Not so long ago, La Jolla was a small village. Life was simple here. It was 1946, World War II had ended, and the young married women of La Jolla, whose families had settled in the seacoast town, saw the need to raise money to benefit organizations that helped others. Under the wise guidance of Kathryn Hosmer McReynolds, a collection of 14 well-educated and sophisticated women formed a committee. Knowledgeable through their fathers and husbands about business—and through their mothers about their personal responsibility to contribute toward good causes—this group devised a plan: create a Ball...but not just any charity ball.

This savvy group met weekly from May 9 to June 6, 1947 at the La Jolla Beach & Tennis Club. The unofficial meeting minutes read, “Complete confusion. Everyone talked at once...no one listened. Everyone had an idea! Enough to plan for a hundred balls. But all agreed—PARTY MUST BE FUN! It also needed a name. Since La Jolla is the Jewel City, why not the Jewel Ball? With that settled, the group put together the invitations with all but the first line of type set—the league had no name. Ideas flew: Las Basquinhas (“The Petticoats”) or perhaps Las Madrinas (“The Godmothers?”). Finally, they chose Las Patronas (The Patronesses). A league was born.

The newly formed Las Patronas membership thought big, yet strove to create a ball that would be financially successful. In less than a month, the 14 women made the décor, created a menu, designed a program, and skillfully negotiated deals that would form the framework for the first Jewel Ball. They snared Frankie Carle and his orchestra for $1,500 and then scrambled to raise the money to pay him by selling ads in the Jewel Ball program book for cash in advance. And with the event planning underway, they sold 200 tickets for $15 a couple to cover their costs and raise money.

As day turned into night, the homemade Jewel Ball sign glowed and welcomed guests, spotlights illuminated jeweled cornucopias, and decorated trees floated on rafts in the pool. It was July 4, 1947 at the La Jolla Beach & Tennis Club, the night the first Jewel Ball came to life, with supper at midnight, gambling in the La Sala room, music, soft lights and dancing to Frankie Carle. The very first Jewel Ball raised $1,357 for the United China Relief Fund, its sole beneficiary. We are proud to say that not much has changed since then. For the past 70 years, Las Patronas members have continued the legacy of hard work and dedication of providing financial assistance to nonprofit organizations throughout San Diego County. This unwavering love and support Las Patronas has for those in our community will never end, as the Jewel Ball will continue to celebrate and dance the night away for many wonderful years to come.

SHANGRI-LA. The name, a borrowed term from James Hilton’s novel, Lost Horizon, elicits an exciting vision of a hidden place, concealed behind a mysterious and harmonious veil, a hidden Himalayan paradise with the singular purpose of making its inhabitants forever happy. This delightful image is precisely the goal that we seek to achieve at this year’s Jewel Ball: transporting visitors to a wonderful land of rich culture and never-ending awe. Dare to imagine an utopia tucked within the folds of the La Jolla hillside, where time stands still for just one unforgettable summer night. Come discover the ageless beauty of Asian culture, art, and gorgeous antiquities. The women of Las Patronas proudly invite you to dance among the dragons and relish in the festivities of Shangri-La.
2016 JEWEL BALL

Birch Aquarium at Scripps

The Birch Aquarium at Scripps serves as the outreach, interpretive facility for the world’s largest ocean research institution, the Scripps Institute of Oceanography. Las Patronas is funding a van specially designed with life support systems to transport animals and species that are an integral part of the curricula of their K – 12 programs.

Major Beneficiaries

Maritime Museum of San Diego

The Maritime Museum of San Diego maintains and operates the Star of India, the jewel of its collection of ships and one of our City’s most visible and treasured landmarks. The museum will use the grant to purchase materials for the redecking of the ship, which will ensure its integrity for many years to come.

Episcopal Community Services

Episcopal Community Services (ECS) works with homeless individuals to connect them with much-needed social services helping them to get off the street, into housing and rebuild their lives. The greatest barrier to these in need is often lack of access to services. With support from Las Patronas, ECS will be able to purchase a passenger van to transport their clients.

New Haven Youth & Family Services

A van will be purchased for New Haven’s Catering Youth Academy for student field trips to partner with restaurants and post-secondary culinary schools, to provide transportation of students to daily internships and employment, and to serve as the Catering Community Service vehicle.

Generated Hope

Generated Hope provides safe, long term housing and support services to young women who have been subjected to sexual trafficking, so that they may break free from the cycle of abuse. With the grant from Las Patronas, Generated Hope will be able to purchase a much-needed passenger vehicle.

Rebuilding Together San Diego

Rebuilding Together San Diego (RTSD) repairs and rehabilitates homes of those who are unable to accomplish the needed work on their own. Recruiting urban blight by assisting the elderly, veterans, the disabled, and low income families to maintain the houses they own. RTSD will receive a box truck for the transport of construction materials.

Girl Scouts, San Diego Imperial Council, Inc.

Through their programs, the Girl Scouts provides leadership opportunities for girls and cultivates values, social conscience and self-esteem. With their cabin in Balboa Park they provide hands-on project based learning experiences. Las Patronas is providing crucial finishing items for the interior of the remodel of Balboa Cabin 5.

