

FOR IMMEDIATE RELEASE

Arrow Benefits Group Principal Reports North Bay Children's Center event raises more than \$420,000 at its 33rd Annual Fall Benefit: A Night in Tuscany!

Petaluma, CA - North Bay Children's Center board president chair, Mariah Shields and Arrow Benefits Group are proud to announce that the event they co-facilitated raised an astronomical \$420,000 plus last Saturday night. 160 guests made their way through the tented piazza of Jacuzzi Family Vineyards in Sonoma sipping fine wines, and sampling tasty treats provided by Park Avenue Catering --- all in support of this vital cause. Another 100 guests enjoyed Park Avenue's boxed dinners delivered to their homes where they joined the festivities via livestream. Redwood Credit Union kicked off the Fund a Need portion of the evening with a \$70,000 matching pledge challenge that resulted in a Fund a Need total of \$269,000. To find out more about this organization and donate please visit <https://nbcc.net/> contact Mariah Shields directly at 707-242-6692 - mariahs@arrowbenefitsgroup.com

Principal Mariah Shields and Arrow Benefits Group have championed NBCC for more than a decade. She says, "having a reliable childcare resource that provides a strong part of your village for raising your child is a responsibility NBCC takes seriously, which is why Arrow has been dedicated to this cause for over 10 years." Arrow has donated over \$100,000 to NBCC, sponsored events and their leadership has served in numerous pivotal roles on the organization board.

Alec Furman provided live entertainment while guests cast their bids on a variety of wines, restaurants, art, and other collectibles. Bidding wars continued during the sit-down dinner in the tented piazza where Mexican Villas, private wine dinners, and a Tuscan getaway were the hot ticket items. Senator Mike McGuire served as the evening's emcee and auctioneer passionately connecting guests to the safety net services provided by NBCC for our communities most vulnerable children.

Susan and Dennis McQuaid (Sonoma Valley residents) received the 2021 Champion for Children Award for their significant contributions to the health and welfare of children and their families throughout the North Bay. By the end of the evening, more than \$420,000 was raised to support NBCC's school-readiness and nutrition education programs, and tuition subsidies for low-income families, NBCC serves more than 650 children at 15 locations located in Marin and Sonoma Counties.

NBCC was the first daycare to reopen during COVID, providing much-needed support to first responders and essential workers, getting people back to work during a crisis. Childcare is not a family issue; it is a business issue, according to Harvard Business Review, “One third of the U.S. workforce, or an estimated 50 million workers, has a child under 14 in their household,” and “nearly 20 percent of working parents had to leave work or reduce their work hours solely due to a lack of childcare. Only 30 percent of all working parents had any form of back-up childcare, and there were significant disparities between low and high-income households.”