



WILLAMETTE VALLEY
WINE **FOUNDATION**

✉ 3519 NE 15th Avenue, #506 | Portland, OR 97212

☎ 503.479.5503

🌐 WVwinefoundation.org

info@willamettevalleywinefoundation.org



@wwwinefoundation



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Vineyard steward photography generously provided by
Anna Campbell, Creative Director, Elk Cove Vineyards.



GERARDO PARTIDA

CHAIRPERSON

Dear Friends,

2025 was a milestone year for the Willamette Valley Wine Foundation, and I'm honored to share this annual report, a reflection of what we've accomplished together in support of the people who live and work at the heart of Willamette Valley wine country.

This work matters. Building communities that are strong, inclusive, and sustainable doesn't happen by accident, it takes committed partners, generous donors, and a shared belief that everyone deserves the chance to thrive.

Affordable housing remains close to my heart, and I'm especially proud of the progress we've made this year. Our support for Stratus Village in McMinnville marks a meaningful step forward - please take a moment to read that story inside. You'll also find updates on our deepening partnerships with Primeros Pasos and Clackamas Community College.

At the Willamette Valley Wine Foundation, our vision is simple: build communities where everyone has access to stable housing, quality healthcare, professional growth, and enriching early childhood education. These aren't extras - they are the foundations that allow individuals and families to build real, lasting futures.

I'm grateful for your partnership and energized by what lies ahead.

Gerardo Partida

| Willamette Valley Wine Foundation
Board Chair

FOUNDATION MISSION

MISSION

Systemic Community Impact

Established in 2019 as the philanthropic branch of the Willamette Valley Wineries Association, the Willamette Valley Wine Foundation (WVWF) is dedicated to enhancing the health, homes, and livelihoods of workers in wine-growing communities throughout the Willamette Valley.

The organization's mission is rooted in creating systemic support through strategic partnerships with organizations offering culturally sensitive solutions in four core areas:

- Affordable Housing
- Community-Driven Health Care
- Early Childhood Education and Care Resources
- Personal and Professional Development Opportunities

CORE VALUES

Collaboration, Community Building & Transformation

Through the lens of social justice, the Willamette Valley Wine Foundation embraces the following values:

Collaboration – Valuing the experiences and contributions of existing community-based organizations, WVWF works to convene resources and build strategic partnerships to multiply impact.

Community Building – Utilizing place-based resources and lived experience, WVWF cultivates connections that eliminate disparities and promote equity in our communities and workplaces.

Transformation – WVWF's initiatives create life-changing enhancements to individuals' and families' health, homes, and livelihoods.

PHILANTHROPIC SUPPORT

The Foundation's mission is funded by private contributions from individuals, organizations, wine-related initiatives, and partnerships with private foundations which are strategically leveraged to drive additional public funding for projects that align with the organization's mission and values.

FINANCIAL REPORT

INCOME STATEMENT (Cash basis)

TOTAL INCOME [DONATIONS]	\$113,750
TOTAL EXPENSES	\$110,590
NET INCOME	\$3,160

BALANCE SHEET

TOTAL ASSETS	\$712,586
TOTAL LIABILITIES	\$5,513
TOTAL EQUITY	\$707,073
TOTAL LIABILITIES & EQUITY	\$712,586



RESOURCES

WVWF is built on a strong foundation of unique strengths.

- A deep network of experienced, trusted partner organizations with a proven history of serving Willamette Valley's rural communities.
- Dedicated volunteer leaders who bring both industry expertise and lived experience, representing the full breadth of our community.
- Meaningful backing from the Willamette Valley Wineries Association, alongside early investment from committed donors and Board members.
- A Board of Directors that reflects genuine diversity — united by a track record of practical, real-world impact.



BOARD OF DIRECTORS 2025

Gerardo Partida CHAIRPERSON

Group Coordinator, Community Home Builders

Page Knudsen Cowles VICE CHAIRPERSON

Managing Partner, Knudsen Vineyards

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Proprietor, Fairsing Vineyard

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Manager & Cultural Liason, ¡Salud! Services

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President Emeritus of Linfield University

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Miguel Lopez

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Morgen McLaughlin

Executive Director, Willamette Valley Wineries Association

Sheila Pruitt

Proprietor, La Luce Vineyard

Annie Shull

Proprietor, Raptor Ridge Winery

James A. Thommes, MD

Co-Founder & Proprietor, Two Mules Vineyard

2025 INITIATIVES & PROJECTS

In 2025, the Willamette Valley Wine Foundation made great strides in supporting the Willamette Valley wine-growing workforce, including:

Addressing the critical need for **affordable housing**, WVWF supported initiatives like the Stratus Village Project, providing 175 units of affordable housing in McMinnville, including — thanks to the efforts of WVWF — sixteen units specifically for agricultural workers.

WVWF collaborates with early childhood education agencies, including CAPACES Leadership Institute, to prepare the next generation for a bright future. Through programs like the Primeros Pasos consortium, WVWF works with partners to expand licensed early learning programs, provide college training for educators, and open new business opportunities.

In 2025, WVWF, along with its partners:

- Facilitated scholarship funding of three student cohorts at Clackamas College in Early Childhood Education and Family Studies.
- Launched a licensed childcare educator training program.
- Provided 60 childcare educators with high-quality, bilingual literacy curriculum kits.
- Helped license more than 20 family child care educators.

PUBLIC RELATIONS AND COMMUNICATIONS

To amplify its reach and sharpen its communications strategy, the Foundation partnered with a PR consultant. The collaboration yielded meaningful visibility, including a feature segment on local TV and coverage in several publications, notably *Oregon Wine Press*.

