



Hello to my generous Promontory Members!

First of all, THANK YOU, to all of our Members who have been open to hearing about Promontory Club's invitations to contribute to our annual summer Promontory Foundation events that help us raise money for worthy non-profits in Park City. Many of your fellow Members have volunteered to be on the Foundation Advisory Board and have really helped define Promontory Members as some of the most caring and generous people in the Wasatch Back! I am SO appreciative of every Member that has contributed over the years, and especially to the Foundation Board Members who have offered much of their time and talent. Please see the list of the Promontory Foundation Advisory Board individuals below and say "thanks" when you see them!

<https://www.promontoryclub.com/promontory-foundation/>

I have received excellent questions from Membership about our Foundation work and how we decide where the money goes. Here's the scoop:

How do you decide who to fund?

When the Foundation was first formed in 2006, Promontory's owner, Francis Najafi, actually funded our first grants. The Foundation Advisory Board (made up of Promontory Members) was also formed that year under the guidance of Beth Armstrong and headed up by Rich Sonntag, the Managing Director. Early funding focused on the Arts and Culture as these non-profit offerings added much value to Promontory's Membership as residents of Promontory and Park City. So, entities like Sundance, Utah Symphony (Deer Valley Concert Series), Egyptian Theater and Kimball Arts Center were funded early on. The Board, Beth and Rich gave input and Francis Najafi made the final decisions (largely in line with the recommendations he received). Francis focused on a 'leverage' model from the get-go, so our grantees had to demonstrate they could add \$2 for every \$1 we funded – and use our grant as an incentive to get more funding from others. Over the years, as our collective fund-raising required less personal investment by Francis, and more involvement from our Membership, other non-profits in the area of Social Services were added. Non-profits like Peace House, People's Health Clinic, Christian Center Food Bank and the National Ability Center.

Every year, we pay attention to the involvement of our Members in various non-profit endeavors and have added Habitat for Humanity, Nuzzles & Co., the James Morelli Foundation, Playing for Life and the Literacy Project. So, how do we decide? We continue to fund our legacy grants and add worthy non-profits according to our fund-raising results and guidance from our Member's involvement and how our Promontory community has decided it needs to help the non-profits serving Park City. Promontory Foundation is a Foundation of our Membership.

Who gets the funding?

Promontory Foundation has donated more than \$1.2 million in cash grants since 2006 – and with our leveraged model, have created an over \$3 million impact on Park City's non-profits. In the last 3 years alone, we have donated \$541,000 to 28 worthy non-profits. In that time, 55% of the money has gone to Arts & Culture organizations, 35% to Social Services, 5% to Education and 5% to Environmental groups. I have included a list of the recipients below.

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How much of what is raised goes to the Non-profits?

100% of the NET proceeds go to our non-profits. Francis Najafi continues to fund the operations of running Promontory Foundation in addition to donating most of the labor and facilities to run our fund-raising events. The Promontory Foundation Advisory Board, led by Beth Armstrong, are VERY careful with the amount of the ‘spend’ to put on an event that our Membership will be proud of and will support. For example, our kids at the Kids Cabin are helping to make the centerpieces this year! We all pitch in to minimize costs so that most of the money for a ticket or chance to win goes to our grants. It is truly heartwarming to see how our community comes together to raise money for those in need.

What if I have a charity that I want to support?

As long as it benefits those in Park City, we have table sponsor levels that let you designate 25-50% of your table sponsorship to an eligible non-profit of your choice. We also need to make sure your chosen non-profit can ‘leverage’ your gift for a 2 to 1 match.

OK! I’m sold, how do I help Promontory Foundation do their best for Park City non-profits?

1. Come to the “Celebrate Me Home” concert featuring Kenny Loggins - June 30th
2. Buy a Golf Ball for the Golf Ball DROP (June 30th) - get a chance at an AMAZING Mexico vacation
3. Come to the first ever CASINO NIGHT on July 3rd
4. Simply donate!

Contact Nicole Rizika for all info! Email: nrizika@promontoryclub.com | Call at 435-333-4202

In closing, I hope you are as proud as I am to be a part of Promontory Club. We may be mostly a second-home community, but our Membership invests in Park City through Promontory Foundation in such a significant way that Promontory really stands out as “community stewards” who have elevated all that we treasure about being connected to the main street city we love, Park City. I hope you will join me late August when we bring our grant recipients on property and award them their funding and celebrate all they DO to serve their populations. Here’s to good times together, doing GOOD!

All the best,



Robin J Milne
General Manager and the President of the Promontory Foundation
Promontory Club