Las Patronas doles out Viva La Vida proceeds

Jewel Ball nets $847,545 for worthy nonprofits

BY ASHLEY MACKIN-SOLOMON

The name Las Patronas may grace dozens passenger vans, work trucks and other vehicles that help San Diego non-profits execute their missions, but if this year’s Beneficiaries Luncheon proved anything, it’s that they fund much, much more.

Las Patronas celebrated the distribution of 11 checks of more than $20,000 dollars each (generated at the 2018 Jewel Ball fundraiser, themed Viva La Vida, which netted $847,545) and a Legacy Grant funded from the investment income of the Las Patronas Endowment Fund on Jan. 23 at their annual Beneficiaries Luncheon at the Marine Room.

“This is one of our favorite events in Las Patronas because today we celebrate the success of our most recent Jewel Ball,” said Michelle Wiseman, 2019 Las Patronas president. “When we learn of (our beneficiaries’) need, it inspires us to work hard for you. When we hear of your success, it gladdens our spirits because we know we’ve played a part in making so many lives so much better.”

For example, grants were given to:

- Kitchens for Good to purchase culinary equipment to provide a classroom environment for formerly incarcerated and transitional age foster youth;
- San Diego Air and Space Museum for an Amelia Earhart animatronic to enrich educational programming and elevate the historical significance of her accomplishments;
- San Diego Humane Society for radiology table, generator and dental radiology unit to treat and prepare animals for adoption;
- Arc of San Diego for fitness equipment to maintain the health and well-being of people with intellectual and developmental disabilities;
- UC San Diego Autism Center of Excellence for an eye tracking machine to provide data for children with Autism.

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Spectrum Disorder.
The recipient of this year's Legacy Society Grant is the Foundation for Animal Care and Education (FACE). The funds from this grant purchased “critically needed” computer equipment to support FACE’s mission of enhancing and preserving the quality of life of animals by providing access to necessary medical care and education.

Of course, there were grants to fund passenger vans and work trucks as well.

Viva La Vida chair Jennifer Edstrom added: “The power to transform our community is really the force that allows us to do the hard work for so many months. It is also the foundation that carries all the Las Patronas members forward: to partner with so many wonderful beneficiaries, and we are in awe of all that you do for San Diego; it inspires us to fundraise.”

The 73rd Jewel Ball, themed Wonderland, will take place on Saturday, Aug. 3 at the La Jolla Beach & Tennis Club to raise money for next year’s selection of beneficiaries (which have not been named).

Wonderland chair Nicole Velazquez concluded: “Join us on an adventure through our version of Alice in Wonderland. We will give you a key to a fantasy world where the impossible is possible. As you fall down the rabbit hole, you could find a shrunken version of you, surrounded by giant mushrooms and butterflies and flowers. You could play a game of croquet with the queen of hearts 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. Then dine and dance under the stars in the Mad Hatter’s ballroom, where playful and elegant collide in the most wonderful way.”

To learn more, visit laspatronas.org.