

The Carmel Pine Cone

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2017 THE CHARITIES

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By Kelly Nix

THE RETURN of mega entertainer Justin Timberlake at the AT&T Pebble Beach Pro-Am next week is great news for local charities, which have received tens of millions of dollars from the golf tournament since it began eight decades ago.

Timberlake's second straight appearance in the Feb. 6-12 event, along with the presence of numerous other high-profile celebrities, will help draw big crowds, which means more revenue for charitable organizations in Monterey, Santa Cruz and San Benito counties.

In the 2016 AT&T Pebble Beach Pro-Am, Timberlake partnered with golf pro Justin Rose of England. Monterey Peninsula Foundation CEO and tournament director Steve John in a statement last week commented on Timberlake and Rose's performance at



A Carmel Foundation instructor shows a senior how to use her iPhone and email

last year's tournament in Pebble Beach. "The duo was fantastic last year, not only in how they played, but how they interacted with the massive galleries," John said. "Their popularity played a significant role in our record attendance and having them back again will assist us in raising even

more money for our local charities."

The Monterey Peninsula Foundation — the philanthropic arm of the AT&T Pebble Beach Pro-Am — awards funds to nonprofit organizations that benefit the community in the focus areas of arts and culture, community and environment, education, health and human services and youth.

The organization's primary source of funds is the AT&T Pebble Beach Pro-Am. In the 2015/16 fiscal year, the Monterey Peninsula Foundation donated \$10.8 million to nonprofits in the Monterey Bay area.

More than 200 grants are approved a year, each averaging \$30,000. Here are a few that nonprofit groups that get some of the revenue from ticket buyers and sponsors of the Pro-Am:

The Carmel Foundation

The AT&T Pebble Beach Pro-Am also benefits the Carmel Foundation, a 3,000-member strong organization which for decades has offered myriad programs and services for those over 55 years and older.



Members of the Carmel Foundation take an exercise class, just one of many things to do at the organization, which accepts members 55 and older

"Our vision is to facilitate successful aging by providing a broad spectrum of interactive activities and services for the ever-changing physical, social, emotional and cognitive needs of our members," according to the Carmel Foundation.

In fact, the foundation offers more than 50 classes and activities every week in the areas of creative arts and self-expression, driving, games, horticulture, literature, music, writing and health and wellness. It also offers Day excursions outside of Peninsula to museums, plays and shopping, a technology center, affordable lunches four days per week and caregiver support groups.

The Carmel Foundation also partners with agencies that serve seniors like Legal Services for Seniors, Alliance on Aging, Visiting Nurse Association and Hospice and the Independent Transportation Network Monterey County.

In 2015/2016, the Monterey Peninsula Foundation granted the Carmel nonprofit \$80,000 for a program which enables its senior members to "remain in their homes and live independently."

"The funds from the AT&T has provided ongoing support for our program called Monterey Bay Village, which allows seniors to remain in their home as they age with supportive services provided by both volunteers and professional referrals," Jill Sheffield, president and CEO of the Carmel Foundation, told The Pine Cone this week. "This means anything from a volunteer driving a senior to a doctor appointment, or help trimming rose bush, a walk on the beach for a sight impaired senior, a volunteer helping with a computer problem, changing a light bulb, and more."

That means independence and better quality of life for those who need it, which in turn provides peace of mind for themselves and their families, she said.