



Behind the scenes of a big step forward: Ramiro Fernández, Maru Mora and Carolyn Gallagher during the presentation of the Community Center architectural plans to The Vines Foundation Board.

A Foundational Step Forward

Dear Friends,

As we step into a new year, we do so with a profound sense of clarity and purpose. Everything the TVF team has built alongside you—our goals, our vision, and our shared successes—has led us to this specific moment.

2026 marks a pivotal chapter in our story. While we remain consistently focused to the day-to-day impact of our core programs in education, vocational training, and community wellbeing, we are also looking toward the horizon. This year brings the launch of an initiative that reflects the true evolution of our work:

The Community Center.

This center is the bridge between the immediate relief we provide today and the long-term economic autonomy we envision for tomorrow.

It is a physical embodiment of the values that have always defined us: presence, collaboration, and a commitment to thinking in decades, not just days.

In this January newsletter, we reflect on our 2025 adventures—from securing the land to finalizing the floorplans—as we set the stage to turn this dream into a reality. Thank you for walking alongside us as we begin a year focused on building what lasts, for this community and for the generations to come.

With deep gratitude,

Carolyn Gallagher

Executive Director, The Vines Foundation

The Story Behind the Community Center: From Listening to Landing



The "Why": A Vision Born of Listening

There are projects that begin with a static plan—and then there are those that begin with a heartbeat.

The vision for our Community Center didn't appear in a boardroom; it emerged from the dusty roads of Tunuyán and the voices of the people we serve. For years, through extensive community listening and needs-based research, a singular truth became undeniable: To end the cycle of poverty, we must provide more than just a temporary hand-up.

We must provide a bridge to mastery. We realized that lasting change requires a permanent anchor—a place where "Technical Trade Training" isn't just a curriculum, but a path to economic sovereignty. Supported by deep-dive research with the University of Notre Dame, we moved from intuition to conviction. We didn't just need a building; we needed an "Empowerment Engine" designed to turn potential into professional excellence.

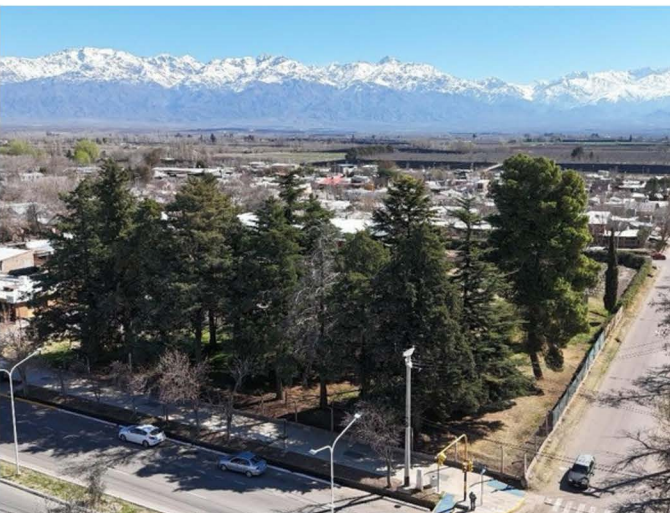


Foundation team meeting with the leaders of the five community kitchens we support — listening, sharing updates, strengthening collaboration, and responding to ongoing needs.

Chasing the Horizon: How the Vision Found Its Place

In early 2025, the “Why” met the “Where.” We began scouting Vista Flores, a small town in Tunuyán in Mendoza’s Uco Valley — the closest community to The Vines — looking for a site that felt as strong and enduring as the dreams we hoped to build there.

Then, we found it.



Future home of the Community Center — corner lot acquired in June 2025 beside Bodega Los Parrales in Vista Flores, Tunuyán.

On a corner near Bodega Las Parras, we stood beneath a magnificent stand of mature pine trees. There was a sense of identity there—a quiet strength in those roots that mirrored the resilience of this community. Many of you celebrated with us when we first shared the news in our October Newsletter, but the energy behind that purchase was only the beginning.



In February 2025, Foundation Board members explored several potential locations, imagining how a future Community Center could serve and support the surrounding community.



Aerial view of the property located on one of the most iconic corners of Vista Flores. The red dashed lines indicate the boundaries of the lot.

A Spark of Partnership

The momentum became unstoppable during a visit to one of our community kitchens. We were joined by the team from GE Vernova, including Scott Strazik and Jen Schannault. As we stood in the heart of the community, the vision clicked. They didn't just see a lot of land; they saw the future of a workforce.



