

2011 FWSA Charity & Community Service Award

MONTEREY SKI & SOCIAL CLUB

Monterey Ski & Social Club was the recipient of the FWSA \$100 check to go to one of their many favorite charities, Alliance on Aging. With just under 100 members, MSSC seems to thrive on volunteer activities. It's easy to see why this club has received this special FWSA recognition for the second time.

This past year Monterey Ski & Social Club has supported these very lucky organizations: the Monterey Food Bank, Alzheimer's Association, Operation Christmas Cheer, Christmas in the Adobes, they sent used running shoes to a mission in South America, 24 volunteers helped out at the Monterey Sea Otter Classic, the largest bike race in North America, 25 members volunteered for the Concours d'Elegance, America's #1 antique auto show, in Pebble Beach, 30 members volunteered for the Monterey Beer Classic tasting at the Fairgrounds,

20 members volunteered for the AT&T Pebble Beach Pro-Am golf tournament at Pebble Beach, a dozen members volunteered at the Pebble Beach Food & Wine Classic, about 10 members volunteered for "Oscar Night" hosted by the Monterey County Film Commission, 2 dozen members volunteered for the Monterey Vintners and Growers Association's Great Wine Escape weekend, 25 members volunteered for the Moto-GT car races at Laguna Seca, and another 20 members volunteered for the Monterey Wine Classic tasting in Customs House Plaza.

In many cases, the members' volunteering generated money, which then was donated to charitable organizations in the area. For example, at the AT&T Pebble Beach Pro-Am golf tournament, the amount of money donated to charity for each volunteer's work was more than \$2,400, that's per volunteer! Wonderful programs and amazingly generous and devoted people in this ski club!

Doug Weaver wrote this about Monterey Ski & Social Club's largest event of the year: Our member efforts provided clothes, a complete turkey dinner, a festive holiday party, and Santa Claus for more than 2,000 people on Christmas Day. This event included at least 350 hours in planning, promoting, organizing, picking up, sorting, peeling, cooking, serving and cleaning up for this special dinner. The club worked together with the Shelter Outreach Plus partnership, which provided help with logistics, office personnel, meeting space, and gave financial assistance for this huge event.

The preparation and organization of finding so many donations was unbelievable! 125 turkeys, 25 hams, 100 pounds of potatoes, sacks of onions, veggies, stuffing, bread, desserts, utensils, forks and knives, paper plates, and napkins, 5 big trees to decorate, getting elementary students to decorate placemats and hanging paintings on the walls, having an all-out clothing drive, getting bags and bags of used-but-good garments from around the area, and then finding Mr. and Mrs. Santa Claus to enthusiastically put the youngsters on their laps on Christmas Day, handing out presents donated by local businesses and the Salvation Army. Local bands were asked to donate their time on Christmas Day to entertain. And not forgotten were the hundreds of home-bound locals, who got special delivery boxed dinners right at their front doors. Christmas is one day the local Meals on Wheels deliveries are absent, making the turkey and fixins taste that much better for these shut-ins. What a phenomenal event!

Congratulations and thank you Monterey Ski & Social Club for all your wonderful charitable work.

The other two finalist groups, who were also asked to present a photo display of their wonderful charity activities, were Action Ski & Snowboard Club of San Diego Council and the Bay Area Snow Sports Council. Three other clubs were also recognized for their charity and community service involvement: Castro Valley Ski Club of BAC, Torrey Pines Ski Club and Get Off Your Rockers, both of SDC.

