



## VCC MONTHLY TOAST

**JUNE 2010**

**Vintners Charitable Cooperative \* A Toast to Charity! \***

[www.charityvintner.org](http://www.charityvintner.org)

[Click Here to Tell a Friend About VCC](#)

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### Directors' Letter

If you are in or near the wine business, you know how incredibly difficult it is to navigate state laws. That said, we continue to be in a holding pattern with regard to the wine store, unfortunately. We will certainly keep everyone posted on those developments.

The good news is you can still raise money for your favorite charity or your own organization by signing up for the VCC Wine Club - or encouraging sign-ups among your donors and supporters! 25% of EACH shipment (excluding tax and shipping) will be donated to your charity - the fall shipment is a \$39.50 donation for your cause.

Below is a more detailed description of the club and how it works, including information about [Charity Tools](#) - downloadable brochures, flyers and other materials you can use to promote VCC for your organization. Visit [www.charityvintner.org](http://www.charityvintner.org) for details.

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

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## Spend about \$25 per month; Get 25% for Your Favorite Charity

The VCC Wine Club was set up as a fun way for wine lovers to support their favorite causes - whether that is children and families, the environment, a church or synagogue, their alma mater or a local food pantry or shelter.



"I support the National Alliance for Thrombosis and Thrombophilia, otherwise known as NATT, with my wine club membership," said VCC Founder, Mackie Barch. "My brother and I have a dangerous hereditary blood clot disorder and without NATT out there advocating for patients and supporting research and treatment, many people could die from the clots.

"I give to NATT every year, but I also support them with my VCC Wine Club membership," Mackie continued. "What other way can I drink great wine to help support the treatment of blood disorders!?"

Averaging about \$25.00 per month, you can also choose your favorite charity to support and drink great wine. 25% of EACH shipment from your wine club membership will be donated to the charity of your choice (excluding tax and shipping).

Below are the specifics about the wine club, but you can also go to [www.charityvintner.org/wineclub](http://www.charityvintner.org/wineclub) for more information.

- Price: \$175.00 *maximum* per shipment, excluding tax and shipping.
- Wine: 2-6 bottles of family-owned, boutique wine from artisan producers across the country per shipment.
- Shipments: Twice per year, once in the spring and once in the fall.
- Tax and shipping costs: Depending on your state, wine sales tax is between 4% and 12%, and shipping costs start at \$10.00 per shipment. For more information, [click here](#).
- Average cost: To date, less than \$150.00 per shipment with tax and shipping.
- Ship to states: To find out where the VCC Wine Club ships, please [click here](#).
- Vineyards: Hand-selected and varies with each shipment so you receive an ever-changing variety of great wine. For a list of our Vintner Partners, [click here](#).
- Payment: Visa, Mastercard and American Express accepted.
- Credit cards: Charged at the time of club sign-up for the first shipment and then about two weeks before a next shipment for subsequent offerings.
- Cancellation: Cancel at any time by logging into your personal account.
- Tax-deduction: Please note that membership in this wine club and payments for wine are not tax-deductible.

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## Charities...Easy Ways to Promote VCC



Last month, VCC redesigned its website and one of the prominent new features is found under the Charities tab on the homepage - [Charity Tools](#). There you'll see we've developed a pretty comprehensive set of tools that you can download, tweak and implement quickly and easily to promote the VCC Wine Club to your community. The downloadable list includes the VCC logo, postcard, tri-fold brochure, flyer as well as text for emails and to use with social media. Click the link above to find out more.

**AND...**the nonprofit organization with the most new wine club memberships between May 1, 2010 and the next club order deadline, September 17, 2010, will receive an extra 5% donation!

If you don't see a resource on the Charity Tools site you'd like to be using or have a suggestion, please contact:

Adrienne D. Capps, CFRE  
Managing Director, West Coast  
[adrienne@charityvintner.org](mailto:adrienne@charityvintner.org)

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Vintners Charitable Cooperative  
(888) 770-2448  
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