

# Celebrating Over Four Decades of Giving



*The Pebble Beach Concours d'Elegance has now raised more than \$27 million for charity with the help of generous donors and many volunteers. In an effort to show how these charity dollars are changing lives, we offer this look at our primary charitable partner, the Pebble Beach Company Foundation.*

*The Foundation and its community of supporters join hands to change the lives of our youth, today and for generations to come.*

Despite the fact that Monterey County is iconic—with its stunning natural beauty, world-class golf courses, and its designation as a bucket-list travel destination—there is a troubling epidemic in the community. Sixty-seven percent of third-grade children cannot read at their grade level. Twenty-five percent of children under the age of 17 live below the poverty line. More than 50,000 residents require monthly food assistance. It is these figures, and ultimately these lives, that the Pebble Beach Company Foundation seeks to improve.

In 1975, the Pebble Beach Company Foundation was born with a mission to provide youth with the building blocks of success, starting with literacy and education. “The Pebble Beach Concours d'Elegance is proud to be the leading contributor to the Foundation,” says Concours Chairman Sandra Button. “Each year car enthusiasts gather here not only to share their automotive treasures with others, but to change lives for the better. Their generosity is a true inspiration—and the Foundation is a great steward of their generous gifts.”

As the philanthropic arm of Pebble Beach Company, the Foundation receives contributions from annual events held at Pebble Beach Resorts, including the Pebble Beach Concours d'Elegance. For more than four decades—since the humble beginnings of the Pebble Beach Company Foundation—the Pebble Beach Concours has been the driving force behind the Foundation's ability to raise and distribute funds to local charities.

Grants from the Foundation support the arts, athletics, environmental sciences, educational organizations and community programs. The Foundation also provides college scholarships each year. In 2018, the Pebble Beach Company Foundation granted to more than 80 of the region's best youth-focused nonprofits, funding a record \$1 million in grants and scholarships.

“Education, especially literacy, is a central focus of the Pebble Beach Company Foundation,” says Bill Perocchi, CEO

of Pebble Beach Company. “We believe that education is critical for individuals to rise out of poverty. The money raised for and by the Foundation, and in turn distributed to our community partners, helps address this need.”

The ongoing Phil Hill Scholarships and the newly established Jules “J.” & Sally Heumann Scholarships emphasize both the importance of preserving historic automobiles and the educational focus of the Foundation by providing financial support to students participating in automotive arts and restoration programs. The Phil Hill Scholarships began in 2011 when the Pebble Beach Company Foundation entered into a formal relationship with McPherson College to award scholarships to its students. This initiative—named for the racing great who scored some of his earliest victories at Pebble Beach and served as a Concours Judge for decades—continues to grow and reach more students. The new Jules “J.” & Sally Heumann Scholarships—which honor our former longtime Concours Chairman who spent his life seeking to save and celebrate great cars here and the woman who served by his side warmly welcoming the enthusiasts—expand on this effort. Together, these scholarships help to ensure that the automobiles we celebrate today will be fostered long into the future.

Today, the Foundation honors decades of community giving and highlights the shared work of community partners. “The generosity of our donors and charity partners significantly impacts the lives of Monterey County children and the health of our region,” Perocchi says. “We are grateful for everyone's partnership in working toward improving so many lives, and together we will continue to make great strides.”

For more information on the Pebble Beach Company Foundation and how you can become involved, please visit [pebblebeach.com](http://pebblebeach.com).





# The Pebble Beach Company Foundation 2018 GRANTEES BY CATEGORY

## ARTS / CULTURE

Carl Cherry Foundation  
Carmel Bach Festival Inc.  
Dance Kids  
El Sistema USA Salinas Inc.  
First Night Monterey Inc.  
Monterey County Agriculture &  
Rural Life Museum  
Monterey County Pops!  
Monterey County Symphony  
Monterey Jazz Festival  
Monterey Museum of Art  
Orchestra in the Schools  
Pacific Grove Art Center  
Association Inc.  
Pacific Repertory Theatre  
Paraphrase Productions  
Sol Treasures  
Youth Arts Collective Inc.  
Youth Music Monterey

## COMMUNITY YOUTH SERVICES

Boys & Girls Clubs of Monterey  
County  
Central Coast YMCA  
Community Human Services  
Digital NEST  
El Camino Real Futbol League  
Gil Basketball Academy  
Harmony at Home  
Holy Trinity Catholic Church  
Hope, Horses and Kids  
Kinship Center  
MEarth  
Monterey County Rape Crisis Center  
MY Museum  
Parenting Connection of  
Monterey County  
Partners for Peace  
Shoreline Church  
Special Kids Crusade Inc.  
The Village Project, Inc.

## EDUCATION / SCHOOLS

California Missions Foundation  
Carmel Authors & Ideas Festival  
Hartnell College Foundation  
International School of Monterey  
Lyceum of Monterey County  
Monterey Academy of  
Oceanographic Science  
Monterey Peninsula College  
Foundation  
Rancho Cielo Youth Campus  
Sacred Heart School  
San Benancio Middle School

## LITERACY

Carmel Public Library Foundation  
Community Partnership for Youth  
Foundation for Monterey Country  
Free Libraries  
Friends of the Pacific Grove Library  
Junior Achievement of Northern  
California  
Monterey Peninsula Unified  
School District  
Panetta Institute  
Raising a Reader  
Salinas Area Reading is Fundamental  
San Carlos School

## PRE-K EDUCATION

Educational Resources of  
Monterey County  
Salvation Army (Seaside)  
St. Angela's Preschool  
The Read to Me Project

## SCHOLARSHIP

American Association of  
University Women  
California Strawberry Growers  
Scholarship Fund  
Chartwell School

## CHISPA

Gen Giammanco Foundation  
NCGA Foundation  
Notre Dame High School  
Palma School  
Santa Catalina School  
Stevenson School  
University Corporation at  
Monterey Bay for CSUMB  
York School

## SCIENCES / ENVIRONMENT

Elkhorn Slough Foundation  
Marine Life Studies  
Martin Luther King Jr. School  
of the Arts  
Monterey Institute for Research  
in Astronomy  
Museum Foundation of Pacific Grove  
O'Neill Sea Odyssey  
Point Lobos Foundation  
Ventana Wilderness Alliance  
Watsonville Wetlands Watch

## SPORTS

AT&T Jr. Golf Association  
Big Sur International Marathon Inc.  
Carmel High School Athletic  
Booster Club  
Seaside High School Football

## YOUTH DEVELOPMENT / LEADERSHIP

Ariel Theatrical Inc.  
Big Sur Land Trust  
Carmel High School Foundation  
Future Citizens Foundation aka  
The First Tee  
Girls Inc. of the Central Coast  
Loaves, Fishes and Computers  
Restorative Justice Partners, Inc.

Pebble Beach Company Foundation is a 501(c)(3) tax exempt foundation. • Federal Employer ID #51-0189888 • To contact Pebble Beach Company Foundation, call (831) 649-7651 or email [pbcfoundation@pebblebeach.com](mailto:pbcfoundation@pebblebeach.com) • Pebble Beach Company Foundation, P.O. Box 1767, Pebble Beach, CA 93953

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