



CASE STUDY

From Ashes to Hope: Napa Stands with LA

A Charity Wine Auction | Save the Children LA Wildfire Relief | 2025

THE CHALLENGE

When the January 2025 Los Angeles wildfires devastated communities across the region, the Napa Valley wine industry wanted to respond — but with no existing infrastructure, no budget, and no timeline, turning goodwill into meaningful impact required both speed and serious expertise.

THE APPROACH

Working with Master of Wine Vanessa Conlin and event chair Jennifer Khachaturian, Aliye co-created the event entirely from scratch. In just eight weeks, the volunteer team:

- Conceived the event concept and charity partnership with **Save the Children**
- Recruited and secured Napa Valley's most prestigious vintners as participants
- Designed and curated live auction lots featuring rare wines and exclusive experiences
- Coordinated a grand walk-around tasting and full auction dinner at **Hudson Vineyards, Carneros**
- Secured acclaimed actress and Save the Children Ambassador **Jennifer Garner** as event host
- Managed all ticketing, logistics, and donor communications with **zero administrative budget**

All event costs were covered by ticket sales and donations. Every dollar beyond operating costs went directly to Save the Children's LA Wildfire Relief efforts.

THE RESULT

\$500,000 Raised

for children and families impacted by the Los Angeles wildfires

From Ashes to Hope demonstrated what deep industry relationships, strategic event design, and a clear mission can accomplish — even under extreme time and resource constraints. The event was covered by *Wine Industry Advisor* and *Haute Living*.

WHAT THIS MEANS FOR YOUR BUSINESS

Whether you're planning a charity auction, a DTC tasting event, a winery dinner, or a high-visibility launch — the same principles apply: strategic thinking, the right relationships, and flawless execution. That's what I bring to every engagement.

ALIYE MELTON

Wine Marketing Consultant | Napa, CA

\$500,000

Raised for Save the Children

8 Weeks

Concept to Execution

\$0

Starting Budget

Zero-Cost

Model — Self-Funded Event

IN COLLABORATION WITH

Vanessa Conlin, MW
Master of Wine

Jennifer Khachaturian
Event Chair

EVENT HOST

Jennifer Garner

Actress & Save the Children
Trustee & Ambassador

VENUE

Hudson Vineyards

Carneros, Napa Valley
May 17, 2025

Ready to talk about your project?

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