



STORIES OF IMPACT

2012

AUCTION NAPA VALLEY ANNUAL REPORT OF GIVING



THE STORIES YOU'RE HELPING TO WRITE

As supporters of Auction Napa Valley – the Napa Valley Vintners' annual community fundraising event – you've seen the most spectacular side of our renowned winemaking region. But behind the sparkle and the glamour is an even more gratifying piece of news. For the past 32 years, the NVV has given more than \$111 million to help fund local nonprofit organizations and strengthen the Napa County community.

Like that of any wise investor, our goal is to direct our resources to make the most meaningful difference. After thoughtful examination, research and analysis, we have streamlined our giving strategy to focus on two funding priorities: providing for community health and well-being, and supporting children's education. We award grants to those organizations focused on prevention and early intervention since research shows that is where we can make the greatest impact.

Because of the generous contributions of our bidders: nearly every child in Napa County now has health insurance, our two nonprofit hospitals have state-of-the-art facilities and equipment, the Napa Valley Vintners Community Health Center provides a one-stop healthcare facility for clients of several providers, and innovative educational programs help our children succeed.

Napa County's residents face steep challenges in a time of shrinking governmental support. This annual report will give you a glimpse into some of those challenges we face as a community, as well as the remarkable impact you are helping us make. We include the voices of some of the many individuals who have benefited from your generous support.

On behalf of the Board of Directors, we are so thankful for your support and we hope that you will read on to learn more about the inspiring stories we are writing together.

Gratefully yours,

A handwritten signature in black ink, appearing to read "Bruce", with a long, sweeping flourish extending to the right.

Bruce Cakebread

Board President

Napa Valley Vintners/Auction Napa Valley



AUCTION NAPA VALLEY BOARD OF DIRECTORS

Top row: Ed Matovcik, Eric Sklar, Dave Meyers, Michael Honig
Middle row: Paul Leary, Bruce Cakebread, Rick Jones, Doug Shafer
Bottom row: Bob Torres, Emma Swain, Russ Weis, Janet Viader
Not Pictured: Susan Boswell, David Duncan

WORKING PROACTIVELY FOR HEALTH AND WELL-BEING

CHALLENGE

One in three Americans delays medical treatment and preventive care because of healthcare costs.

Napa County residents are more likely than other Californians to suffer from asthma, diabetes, lung cancer, and obesity.

18% of Napa County residents are uninsured and 33% have had trouble finding a provider that would accept Medi-Cal.

IMPACT

St. Helena Hospital's Chronic Diseases Prevention program gives free preventive healthcare and education to low-income residents.

Queen of the Valley Medical Center's CARE Network focuses on managing low-income patients with chronic disease issues, reducing ER visits and readmissions to the hospital, maximizing wellness and improving the quality of life.

Community Health Clinic Ole offers health, dental and prenatal care to 25,000 patients annually on a sliding-fee scale based on federal poverty guidelines.

“During my pregnancy I developed gestational diabetes, which turned into type 2 diabetes after my baby was born. When the doctor in Clinic Ole’s diabetes group had me tested, we found out I had severe retinopathy, which can cause blindness. Because of the Clinic, I was able to get the needed treatment at UC Berkeley’s School of Optometry. But I still wasn’t motivated to manage my disease.”

One day, I brought my 14-year-old son to the Clinic for a physical. They told me he was very overweight, had high cholesterol, and showed signs of developing early type 2 diabetes. I went home and finally read all the handouts I’d been given in my diabetes group. Then I changed my family’s diet, we stopped drinking sugary sodas and started walking every night after dinner. My son has lost weight and his self-esteem has skyrocketed. It took seeing my son following in my own footsteps to change our way of life. I had to do it for him.”

— 42 year old mother of two in Napa

FUNDED ORGANIZATIONS

Community Health Clinic Ole
Queen of the Valley Medical Center
St. Helena Hospital

A young man with dark, curly hair and a woman with reddish-brown hair are embracing each other outdoors. The man is wearing a dark, short-sleeved button-down shirt, and the woman is wearing a blue top with black stripes. They are both smiling warmly at the camera. The background is a soft-focus green, suggesting foliage.

\$1.9 MILLION

**FOR DIRECT MEDICAL
AND DENTAL SERVICES**

LENDING SUPPORT TO FAMILIES AT RISK

CHALLENGE

Nobel Prize-winning research shows that a difficult family environment is a major predictor of cognitive and social issues with children.

One-quarter of American women will experience violence by an intimate partner sometime during her lifetime.

More than one-third of Napa County's children are eligible for subsidized healthcare due to poverty.

