



SAN FRANCISCO WINE SCHOOL™

## The Glancy Wine Education Fund Background & Donation Information 2017

### ***The Background***

At San Francisco Wine School, we believe that every motivated and engaged student should have access to high quality, professional education in his or her trade. Sadly, many jobs in hospitality and the wine industry pay well below equivalent positions in other industries and those truly passionate about their field, cannot afford the education they need to begin or advance their careers. Since our inception in 2011, we have been funding our own tuition assistance programs as well as providing flexible financing and internships to worthy recipients. As the offerings and awareness of our school have expanded, the financial need of deserving students has outpaced our ability to serve, so in 2017, the 5013c qualified Glancy Wine Education Fund was established to provide scholarships to San Francisco Wine School Students in search of financial aid. Our inaugural scholarship cycle this summer revealed an incredible need in our community and we are endeavoring to raise \$100,000 or more to support the tuition of up-and-coming professionals in need.

### ***The Fund***

The 501c3-qualified Glancy Wine Education Fund was established in 2017 with a \$50,000 contribution from the proceeds of San Francisco Wine School's 2016 Anniversary Celebration & Scholarship Auction and generous contributions from community donors. This fund allowed us to greatly expand our ability to provide tuition assistance to those in need by awarding educational scholarships for any certification program offered by San Francisco Wine School to students demonstrating financial need and relevant educational and professional goals in the wine and hospitality industry.

Scholarship recipients are evaluated and ranked by an independent committee based on financial need, academic performance, and work experience, as well as educational and career goals. Scholarships are awarded based on the cost of coursework requested and the amount available in the Fund.

### ***The Need***

The Fund's inaugural scholarship cycle this last August revealed a much greater need than expected. In only *three weeks*, the GWEF received *60 applications* with requests totaling *over \$100,000*. We were also shocked to learn that *97% of the completed applications were from students earning less than the "living wage" threshold in our community*. As a result, the fund was able to provide *awards to only 40% of the qualified applicants before completely depleting the available funds*.

This year, we are determined to raise even more funds to support financially challenged students in our community who are eager to start or advance their career in wine and service. 2018 scholarships will be funded with profits from **San Francisco Wine School's 2017 Anniversary Celebration and Scholarship Auction** being held Saturday, October 21<sup>st</sup> from 1-6pm and from generous donations from the wine industry businesses, professionals, and enthusiasts in our community. All contributions to the Glancy Wine Education Fund will be tax deductible.

Credential Programs | Workshops | Corporate Training | Private Events | Appearances

650.763.1324

help@sfinewschool.com

sfinewschool.com

### ***The Impact of Donations***

- \$25,000 will fund an entry level certification program to a class of students preparing for their first sommelier exams
- \$15,000 will provide 2 students with the education they need to prepare for advanced level sommelier or Certified Wine Educator Exams and industry competitions
- \$10,000 will help 3 Chefs, Event Planners, Waiters, or Managers of Restaurants, Wine Bars, & Tasting Rooms to understand global wines, service and food pairing in a way that impacts their staff and improves the service of their clients
- \$5,000 will provide 1 entry level sommelier with the education they need to prepare for intermediate level exams and competitions
- \$1,500 will help a student get the education they need to prepare for an entry level job in the wine industry
- \$800 will help a Wine Program Manager or Director get the education they need to make their beverage lists creative, diversified and profitable

### ***Support the Cause***

Beyond attending our Anniversary Celebration and bidding on the available auction items, there are a number ways to support the Glancy Wine Education Fund. We greatly appreciate every dollar, item and hour contributed to this very personal and heart-felt cause.

***Direct Donations*** – We are in search of Founding Donors and Matching Pledges to give The Glancy Wine Education Fund a head start going into the Anniversary Celebration & Scholarship Auction on October 21<sup>st</sup>. Introductions are greatly appreciated! All donations pledged by October 15th will be recognized as Founding Donors by name in the event program guide and on our website and receive benefits as follows:

Nebuchadnezzar Level - \$50,000 or more will receive naming rights to one of San Francisco Wine School unnamed classrooms for the calendar year 2018 and 8 VIP tickets to the Anniversary Celebration & Scholarship Auction

Imperial Level – \$25,000 or more may choose to put a scholarship in their name and 6 VIP tickets to the Anniversary Celebration & Scholarship Auction

Jeroboam Level - \$15,000 or more will receive personalized wine procurement services at wholesale prices for the 2018 calendar year and 4 VIP tickets to the Anniversary Celebration & Scholarship Auction

Double Magnum Level - \$10,000 will receive 2 seats in any professional program offered by SFWS in 2018 and 2 VIP tickets to the Anniversary Celebration & Scholarship Auction

Magnum Level - \$5,000 will receive 2 complimentary passes to every public event SFWS offers in 2018 and 2 VIP tickets to the Anniversary Celebration & Scholarship Auction

***Auction Item Sponsorship*** – We're looking for special lots and unique experiences that people can't get anywhere else. Anything from personalized tours of your favorite places to curated tastings of unique foods & wines in unique spaces to special wine bottles and lots. All auction items will be included with credit in our Event Program Guide and on our website. Donors of items valued at > \$1,500 will also receive special mention at the event and 4 General Admission tickets to the Anniversary Celebration & Scholarship Auction

***Food & Beverage Sponsorship*** - Every penny we save is a penny that goes toward the Glancy Wine Education Foundation. We are looking for sponsors to donate sample wines and appetizers for the Grand Tasting stations. Sponsors donating > \$1,500 in product / services will receive inclusion in the sponsorship section of the event registration page and printed programs, special mention at the event and 4 General Admission tickets to the Anniversary Celebration & Scholarship Auction

**Volunteer at the Event** – It takes a tremendous number of people to put on an event like this. We are in need of food and beverage servers, event setup and breakdown staff, and event service staff. Shifts are flexible and volunteers will receive free entrance to the event they are scheduled on plus credit for future classes and events based upon the hours worked.

**About San Francisco Wine School**

San Francisco Wine School strives to open up the world of wine to serious students and enthusiasts everywhere while helping people of all levels break into the wine industry, advance their career, or simply pursue their passions. Founded by Master Sommelier and Certified Wine Educator David Glancy, San Francisco Wine School is the largest wine school in the U.S., offering the most thoughtful approach to wine study. Classes are taught in their state of the art wine education center and their cutting edge virtual classroom by industry-leading instructors from all major educational disciplines.

San Francisco Wine School’s curriculum features the best content in the business: expert course materials, carefully conceived wine flights, and in-depth blind tasting exercises designed to engage students, illuminate course content and enhance learning. Their new sunlight-filled Wine Education Center is conveniently located just 5 minutes from San Francisco International Airport. It boasts 16-ft high covered ceilings, eight 12-ft tall arched windows, and gorgeous 180 degree views of the San Bruno Mountains, South San Francisco City Hall and the San Francisco Bay, making it the perfect place to enjoy classes, industry seminars and tastings and host a wide variety of private events.

**Donation Information**

COORDINATOR NAME \_\_\_\_\_ DONOR NAME \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

TYPE OF DONATION

- 2018 Founding Donor     2018 Matching Donor     Auction item     F&B Donation     Volunteer

DESCRIPTION:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

VALUE: \_\_\_\_\_

Return Donation Information to help@sfwineschool.com. TIN For Glancy Wine Education Fund at Scholarship America #042296967. Any pledged auction items will be provided to winner upon confirmation of winner’s deposit into the established fund.