

**AFTER 35 YEARS OF WORK AND 1 BILLION DOLLARS IN CONTRIBUTIONS, SABANCI FOUNDATION ANNOUNCES ITS NEW STRATEGY: SOCIAL DEVELOPMENT FOR WOMEN, YOUTH AND PERSONS WITH DISABILITIES**

**In a press meeting organized to highlight the Foundation's 35th year, Chairperson of the Board of Trustees Güler Sabancı announced the foundation's new strategy. She said: "We launched our first major Grant program at the end of 2008. Our goal is to allocate 5 Million Turkish Liras annually to support projects which promote equal opportunities and participation in society for youth, women and persons with disabilities".**

Sabancı Foundation, whose first philanthropic contribution 35 years ago was building a primary school in the province of Adana; is celebrating its new strategy that makes them a peer of the world's leading foundations. Hacı Ömer Sabancı's (the founder of the Sabancı Holding) philosophy is "to share with the people of this country what we have gained from this country". The Sabancı Foundation was established in 1974 to institutionalize the family's philanthropic endeavors and has since allocated a total of 1 Billion US dollars in contributions to society.

**Changes at the Sabancı Foundation**

At the press conference organized to recognize the Foundation's 35th year, Chairperson Ms. Güler Sabancı announced the foundation's new strategy: "Our foundation was first established by the Sabancı family 35 years ago, based on the needs of society at the time. And during this period, the foundation has made significant contributions to the society. Yet times have changed, needs and challenges of society have changed: As a Foundation, it was imperative that we assess these changes and adopt new strategies and approaches to address them."

Sabancı Foundation, with a team of leading experts and inputs from international counterparts, completed the strategic design work at the end of 2008. "Grant programs are a critically important tool for foundations in the world; Sabancı is Turkey's first foundation to adopt grantmaking as a core strategy. We worked extensively to determine the needs and the right approach; and now, we are entering a new era as a Foundation" said Ms. Sabancı.

General Manager Hüsnü Paçacıoğlu noted that the Foundation's new strategy work followed the Foundation's move from Adana to Istanbul in 2006. According to Paçacıoğlu, "There are many changes taking place in the third sector in Turkey and in the world. We started to re-assess our structure, strategy and processes keeping this in mind. Working with a team of national and international experts, we completed our strategic work at the end of 2008".

From here on, in addition to the Foundation's contributions in the area of institutions, scholarships, awards and culture and arts, Sabanci Foundation will have a specific Programs division which will focus on Grant programs to promote equal access to opportunities and promote participation in society, empower and encourage women, youth and persons with disabilities.

### **Sabanci: What is important is impact, not money**

Güler Sabancı underlined the importance of strategy in her statements to the press: "What is important is not only how much foundations spend; what is most important is how many lives are changed for the better. When we look at it from this perspective, we are pleased to see that we've contributed a great deal over 35 years."

Continuing her remarks, Güler Sabancı stated: "We inherited our Foundation from our previous generations, and we carry an important responsibility as the third generation. We are bringing our Foundation to a new dimension and I truly believe that the generations that follow will continue to do so".

### **50 Million Turkish Liras for Nanotechnology**

At the press conference, Ms. Sabancı also announced Sabanci University's decision to invest 50 million Turkish Liras in nanotechnology. Güler Sabancı said: "In order for Turkey to be competitive, we have to make investments in innovation and technology. With the support of the private sector, investment in nanotechnology today is a critical step toward the future."

#### **About Sabanci Foundation:**

*-Upon the will of Mr. Sakip Sabanci; Sakip Sabanci Mardin City Museum and Dilek Sabanci Art Gallery will open this year.*

*-Award Programs which were initiated by Sabanci Foundation in 1994, has now become an annual event, which aims to encourage achievements in the fields of education, art and sports.*

*-Sabanci Foundation supports various festivals and contests to promote culture and art in our country and to maintain traditional values. A great number of national and international theater groups perform their plays during "International Sabanci Adana Theater Festival" since 1998, with the cooperation of Haci Omer Sabanci Foundation (Sabanci Foundation), the Ministry of Culture and Tourism and the Turkish State Theaters. This year "11th State Theater-Sabanci International Adana Theater Festival" will be hosting many national and international theater groups between March 27 and April 30.*

*-Sabanci Foundation supports Turkish Folk Dances Contest since 1994 in cooperation with the Ministry of Culture and Tourism. This year the contest will be held on 4th of June.*

*-Sabanci Foundation has began to support International Ankara Music Festival as a honorary member since 2007. The Festival will commence on 4th of April this year.*

*-Sabanci Foundation has been supporting the "Mehtap Ar Children's Theatrical Company" since 2006, with the aim of making the art of drama widely accessible to children. To date, the theater has reached over 220.000 children.*

*-Since its establishment, Sabanci Foundation has built over 120 institutions in 78 residential areas such as schools, dormitories, health facilities, sports facilities, cultural centers and social facilities, and have offered them to the use of the society.*

**For more information, please visit Sabanci Foundation Web Site**  
[www.sabancivakfi.org](http://www.sabancivakfi.org)