Serving Seniors

Serving Seniors provides affordable housing, nutritious meals, access to health care and social services to senior citizens throughout San Diego County. Serving Seniors makes and distributes 98,000 meals per year and the need continues to grow. They will purchase a commercial grade oven for the Potiker Family Senior Residences.

Jacobs Center for Neighborhood Innovation

Among its many partnerships with communities, Jacobs Center for Neighborhood Innovation (UCN) runs Writers Blok, an innovative youth workforce development program. This grant from Las Patronas of an automated silk screen press will expand Writers Blok’s capacity to generate revenue, increase student participation, learn entrepreneurial skills and help clients create powerful visual designs.

Sharp Memorial Rehabilitation Center

Sharp Memorial Rehabilitation Center provides comprehensive rehabilitation services throughout San Diego County. They provide in and outpatient treatment to a wide variety of individuals enabling them to regain physical, cognitive, and sensory capabilities. With funds from Las Patronas, a ceiling-mounted patient handling system will help staff effectively deliver care.
Las Patronas Legacy Society

The Legacy Society was established to honor and thank our members and community leaders who have included the Las Patronas Endowment Fund in their charitable bequests and estate plans. They have done so by naming Las Patronas as beneficiary to wills, living trusts, IRAs or other life-income gifts. We are honored now to also welcome into the Legacy Society those who give a Direct Donation to the Las Patronas Endowment Fund of $10,000 or above. Legacy Society Members are recognized in Las Patronas’ directory, website, annual newsletter, Jewels Bull program book, and with special recognition at the Legacy Society appreciation event.

Additionally, we are excited to announce that beginning next year, Las Patronas will be giving an annual Legacy Grant to a selected beneficiary. This grant will be underwritten by the Las Patronas Endowment Fund. We are so very thankful for the many generous contributions to the Fund that have made this possible.

Direct Donors to the Las Patronas Endowment Fund
Barbara Doreen in memory of
Christine Stuhler and Joan Wilson
Caroline and Nicolas Niesemberg in honor of
The Platinum Sisters (2015-16 Advisory Reps)

Legacy Society Members
Reid Abrams and Michi Olin
Lisa and Raul Alliance
Sarah Burton-Hawkes
Katya and Michael Desden
Anne and Chuck Dick
Linda Dicker
Nancy Didricken
Gay and Steve Grossman
Helen Hazemond
Teresa Hesper
Claudia and Jeff Johnson
Jean and Robert Joyce
Alison and Craig Lee
Barbara Mulligan

Susan Myerson
Caroline and Nicolas Niesemberg
Susan and Edward Pfein
The Paulin Family
Nicole and David Repp
Sharon Sverchek

2016 Minor Beneficiaries

Big Brothers Big Sisters of San Diego County
Boys to Men Mentoring Network
Community Christian Service Agency, Inc.
Developmental Services Continuum, Inc.
Doors of Change
Elder Law & Advocacy
Epilepsy Foundation of San Diego County
Family Resource Foundation
Home Start, Inc.
Housing Development Partners of San Diego
Hubbs-SeaWorld Research Institute
Interfaith Community Services
International Bipolar Foundation
Intrepid Shakespeare Company
KPBS Public Broadcasting
Lions, Tigers & Bears — A Big Cat and Exotic Animal Rescue
Mingei International Museum
North Coast Repertory Theatre
Outside the Lens

Reading Liqueurs
San Diego Canyonlands
San Diego County Medical Society Foundation
San Diego Historical Society
San Diego Organizing Project
San Diego Second Chance
Somali Bantu Association of America
Spay Neuter Action Project
Special Delivery San Diego
St. Rita’s School
Support the Enlited Project
The Dignity
Third Avenue Charitable Organization
Traveling Stories
UCSD Medical Center
Banister Family House
Walden Family Services
Women’s Museum of California
Words Alive

YALLA San Diego Inc. —
Youth and Leaders Living Actively

2016 Spirit of Giving Award
LA JOLLA LIGHT

Each year, Las Patronas seeks to recognize an individual or an organization that has consistently supported the efforts and interests of our organization by honoring them with the Spirit of Giving Award. The honoree must have demonstrated a continuity of support and a partnership with Las Patronas. The honorees must share similar cares, concerns, and community values as those of Las Patronas. In this regard, we are proud to recognize the La Jolla Light with the 2016 Spirit of Giving Award.

For 70 years, the La Jolla Light has consistently promoted our tradition of service to enhance the quality of life in our community. It has attended our events and written, photographed, and presented Las Patronas not only as a social organization, but as a philanthropic organization making a tremendous impact on life in San Diego. We are truly thankful for the La Jolla Light’s support and look forward to partnering with them for many years in the future.

Congratulations to the La Jolla Light!
The gates to earthly paradise are open to you. Rosy sunset casts a mystical glow on the walls of a forbidden palace sanctuary. Red lanterns sway over a forest of bamboo. Sample the sips and spices of Asia as you toast to good fortune, amongst sumptuous yellow silk and elegant blue and white porcelain poolside. After drifting through a stately moon gate, you will dance and dine under the shade of cherry blossoms and the watchful eye of auspicious dragons.

