



HEALTHCARE  
FOUNDATION  
NORTHERN SONOMA COUNTY

20  
Years



2020 ANNUAL REPORT | 2021 IMPACT REPORT





## A MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

**W**hen our world shifted in March of 2020, we could not have known the magnitude of the changes that were to come. Over the last year and a half, we have all adapted to new realities, reached out to one another in new ways, mourned those we have lost, and sought joy and meaning in the present, while creating new possibilities for our collective future.

Through it all, you have supported our mission at the Healthcare Foundation, connecting people and resources to vulnerable and underserved members of our northern Sonoma County community. We thank you for joining us in this vital work. In this Impact Report, we hope to further inspire you with a deeper appreciation of the difference you make as a supporter of the Healthcare Foundation.

If 2020 was all about “pivoting,” 2021’s watchword has been “flexibility.” Through all the unexpected ups and downs—the arrival of the vaccine, the Delta variant surge, and the continual revelations about racial injustice—we have confronted stark realities concerning who gets sick and why. To take just one telling statistic, 2020 saw life expectancy for Latinx residents decrease by 2.1 years (from the 2017–2019 average) but only 0.7 years for White, non-Hispanic residents. The “social determinants of health” are more conspicuous than ever as we witness and respond to the unequal health and economic impacts of COVID-19 on people of color, in particular on women and families with young children.

To address the reality of health inequity and define our role in making positive change, the Healthcare Foundation board and staff have been engaging in deep reflection around our vision, mission, and strategic direction. We’ve done this work by listening to you, our community. Our strategies to strengthen the health and wellbeing of northern Sonoma County are based on our guiding principles of community, compassion, and equity. We’ve learned that this dynamic environment invites us to embrace flexibility, and to encourage it among both our donors and our grantees.

In this report, you’ll find an overview of our strategic plan, as well as stories about the people and projects we have invested in this year with your support. We are excited about the solutions that are emerging through creative collaborations with local non-profits committed to our shared vision of health equity for all. We think you will be, too. Join us in diving into the data and the stories that inspire us with all we have done, and can do, together.

With deep appreciation,

Kim Bender  
Executive Director

Scott Hafner  
Board Chair

“  
THE BEDROCK OF OUR WORK IS A CORE BELIEF  
THAT EVERYONE DESERVES THE OPPORTUNITY  
TO LIVE THEIR BEST LIVES IN HEALTH AND  
WELLNESS, NO MATTER THEIR BACKGROUND OR  
THE CIRCUMSTANCES OF THEIR BIRTH. HEALTH  
EQUITY IS OUR GUIDING LIGHT, THE VISION THAT  
ADVANCES US ON THE ROAD TO HEALTH AND  
WELLNESS FOR ALL.  
”



## INTRODUCING OUR STRATEGIC PLAN

**In** April of 2020, the Healthcare Foundation began work towards establishing a new strategic plan that would ensure maximum alignment of the organization's work with the evolving healthcare needs of the communities that make up our diverse region. At the heart of this process was collaboration. As we prepared to revisit and refine the organization's vision, mission, and priorities, we rallied around a strong commitment to diversity and inclusivity.

We began this process just as our communities were hit by the Covid-19 pandemic. Not long after that, in the wake of George Floyd's murder, millions rose to confront a deep and destructive legacy of systemic racial violence and inequity.

“

**WE COMPLETED THE STRATEGIC PLANNING PROCESS WITH A STRONG COLLECTIVE VISION AND ROADMAP THAT WE BELIEVE BEST POSITIONS THE HEALTHCARE FOUNDATION TO ADDRESS THE MOST PRESSING NEEDS OF OUR COMMUNITIES IN NORTH COUNTY, WHILE MAKING THE GREATEST POSITIVE IMPACT ON OUR REGION'S OVERALL HEALTH AND WELLBEING.**

”

These events gave further impetus and focus to our process. Their urgency, and the desire for justice mobilizing thousands across our state and the country at large, spoke to the health inequities we had known were there, but which were now glaring like bright red emergency beacons.

Our strategic planning, led by our board's Strategic Planning Committee, was a highly collaborative, iterative, and integrated effort. It included the full participation of our board and staff and embraced the wisdom, expertise, and perspectives of our wider community through listening sessions and consultation with our supporters and our non-

profit partners, as well as the people they directly serve.

In September of 2021, we completed the strategic planning process with a strong collective vision and roadmap that we believe best positions the Healthcare Foundation to address the most pressing needs of our communities in north county, while making the greatest positive impact on our region's overall health and wellbeing.

**Our Vision affirms an ambitious yet necessary goal: Eliminating health inequities in northern Sonoma County.**

The bedrock of our work is a core belief that everyone deserves the opportunity to live their best lives in health and wellness, no matter their background or the circumstances of their birth. Health equity is our guiding light, the vision that advances us on that road.

Our mission, guiding principles, and strategic areas of focus all follow from this overarching vision.

**Our Mission:** We connect people and resources to promote wellness in underserved communities.

**Our Guiding Principles:** Community, Compassion, Equity.

**Our Strategic Areas of Focus:** Health Education and Professional Development; Community Resilience, Engagement and Support. All our efforts support equitable access to culturally sensitive healthcare and mental health services, and promote overall community wellness.