Scott Strazik during a meeting with The Vines Foundation, where Carolyn Gallagher presented the Community Center project to GE Vernova leaders in August 2025.



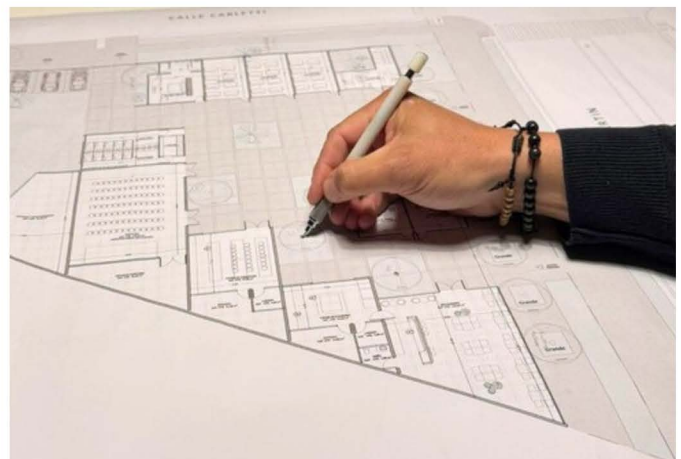
Jen Schannault during the May 1st event at the Rincón de Amor community kitchen.

Through their incredible partnership and shared belief in long-term development, we were able to secure this special corner lot in June 2025. This isn't just a "lot"—it is the physical anchor for our dream. It is where the cycle of poverty ends and the journey toward technical mastery and dignified employment begins.

From Vision to Design: Architects of Opportunity

With our land secured under the pines of Vista Flores, the challenge shifted: How do you design a building that solves a systemic economic hurdle?

In the Uco Valley, our community's livelihood is often dictated by the soil. While agriculture is our heritage, its seasonality is a heavy burden—leaving families without steady income for months out of the year.



To break this cycle, the Community Center must be more than a school; it is a trampoline into the job market. By providing English and technical trade training, we are building a direct bridge to the thriving year-round tourism and hospitality sectors. Our mission is to ensure the local community members are the true protagonists of their own growth.

Finding the Right Hands

To give physical form to this mission, we carried out an evaluation process with various architects and architecture firms. We were looking for a team that understood this project was not just a building, but a tool for community development.



Architect Ramiro Fernández, Maru Mora, and Tom Hughes reviewing the Community Center plans (September 2025)

Ultimately, we selected the Mendoza-based firm Mora Hughes. With a distinguished track record designing some of Mendoza's most iconic wineries and hotels, they bring not only technical expertise but also a deep sensitivity to the local environment and landscape.



Michael Evans collaborating with the project team on the Community Center planning (September 2025) // Maru Mora and Tom Hughes sharing the first building concepts with Scott Strazik (August 2025).

Their approach — integrating architecture, place, and identity — reflects the same vision that guides the Foundation: creating opportunities while staying rooted in the land and the people who give it meaning.

Designing for a New Economy

The design integrates over 1,000 square meters of high-level facility into the natural landscape. Rather than clearing the land, Mora Hughes allowed our historic pine trees to guide the project. These trees now act as natural anchors for gathering spaces, creating a campus that feels like a shared civic heart for Vista Flores where students and neighbors can gather socially, fostering a sense of belonging that transcends the classroom.



Aerial view of the Community Center site with the architectural footprint overlaid, illustrating how the design integrates with the land.

FLOOR PLAN

Project plan presented by the architecture firm **Mora & Hughes**.

- 1** Training Kitchen
- 2A** Educational Area
- 2B** Multipurpose Room
- 3** Auditorium
- 4A** Restaurant
- 4B** Commercial Kitchen
- 4C** Gift Shop
- 4D** Restrooms & Lockers



A Functional Bridge to Employment

Every square inch of this 10,800-square-foot design is a tool for economic mobility:

• The Restaurant & Training Kitchen

This is the heart of the "trampoline." Here, students don't just study; they perform. By serving the public in a live restaurant setting, they hone their skills in real-time, gaining the confidence and mastery required by the region's top resorts. It is a commercial engine that funds the foundation while launching careers.

• The Great Auditorium

A space designed for the "Protagonist." This is where we celebrate achievements, from certification ceremonies to community seminars.

It provides a dignified stage where the transition from student to professional is recognized and cheered by the whole community.

