



The Carmel Pine Cone

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There's no Concours on the Avenue, but it still donates \$10K to foundation

By MARY SCHLEY

THIS WAS supposed to be Concours Week, with dozens of events celebrating automobiles all over the Monterey Peninsula, but even though all the hoopla is on hold, one event is still providing benefits to the community. This week, The Carmel

Foundation announced it will receive \$10,000 from the Concours on the Avenue, which had been scheduled for Tuesday until the coronavirus got in the way. The foundation has benefited from Doug and Genie Freedman's concours since 2007, to the tune of \$440,000. This year, even though the show was canceled and the Freedmans stayed home in Atlanta, they donated money from entrants and others who still wanted to help. "We were very fortunate that Doug Freedman was still able to collect over \$10,000 in donations for the foundation even though the event wasn't even held," CEO Holly Zoller said. "Amazing." Looking forward to 2021 The foundation was among the

first organizations to shut down in early March as the pandemic emerged but is still striving to care for its 55-and-over membership, including expanding its meal deliveries and offering curbside to-go lunches. "Personalized calls to each of our more than 3,400 members have been made to check in, say, 'Hello,' and see if additional services are needed," she said. Residents of the foundation's low-income housing have received additional support services, as well. Members, donors, businesses and other foundations have helped the nonprofit deal with the significant drop in revenues resulting from the campus being closed, according to Zoller, and this week's contribution was significant. "While the event was canceled this year because of the pandemic, through the efforts made by the event organizer and the generosity of the collector car community, \$10,350 was donated to The Carmel Foundation this year," she said. "With these additional funds, a total of

more than \$440,000 has been raised through the years to support vital and vibrant programs and services for those in our community." The Freedmans said they are looking forward to a time when it's safe for people to be out and about having "fun Things of beauty with cars in August on the streets of Carmel," but in the meantime are grateful to have been able to help. "We think of one and all each day and look forward to the time when we are together again with our teammates at The Carmel Foundation and our fantastic entrants, judges, staging team members and special volunteers," Doug Freedman said. "We are all thankful and pleased that we have pulled together to generate more of the ever-important building of awareness and contributions that mean so much — simply put, proud to be part of a great team — and you can be sure that Tuesday, Aug. 10, 2021 cannot be here quickly enough."