

FOR IMMEDIATE RELEASE: December 3, 2007

CONTACT:

Meghan Kinoshita, Media Relations Officer  
Silicon Valley Community Foundation  
650.450.5525 or [makinoshita@siliconvalleycf.org](mailto:makinoshita@siliconvalleycf.org)

**SYMANTEC CEO AND OLYMPIC GOLD MEDALIST DISCUSS APPROACHES TO GIVING  
IN PREMIER ISSUE OF *ONE: INNOVATION THROUGH PHILANTHROPY***

**Silicon Valley Community Foundation Launches Magazine  
to Spotlight Community Challenges and Encourages Participation**

*MOUNTAIN VIEW, CA* – An in-depth interview with Symantec CEO John W. Thompson, an essay by Olympic gold medalist Kerri Walsh, and a look at how a new approach to grantmaking can help provide accessible and affordable credit, highlight the premier issue of *ONE: Innovation Through Philanthropy*, published by Silicon Valley Community Foundation.

Published twice yearly, *ONE: Innovation Through Philanthropy* spotlights thought-provoking challenges and encourages new, diverse approaches to those needs. The four-color magazine is one of the most visible projects developed by the new community foundation, which was created Jan. 1 to serve all of San Mateo and Santa Clara counties and provides resources to a wide audience – in Silicon Valley and beyond.

“Individuals and companies that began in Silicon Valley have gone on to transform the world, and our region has been the source of innovative, problem-solving philanthropic capital,” said community foundation CEO and President Emmett D. Carson, Ph.D. “Much more is possible and *ONE* magazine will spotlight what’s working, identify challenges and inspire participation in the solutions.” *ONE* spotlights examples of leaders from across the community and their approaches to identifying challenges and developing solutions.

One of the world’s top CEOs, Thompson, who along with his wife Sandi is a fund advisor at the community foundation, discusses his family’s take on philanthropy and offers insight into how corporate philanthropy can distinguish a company. “At Symantec ... we have an obligation to not just be an effective software company and serve the needs of our customers,” Thompson says, “but we have to serve the needs of the communities where our employees live. If we do that, we become a more valued employer to the people who make up our team.”

The What If? closing essay by Walsh – a Stanford graduate, the best female beach volleyball player in the world and a community foundation fund advisor – challenges the region to provide new opportunities for children. “It is no wonder that Silicon Valley continues to attract the most creative and entrepreneurial individuals from across the world. Yet, Silicon Valley will never reach its potential until we do far more than attract top talent seeking to launch the next technological revolution,” writes Walsh, founder of the Chase the Stars Foundation.

“Full Faith and Credit,” the cover story, tells how the Rev. John Liotti of Northern California Urban Development has worked with others across the community to pursue his dream – and action plan – of an alternative to local predatory financial institutions in a community that has seen more than its share of problems: “A new community-based credit union, they felt, could offer the kinds of checking savings, mortgage, micro-loan and financial education services that could help catalyze the renewal of East Palo Alto.”

Shorter articles in the “Launch” section examine the Housing Trust, which makes the dream of owning a home a reality for low-income residents of Silicon Valley; an Assets for All Alliance program that has become a national model for using matched savings accounts to help low-income families build financial stability; a study of the scope and impact of corporate giving in Silicon Valley; and a public policy initiative to give communities a greater voice in addressing air-quality issues. In “Five Minutes With...” Gregory Avis and Patricia Bresee, the outgoing and incoming board chairs, offer their insights on the new community foundation.

“The name *ONE* symbolizes our unified community foundation, our unified community and our belief that we as the human race are all in this together,” Carson said. “We hope that readers will find insights and inspiration that will help maximize their community involvement and philanthropic effectiveness, wherever they want to make a difference.”

*ONE: Innovation Through Philanthropy* will be available at [www.siliconvalleycf.org/one](http://www.siliconvalleycf.org/one). For more information or to receive a copy, please call 650.450.5400 or email [one@siliconvalleycf.org](mailto:one@siliconvalleycf.org).

### **About Silicon Valley Community Foundation**

*The merger of Community Foundation Silicon Valley and Peninsula Community Foundation took effect on January 1, 2007, creating Silicon Valley Community Foundation, a catalyst and leader for innovative solutions to the region’s most challenging problems. Serving all of San Mateo and Santa Clara counties, the new community foundation is among the largest community foundations in the nation, with more than \$1.9 billion in assets under management and 1,500 philanthropic funds. In a region known for innovation in business and technology as well as philanthropy, the new community foundation will address local needs and support Silicon Valley’s charitable giving to causes locally, nationally and around the globe. The integration marks the first merger of equals involving two of the country’s leading community foundations and sets new precedent in the philanthropic sector. Find out more at [www.siliconvalleycf.org](http://www.siliconvalleycf.org).*

# # #