Welcome to Shangri-La!

“It was perfectly true; he just rather liked being at Shangri-La. Its atmosphere soothed while its mystery stimulated, and the total sensation was agreeable.”

- James Hilton

August 6, 2016 at the La Jolla Beach & Tennis Club


Keeping with tradition of doing the work themselves, Las Patronas members labor for six months in their warehouse to build realistic architectural elements, paint hundreds of flats, bedazzle bars and transform found objects into works of art.

All it takes is a little ingenuity and work, work, work.

Nicole Velazquez and Jennifer Edstrom
Design Co-Chairs
SILENT AUCTION HIGHLIGHTS

Michael Reid Art Pieces and Design Credits

Michael is a 3rd generation San Diergano. He is out of the box thinking, desire to always give back, and need for his work to be a part of something much bigger has led him to pursue goals that some would call unimaginable. In addition to unique pieces of art that will fill the sky of the Bal. Michael has donated four $5,000 and one $10,000 “Design Credits” towards a custom piece of artwork. This credit will allow the purchaser to work with Michael in more than intimate, custom and direct way.

Four Seasons Punta Mita

One-week stay at the Four Seasons Resort, Punta Mita in a luxury 3-bedroom/bath private residence. Enjoy championship golf, tennis, diving, sport fishing, sailing, jeep tours, horseback riding and rainforest excursions. The house comes with one staff member who is available during your stay to do light cooking, laundry, and cleaning. Just 45 minutes from Puerto Vallarta. Sunday to Sunday rental, week to be mutually agreed upon, excludes holidays. Generously donated by Jessica & Joseph Costanzola.

Balloons, Private Balloon Ride

Cruising all day and beer tower! This is the package for you! Enjoy a private behind-the-scenes tour for you and four friends. See how the Brew Master makes San Diego’s number one local beer. After your private tour and tasting, enjoy dinner, two appetizers and two beers per person.

Cocktail Suite with Champagne for 35

La Petite Champagne will orchestrate and staff a prestigious cocktail suite at Madison Gallery in La Santa. Every detail will be tailored to your taste! Invitations and floral arrangements provided by Statements of La Santa. Chef Drew McPheeters will cater your event. Wine pairings from Quail Ridge Estates will complement your exquisite food. Photographer Jeff Corrigan will capture your evening.

Tavarua Island Resort Fiji

One-week stay for two at the iconic Tavarua Island Resort, the world’s premier surf destination! Your stay includes accommodations, meals and activities - surfing, snorkeling, paddle boarding, kayaking, fishing, tennis and more! Enjoy white sand, tropical waters and star-studded night skies on this South Pacific island escape.

Breathtaking Tuscany Italy

Gather family and friends for one-week in Tuscany at “La Paluzza”. This lovely guest villa is on a 20-acre private vineyard just outside of Florence. Relax by the pool, wander through the Tuscan countryside and absorb the enchanting views. Week to be mutually agreed upon. Generously donated by Barbara & Pete Howton.

Sit In, Ski Out in Whistler!

The Whistler base area, in British Columbia, exists because of skiing. With more than 8,000 acres over 2 mountains, Whistler and Blackcomb, it’s the largest skiable area in North America. Enjoy a luxurious 7-night stay in this 4-bedroom/6-bath home.

Hot! Hot! Hot!

Come have dinner with our local flame-grilling heroes! They are cooking up something special and serving it hot to lucky guests at a San Diego Civic Foyer. Enjoy a memorable meal, personal tour of the station and the truck and, if you’re on your best behavior, a ride!
n the evening of August 6, 2016 we will celebrate the 70th Annual Jewel Ball. Las Patronas is so proud to celebrate 70 years of giving back to our San Diego community. We are grateful for our generous underwriters, advertisers, donors, vendors, Advisory Members and our loyal Jewel Ball guests. Without the support of each and every one of these individuals, Las Patronas would not be able to carry out its mission of 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. We have been fortunate to have been able to grant over $19M in the last 70 years.

Thank you to the La Jolla Beach & Tennis Club for its continued partnership with Las Patronas, which has been instrumental in the production of seven decades of Jewel Ball celebrations. Our history together is rich with stories of building the ball, overcoming the elements, hosting famous guests, and the creation of an event year after year that is like no other. We are so proud and thankful of what we have done together.

We hope you will enjoy reading our newsletter, which includes information on this year’s well-deserving Major beneficiaries which each receive a grant over $20,000, as well as, the listing of this year’s Minor beneficiaries.

We are enthusiastic to share the evening of the Jewel Ball with you and look forward to seeing you all in Shangri-La, August 6, 2016.

Kathryn Gayner
Jewel Ball Chair
Lisa Betyar
Las Patronas President

Las Patronas thanks La Jolla Beach & Tennis Club, dedicated partner and gracious host since 1946. You bring us the beauty of Shangri-La everyday!