



## VCC MONTHLY TOAST

APRIL 2010

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Vintners Charitable Cooperative \* A Toast to Charity! \*  
[www.charityvintner.org](http://www.charityvintner.org)

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### Directors' Letter: Wine Store Coming!, New Vintner Partners, Second Shipment

We are excited to announce some great news - we will be launching an online wine store next month! For all the details, see the article below. The gist? *Buy wine, support a cause - any amount of wine, any time, any verified cause!*

We are also thrilled to announce three new Vintner Partners: Balletto Vineyards in Santa Rosa, CA; COHO Wines in Napa, CA; and Judd's Hill Winery in Napa, CA. Read more about them below.

Lastly, our second wine club offering is shipping April 23rd. *There is still time to get it!* **The deadline to order is April 10th.** Go to [www.charityvintner.org](http://www.charityvintner.org), pick your favorite charity, and join the club today!

Regards,

A handwritten signature in black ink, appearing to read 'M. Barch'.

Mackie A. Barch  
Founder & Managing Director, East Coast

A handwritten signature in black ink, appearing to read 'A. Capps'.

Adrienne D. Capps, CFRE  
Managing Director, West Coast



## Full Online Wine Store Coming in May!

[Vintners Charitable Cooperative](#) is excited to share news about our online wine store coming next month. We will continue to offer the wine club as it currently is. However, we will be adding a full online wine store offering the exceptional, artisan wines from our five Vintner Partners.



*This will expand our efforts and help raise even more money for the nonprofit community. Here's how it will work:*

- In addition to the VCC wine club, you will be able to buy wine from any of our Vintner Partners any time and in any quantity.
- Even more exciting is that you can buy wine online and/or join the wine club for ANY verified 501(c)3 nonprofit organization. The choice of charity you wish to support will NO longer be limited to VCC Charity Partners. Buy wine and/or join the wine club and support your favorite cause, including your alma mater, church or other local nonprofit. The organization need only be a verifiable 501(c)3 organization.
- VCC will offer a comprehensive set of tools on its website for nonprofit organizations to use to promote this fundraising opportunity among their donors and friends. This will include downloadable VCC logo, press release, events postcard, brochure, newsletter article, email text and more.
- For online wine sales, 10% of the total sale in your shopping cart (excluding tax and shipping) will be donated to the charity of your choice. For example, if you put 6 bottles of wine in your cart and together they cost \$200 (excluding tax and shipping), VCC will donate \$20 to the charity you designate. *It's that easy!*
- We will continue the wine club and all current members will not be affected by the change. They will continue to receive their club shipment twice per year under the same parameters as is currently detailed on the website. The only change to the club is the donation language. Currently VCC gives 50% of the profits to the Charity Partner of your choice. VCC will be donating the exact same amount to the charity from the wine club sale, but we are tweaking the language a bit. The new language will be 25% of the total sale (excluding tax and shipping) to support your favorite charity. *'50% of profit' equals '25% of the sale' so we are not changing the donation, just the language.*

Stay tuned for a revised website and the launch on the store - coming in just a few, short weeks!

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## Three New Vintner Partners Join VCC

This month three new Vintner Partners join [Vintners Charitable Cooperative](#) in its effort to help nonprofit organizations raise money while at the same time celebrating the world's greatest winemakers.



### [Balletto Vineyards](#) in Santa Rosa, CA

John Balletto began farming in 1977 at the tender age of 17. With the competition in the

vegetable business extremely tough, the Ballettos began converting their vegetable land to wine grapes. In 2001, the Ballettos crushed enough Russian River Valley fruit for 391 cases of Chardonnay and 689 cases of Pinot Noir. Today, the Ballettos feel fortunate enough to sell the majority of their grapes to other wineries, selecting for themselves small quantities from many different clones and soil types.

### **[COHO Wines](#) in Napa, CA**

Coho is the shared aspiration of Brooks Painter and Gary Lipp to produce flavorful, balanced wines. Grown in select cool-climate vineyards, Coho wines emphasize fruit purity and vitality. Their combined experience working for California wineries totals almost fifty years; both of Brooks and Gary involved in all aspects of the craft, acquiring the skills to bottle their passion.

### **[Judd's Hill Winery](#) in Napa, CA**

Beginning as garage winemakers, pioneering vintners Art and Bunnie Finkelstein have been producing legendary wines in the Napa Valley since the 1970s, when they created Whitehall Lane Winery. Now, along with their son, Judd and his wife Holly, they continue to hand-craft ultra-premium wines with the same heartfelt and intimate style that has been their signature for more than 30 years.

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## **Second VCC Wine Club Shipment Shipping *Not too late to order!***

April 10th is the deadline to join the VCC wine club for one of our six Charity Partners. If you are or become a club member for one of these three charities, [Austin Groups for the Elderly](#), [National Alliance for Thrombosis & Thrombophilia](#), or [Operation Smile](#), you will receive the following shipment:



- Vineyard: [Chappellet Winery](#), St. Helena, CA
- Price: \$122.00, plus tax and shipping
- Wines:
  - 2 bottles 2008 Napa Valley Chardonnay
  - 2 bottles 2007 Mountain Cuvee
- Shipping Date: April 23, 2010
- Special Offer: Chappellet Winery will extend a 10% discount for all purchases from VCC Wine Club members made directly from the winery through December 31, 2011. For more information, call 1-800-4-WINERY.

If you are or become a club member for one of these three charities, [Greater DC Cares](#), [Michael Hoefflin Foundation for Children's Cancer](#), or [Reach Out and Read](#), you will receive the following shipment:

- Vineyard: [D'Argenzio Winery](#), Santa Rosa, CA

- Price: \$138.00, plus tax and shipping
  - Wines:
    - 1 bottle 2004 Baldacci Zinfandel
    - 1 bottle 2004 Thorn Pinot Noir
    - 1 bottle 2003 L Cabernet Sauvignon
  - Shipping Date: April 23, 2010
  - Special Offer: D'Argenzio Winery will extend a 10% discount for all purchases from VCC Wine Club members made directly from the winery through December 31, 2011. For more information, call [\(707\) 546-2466](tel:7075462466).
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