IMPACT

Each year 350 families learn how to provide a stable, healthy home for their children through Cope Family Center's home visitation and parent education services.

Napa Emergency Women's Services answers 750 crisis calls each year and houses an average of 35 women and 65 children in emergency shelters.

Children's Health Initiative annually assists at least 18,000 children with health insurance needs throughout the school year.

"We were on the brink of becoming homeless. After my divorce, I felt hopeless and rejected – not only did I have the stress of raising my two children as a single parent, but I was constantly worried about how I would make ends meet. To make matters worse, I couldn't afford medication because I had no health insurance.

I had nowhere else to turn when I walked into Cope Family Center, where the staff offered support instead of judgment. With their help, I was able to enroll my children in health insurance, to get therapy to cope with my depression and to learn about programs like the food bank that helped keep my expenses down. Cope Center was truly a lifesaver, helping to ensure that my children grow up in a healthy, safe home."

— 34 year old single mother of two in Napa

FUNDED ORGANIZATIONS

American Canyon Family Resource Center
Calistoga Family Center
Children's Health Initiative
Cope Family Center

Healthy Moms & Babies
Napa CASA
Napa Emergency Women's Services
ParentsCAN

Planned Parenthood
Puertas Abiertas Community Resource Center
St. Helena Family Center



\$1.14 MILLION

**FOR RESOURCES, EDUCATION AND
SERVICES FOR AT-RISK FAMILIES**

STARTING THEM OFF RIGHT

CHALLENGE

Research shows that high school dropouts face a lifetime of reduced earnings and a diminished quality of life while communities face lost taxes, productivity, higher costs for healthcare, welfare and crime.

Research also shows that youth displaced from their families are at a serious disadvantage in developing economic self-sufficiency and other life skills.

In Napa County, nearly half of all kindergartners are English-language learners, entering school at a level two years behind their fluent counterparts.

IMPACT

90% of Boys & Girls Club members graduate from high school, compared to 69% of the general national population.

Each year, On the Move's VOICES program helps about 1,200 youth successfully transition out of foster care, group homes and probation into independent adulthood.

90% of the children in Napa Valley Adult Education's First Steps summer kindergarten transition program demonstrate gains in pre-kindergarten academic skills.

"I made some really bad decisions growing up. It's not that I was ignorant or misinformed; I was just a very careless teenager. I attended the Boys & Girls Club's Youth Diversion program and it made me think harder and realize my mistakes. I went to Art Boot Camp, where I won a second-place ribbon for my artwork. I joined Smart Girls, a self-esteem building program that showcases the intelligence of young women. And I participated in Torch Club, a leadership program for kids who show a little extra potential. I started coming home every evening with completed homework because I got the extra academic help I needed from the Boys & Girls Club staff and volunteers.

Now I have a profound view of who I am and what kinds of decisions I want to make for my future. I was inspired to set my priorities straight and realize my full potential."

—17 year old Calistoga senior – recently accepted to Cabrillo Junior College to prepare for a career in social work

FUNDED ORGANIZATIONS

Big Brothers Big Sisters
Boys and Girls Clubs of Napa Valley
(in Napa and American Canyon)
Boys and Girls Clubs of St. Helena
and Calistoga

Child Start
Napa Valley Adult Education's First Step
NapaLearns

On the Move
Summer Search



\$1.275 MILLION

**FOR SERVICES SUPPORTING CHILDREN'S
SUCCESS IN SCHOOL**

REACHING THE MOST VULNERABLE

CHALLENGE

More than 26% of the U.S. adult population has a mental health disorder; less than half of those will receive treatment.

27% of Napa County's 11th graders said they used marijuana in the previous 30 days, compared with the state average of 19%.

With one of the highest per capita populations over age 85 in the state, Napa County will see the number of residents suffering from Alzheimer's double in the next 20 years.

IMPACT

Since 2010, Aldea has trained more than 1,000 local teachers, first-responders and residents to identify or assess mental health issues and to provide low-level intervention and referrals.

Adolescents participating in the Wolfe Center's Project SUCCESS showed a 37% decrease in substance use.

Each year, Napa Valley Hospice & Adult Day Services provides care, services and education to family members and caregivers of those suffering from Alzheimer's and other forms of dementia.

"Last fall I contacted Napa Valley Hospice and Adult Day Services to help me place my mother in a nursing home. During the call I couldn't stop crying – I was at my wit's end. My 92-year-old mother has advanced Alzheimer's. She was getting violent with me when I'd try to help her, she refused her medication and she'd wake me up every night asking for her parents. I couldn't even take a shower until my husband came home from work. I was losing sleep and afraid of what my mom would do next.