EXPANDED LEADERSHIP

The Foundation marked a significant milestone in leadership by hiring its first full-time Executive Director in 2025.

IMMIGRATION CRISIS SUPPORT

At a particularly challenging time for immigrant communities, WVWF stepped up to provide critical support resources and hosted an immigrant rights seminar at the Oregon Wine Symposium. The organization remains committed to this work through partnerships with organizations like Unidos Bridging Community.

LOOKING AHEAD > AFFORDABLE HOUSING

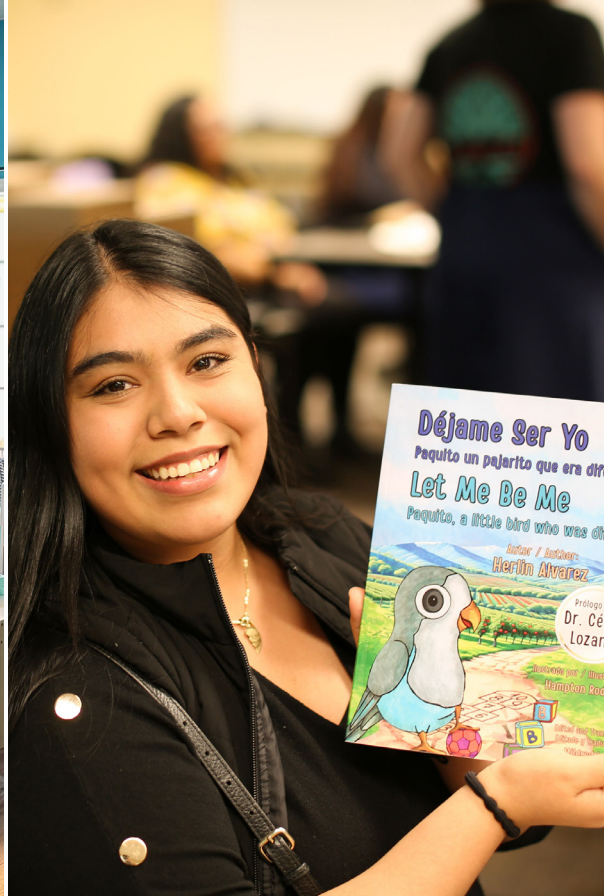
WVWF is exploring options for acquiring land and working with partners to develop affordable workforce housing communities complete with services that provide systemic support.



Potential renters tour the new Stratus Village affordable housing community in McMinnville. WWVF helped secure 16 of these apartments for agricultural workers.



An early childhood educator benefited from several programs supported by WWVF including childcare license training.



Early childhood education providers received literacy kits filled with bilingual books and activities for students.

FIRST LEAF PARTNERS



AgWest Farm Credit
Carlton Winemakers Studio
Page Knudsen Cowles & Jay Cowles
Erath Family Foundation
Fairsing Vineyard
Ronni S Lacroute Fund of the OCF

M.J. Murdock Charitable Trust
John and Ginger Niemeyer
Oregon Community Foundation (OCF)
Bill Sweat & Donna Morris
Christine & David Vernier

**THANK YOU TO THESE DONORS WHO PLEDGED GIFTS OF \$25,000+ TO THE
WILLAMETTE VALLEY WINE FOUNDATION THROUGH DECEMBER 2025.**

Thank you to our
founding partner



WILLAMETTE VALLEY
WINERIES ASSOCIATION



FIRST LEAF CAMPAIGN

In late 2023 the Foundation began the quiet phase of a \$2 million fundraising campaign – The First Leaf Initiative. Generous contributions of approximately \$1.4 million have been committed in support of this campaign, meaning we are 70% of the way to our goal!

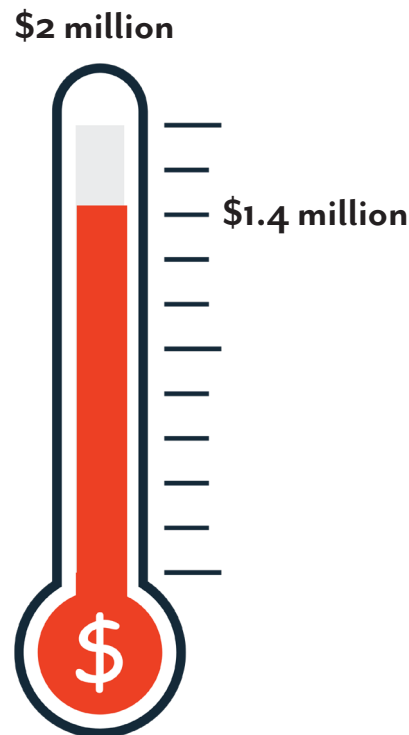
The targeted use of funds from the First Leaf Campaign includes:

- Affordable Housing
 - Development of workforce housing communities
- Early Childhood Education and Care
 - Expand workforce of family childcare home educators
- Community-Driven Healthcare
 - Expand training and placement of Community Health Workers
- Operating Capital
 - Complement current volunteer support with critical operating resources

The Willamette Valley Wine Foundation Board of Directors is composed of committed volunteers and financial contributors, all of whom have pledged support for the First Leaf Campaign.

To inquire about giving, please reach out to Executive Director Julie Dalrymple at julie@willamettevalleywinefoundation.org.

Gifts are accepted online at [WVWineFoundation.org](https://www.wvwinefoundation.org)





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