



For immediate release

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Wine Country Cares! Healthcare Foundation announces \$900,000 in 2012 grants and launches community campaign for healthcare.

Regional effort to promote and sustain quality healthcare launches with nearly \$400,000 in donor contributions from generous ‘early adopters’

February, 2013 – Healdsburg, CA – In a move to ensure convenient, quality healthcare services for Northern Sonoma County, the Healthcare Foundation (HCF) has officially launched a new sustainability campaign -- *Wine Country Cares* (WCC) -- to encourage financial support for important healthcare projects and programs in Healdsburg, Geyserville, Windsor and Cloverdale – all towns in the Healdsburg Hospital Healthcare District.

“Our local healthcare facilities and programs complete more than 50,000 patient visits per year and teach hundreds of students how to be more active and make healthy food choices. We need to support them!” said Pat Callahan, Executive Director of the Healthcare Foundation.

In 2012 the Healthcare Foundation granted over \$900,000 to healthcare providers and programs in northern Sonoma County. These include, Healdsburg District Hospital, Alliance Medical Center (serving Healdsburg and Windsor); Pediatric Dental Initiative (serving all of Sonoma County and California); and Alexander Valley Healthcare Center (serving Geyserville and Cloverdale). In addition, the foundation is committed to implementing Healthy for Life school program into each of the schools in our Healthcare District in northern Sonoma County. Their first school funded for 2012-13 was Fitch Mountain School in Healdsburg.

“Through the Healthcare Foundation, we each can support the programs providing access to care and keeping our community healthy—our local residents, neighbors, seniors, the workers in the field, community members who’ve lost their benefits and anyone needing specialty or emergency care at our hospital.” said retired Healdsburg physician, Dr. Dave Anderson, co-chair of the HCF Board. “This effort is a call to action for everyone; we all can help support the safety net of healthcare these clinics and hospital provide.”

“Our community clinics and providers are being squeezed by a combination of public funding cutbacks and an increase in people needing their services due to layoffs and exhausted unemployment benefits. As a community, we can help bridge this gap and ensure a healthy community,” said Pat Callahan, executive director of HCF. “*Wine Country Cares* is not a short-term fix or a program for just a few to support -- it’s a renewable program to keep each of us engaged in maintaining local, reliable healthcare services for our community. “



Wine Country Cares provides the umbrella for all levels of funding and support. Prior to the public launch of WCC, the Healthcare Foundation staff and board of directors approached potential early adopters of the community based effort. With over \$380,000 raised in 2012, the Healthcare Foundation is pleased with the range of support committed thus far. Donations range in size from \$100 to \$250,000. One of the first gifts came from Healdsburg Noontime Rotary; other supporters include Summit State Bank, Pete and Terry Kight of Quivera Wines, Crawford Cooley, Mark Thayer, Nancy Dayton, Marty Trieb, Jan and Brent Stanley, among others. Many community members are stepping up to fund the local clinic expansion projects.

In addition, the Healthcare Foundation has been approved for a grant from the Sonoma County Health Department for producing Health Happens Here speakers series featuring local healthcare providers addressing key topics like diabetes, cancer, making healthy choices, and promoting the objectives of Healthy Sonoma 2020. The next community forum is March 21, 2013 at 4:30 pm at the Healdsburg City Council Chambers on the Affordable Care Act; featured speaker is Herb Schultz, Regional Director of Health and Human Services. Panelists include Supervisor Mike McGuire and County Health Director Rita Scardaci. The public is invited.

“We understand the challenges of providing quality care in a rural community – access to care is the key. Why should people have to drive away from their homes for quality healthcare?” asked Linda Bertauche, senior vice president and chief operations officer, Summit State Bank. “The short answer is, they shouldn’t. We’ve got amazing services in north county and Summit Bank is committed to keeping it that way. That’s why we became early supporters of *Wine Country Cares*. We share the foundation’s goal of “Keeping Quality Healthcare Close to Home,” she said.

Wine Country Cares activities will include forming a business council, in-home small group meetings, web-based giving and special community events. “Healthcare is a turbulent busy area right now; we’re staying close to the providers who care for our community. We’re committed to help them through these tough times and develop sustainable plans for the future. As people run out of healthcare benefits, they turn to our local clinics; when an emergency happens, they’re taken to Healdsburg District Hospital; children attending our schools need to understand how to make healthy choices early in life. Everyday these programs and services are used. And everyday, with the community’s help, we’ll be there for them raising funds for their programs through *Wine Country Cares*.” said Pat Callahan, Executive Director, Healthcare Foundation Northern Sonoma County.

The Healthcare Foundation For more information about how you can help keep quality healthcare close to home and the Wine Country Cares program, call the foundation office at 707-473-0583 or visit www.healthcarefoundation.org. and Healthcare Foundation Northern Sonoma County.

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