# Vida OLE! Celebration Raises 4.1 Million For Healthcare In Napa Valley

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HEALTH CARE

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*OLE Health Foundation kicked off an $8 million capital campaign to create a new primary care hub in ... [+] Calistoga raising $4.1 million – half the goal – at an exciting auction held on Saturday, June 29, at Sullivan Rutherford Estate. The fund-a-need brought in nearly $3 million with $1 million pledged by OLE Health Foundation Board member Steve Fink and three $500,000 pledges from Foundation board members Naoko Dalla Valle, Pete and Leslie Richmond, and Rick and Elaine Jones.*

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The OLE Health Foundation, established by esteemed vintner John Shafer in 1986, is committed to securing a stable financial future for OLE Health through sustained support and resources. As a dedicated 501(c)(3) entity, the foundation's primary mission is to raise funds and garner widespread support for CommuniCare+OLE in Napa County, ensuring continuous access to quality healthcare services for the community.

In 2024, the foundation set an ambitious goal of raising $8 million to create a new primary care hub in Calistoga, which will expand access to essential health services for the region's residents. To kick off the campaign, OLE held its annual three-day event, Vida OLE! This signature event featured a range of activities, including exquisite wine tastings from renowned local vineyards, live and silent auctions, gourmet dinners prepared by top chefs, and live entertainment showcasing the rich cultural heritage of the Napa Valley.

Attendees of Vida OLE not only enjoy a weekend of luxury and enjoyment but also contribute to a cause that significantly impacts the wellbeing of their community.

## Raise More Than A Glass in Napa Valley For Access To Healthcare

For nearly a decade, the need for expanded primary care access north of Napa city limits has been increasingly evident. The Up Valley Campus, planned for a site at the eastern end of Lincoln Avenue in Calistoga, aims to address this critical demand. This ambitious project will provide essential medical resources to the community, ensuring accessible healthcare for all.

The new 11,000-square-foot facility will offer a comprehensive range of services, including medical, dental, behavioral health, and other primary care services. It will cater to all residents and workers in the area, regardless of their insurance status or ability to pay. This initiative highlights a fundamental truth: comprehensive, accessible healthcare should be a right, not a privilege.

*"We are the medical home for 60% of the residents who live Up Valley, and the reality is that we simply cannot provide the same access and services our patients have come to rely on in our current facilities," said **Alicia Hardy, Chief Executive Officer of Communicare+OLE**. "With a small, rented clinic in St. Helena and a 40-year-old double wide modular in Calistoga, we are long overdue to provide a state-of-the-art facility for our patients, our dedicated staff and our community'.*

The facility also strives to promote community wellness by offering preventative care in addition to treatment options, thereby elevating the region's overall health standards. Equipped with state-of-the-art technology and staffed by a dedicated team of healthcare professionals, the Up Valley Campus is set to become a cornerstone of the community. It aims to foster better health outcomes and enhance the quality of life for all its members.

## Wine Country Comes Together

*Funding for the project will come entirely from private donations secured through the OLE Health ... [+] Foundation's Up Valley Capital Campaign, co-chaired by Foundation board members Naoko Dalla Valle of Dalla Valle Vineyards and Pete Richmond of Silverado Farming Company with Rick Jones of Jones Family Vineyards serving as Honorary Chair.*

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The auction concluded a weekend brimming with events that celebrated the vibrant community and its dedication to philanthropy. Festivities began on Thursday, June 27, with the Visionaries Luncheon at Burgess Cellars. Led by Carlton McCoy, the Napa Valley Vintners were honored with the prestigious John Shafer Visionary Award for their significant contributions to the community and the wine industry. Historically, the Napa Valley Vintners have been indispensable to the OLE Health Foundation, providing over $40 million in financial support, pivotal in advancing healthcare services in the region.

Friday night featured a dazzling array of vintner dinners, hosted by luminaries in the wine industry such as Darioush, DANA Estates, Stony Hill Vineyards, and vintner Jean-Charles Boisset. These exclusive gatherings were a feast for the senses, showcasing Napa Valley's finest wines and gourmet cuisine, masterfully crafted by renowned chefs. The evening was enriched with heartfelt stories from CommuniCare+OLE Medical Directors about their patients, sharing poignant narratives that highlighted the importance of the community's support and the profound impact their contributions have had on improving lives. Each dinner was not just a celebration of wine and food but also a testament to the strong bonds and shared commitments within the Napa Valley community.

## Half the goal met at Sullivan Ranch Estate Winery

*Vida OLE! was sponsored by Boisset Collection, Dalla Valle Vineyards, Kaiser Permanente, Mechanics ... [+] Bank, Sullivan Rutherford Estate, Darioush, The Doctors Company, Exclusive Resorts, The Meritage Resort and Spa, Stony Hill Vineyards, Silicon Valley Bank, American Ag Credit, Bank of Marin, Bianco Winegrowing, Dana Estates, Loco Tequila, Aonair Wine, Coblentz Patch Duffy & Bass LLP, GVM Law LLP, J.P. Morgan, and The Press Democrat.*

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$4.1 million was raised at an exciting and highly anticipated auction held on Saturday, June 29, at Sullivan Rutherford Estate. Bidders competed enthusiastically for unique items and experiences, all in the name of supporting this crucial initiative. The auction featured unique once-in-a-lifetime experiences, and the bidding reflected it. The biggest auction lot of the evening was a dinner featuring a vertical tasting of Dalla Valle Vineyards signature label, Maya, catered by the chef at world-renowned, three-star rated restaurant Single Thread, which went for $500,000. Other big-ticket items included the women's luncheon honoring icons of Napa Valley, the men's barbeque and poker night, a trip to Burgundy with John-Charles Boisset, and a trip to Argentina with vintners Barry and Jennifer Waitte.

*"This is an urgent need. Our Up Valley communities are currently under-resourced in terms of medical professionals and facilities," said **Rick Jones, OLE Health Foundation Treasurer and honorary capital campaign chair.** "We need to take care of the people who are the backbone of our community, whether it be those in the vineyards and the wineries, the staff in our restaurants that we all enjoy, or the hotel employees, they all need to feel that this is a community that supports them. I am excited about the vision for the new facility."*

Learn more about OLE Health and how to donate by clicking here

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