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Rebels With *a* Cause

THE NEXT GENERATION OF
POWER PHILANTHROPISTS
IS HERE NOT JUST TO
CHAMPION A CAUSE—
BUT REVOLUTIONIZE THE
WORLD ALONG THE WAY.
BY THE EDITORS



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Presented by **PNC** Private Bank

Susana & Hayes Drumwright

Vida Valiente is a new Napa family wine label, estate winery and philanthropic foundation from tech entrepreneur Hayes Drumwright (co-founder of Memento Mori) and his wife, Susana, as well as winemakers Sam and Nancy Kaplan. Susana is a first-generation American, and the foundation (vidavalientefoundation.org) was conceived by her to help fellow first-generation students find the perseverance and special insights required when navigating the uncharted territory of young careers. "Community means authentically investing in our most valuable resource—our youth—by inspiring them to chase the impossible in an attainable way," says Susana.

What prompted the creation of the Vida Valiente Foundation?

Susana: The foundation reflects the impact that strong and accessible leaders had in my life as a first-generation American. First-generation, low-income students have the deck stacked against them as they enter higher education. The average student-to-school counselor ratio is 464-to-1. It's that lack of mentorships that results in 90% of first-generation, low-income students in the United States taking more than six years to graduate from college—33% drop out after three years.

These are exactly the kids we're betting on. Our program commitment includes four years of college financial support for each program scholar, as well as exposure to accessible business leaders who will offer real-world professional guidance in their lives. Our leaders are carefully selected to be vulnerable and relatable—willing to celebrate their own achievements as much as their failures. These are leaders who can prove that,



regardless of where one starts, where one ends up is completely within their power.

What are your short- and long-term goals for the new foundation?

Hayes: We hope to help 100 students in our first two years. Long term, we hope to have thousands of graduates who actively provide leadership and opportunity to our scholars. Overcoming the odds while in college is just the first step for our scholars. Helping send empathetic leaders into the world who pay it forward through our systematic model is our 10- to 20-year plan.

What has been the reaction so far to the foundation?

Susana: Adriel Lares, CFO of Stash (stash.com) and Vida Valiente Foundation board member, shared with us, 'As a child of immigrant parents, I know firsthand what a positive impact it means to have any kind of support on my journey. The Vida Valiente Foundation's purpose to provide leadership and dollars to as many deserving kids as possible is greatly needed.'

What's another big takeaway?

Hayes: Our funding goal is to be as close to self-sustaining as possible. Our winery in Napa Valley, Vida Valiente Winery, will donate \$100 per bottle sold to the foundation.

Hayes and Susana Drumwright recently launched the Vida Valiente Foundation to help first-generation Americans.