

Discovery
LAND COMPANY

FOUNDATION



GOLF AND GIVING

The Discovery Land Company Foundation organizes an event to benefit children.

THE DISCOVERY LAND COMPANY Foundation, under the direction of Christy Nichols, raises and donates funds to improve the quality of life for those in need in the communities surrounding Discovery properties.

Thanks to the generosity of members and donors, the Foundation has supported successful programs at shelters and long-term foster care facilities including the Children's Village in Coeur d'Alene, Idaho, near Gozzer

Ranch; North Carolina's Crossnore School near Mountaintop; and the Coachella Valley Children's Center (operated by Olive Crest) near The Madison Club and The Hideaway in Southern California.



The Madison Club (opposite) hosts an annual charity invitational to benefit groups like the FosterClub kids (above), a resident at SafeHouse of the Desert (far left), and the Children's Village in Coeur d'Alene (left).

In 2010, members will have a unique opportunity to continue their good work while enjoying a memorable day on the golf course with PGA Tour pros at the annual Madison Club Charity Invitational. All proceeds from the event will be donated to Foundation charities.

"This will be an exciting and proactive way for Discovery members to support the neediest in our communities," says Nichols.

"Our members and donors trust us to make and manage smart philanthropic investments, and this is one of the best contributions they can make to help in their local communities." The children benefited by the Foundation "do not ask for material things or handouts. They really yearn for experiences and educational opportunities and, mostly, to be heard—to have a voice." The money the Foundation raises "immediately

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—Christy Nichols

impacts their lives and has a lasting effect,” Nichols adds.

Plans for the one-day charity invitational include 18 holes of golf on the incomparable Madison course and the opportunity for foursomes to bid on their favorite PGA Tour player to be part of their team. Visiting members from other Discovery clubs will make up the field, and the festive day will also feature silent and live auction items including trips to Discovery properties around the world.

“I would like to express my heartfelt appreciation to Discovery club members and the PGA Tour professionals scheduled to be at The Madison Club for their consistent and remarkable generosity,” says Discovery CEO and founder Mike Meldman. “Their participation in this memorable day will really directly benefit the kids. I look forward to an incredible day with everyone.”

Many players have already committed to be in La Quinta for the invitational, including Madison member and captain of the winning 2009 Presidents Cup team Fred Couples. The opportunity to play in his foursome and with the other PGA Tour players will undoubtedly create a lively bidding war and raise a substantial sum for the Foundation in the process.

“The key is to make this invitational so special that it becomes an annual event that everyone *has* to be a part of,” says Brent Buckman, general manager of The Madison Club. “There is going to be top-notch entertainment with great golf on the best course in the Coachella Valley. We will have some of the finest players on the PGA Tour, but the best thing about the whole day will be that we will be contributing the proceeds to really make a difference in our own community.”

“Lots of fun and golf for a great cause with a purpose—it doesn’t get much better than that,” Buckman says.

Adds Nichols: “It will be a wonderful day for everyone who so generously contributes their time. And we do it all to benefit children.” —ART STRICKLIN

Why Foster Children? Foundation Director Christy Nichols Replies

“TO FOSTER” IS DEFINED in the dictionary as: to bring up with care; to help grow or develop; to cherish, nurture, cultivate. That explains perfectly what the DLC Foundation pursues by providing aid to children and communities in need.

More than ever, youths in shelters and foster care need our attention and help as they face the challenges of having been abused or abandoned. These children have been separated from parents, siblings, friends, and school, and the trauma of those experiences can destroy their identity, trust, and health. Too often, their response is to retreat and just try to survive in a world that has caused them fear and pain.

The DLC Foundation supports charities that bring these children into a nurturing environment of safety, education, and health—one where there are mentors as well as other productive opportunities such as athletic programs. Thanks to the contributions you made in 2009, the Foundation produced outstanding results for children.

Your generosity has supported:

- Safe homes for abused or abandoned children.
- Online education and classroom equipment for residents of youth shelters.
- Meals for foster children in transition from state-funded facilities to independent living programs.
- Mentors for foster children, their caseworkers, and caregivers.
- Additional teachers, classrooms, and medical care for children in the barrios.

Like any successful athlete who keeps a steady eye on his or her goal, bypassing distractions, working as a member of an ethical team, and following through to the end, we keep these principles in mind

throughout the Foundation’s proactive decision-making process. We focus on solutions—working with charities to create and implement solutions, and then evaluating the results.

Once the funds are committed, we communicate closely with the charities to assess the effectiveness of the contribution. For example, one recent grant will allow one of our designated charities to begin a program that gives resources to children of homeless adults, with the goal of preventing some of the hardships typical in these cases. We have shared many Foundation resources—both intellectual and human—with this charity and with others to enhance the productivity of the Foundation grants, and we do receive progress reports.

One result of the recent national financial crisis has been children suffering even greater adversity. There are many stories in the press describing the devastating occurrences when caseworkers cannot monitor displaced children properly because of program budget cuts. The Foundation seeks to support excellent programs working to address this gap in funding.

We hope to help many more youths in crisis in 2010.

So why should you support the DLC Foundation? We find and evaluate legitimate charities directly assisting distressed children. We designate donations to provide specific assistance. We report back to you the details of the success of the programs for the children. Discovery members, contributors, friends, staff, and partners all are involved in this effort, and the collective goodwill and exposure for charities generates a very powerful dynamic of its own.

For more information on the Discovery Land Company Foundation, please visit www.discoverylandco.com/dlc_foundation/ or e-mail Christy Nichols at cnichols@discoverylandco.com.



A foster child is welcomed to the DLC Foundation–supported Coachella Valley Children’s Center.

REASONS TO HELP FOSTER CHILDREN

- THEY HAVE FEW CONSISTENT SUPPORTIVE ADULTS IN THEIR LIVES.
- THEY WORK TO OVERCOME ADVERSITY AND WORK TOWARD THEIR GOALS.
- THEY DEEPLY APPRECIATE MENTORS AND PEOPLE WHO BELIEVE IN THEM.
- THEY RECOGNIZE THE VALUE OF WHAT THEY ACHIEVE.
- MOST PURSUE CAREERS TO IMPROVE CIRCUMSTANCES FOR YOUNGER AND FUTURE FOSTER CHILDREN.
- AN INVESTMENT IN A FOSTER CHILD PRODUCES EXPONENTIALLY BENEFICIAL RESULTS.