



DIRECT TO CONSUMER
WINE SYMPOSIUM
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Building Community and Business Through Wine: Philanthropy

"We show up. We show up not only when it's easy, but when it's difficult. When we show up for our community, they show up for us."

- Caterina Balletto



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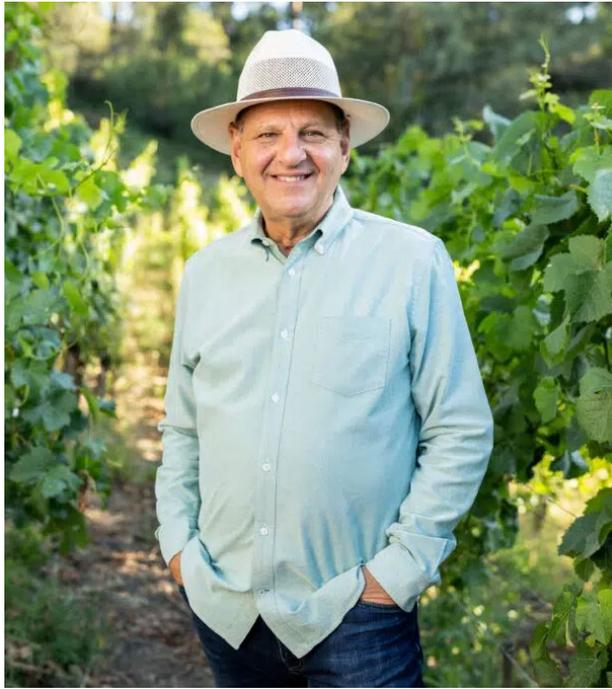
Cyndi (Alvarez) Yoxall

Wine Club Manager / DTC Management Team
Balletto Vineyards
Former Director of Philanthropy

"Never forget how fortunate we are to live here, to work here, to touch the land, and be surrounded in nature. Work hard and give back. Gratitude is everything." -Rafael Alvarez, Sr.



Meet our Panelists



Ross Halleck

Founder of Halleck Vineyard



Monica Lopez

Co-Founder/General Manager of Bacchus Landing and Aldina Vineyards



Every one of us in the wine industry GIVES....

Total Contributions from the California Wine Sector



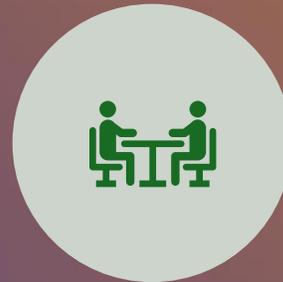
\$291.2M is donated each year in CA and we are asked every single day.
\$305.2M is given across the United States.



CA wineries donated between 5M-20M bottles of wine to charity each year.
Value of \$58M-\$102M (cost basis)



Wineries are owned and operated by people who care about community, who operate by helping their neighbors, who say yes.
And...who need to grow their business and brand.



How can we say yes, when should we say no, and how can we partner in ways that support both community and build our business?
Every winery gives away wine, philanthropy is so important, however rigor is needed.

Philanthropy Through Experience



Member of our Inner Circle

Halleck Vineyard channels its winemaking expertise to benefit charitable causes through creative and engaging initiatives.

Live Auction

Wine auctions and special events support local and global organizations, raising vital funds for various causes.

Experience that Money Can't Buy

Sharing their story and passion motivates community participation and increases awareness for philanthropy.

Community - Driven Philanthropy

Philanthropy Anchored in Community

Community is a central pillar, shaping philanthropic impact beyond wine tourism and fostering local engagement in Healdsburg.

Inclusive Cause-Driven Events

Event management prioritizes inclusivity, offering experiences that unite and benefit diverse visitors from all backgrounds.

Measured Local Impact

The trickle-down effect is monitored with benchmarks, ensuring organizations, residents, and culture all benefit from events.



Rigor is crucial, as it ensures that giving back leads to real, measurable impact, moving beyond good intentions.



Return on Philanthropic Investment



Maximizes Impact



Builds Trust and Credibility



Informs Strategy



Connects to Core Values