



napa valley vintners



The First 40 Years of Community Investment

NAPA VALLEY VINTNERS RETROSPECTIVE IMPACT REPORT
January 2024



Supporting Our Community

Napa Valley Vintners (NVV) values the quality of life in Napa Valley. We live here and believe in taking care of this special place with the same devotion we give to our vines and our wines. We're committed to being good stewards of our environment and to helping build a stronger, better, healthier community. Through NVV's fundraising, we have invested over \$225 million in local nonprofits since 1981, impacting the lives of more than 100,000 individuals annually.

Sponsored by the Napa Valley Vintners and founded in 1981 by a small group of winery owners, including Robert and Margrit Mondavi, Auction Napa Valley became the gold standard for wine auctions and charitable giving.

For 40 years, the annual June event combined the allure of Napa Valley wines, the region's iconic scenery, vintner hospitality, creative culinary expressions and meaningful philanthropy.

And for just as long, the Napa Valley Vintners distributed proceeds from Auction Napa Valley each year to local nonprofits and strategic initiatives that emphasized prevention and early intervention in the areas of community health and children's education.

In 2020, Auction Napa Valley came to an end to make way for an innovative new philanthropy program called Collective Napa Valley.

Through this new endeavor, NVV will continue to use the world-class reputation of Napa Valley wines to enhance the well-being of our community.

Learn about it at www.CollectiveNapaValley.org

Let's keep the momentum going!



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Celebrating 40 years of investing in our community!

From American Canyon to Calistoga, before birth to compassionate end-of-life care, NVV has invested in community health and wellness including critical pediatric dental needs, mental health, family strengthening, children's education, afterschool care and more.

In this report, NVV reflects on four decades of strategic community investment.

We are proud to say that we've provided 40-plus years of consistent community support, responding quickly and effectively during disasters and other challenges and providing local nonprofits with funds to innovate.

40 YEARS OF

- › **Building** state-of-the-art healthcare facilities
- › **Expanding** community access to affordable, high-quality healthcare
- › **Implementing** strategies to foster resilient and healthy lives for children
- › **Bolstering** children's success in school through targeted educational support
- › **Providing** funds for safe, stable and affordable housing, along with nutritious food for families
- › **Assisting** and supporting people in crisis

MORE THAN \$225 MILLION GRANTED
MORE THAN 100,000 NAPA VALLEY
RESIDENTS SERVED ANNUALLY



"As an elected official who previously led community service organizations, I can say with assurance that government and nonprofits alone cannot provide for the wide-ranging needs of our community members. We need the partnership of the philanthropic community."

- Joelle Gallagher, Napa County Board of Supervisors

NVV's Giving Strategy

At the heart of NVV's impactful giving strategy lies a dynamic committee structure of community members and vintners. We don't just allocate funds, we engage in robust third-party needs assessments and value our deep connection to the community. This foundation helps us strategically direct our dollars where they are most impactful.

Targeting the Heart of Need: Our community investments, prioritize underserved populations and those facing the most difficult barriers to success.

Diverse Funding, Impactful Outcomes: Our funding bolsters local nonprofit organizations addressing community health and children's education. NVV is not confined to the ordinary, we've invested substantially in groundbreaking projects, from innovative solutions to capital projects benefiting the entire community, NVV's reach extends far beyond convention.

OUR ONGOING COMMITMENT

Moving forward, NVV pledges to:

- › Assess Needs Strategically
- › Deep Investment for Impact
- › Collaboration with Local Nonprofits
- › Championing Challenging Issues



Addressing Community Needs

NVV's investments provide targeted financial support for local nonprofit organizations while serving the diverse needs of our residents. Our approach revolves around strategic grantmaking – a laser-focused strategy ensuring that every investment makes the most significant impact possible.

Community Health

Big Medicine in a Small Community - Increasing access to high-quality healthcare for all Napa County residents.

NVV's long-term investment in community health has increased access to affordable, quality healthcare:

› **\$65 Million OLE Health Investment**

Invested in permanent clinical buildings to ensure OLE Health would continue to bring increased high-quality medicine, doctors and health care to residents of Napa County.

