



napa valley vintners

press release

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## **Napa Valley Vintners Gives \$7.26 Million to Napa County Charities**

*Ensuring the Area's Health and Wellbeing in Challenging Times*

### [Full List of Beneficiaries](#)

St Helena, CA – The Napa Valley Vintners (NVV) today awarded \$7.26 million raised at its 2008 Auction Napa Valley, giving grants to area healthcare, affordable housing and youth service non-profits, bringing the giving total to \$85 million.

“The Auction is such a terrific aspect of our community where we see everyone come together to make it a success, and we are thrilled to have led the event this year,” said Kathleen Heitz Myers, president of Heitz Wine Cellars who, along with her team, chaired the 2008 Auction.

### **An Outpouring of Generosity**

The largest grants, totaling \$1.7 million, were awarded to Community Health Clinic Ole and its Sister Ann Dental Clinic from the incredible outpouring of bidder generosity from the 2008 "Fund a Need" paddle raise held during the June event's Saturday Live Auction. With no prize to be won other than supporting medical care for children, bidders raised their paddles, beginning with those in for \$1000, then those in for \$5000 and so on, finally paying their top bid placed. When the lot closed, it raised money from 89 individual bidders and more than doubled the 2007 paddle raise revenue.

Maria Criscione Stel, Development Director, Community Health Clinic Ole said, “Community Health Clinic Ole is honored to be counted among ANV's long-time beneficiaries. As we strive to make medical and dental services accessible to all Napa County residents, we will use the proceeds from this year's Fund a Need to help cover the cost of providing 62,000 patient visits at our six clinic sites.”

### **2008 Giving Exceeds Promise**

Last year, the NVV made a \$25 million promise to the community, ensuring that the Auction will distribute a minimum of \$5 million to its beneficiaries each year over the next five years. With the windfall of money raised at this year's event, the Auction was able to award 45% more than projected.

Pat Stotesbery, NVV's Board of Directors President said, “Given these shaky economic times, the vintners association is proud to fuel our local non-profits to strategically solve some of the most pressing issues in our community.”

Stotesbery was referring to the new funding guidelines established last year after an extensive community needs assessment, done in cooperation with the NVV and the county's major healthcare providers. Additionally the NVV conducted a separate study to assess youth and affordable housing

needs. These were conducted to ensure that overall Auction proceeds will have the most positive community impact possible and that the Auction's funding will be focusing on specific needs or criteria, rather than funding specific agencies or charities.

Linda Cranor, Raising A Reader Manager, Child Start Inc. said, "Auction Napa Valley has supported thousands of young children and their families with their generous awards to the Raising A Reader Program over the last seven years. Helping to prepare young children to become successful when they begin school is one of the most important investments we can make as a community."

### **Cork-Popping Festivities**

Checks were handed out in a festive atmosphere at the Lincoln Theater in Yountville by Auction volunteers, who, as part of the event, were also being honored for their hard work on the annual community fundraiser. The presentation of grant funding was the kick-off of Leadership Napa Valley's (LNV) Health and Human Services Day being held Friday, November 7, and sponsored by the NVV. Joining the volunteers and the 2008 LNV attendees were vintners and community officials. The evening was emceed by Community Outreach Coordinator for the City of Napa and past LNV graduate, Barry Martin.

Martin arrived with a briefcase handcuffed to his wrist, accompanied by what seemed to be two security guards, calling out, "We've got a suitcase full of money to give away, so let's get started!" He rallied volunteers once again into service saying, "We're not going to make you pour wine, clear dishes or park cars—tonight we have something much more fun for you to do—help us give away more than seven million dollars!"

In addition to the grants given today, and because of these uncertain times, the NVV has set aside \$211,000 for unforeseen emergencies to be distributed as need arises. Another \$50,000 promise was made to a partnership with the Gasser Foundation, The Napa Valley Community Foundation and the Jones Family Foundation that will be used to help non-profit organizations with a one-time award to assist in the daily conduct of business.

