

Woman with a Heart for Bakersfield

Marissa Amador



Marissa Amador has a selfless heart of compassion. Coupled with her strong and determined spirit, Marissa translates the challenges she faced being raised by a single-mom in San Francisco, into the gift of time her mom so graciously and generously expressed. At the young age of 5, she would watch her mother literally spoon feed

the elderly, hold their hands and just talk with them. It was the beginning of a legacy Marissa lovingly embraces. “My mother showed me what it meant to serve others. No matter how little we had, she had something to give others.”

Marissa, now co-owner of MadoroM Vineyards in Napa and a community volunteer, lavishly gives the gift of time to charities that assist youth, babies, and ill and injured persons. She has raised over ten million dollars for non-profit organizations throughout California. What started with a donation of one bottle of wine in Bakersfield has evolved into the MadoroM Wine Release party, held in Bakersfield every February. The event now raises over a quarter million dollars annually for Bakersfield charities. Recipients have included Angioma Alliance, Small Miracles Foundation, Wounded Heroes, JDRF Bakersfield Chapter, Lauren Small Children’s Medical Center at Bakersfield Memorial Hospital, Bikes for Bakersfield, Bakersfield Lions Club, Alzheimer’s Disease Foundation of Kern County, and Children’s Advocates Resource Endowment (CARE).

In 2000, Marissa and her husband, Andy, founded MadoroM Vineyards. The business quickly took off, enabling Marissa to focus on community assistance efforts through the business, with fundraising and charity support for education, youth development, pregnancy, and hospice programs.

Marissa’s extraordinary acts of service personally began as she was reflecting on her early life as a teen single-mother

and saw that every program that formerly was available to teen moms was gone. She gathered a group of successful and passionate men and women to join her in beginning a medical pregnancy resource clinic with many other programs attached to it to serve the community and schools. Those doors opened in 2010, where she served as president of the board for three years and today continues to volunteer and fundraise for the clinic.

Marissa works tenaciously serving both the Napa and Bakersfield communities with her family. In addition to her fundraising efforts, Marissa is an active member of her parish and Ag4Youth, an after-school agriculture program for at-risk children, where she teaches youth to raise farm animals and helps them get involved with 4-H.

Marissa and Andy are the proud parents of Todd (21), who serves our country in the United States Army, Isabel (15), Haley (14), and Matthew (8). “Watching my children begin to help and become excited to give and serve is a gift I cannot describe.”

How does a Napa girl fall in love with Bakersfield? Marissa said, “It’s so easy! It’s clear to see this is a community that gives so much. So many amazing groups! I love to give to this community – so strong in its love for one another, so strong in its faith as well. I can promise you that we will never stop giving to Bakersfield. We have been a part of this community for ten years now and I love it more and more every year.”