As we move forward into a healthy future for all, we thank you for your steadfast support of our work. Thanks to you, our community partners, the Healthcare Foundation has a strategic plan that is aligned with our community and positions us to have the greatest impact on its health and wellbeing. It guides our actions and ensures that all the work we do advances our collective vision of eliminating health inequities in northern Sonoma County.



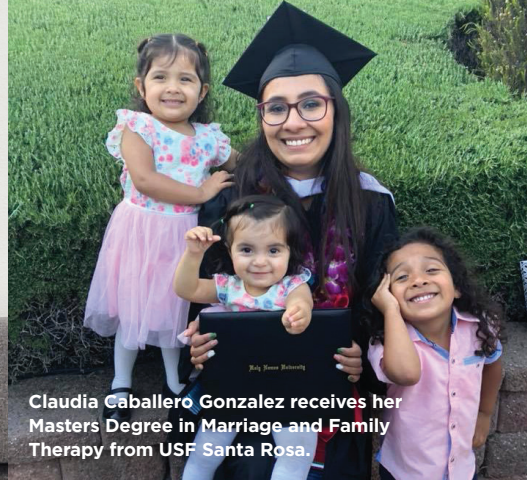
Bianca Pulido,  
Mental Health Talent Pipeline Student

Please see [healthcarefoundation.net/strategic-plan](https://healthcarefoundation.net/strategic-plan) for more information.





Evette Minor of United Women's Group receiving PPE kit for vaccine outreach work



Claudia Caballero Gonzalez receives her Masters Degree in Marriage and Family Therapy from USF Santa Rosa.



## A SHOT IN THE ARM: NEW GRANTS SUPPORT THE GRASSROOTS VACCINATION EFFORT IN SONOMA COUNTY

## 2021 GRANTEES

### HEALTH EDUCATION & PROFESSIONAL DEVELOPMENT

#### COVID-19 COMMUNITY VACCINE OUTREACH GRANTEES - \$204,000

Botanical Bus  
Centro Laboral de Graton  
Corazón Healdsburg  
KBBF Radio  
La Familia Sana  
La Luz Center  
Líderes Campesinas  
Nuestra Comunidad  
Petaluma Health Care District  
Raizes Collective  
Roseland CBI  
United Women's Group /  
Grupo de Mujeres Unidas

#### GENERAL OPERATING GRANTEES - \$150,000

Alliance Medical Center  
Alexander Valley Healthcare  
Center for Well-Being  
Corazón Healdsburg  
Latino Service Providers  
La Plaza/CURA Project

#### MENTAL HEALTH TALENT PIPELINE SCHOLARSHIPS - \$142,625

Sonia Aguilar  
Sergio Aguirre  
Claudia Caballero Gonzalez  
Daisy Cardenas  
Yadira Esparza  
Catalina Frausto Gonzalez  
Claudia Hernandez  
Cesia Jovel  
Stephanie Malagon  
Bianca Pulido  
Nallely Ramirez  
Laura Rodriguez  
Eloisa Ruano Gonzalez

#### HOPE SRJC SCHOLARSHIPS - \$15,000

### COMMUNITY RESILIENCE, ENGAGEMENT & SUPPORT

#### EMERGENCY FUND GRANTEES - \$100,000

Alliance Medical Center  
Alexander Valley Healthcare  
Corazón Healdsburg  
Farm to Pantry  
Farm to Fight Hunger

Food for Thought  
La Familia Sana  
Latino Service Providers  
Reach for Home  
YWCA Sonoma County



As of October 2021

**ALLIANCE  
MEDICAL CENTER**  
**14,633 PEOPLE**  
Fully vaccinated  
77% Hispanic/Latino

**ALEXANDER VALLEY  
HEALTHCARE**  
**12,350 PEOPLE**  
Fully vaccinated  
39% Hispanic/Latino

PROPORTION OF RESIDENTS  
12+ VACCINATED BY ZIP CODE

**HEALDSBURG**  
**87.6%**  
PHC MEDI-CAL  
PATIENTS: 66%\*

**WINDSOR**  
**86.6%**  
PHC MEDI-CAL  
PATIENTS: 62%\*

**CLOVERDALE/GEYSERVILLE**  
**89%**  
PHC MEDI-CAL  
PATIENTS: 58%\*

**In** September 2021, the Healthcare Foundation in collaboration with Partnership HealthPlan of California (PHC) began distributing a total of \$354,000 to support Covid-19 vaccination efforts in northern Sonoma County.

The PHC grant, secured and managed by the Healthcare Foundation, provides \$204,000 to support the ongoing efforts of 12 community-based organizations in our county who are reaching out to PHC Medi-Cal patients, some of the most vulnerable and isolated members of our region, especially in our Latinx communities. The Healthcare Foundation is granting an additional \$150,000 in general operating support to six organizations, including Alliance Medical and Alexander Valley Healthcare, to further bolster vaccine uptake among the region's community members most impacted and hardest to reach, such as farmworkers and other essential workers and those who are homebound.

