sector indicators and social return on investment in nonprofits
- Creating bridges and linkages to government and business
- Advancing the highest standards of ethical nonprofit practice

With 10 years behind it, SANDAN now looks to the future. With San Diego facing an increasing demand for high quality services and limits on the government's resources to provide them, San Diegans are fortunate that the professionalism and expertise of our third sector is alive and well. SANDAN stands ready to provide the support to attain the high quality of life standards that all of us aspire to, including those who are less fortunate.