• Language & Connection

Flexible learning environments are optimized for immersive English training—the essential key that unlocks year-round employment in the global tourism market.





Conceptual renderings of the Community Center, illustrating the layout, learning environments, and overall design vision.

More than just a structure, this Center is a promise of stability. It is the place where the uncertainty of the harvest meets the reliability of a professional trade.

***We aren't just building a school;
we are building the infrastructure
for people to take the lead in their
own success stories.***

Jane and Kevin Moore: A Personal Journey to Impact

Now Part of the Community Center Story



Jane and Kevin Moore participating in a Foundation activity during Vinesapalooza 2025, engaging with the community and supporting the mission in action.

Jane and Kevin Moore joined The Vines through a shared love of wine, but what truly connected them to the community was something deeper: a lifelong commitment to giving back. With backgrounds in business, a strong sense of purpose in retirement, and a belief that meaningful impact happens when opportunity and community meet, they found in The Vines — and in the Community Center — a project that aligned fully with their values.

We asked them what this journey has meant to them and why they chose to support this next step for the Foundation.

◆ **How did we come to be part of Vines Global?**

For Jane's birthday, I gave her the opportunity to make a barrel of wine. In 2022, we were part of a group that made a barrel of wine in Napa, and while we weren't too involved in the process, we enjoyed it. When I gave the barrel idea to Jane, she said, "You know, I think I would like to make wine from somewhere else in the world besides the US", so I googled "making my own barrel of wine from around the world." We found the Vines.

I sent an inquiry email, Bryan Driscoll contacted me within minutes, and the following week, we had the opportunity to meet (virtually) with Michael Evans. It was so cool and the real deal. Haven't looked back!

◆ **When did you start paying attention to the work of the Vines Foundation?**

Immediately! During our initial conversation with Michael Evans, we mentioned our desire to give back in everything we do in retirement including using our skills, experience, and funds.

Michael sent us a link to the Vines Foundation video and scheduled a call with Art and Emily Monaghan.

The passion was evident, the giveback was purposeful and well-defined, and we wanted to be part of the difference the Vines was trying to create.

**”
The opportunity to be
involved in this project was
the determining factor to
join The Vines**

◆ What kind of legacy do you believe initiatives like the Community Center can create for both the local Community and The Vines as a whole?

What The Vines has done already for Mendoza and around the world should never be discounted, simply amazing! People live, work, and engage in their communities.

The Vines Mendoza recognizes the gift of having wonderful people in many different roles support their business objectives. Being able to build, support staff, and create meaningful learning experiences for the people of Mendoza is a far-reaching goal of improving opportunities for all.

This strategic initiative from The Vines has the potential to change the pathway for so many in the Community! It is truly for the Community and can bring lasting change to the people and all businesses in Mendoza.

◆ What about the Community Center made it feel like the right moment and the right project to support?

Jane and I have always had our own business, and we recognize the stages of influence within a community that any company can achieve if it chooses to.

The TiER1 company, which I was a founding partner of, started small but grew. It is a B-Corporation and an ESOP. While doing our excellent work for our clients, TiER1 has the guiding objective of "giving back to the communities we live in".

The Vines has grown in size, stability, and influence in Mendoza, making a real difference in this Community. We recognize this is not a small achievement, and many organizations won't get there. The Vines is there through hard work and always realizing there will be a time we can really give back.

The Community is in perfect alignment with The Vines, and we wanted to be a part of the project.

We are deeply grateful to Jane and Kevin Moore for their generous support of The Vines Foundation and for sharing their time, perspective, and heartfelt commitment to strengthening the community.

An Invitation to Build What Lasts

The Community Center represents a long-term investment in the people and future of the Uco Valley. Its impact will be reflected in education, employability, and economic opportunity — strengthening the community that sustains The Vines itself.

Participation in this project supports more than the creation of a physical space. It advances a model that connects training with real pathways to work, ensuring that regional growth translates into shared and lasting benefit.

We invite those who feel aligned with this vision to take part in shaping what comes next and to explore how their support can help bring the Community Center to life.

Those who would like to learn more about the project and its vision can do so [HERE](#)

If you feel inspired to support this project, you can make a donation at:
vinesfoundation.org/donation-get-involved

If our work speaks to you, share our posts and stories with others. Every new person who discovers what we do is a potential partner in change.

Let's grow this movement. One voice, one share, one action at a time.

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Thank YOU!