Adult Day Services got my mom into their specialized Alzheimer's program five days a week. Because she knows the daily routine, she loves to go and is always happy when the driver arrives to pick her up. As a result, her behavior has dramatically improved at home. This program has been such a blessing for our family, I thank God for it every day."

— 54 year old loving daughter in American Canyon

FUNDED ORGANIZATIONS

Aldea Children & Family Services
Area Agency on Aging
Family Service of Napa Valley

Gunilda Rianda Senior Activity Center
Napa Valley Hospice & Adult Day Services
Wolfe Center



\$772,000

**FOR ORGANIZATIONS ADDRESSING MENTAL
HEALTH, SUBSTANCE ABUSE AND AGING**

A.M. * Together Ever.

EXTENDING A SAFETY NET TO THOSE IN POVERTY

CHALLENGE

Nearly 10% of Napa County residents live below the poverty level. Among seniors, 40% live below the poverty level.

Of Napa's population at risk of homelessness, 70% are households with children and 20% are senior citizens.

Only 45% of Napa County renters are able to afford a typical two-bedroom apartment, making the local housing market unaffordable to more than half of the population.

IMPACT

Community Action Napa Valley distributes two million pounds of food each year through its food bank and serves 300 homebound people each day through Meals on Wheels.

Last year in Napa, 34 homeless families of 119 people, including 76 children, were sheltered for up to 90 days.

During its 36-year history, Napa Valley Community Housing has provided more than 600 new apartments and rental homes and supervised the rehabilitation of more than 200 additional units.

"I've been legally blind for the past four years. My two children live in the area, but they're both so busy with work and their own kids, they just can't be available to help with all the things I need as a homebound person. Meals on Wheels comes by every weekday and on Fridays they drop off enough food for the weekend. They're always so reliable and friendly, they've never missed a meal – and the food is terrific.

When I was a practicing attorney, I got involved in public speaking, talking to less fortunate people about the importance of keeping a positive attitude and never giving up. Now I'm the one who's on the receiving end. From the great food to the human contact and the regular, punctual delivery, I honestly have no idea what I would do without Meals on Wheels. I'm just so deeply grateful to them."

— 72 year old Napa resident

FUNDED ORGANIZATIONS

Calistoga Affordable Housing
Catholic Charities
Community Action Napa Valley
Fair Housing Napa Valley

Legal Aid of Napa Valley
Napa County Housing Authority
Napa Valley Community Housing
The Salvation Army



\$840,000

FOR FOOD AND SHELTER FOR OUR
COMMUNITY'S MOST VULNERABLE

NARROWING THE ACHIEVEMENT GAP

CHALLENGE

There is a 34 percentage-point difference on third-grade STAR Language Arts test scores between English-language learners and English-fluent students.

Napa County needs more high-quality preschool classes and programs to help children prepare for kindergarten.

Non-English speaking parents do not know how to access preschool for their children, or how to help their children learn basic skills.

IMPACT

NVV's comprehensive approach will engage a coalition of community organizations to:

- Provide family literacy and involvement
- Provide first-rate coaching for early childhood providers
- Increase preschool enrollments
- Provide summer programs for targeted pre-kindergarten students

As an essential part of its commitment to the local community, Napa Valley Vintners is building a strategic initiative to close the educational achievement gap between English-learner and English-fluent children, and between those of varying socio-economic status.

This initiative – which allocates \$1 million per year for at least three years – will focus on providing access to high-quality preschools for our county's highest-need students, preparing them fully for public kindergarten.

Pulling from the vast knowledge of public educators, preschool providers, parent service agencies and school district officials, this initiative will begin as a site-based project at four targeted school neighborhoods. The ultimate goal is to create a model to use throughout the county to close the educational achievement gap for Napa County students by third grade.



\$1 MILLION

**TO CLOSE THE ACADEMIC
ACHIEVEMENT GAP IN NAPA COUNTY**



**WE ARE SO GRATEFUL THAT
IN THE PAST YEAR WE HAVE
BEEN ABLE TO GIVE**

\$7 MILLION

to local nonprofit organizations. We thank our guests from around the world for their generous bidding; our talented Napa Valley vintners for creating world-class wine and auction lots; and the many agencies and programs we support for their commitment to the public good. Together, we are writing the stories of a healthier community.

AUCTION
NAPA VALLEY



THE AMERICAN WINE CLASSIC

You can support Auction Napa Valley 2013 by bidding at the event,
contributing to our Marvels to Miracles Fund or by bidding in the E-Auction.

auctionnapavalley.org



napa valley vintners

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