› **\$28 Million to Local Hospitals**

Our investments helped bring state-of-the-art equipment creating access to advanced health care in Napa County.

EXAMPLES OF IMPACT:

Clinic OLE's Growth

› Our investments have helped OLE transform into a countywide healthcare powerhouse, serving over **40,000** patients a year.

Revolutionizing Local Healthcare Innovation

› NVV champions cutting-edge technologies, bringing advanced medical facilities to over **60,000** residents annually.

Swift and Decisive Crisis Response

› During the COVID-19 pandemic, NVV allocated more than **\$550,000** for increased testing and vaccinations.

› We collaborated with Adventist Health St. Helena to purchase and staff a clinical mobile health unit, significantly boosting testing and vaccination rates.

› More than **30,000** individuals were helped because of these efforts.

“Our founders long ago recognized that people are our most important asset. Our focus on giving over the last forty years has been to help create infrastructure and systems to support current and future generations in Napa Valley.”

- Linda Reiff, CEO and President of Napa Valley Vintners



Educational Triumphs

Napa Valley Vintners investments drove innovative and research-based programs to children throughout Napa Valley. NVV is dedicated to building a robust foundation for our community's future leaders.

For NVV, children's education is a cornerstone of a thriving community. Our support extends beyond the confines of the classroom, encompassing early education during preschool years and after-school care. Here's a glimpse into the tangible impact of our endeavors:

Boys and Girls Club Empowerment

- › A remarkable **\$10 million** invested into Clubs across Napa Valley.
- › **\$4 million** contributed to the construction of permanent clubhouses in Calistoga and American Canyon.

› A heartening statistic reveals that one in four Napa County kids between the ages of 6-18 attends a Boys and Girls Club during the year.

Digital Innovation Revolution

- › A transformative **\$2 million** grant propelling digital innovation in the classroom, catapulting Napa County's largest school district into 21st Century Learning.
- › Over **17,000** school-age children now have access to digital devices, amplifying the learning experience within the classroom.

"We know that through education our children become not only more competitive for more rewarding and higher positions, but also have less health issues and become more active in the life of the community."

- John Hamilton, Napa Valley Vintners
Healthy Community Fund Board Member



OLE Health

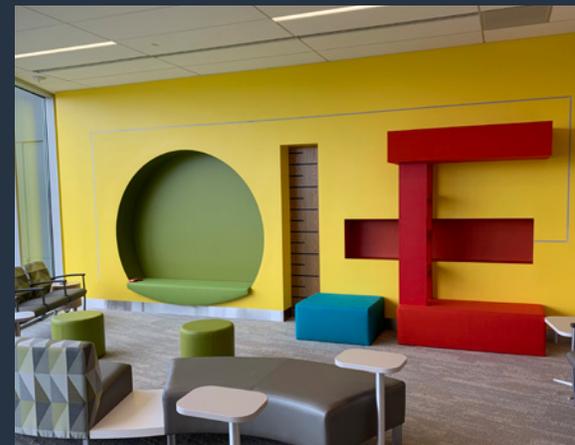
OLE Health recently marked its 50th anniversary of dedicated service to the Napa community. Originating from a visionary idea planted by local farmworker Placido Garcia in 1972, OLE Health has evolved into a nonprofit health system across Napa and Solano Counties. With seven clinics, a dedicated staff of 300 and a commitment to serving nearly 40,000 patients annually, OLE Health stands as an example of high-quality nonprofit health care.

Providing comprehensive services, including medical, dental, optometry and behavioral health, OLE Health plays a critical role in sustaining Napa Valley's economic engines by delivering essential health services to one in four adults in Napa County and one in three children.

Recognizing OLE Health's pivotal role in the region, Napa Valley Vintners has been a significant funder for more than 40 years, with investments exceeding \$60 million. This support has facilitated the expansion of OLE Health's services throughout the Valley. In 1998, vintner advocacy inspired the creation of the Napa Valley Vintners Community Health Center, a 25,000-square-foot facility housing four nonprofits. On the 20th anniversary of the Napa Valley Vintners Community Health Center, NVV generously gifted the \$17 million facility to OLE Health, marking its most substantial single donation to a nonprofit.

