

**SANTA BARBARA COUNTY
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:
Prepared on: 9/16/04
Department Name: Parks
Department No.: 072
Agenda Date: 9/28/04
Placement: Administrative
Estimate Time: 5 minutes
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors
FROM: Terri Maus, Director of Parks
STAFF CONTACT: Terri Maus
ext2461
SUBJECT: 2004 County Charitable Giving Campaign

Recommendation(s):

That the Board of Supervisors: Receive report for kickoff of the 2004 Charitable Giving Campaign

Alignment with Board Strategic Plan:

V: A high quality of life for all residents

Executive Summary and Discussion:

This year staff will kick off the 2004 Charitable Giving Campaign themed, "The Power of One". The theme "The Power of One" was chosen to represent the power individuals have to affect change and make a difference in their life, family, community, and nation. As an organization, the County of Santa Barbara is the largest single contributor in the region. The goal for the 2004 County Campaign is set at \$280,000.

Mandates and Service Levels:

None

Fiscal and Facilities Impacts:

None

Special Instructions:

None

Attachment: Starfish Story



The Starfish

One day a man was walking along the beach when he noticed a figure in the distance. As he got closer he realized the figure was that of a boy picking something up and gently throwing it into the ocean. Approaching the boy, he asked, "What are you doing?"

The youth replied, "Throwing starfish in the ocean. The sun is up and the tide is going out. If I don't throw them in, they will die."

"Son", the man said, "Don't you realize there are miles and miles of beach and hundreds of starfish? You can't possibly make a difference!"

After listening politely, the boy bent down, picked up another starfish, and threw it into the surf. Then smiling at the man, he said, "I made a difference for that one."