



Clos LaChance Winery | May 4, 2024 | 6pm to 9pm

## **Taste. Connect. Make an impact.**

Discover the wine & culinary delights of Santa Clara Valley and support local charitable organizations

The Santa Clara Valley Wine Auction is presented by the **Morgan Hill Community Foundation** in partnership with the **Wineries of Santa Clara Valley**. This event brings together local community and visitors to not only discover amazing wine, food, and culinary network but to connect with and support local philanthropic causes. In 2023, the event at the Guglielmo Winery welcomed over 200 guests tasting great wine, sampling local foods, and supporting non-profits with silent and live auction bidding.

In 2023 this event raised over \$40,000 that was provided back to 23 non-profits who participated in the event and afterwards through the Morgan Hill Community Foundation Grants process. In addition, local wineries and restaurants were supported for their participation from ticket sales.

Building on the great success of last year, the next Santa Clara Valley Wine Auction is planned for Saturday May 4, 2024, at the Clos LaChance Winery in San Martin.

We are reaching out to our non-profit contacts to share information and to invite participation to raise funds in support of your work.

### **How does non-profit participation work?**

1. Non-Profit Organizations are invited to participate in the silent and live auctions by providing items obtained by their organization to be auctioned at the event. The non-profit will provide a detailed description of the item up for auction, an estimated value, and the minimum bid accepted.
2. The participating non-profits will receive 75% of the final paid amount for each auction item, the remaining 25% will be retained by the Morgan Hill Community Foundation to support event out-of-pocket costs.



3. In addition to receiving proceeds from the auction, participating non-profits will be included in the event program, on the event website and in the post event media outreach.
4. Participating non-profits are asked to provide volunteer support to the event. The support is typically associated with ticketing processes, set up of auction items, monitoring of the auction and checkout of the auction items. The serving of food and wine is performed by the wineries and restaurants.
5. Participating non-profits are asked to publicize the event on their social media and other methods of outreach to support ticket sales and attendance.
6. Because this is a fundraising event, all persons participating in wine tasting and food sampling, must purchase an event ticket. Snacks and refreshments are available for volunteers.

### **How do the auctions work?**

There are two types of Auctions;

#### **1. Silent Auction**

- a. The silent auction items are typically a physical item, basket or gift card and are taken by the auction winner at the conclusion of the event.
- b. Each item is photographed and included in an online auction site for viewing and bidding prior to the event. At the event the item is displayed for view by the auction attendees. The online site is used to bid on the item and the auction will close at a specified time.
- c. The process for bidding is provided to each auction attendee when they obtain their tickets and support is available at the auction for individuals to use the online program. This process was used in 2023 and proved to be efficient and worked well. Payments are made through an auction site and no money is handled at the event.



## **2. Live Auction**

- a. The live auction items are typically valued at \$1,000 or more and may be an item or an experience such as use of a cabin, culinary experience, vacation home, etc.
- b. These items are auctioned by an auctioneer at the end of the event, so there is much energy and excitement around the live auction. The description is essential to ensure that bidders are clear on what they will receive for their bid. A certificate or letter describing the item in detail will lead to a better result.
- c. These items are advertised in advance and at the event, while the bidding is live and takes place using assigned bidder paddles.

\*\*\*The Morgan Hill Community Foundation will make all determinations regarding items' use in the Silent or Live Auction.

## **3. Payments to Non-Profits**

- a. Funds are disbursed after the event to Non-Profits by the Morgan Hill Community Foundation.
- b. The funds raised by the Morgan Hill Community Foundation from ticket sales, auctions and sponsorships will be used to support event costs, operating costs and grants to local non-profits in their 2024 grants process.

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We deeply appreciate your taking the time to review these details and hope that you will participate in the 2024 Santa Clara Valley Wine Auction.

Please contact me if you have any questions!

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To submit auction items, please visit <https://fs25.formsite.com/MHCF/WineAuctionVolunteer/index.html>.

For more information about the MHCF, please visit <https://www.morganhillcf.org>.

Morgan Hill Community Foundation Tax ID #80-0001382.

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