### **\$2.4 Million Youth-Education-Success Initiative Moving Forward**

A strong investment in healthy young people and their opportunities for learning was championed with the recently announced Community Strategic Initiative from the 07 Auction. Known as Youth-Education-Success, the initiative funds another year of the Children's Health Initiative, providing access to insurance for every child in Napa County, and two - \$1 million challenge grants to better prepare students: one grant will go to Student Centered 21<sup>st</sup> Century Initiative known as SC21, expanding on the locally-started New Tech High School learning programs. The second will go to On the Move, supporting for three years, programs that work toward eliminating cultural disparity in the classroom, and developing youth and family leadership, and public service.

### **Local Hospitals Receive \$840,000 in Robert Mondavi's Name**

The NVV's long-standing Health Care Fund acts as a reserve for health care providers should the Auction experience a drastic shortfall or should there arise a health care emergency in the community. Income from interest on this set-aside fund is then distributed, in addition to the bidder revenue from the Auction, to selected beneficiaries each year. This disbursement, since 2005, has been given in honor of Robert Mondavi, and this year the fund is contributing \$840,000 to Auction grants given to St Helena Hospital Foundation and Queen of the Valley Medical Center Foundation.

Elaine John, President and CEO, St. Helena Hospital Foundation said, "The Napa Valley Vintners, through Auction Napa Valley, have played a key role in keeping St. Helena Hospital state-of-the-art. Every major piece of high-tech diagnostic equipment at our facility has benefitted by the support of an ANV grant. This year's grant award will help us acquire a new Varian linear accelerator with image-guided radiation therapy, technology required for St. Helena Hospital to become a comprehensive, integrated cancer center to better serve our community."

Margrit Biever Mondavi said, "The auction has always been special to us and especially so this year -- we're very pleased to, once again, have the Health Care Fund donation in Bob's honor."

### **Investment in Sustainability**

Over the years ANV has given more than \$25 million in grants for capital projects funding the construction of the Napa Valley Vintners Community Health Center, as well as for construction or building purchases for Catholic Charities, St Helena Hospital, Queen of the Valley, Hospice of Napa Valley, Christmas in April (aka Rebuild Together Napa Valley), South Napa Homeless Shelter, Calistoga Affordable Housing, Napa County Affordable Housing and more. This year the Auction is investing in its own capital program with \$2 million for a permanent home for its headquarters. ANV has been renting a location for the past 28 years and this investment will stabilize costs and provide a long-term asset for the Auction.

### **Vintners Proud to Sponsor**

Napa's vintners seek not only to craft the best wines in the world, but to be a shining example of service, and as such take pride in giving back to the community by contributing to the health and well-being of the county's residents. Kathleen Heitz Myers said, "Auction Napa Valley is the consummate community fundraiser. It brings us all together, neighbor helping neighbor, and we couldn't begin to undertake this event to raise this money without the nearly 900 volunteers—all from Napa County—who generously provide their time and hard work, providing great Napa Valley hospitality to our bidders. Seeing this army of volunteers is spectacular."

Work on the '09 event began before the last gavel fell on '08, and the vintners are already hard at work. The Trefethen Family will chair Auction Napa Valley - The American Wine Classic, June 4-7, 2009.

### **About ANV**

Established by a thoughtful group of Napa Valley Vintners in 1981, ANV is the granddaddy of charity wine auctions in America, and has now given \$85 million to healthcare, youth service and affordable housing non-profits in Napa County. NVV is proud of our members' contributions, raising desperately needed funds through ANV and for being the backbone of charity wine auctions across the U.S.

### **About the NVV**

Now in our seventh decade, the Napa Valley Vintners (NVV) non-profit trade association is the sole organization responsible for promoting and protecting the Napa Valley appellation as a premier winegrowing region. Respect for our history reinforces our commitment to the preservation and enhancement of the Valley's land, wine, and community for future generations. We address the shared interests of our more than 330 member wineries

[Full List of Beneficiaries](#)

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