

# RANCHO SANTA FE REVIEW

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## San Diego Self Storage helps families cope under difficult economic conditions through support of Conner's Cause for Children

San Diego Self Storage is helping to ease the burden on parents who must cope with meeting basic household expenses while they care for a critically ill child, compounded by the challenging economic conditions. Over the course of eight years, San Diego Self Storage has provided financial support for Conner's Cause for Children, a nonprofit organization that assists families with everything from insurance co-payments and medications to wheelchairs as well as food, gas and utility bills, particularly during the current economic downturn.

According to Conner's Cause for Children Executive Director Carol Del Signore, "Over the last two years, the number of families we serve has increased 100 percent. With the charitable donations we have received from San Diego Self Storage, we have been able to meet that demand and we haven't had to turn anyone down due to lack of funding. The impact the current economy has had on the families we serve is devastating, but because of donations from San Diego Self Storage, we have been able to translate those donations into relief for these parents who have to pay heavy medical bills in addition to their day-to-day expenses. They (San Diego Self Storage) have consistently sponsored our main fundraising event — our annual gala — as well as our spring golf tournament in addition to financial support, ensuring that all of our event proceeds can be applied toward the services we provide."

Conner's Cause for Children was established over 14 years ago when 4-year old Conner was diagnosed with a fatal brain cancer. In just 10 months his family had to cope with his diagnosis, treatment, death, and thousands of dollars in medical bills not covered by their insurance. Conner passed away July 18, 1994, but his legacy continues to live in the foundation that bears his name. The organization serves families with children 18 years old and under that have been diagnosed with a life-threatening illness and who reside in San Diego. They assist over 300 families per year and are the only non-profit organization in San Diego that does not base eligibility on diagnosis of a particular medical condition or disease.

Del Signore adds, "Conner's Cause for Children is the only organization providing aid for transportation, lodging and other critical expenses for these families so that these special children can get life-saving treatments or transplants wherever available.

What I find amazing is that San Diego Self Storage selected our charitable organization in part because our philanthropic reach serves all the communities where they have self-storage facilities, not because we are a large organization that can provide them with wide recognition on a broad scale.

"We're somewhat under the radar, not a typical high-profile organization that most corporations gravitate toward to support; what that translates to is that San Diego Self Storage is truly a community-minded company that provides local support to local organizations in the communities they serve. We have families living wherever there is a San Diego Self Storage facility and we are honored and grateful that they chose us and that they continually renew their philanthropic commitment year after year; that's true testament to a company giving from the heart."

Conner's Cause for Children is hosting a fundraising golf tournament sponsored by San Diego Self Storage on Monday May, 18, at "The Crossings" in Carlsbad recently voted in the "Top Ten of New Courses You Can Play" by Golf Magazine. Individual golf entry fee is \$195 and includes greens fees, cart, box lunch, tee prizes, use of practice facilities, awards dinner, silent auction and raffle. For additional information, please call (760) 487-1592 or visit [www.connerscause.org](http://www.connerscause.org).

Founded in 1972, San Diego Self Storage is one of the largest self-storage providers in San Diego County. The company is locally owned and operated and offers small personal units and multiple larger units for commercial accounts. For further information, please call (858) 909-0090 or visit [www.sandiegostorage.com](http://www.sandiegostorage.com).



Tanner and Pria Rico, Conner's Cause beneficiaries.