"The Napa Valley Vintners have been instrumental in giving us two permanent homes here in Napa, providing a stable future for the organization and the patients we serve each day. This support means so much to the vulnerable members of the community who rely on us."

- Alicia Hardy, CEO of OLE Health



Special Initiatives

Napa Valley Vintners dynamically responds to emerging needs and leverages opportunities through special initiatives. These initiatives are a proactive effort to catalyze positive change.

NVV'S IMPACT IS TWOFOLD:

1. **Seed Funding for Innovation:** NVV spearheads seed funding for innovative solutions, addressing specific community needs and solving problems at their roots. This strategic approach enables us to be agile in our response to evolving challenges, ensuring our community remains resilient and vibrant.

2. **\$37 Million in Capital Investments:** These funds are directed toward enhancing community infrastructure and equipping it with state-of-the-art facilities and equipment. The aim is clear – tangibly improve the lives of our community members.

This retrospective report is a testament to NVV's dynamic and forward-thinking approach, demonstrating our dedication to addressing the present while also laying the foundation for a thriving future.

Disaster Response and Recovery

NVV has been at the forefront of responding to community disasters.

In 2014, NVV led the earthquake disaster relief with a **\$10 million lead gift** to the Napa Valley Community Foundation. The funds enabled a multi-faceted approach for the immediate, urgent needs and created the infrastructure for coordinated, efficient response that has continued to serve our community through wildfires and the COVID-19 pandemic.

EXAMPLES OF IMPACT:

- › In the aftermath of the 2014 South Napa Earthquake the newly established Disaster Relief Fund distributed more than **\$7 million**, helping **13,000** quake victims.
- › **\$3 million** was rapidly disbursed in 2017 to help more than **15,000** residents impacted by the wildfires receive critical services such as medical care, temporary shelter, food clothing, legal aid, resource referral, help to navigate insurance claims and basic needs services.
- › Since the establishment of the Disaster Relief Fund, nearly **30,000** people who live or work in Napa County have been helped with relief services and direct cash aid.

“During the Napa Fire Complex, our organization served as second responders- helping families access critically needed cash aid and services. This work required us to quickly pivot and took an incredible amount of resources. Knowing our local funders stand beside us and provide the flexibility needed to adapt to emerging community needs is a unique and special gift to the residents.”

*- Jenny Ocon, Executive Director
Up Valley Family Centers of Napa County*



Housing costs are a common and pressing issue throughout California, including Napa Valley

More than 20 years ago NVV committed to providing safe and stable housing to the farmworker community in Napa County. The commitment inspired NVV to convene industry representatives to advocate for, fund and build **affordable housing for workers in Napa Valley.**

In addition to supporting the launch of the farmworker housing initiative, **NVV invested in transitional housing for those coming out of homelessness and/ or addiction and in affordable workforce housing units to benefit the entire community.**

EXAMPLES OF IMPACT:

- › Napa Valley's **innovative approach** to migrant housing serves as a model across the U.S.
- › **More than \$8 million** given to affordable workforce housing in Napa Valley, in addition to the fund contributed to migrant worker housing.
- › Three farmworker housing centers provide **more than 50,000 overnight stays** for farmworkers.
- › More than **500 families and individuals** have a place to call home and a bed to sleep in thanks to investments in rental homes and rehabilitated housing in Napa County.

“As the chair of the NVV’s Workforce Housing Subcommittee and the association’s appointee to the Napa County Housing Commission, I’m committed to our region’s farmworkers and making sure they are looked after, including having a clean, comfortable place to lay their head at night.”

- Mike Swanton, Laura Michael Wines



Napa Valley Early Learning Initiative Bridging Educational Disparities for Local Families

In the spring of 2013, the Napa Valley Early Learning Initiative (NVELI) was launched as a collaborative endeavor between the Napa Valley Vintners and First 5 Napa County. This initiative was committed to narrowing the academic achievement gap by focusing on early learning.

