



VCC MONTHLY TOAST

MARCH 2010

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Vintners Charitable Cooperative * A Toast to Charity! *
www.charityvintner.org

Directors' Letter: First Issue of Monthly Newsletter Launched

We hope this short, monthly newsletter will help you stay in touch with the new developments and changes at [Vintners Charitable Cooperative](http://www.charityvintner.org) (VCC). Included will be announcements of new Charity and Vintner Partners as well as upcoming wine shipments and profiles of our current Partners.

Our newsletter content will reach hundreds of individuals in the nonprofit community as well as wine industry through email and Facebook announcements. If you are interested in newsletter or Facebook sponsorship opportunities, please email us at info@charityvintner.org.

Thank you for your continued support of our work. We are looking forward to 2010 with great excitement - to help raise money for the important missions of our Charity Partners and celebrating the amazing wines produced by our Vintner Partners.

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

First Shipment Completed

December 2, 2009 was the first shipment date for [Vintners Charitable Cooperative](#) (VCC). [Chappellet](#) wines were sent to new wine club members that joined to support Charity Partners [Reach Out and Read](#) (Boston, MA) and the [Michael Hoefflin Foundation for Children's Cancer](#) (Santa Clarita, CA).



The shipment included two bottles of Chappellet's 2007 Napa Valley Chardonnay, which had recently received a 91point rating from Wine Spectator, as well as two bottles of its 2007 Mountain Cuvee.

Nearly \$600 was raised for both charities.

"A modest, but solid start," said VCC Founder, Mackie Barch. "I'm quite proud of this milestone. The shipment went well and all our new wine club members were happy."

The Michael Hoefflin Foundation had the most wine club members join – 12 in total.

"VCC is an innovative and almost effortless way for people to support our mission of providing hope, help and healing for children with cancer and their families. People, regardless of geography, can help us and we know that this partnership will be fruitful for many years to come," said Jeffrey Shapiro, Executive Director for MHF.

For more information about becoming a wine club member to support one of VCC's Charity Partners, visit the website at www.charityvintner.org.

Three New Charity Partners Announced

[Vintners Charitable Cooperative](#) (VCC) is pleased to announce the addition of three new Charity Partners: [Operation Smile](#), the [National Alliance for Thrombosis & Thrombophilia](#) (NATT) and [Austin Groups for the Elderly](#) (AGE).

As a VCC Charity Partner, each of these organizations will receive 50% of the net profits from an online-only wine club created to help nonprofit organizations raise money while at the same time celebrating the world's greatest winemakers.



Individuals can become wine club members for one of these three or VCC's other Charity Partners, the [Michael Hoefflin Foundation for Children's Cancer](#), [Greater DC Cares](#) or [Reach Out and Read](#), by visiting VCC's website, www.charityvintner.org.

Once on the homepage, individuals choose their charity and are directed to information about the wine club. Members, twice per year, receive exceptional, boutique wines from VCC's Vintner Partners - all small, artisan producers that are hand-selected. There are no sign-up fees and offerings are capped at a maximum of \$175.00 per shipment excluding tax and shipping. Each shipment includes two to six premium bottles of wine.

Upcoming shipments include award-winning wines from VCC Vintner Partners, [Chappellet](#) and [D'Argenzio Winery](#). Chappellet, a Napa Valley winery, recently received several impressive Wine Spectator ratings. D'Argenzio Winery has received numerous local awards from Sonoma County and boasts three generations of their Italian family making handcrafted wines.

VCC Founder, Mackie Barch, recently shared his excitement for the new partnerships. "Being able to tell the stories of both the winemaker and the charity in a way that helps the missions of these great organizations and promotes some of the best wine in the world, what could be better?" said Barch.

A Toast! Partner Profile: Michael Hoefflin Foundation for Children's Cancer

VCC is a fun way for people to support their favorite charities by receiving wine shipments twice per year where 50% of the profits are donated directly to the nonprofit organization. Fun aside, VCC's Charity Partners are fulfilling important, life-critical missions every day.

The [Michael Hoefflin Foundation for Children's Cancer](#) (MHF) joined VCC in October 2009. It is

headquartered in Santa Clarita, CA about 30 miles north of Los Angeles and was started in 1994 in honor of a young boy named Michael Hoefflin, who had recurrent brain cancer. During his struggle, his parents, family, friends and neighbors, rallied together and pledged to become a positive force in the discovery of cures for all children with cancer. Today MHF provides financial and emotional support to children and their families in the Santa Clarita and surrounding valleys. They also educate the public and provide grant funding for innovative research to accelerate progress in the fight against pediatric cancer.

This is one story about the important work MHF is doing for families and children struggling with cancer.

"Jennifer was six years old when she was diagnosed with osteosarcoma, bone cancer in her right leg. My husband and I were completely distraught, extremely worried about the life of our daughter, and completely clueless about this type of cancer. The doctor wanted her to start chemotherapy immediately, and after many prayers and talking to our daughter about the



procedure, she began treatment.

At the hospital, we were given a social worker that immediately introduced us to the Michael Hoefflin Foundation. The Foundation provided us with gas and grocery support, which helped us get to the hospital to see our daughter, ensured that we made it to her doctor's appointments, and that she was able to eat whatever her heart desired. Most importantly, it kept our family together and focused on what's important: family fun time. They had bowling nights, Halloween celebrations, face painting and so much more.

We love the Foundation and everyone that has assisted us. The Foundation has been our guardian angel. They have always called to check on us and to lend a hand. We would have never been able to keep our children happy, smiling and focused on family and life if the Michael Hoefflin Foundation didn't step in and help.

Jennifer no longer has to go to the hospital four to five days a week. She will soon begin physical therapy to continue her progress. She was able to go to summer school, and is looking forward to ballet and piano lessons. Jennifer's journey has been a traumatic one, but we always had great support from the Michael Hoefflin Foundation. Because of them, there has and always will be hope for us all."

For more information about MHF, visit their VCC page at www.charitypartner.org/mhf or their homepage at www.mhf.org.

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