

2021 IMPACT REPORT



MONTEREY
PENINSULA
FOUNDATION

PROUD HOST OF



**AT&T
PEBBLE BEACH
PRO-AM**



pure
INSURANCE
CHAMPIONSHIP
— Impacting first tee —

2021 IMPACT REPORT



CRITICAL SUPPORT FOR OUR TRI-COUNTY REGION

DRIVE TO \$200 MILLION

As the years roll on, the charitable donations keep adding up. Since 1947 the AT&T Pebble Beach Pro-Am has been known for generating millions of dollars, donated annually to nonprofits throughout Monterey and the surrounding communities. In 2022, tournament host organization Monterey Peninsula Foundation will surpass \$200 million in charitable contributions.

Continuously ranked as the top contributor on the PGA TOUR, the Foundation is thrilled to be the first tournament to reach such a milestone, carrying on the tradition of golf and giving established by Bing Crosby and friends more than 75 years ago.

Despite many challenges caused by the pandemic, Monterey Peninsula Foundation has provided support for urgent needs related to health and human services, food security and educational equity.

Long-term, substantial grant recipients include Cal State Monterey Bay, Community Hospital of the Monterey Peninsula, Boys & Girls Club of Monterey and Santa Cruz Counties and First Tee – Monterey County. The Foundation is also proud to support the East Salinas Initiative in partnership with Big Sur Land Trust, working together to establish an early childhood learning center, soccer complex, community gathering space and park with safe public access.

As leaders from the world of business, sports and entertainment are drawn to the iconic Pebble Beach golf courses to play with PGA TOUR professional partners, the legacy of golf and giving will continue to provide for our community.



FIRST TEE – MONTEREY COUNTY

First Tee Monterey County is a chapter of the PGA Tour Foundation's First Tee and teaches children valuable life skills and core values through the game of golf. Local partnerships with school districts allow trained coaches to work with 4th grade to 6th grade children during school hours. "I don't know where I would be if it wasn't for First Tee", said Jose F., a long-time participant and now a part time coach at the chapter. "It is so amazing that I am now in the position to be a role model to help make good decisions for these kids - just like the coaches were there for me."

CEO of First Tee Monterey County, Nick Nelson, shares that through funding from MPF, they are able to positively impact the lives of over 10,000 young people a year and have impacted over 90,000 youth since its inception in 2004.

At the campus, children also attend after-school classes in First Tee's Taylor Farms Center For Learning. "We offer so many different opportunities for our youth," said Jacob Ayon, Director Pro-Tem of the Center. "We partner with many of the local youth development programs including Boys and Girls Clubs, Guitars not Guns, and Ariel Theatrical, all working together to improve the lives of the youth."

Additionally, First Tee also offers graduating seniors an opportunity to attend CSUMB through its Pay It Forward Scholarship and mentoring program, a partnership with CSUMB. Scholars can earn a \$20,000 scholarship to attend the university and have an adult mentor to guide them throughout their college experience.

FIRST 5 SAN BENITO

In 2019, First 5 San Benito (F5SB) requested \$80,000 from the Monterey Peninsula Foundation to fund the completion of building improvements and equip the Family Impact Center facility in Hollister, CA. With the support of the foundation, the Family Impact Center (FIC), quickly became a vital resource in San Benito County. The FIC opened its doors in January 2020, exactly the same month that Public Health, an FIC partner, identified the first reported case of COVID 19 in San Benito County. This divine timing allowed the FIC and partners to be a central point of emergency supplies, PPE, and food distribution. The staff of F5SB and FIC didn't miss one day of work, keeping the doors open to families in a time of crises, and quickly pivoting its services to online virtual services.

Monterey Peninsula Foundation also granted First 5 San Benito with COVID related emergency supply funding. To address the challenges caused by the COVID-19 pandemic, First 5 San Benito collaborated with nearly 40 partners in the community to distribute over 300,00 meals and other essential supplies, like diapers and formula, to hundreds of San Benito County families each week.

This emergency supply and food distribution continues as part of the effort to lessen the burden food insecurity has on the county of San Benito.

BOYS & GIRLS CLUBS OF SANTA CRUZ COUNTY

Boys & Girls Clubs of Santa Cruz County’s (BGCSCC) collaboration with Monterey Peninsula Foundation ensures that thousands of children and teenagers in Santa Cruz County have access to affordable and safe Clubhouses, professional and caring mentors and relevant programs. This partnership has become even more important during these uncertain times and the onslaught of the COVID-19 crises in March 2020. Monterey Peninsula Foundation’s flexibility has been central to BGCSCC capacity to positively impact those most affected by this pandemic and establish new ways to serve as many members as possible - while adhering to new and constantly changing CDC guidelines.

On April 13, 2020 BGCSCC safely reopened Clubhouses to youth of essential workers - just one month after the full state lockdown. Over the past year, in partnership with MPF, schools, parents and community partners, BGCSCC has focused on keeping everyone safe, providing social and emotional support and implementing virtual learning programming for 368 youth ages 6-18.

“I am an essential health care worker, mother, provider and freshly minted teacher. Coming home after work, making dinner and catching up on schoolwork was a big daily to do. My daughters look forward to attending The Boys and Girls Club daily. They enjoy a structured daily schedule of class time, lunch, outdoor playtime as well as arts and crafts. Boys and Girls Club is a wonderful place that keeps us happy, healthy, and safe. Thank you for being there.” - Jenny

GET INVOLVED

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