The impact of NVELI is quantifiable and inspiring, the **data reveals remarkable impacts:**

› **Empowering English Learners**

54% of English learners who participated in NVELI entered kindergarten at grade level.

› **Parental Confidence**

A staggering **94%** of parents reported feeling significantly more confident in supporting their child's educational journey. **Parent engagement is a cornerstone of a child's success.**

› **Preschool Milestones**

NVELI preschool **students achieved 30% more** developmental milestones than their peers who did not partake in NVELI services.

"NVELI stands as a resounding model, showcasing the potency of public-private collaboration as a catalyst for community success. Helping build a brighter future for generations to come."

- Sally Sheehan-Brown, Executive Director of First 5 Napa



TOTAL
\$5,000,000

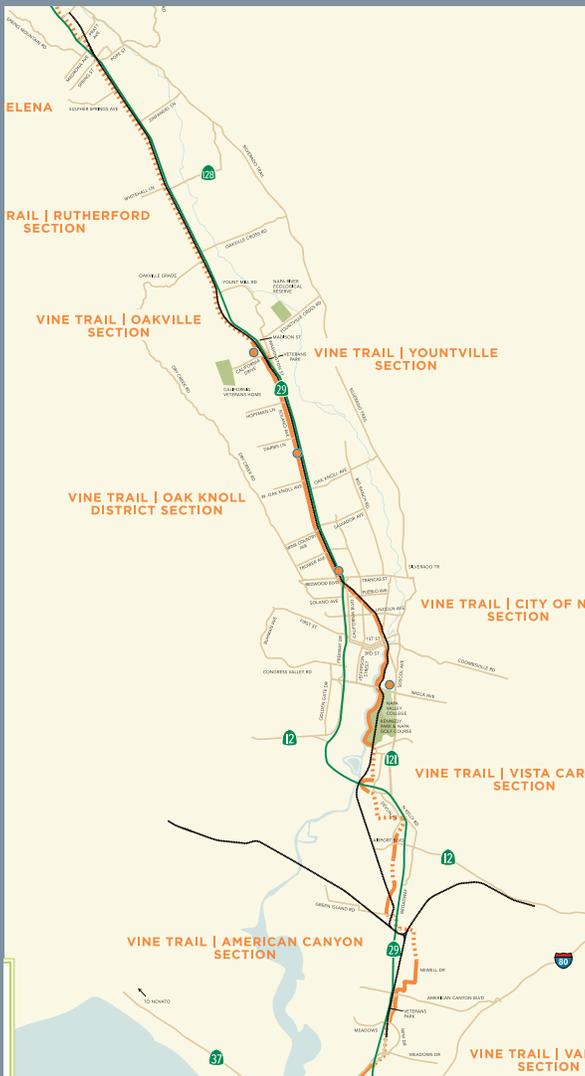


The Napa Valley Vine Trail – creating safe routes to school and recreational opportunities.

NVV invested in the construction of the Napa Valley Vine Trail, a walking/ biking trail system to connect the entire Napa Valley – physically, artistically and culturally. The Napa Valley Vine Trail Coalition is working to design, fund, construct and maintain 47 safe and scenic miles of level, paved, family-friendly, dog-friendly, free-access Class I trail, stretching from the Vallejo Ferry to Calistoga. As a bonus and a key factor to NVV’s investment, the Napa Valley Vine Trail will connect neighborhoods and schools, providing safer routes to school for many of Napa Valley’s students.

“Providing alternative methods of transportation is essential to the health and wellbeing of our community.”

- Rep. Mike Thompson (CA-04)



The Impact of Philanthropy

From 1981-2021, Napa Valley Vintners invested over \$225 million in our community, focused on two areas: Healthcare and Children's Education. We are proud that our efforts have touched the lives of more than 100,000 people annually.

Through the power of dollars coming together for greater impact, we envision Collective Napa Valley will also be a significant fundraising endeavor for our community.

