



# CHAMPIONS FOR CHILDREN

*One of the most exclusive charity golf tournaments in the world takes place at The Madison Club.*

**AT THE END OF JANUARY**, the Discovery Land Company Foundation's second annual Invitational Charity Golf Tournament will again bring together 80 participants and a leaderboard of 18 PGA Tour professionals for an unforgettable event at The Madison Club. And while the location may be in La Quinta, California, the success of the fundraiser—last year, it garnered approximately \$900,000—reaches children from Hawaii to the Bahamas.

Though this is the DLCF tournament's second year in the desert, its origins reach to Texas, where golf pro Ben Crane and his wife, Heather—who own property at several Discovery communities—created a charity event seven years ago. Matt MacConnell, who was at Vaquero, Discovery's

community near Dallas, worked with the Cranes to raise more than \$2 million over that time. "Mike [Meldman] and Discovery were big supporters of the event," says MacConnell, who is now director of golf at The Madison Club. "So it became a perfect fit for them to combine their resources, bring the tournament to The Madison Club, and make it what it is today."

What it is, is a magnet for the game's best players. Last year, many of Mike and Ben's friends from the PGA Tour—Fred Couples, Ricky Fowler, Anthony Kim, Tommy Armour III, Bill Haas, and Hunter Mahan, to name a few—flew in to donate their time.

"Fred Couples had just played in the Champions Skins Game the day before,"

recalls DLCF director Christy Nichols, "and took the red eye from Hawaii to be here for the Foundation tournament."

"It's an incredible experience," Crane says, "Even the pros are in disbelief."

Why? Well, Discovery makes sure they and the other participants are treated to the best tournament possible. "To start, everyone gets custom-fit for a new Titleist driver," MacConnell says. "Then each four-some plays the front nine holes with one pro and the back nine with another. There are, of course, food stations set up throughout the course, and a live auction that is unrivaled, except perhaps by the food at the dinner."

"The whole club shows up in a big way for the tournament," Crane adds. "It



is simply the best golfing experience I've ever had."

As for that auction, it highlights one-of-a-kind experiences, which last year included the opportunity to spend the day as a director on a big-screen movie, a trip to Cabo San Lucas for golf lessons with Hank Haney at El Dorado Golf & Beach Club, and a Discovery World Pass—which included visits for a week to five different Discovery properties.

All together now—participants at the DLCF Charity Golf Tournament take a moment before teeing off (top left). Professional golfer Ben Crane, with wife Heather and daughter Cassidy (top center). Ben offers comments on Larry David's swing (top right). Matt MacConnell, The Madison Club's director of golf, organizes the teams (above left), and Mike Meldman enjoys time with his son Will (above).



PGA Tour pros share a laugh with tournament hosts Mike Meldman and Ben Crane (above), and DLCF director Christy Nichols (right, second from left) lines up with Madison Club employees Olivia Scalia and Samantha Horrobin and DLCF intern Grace Ansani. Opposite: Enjoying the auction, Robert You and Ben Crane fist-bump (top right), while Bradley Thomas ups his bid as Todd Garner and Robert Nichols look on.

Most impressive, though, is the generosity shown by everyone involved. “I think it’s a part of everyone’s DNA to give back,” Meldman says. “We know our members. They all want to contribute to our communities. And we try to lead by example.” Meldman, for one, gave up his spot in the tournament last year when demand outgrew capacity. And when the Discovery World Pass brought out especially competitive bidders, a second Pass was added that included stays at Meldman’s own homes.

It is easy to be generous when you know your efforts are effective. The DLCF and the Crane Family Foundation both



work endlessly to create true change in the lives of children in need. The Crane Foundation helps fund the H.O.P.E. Farm in Fort Worth, Texas, an after-school program for at-risk boys without fathers. It also

supports Love 146, which offers prevention and aftercare services to the victims of child sex slavery and exploitation in Southeast Asia. “To see what’s going on there,” says Heather Crane, “to see these girls finally



given the compassion, education, and therapy they need, and to see how what we've done impacts them—it becomes obvious that this is not just a tournament.”

Nichols cites similar experiences with the beneficiaries of the DLCF's efforts: “We've sponsored youth ambassadors who were foster kids themselves to travel around the United States and mentor younger foster kids today. Last summer they came to Coeur d'Alene, Idaho, for a workshop we hosted with The Children's Village, another group we fund. We spent a few meaningful days with kids who've directly benefited

from DLCF contributors' generosity.”

DLCF also contributes to the SafeHouse of the Desert, FosterClub, Amigos de Los Niños in Los Cabos, Sunday's Child Foundation in Hawaii, and Every Child Counts in the Bahamas, among others. With the collective help of Discovery members, friends, and employees, the DLC Foundation is positively changing children's lives. “We take this very seriously,” Meldman says. “We put a lot of effort and emotion into it.”

And for a lucky 80 participants each year at The Madison Club, those efforts are twice rewarded. —JASON KERKMANS



## A GALLERY OF GIVING

Members already know that Discovery Home will help them choose, procure, deliver, and install the furnishings for their residence at any Discovery property. Now members can also give to local children while they're designing their living spaces.

Discovery Home will participate with the Discovery Land Company Foundation to bring works from local and international artists to members' homes, helping children's charities in the process. When members purchase a piece from Discovery Gallery, a percentage of the sale will go directly to DLCF.

The collection includes works by Bahamian sculptor Antonius Roberts, United States-based abstract artist Christopher Martin, and others. The artists have agreed to join the Discovery Gallery portfolio in this venture to benefit children. —J.K.

