

LAS PATRONAS

Partnering with the San Diego Community since 1946

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Las Patronas Hosts New Member Luncheon

Seven New Members Introduced & Announcements of Grand Total Raised at the 72nd Jewel Ball and Theme of the 73rd Jewel Ball

La Jolla, California—On October 17, 2018, Las Patronas hosted its annual New Member Luncheon at the La Jolla Country Club. Approximately 150 active and advisory members gathered to welcome seven new members with a traditional introduction of each new member. The luncheon also celebrated the success of the 72nd Jewel Ball, ***Viva la Vida*** with the announcement of fundraising totals and launched the 73rd Jewel Ball with the unveiling of the theme, ***Wonderland***.

The Las Patronas active and advisory membership in attendance warmly welcomed the seven new members of the “Class of 2018”: Ingrid de Alba de Salazar, Misti Coleman, Jessica Goff, Katherine Kozo, Kim McIntyre, Jill Peters and Kim Russell. Each of these talented and dedicated volunteers will serve a six-year active membership in Las Patronas, working each year to plan and build the Jewel Ball, visit grant applicants and raise funds for nonprofits throughout San Diego County.

Following the introduction of the new members, the Chair of Jewel Ball 2018, Jennifer Edstrom, along with co-chairs Kelly Kent and Nicole Velazquez, revealed the net proceeds from ***Viva la Vida***, which was held on August 4, 2018 at the La Jolla Beach & Tennis Club. ***Viva la Vida*** earned \$847,545, all of which will be granted to San Diego nonprofits.

“The success of ***Viva la Vida*** was truly an effort from our entire community,” said Jennifer Edstrom. “The lives of so many in San Diego County benefit because of those in our community who came together to support our efforts. We are enormously grateful to our many generous donors.”

Major Beneficiaries of ***Viva la Vida*** are the Burn Institute, Just In Time For Foster Youth, Kitchens for Good, Outdoor Outreach, San Diego Air & Space Museum, San Diego Habitat for Humanity, San Diego Humane Society, The Arc of San Diego, UCSD Autism Center of Excellence, The Twelfth Step House of San Diego, and Urban Life Ministries Incorporated.

“We are thrilled with the success of ***Viva la Vida***,” said Las Patronas President, Michelle Wiseman. “In collaboration with our many community partners, we have raised over \$21 million since our founding in 1946. More than one thousand worthy nonprofits in San Diego County have received funding for critically needed capital items. We look forward to celebrating our 73rd year of supporting the San Diego Community.”

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Following the announcement of the earnings of 72nd Jewel Ball, the Chair of Jewel Ball 2019, Nicole Velazquez, along with her co-chairs Cathy Maywood and Shay Stephens, unveiled the 73rd Jewel Ball theme, ***Wonderland***.

The 73rd Jewel Ball, ***Wonderland***, will give you the key to a journey down the rabbit hole, into a fantasy world where the impossible is possible. Sipping on our signature cocktail you could find a 'shrunk' you surrounded by giant flowers, butterflies and mushrooms. The Queen of Hearts may invite you to a game of croquet with her flamingo mallets. A deck of cards could come to life, and the roses will be properly painted red, so you don't lose your head. You will then be whisked into the Mad Hatter's Ballroom where playful and elegant collide in the most wonderful way!

Las Patronas invites guests to immerse themselves in the beauty and charm of the 73rd Jewel Ball, ***Wonderland***, featuring sophisticated décor designed and hand crafted by their volunteer members. Mark your calendars for Saturday, August 3, 2019, for a spectacular evening at the La Jolla Beach & Tennis Club experiencing ***Wonderland***. An exceptionally fun night of dining and dancing, with no paddle raise and no live auction, the Jewel Ball is truly a most enjoyable celebration of Las Patronas' nonprofit beneficiaries and generous supporters.

Las Patronas is a philanthropic organization with a long history of giving. Since its inception in 1946, Las Patronas has donated over \$21 million to over a thousand charitable institutions in San Diego. The funds distributed to these organizations are generated through yearlong fundraising efforts and the annual presentation of the Jewel Ball, one of San Diego's most enduring social, cultural, and philanthropic traditions. All funds raised by Las Patronas stay in San Diego County and are distributed to many small grass-root nonprofits as well as larger, more visible organizations.

For more information about Las Patronas and the annual Jewel Ball, please visit www.laspatronas.org.

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“Las Patronas is committed to providing financial assistance to non-profit organizations in San Diego County that provide valuable community services in the areas of health, education, social services, and cultural arts, and to continuing our tradition of service to enhance the quality of life in our community.”