We can't do this without you. Join us!

www.collectivenapavalley.org/membership

"NVV's investment in Napa Valley over its 40 years of giving is monumental. Over \$225,000,000 granted through 2021 and our commitment to the community is as strong today as it was decades ago. Collectively we will continue to build a brighter future for the children, youth and families of Napa Valley."

- Donna J Walker
NVV Board Member,
Chair of the NVV Grants
Review Committee

NAPA VALLEY VINTNERS RETROSPECTIVE REPORT / **NONPROFIT GRANTEES**

10,000 Degrees	DARE/Safe Schools Foundation	Napa Valley Adult Education
Acorn Soupe	Disaster Relief Fund	Napa Valley AIDS Project
Adelante Migrant Education	Family Economic Success Program	Napa Valley College
Aim High	First Impressions	Napa Valley Community Housing
Aldea Children & Family Services	Garden Haven Adult Day Center	Napa Valley Drug & Alcohol
Alternatives for Better Living	Girls on the Run Napa Valley	Napa Valley Early Learning Initiative
American Canyon Family Resource Center	Girl Scouts of America	Napa Valley Education Foundation
American Canyon Parks & Rec Foundation	Greater Napa Fair Housing	Napa Valley Hospice & Adult Day Services
American Red Cross	Gunilda Rianda Senior Activity Center (Rianda House)	Napa Valley Housing Authority/ Farmworker Housing
Angwin Community Ambulance	Health Care Fund	Napa Valley Products & Services, Inc.
Angwin Community Teen Center	Hearts and Hands Preschool Calistoga	Napa Valley Shelter Project
Area Agency on Aging Serving Napa/Solano Counties	HIV Network	Napa Valley Support Services
Becoming Independent	Housing and Economic Rights Advocates (HERA)	Napa Valley Vintners Community Health Center
Behavioral Health Collaborative	If Given a Chance	Napa Valley Youth Symphony
Big Brothers Big Sisters	Integrated Behavioral Health Initiative	NapaLearns
Boys & Girls Clubs of Napa Valley	International Institute of the Bay Area 2019 (IIBA)	NIMBUS ARTS
Boys & Girls Clubs of St. Helena and Calistoga	Junior Achievement of the Bay Area, Inc.	Nuestra Esperanza
Buckelew Programs	Kindergarten Readiness	OLE Health (Community Health Clinic OLE)
Calistoga Affordable Housing	Legal Aid of Napa Valley	On The Move
Calistoga Community Pool	LifeWorks Children's Ranch	Our Family
Calistoga Summer Bridges	Lilliput Children's Services	Parent-Child Advocacy Network (PCAN)
Capacity Building Grants	Los Ninos Family Center	PDI (pediatric dental initiative)
Catholic Charities	Loving Animals Providing Smiles	Planned Parenthood
Napa Valley Community Foundation - Flood Relief	Lutheran Social Services	Project Night
Child Abuse Prevention Council	Mentis (Family Service of Napa Valley)	Puertas Abiertas Community Resource Center
Child Start, Inc.	Migrant Education Program	Queen of the Valley Hospital
Christian Brothers Ranch	Modesto Hospice	Rebuilding Together Napa Valley
Christmas in April	Monarch Youth Homes	South Napa Shelter Project
Coalition for Chronic Case Management	Moving Forward Toward Independence	St. Helena Hospital Foundation
College Works	Napa CASA, A Voice for Children	St. Helena Public Schools Foundation
Community Action of Napa Valley	Napa County Foster Kids Fund	Summer Search North Bay
Community Health Initiative	Napa County Health & Human Services	The Salvation Army Napa Corps
Community Resources for Children	Napa County Housing Authority	Tucker Farm Center
Community Resources for Independence	Napa County Office of Education	UpValley Family Centers
Cope Family Center	Napa Emergency Women's Services (NEWS)	Napa Valley Vine Trail
Copia	Napa High Community Fund	Vine Village, Inc.
CyberMill, Inc.	Napa Sheriff's Activities League	Wolfe Center
	Napa Sonoma Film & Music Institute	



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