The grantee organizations (listed opposite) are working directly with community health workers and promotores de salud (CHW/Ps), who come from the communities they serve and are experts in the concerns and challenges facing individuals and families in their neighborhoods. They bring lived experience, cultural competency and an understanding of resources, services and systems to the support of marginalized community members with a complex variety of needs, including mental health services,

rental assistance, and education around Covid-19 and the vaccine.

While the overall rate of vaccination among those 12+ years of age in Sonoma County was 79% as of November 7, the rate among low-income Medi-Cal patients was 66%.\* The PHC grants, with the help of CHW/Ps as trusted messengers, are focused on reaching out to all low-income folks who have either been hesitant, due to mistrust of the healthcare system or misinformation, or simply unable to get to a vaccine clinic during business hours due to job and childcare responsibilities. The goal of these grants is to increase the vaccination rate among the Sonoma County Medi-Cal population to above 70% by the end of February 2022.

"Our region's community-based organizations have been leading the way since the onset of the pandemic, responding to the needs of some of our most vulnerable individuals and families, and what they've done with their limited resources is astonishing. We particularly commend the community health workers and promotores de salud, mostly women, many of whom volunteer their time. These grants support their ongoing, heroic work to help get even more people vaccinated in Sonoma County," said Healthcare Foundation Executive Director Kim Bender.

"We are proud to be working with them and to be helping to channel the support they need to continue getting the job done."

\*Data provided 11/7/21 by Partnership HealthPlan California (PHC)





**Mental Health Talent Pipeline**  
Students: (L to R) Eylin Blake, Sonia Aguilar, Eloisa Ruano Gonzalez, Yadira Esparza, Claudia Caballero Gonzalez, Catalina Frausto Gonzalez, Bianca Pulido, Cesia Jovel, Daisy Cardenas



MHTP supporters Jeanie and Marc Kahn with students Sonia Aguilar and Cesia Jovel

## A CONVERSATION WITH MENTAL HEALTH TALENT PIPELINE SCHOLARSHIP AWARDEE CESIA JOVEL

**C**esia Jovel is spending her third year in USF's masters program in counseling psychology as a trainee in the Santa Rosa offices of Side By Side, the San Anselmo-based nonprofit serving young people impacted by adversity with a range of programs. As a bilingual, bicultural resident of Sonoma County pursuing a career in mental health with the intention of serving its Latinx community, Cesia received support for her studies and training through the Healthcare Foundation's Mental Health Talent Pipeline Project.

The pandemic has exacerbated the strain on mental health for many young people, and the need for therapists with the linguistic fluency and cultural competency to serve the Latinx community is greater than ever. Cesia shares her perspective as someone entering the mental health field in Sonoma County.



### WHAT IS YOUR ROLE AT SIDE BY SIDE?

Side By Side serves children, teenagers, and young adults. I'm providing support and therapy to young adults, addressing any depression or anxiety or intrusive thoughts. I mostly do talk therapy, either through Zoom or by phone [during the pandemic]. I can be that person they can talk to about their week, while learning coping mechanisms.

Starting next week, I'll be part of Side By Side's YouThrive program, where we go into schools and do class presentations and workshops, educating youth about mental health in general—boundaries, stress management, a variety of different topics that include cultural diversity and trauma in a way that is age appropriate. I'll also be seeing clients one-on-one there.

I am a bilingual and bicultural clinician, so I have that flexibility to reach clients who are monolingual in Spanish—and their parents, because part of the therapy process, especially with younger clients, is having the parents involved. Part of the population we serve are kids that have arrived to the U.S. very recently, so they're still in that transition phase of learning English.

### YOU MADE A SIMILAR TRANSITION FROM EL SALVADOR?

I was 13. I can definitely relate. I had a hard time finding a therapist who was bilingual. It's not to say that my therapist wasn't competent.

“

**I AM A BILINGUAL AND BICULTURAL CLINICIAN, SO I HAVE THAT FLEXIBILITY OF BEING ABLE TO ALSO REACH THOSE CLIENTS WHO ARE MONOLINGUAL IN SPANISH—AND THEIR PARENTS.**

”

It was very helpful to see her. But at some point I realized it was a little bit limiting for myself. That was one of the reasons I went into this line of work. The population we're reaching out to are really wanting to have that bilingual aspect. Bicultural as well, because it's one thing to have the language skills and another to really understand where your client is coming from in terms of the cultural background, and being able to integrate that into the services you're providing. That's one of the most important aspects of therapy: you want to build that trust. That can make a difference for them in terms of opening up and being willing to just talk about things.

**2018 - 2021  
15 MHTP STUDENTS - \$292,625**

To read more of the conversation, see [healthcarefoundation.net/category/blog](https://healthcarefoundation.net/category/blog).



## 2020 DONOR LIST

Over the last 20 years, with your help, the Healthcare Foundation has pursued a vision for northern Sonoma County where everyone has the opportunity to enjoy health and wellness. We wish to express our deepest

appreciation to all our donors, listed below, who supported our collaborative efforts in 2020.

For a list of 2021 donors to date, please visit [healthcarefoundation.net/our-supporters](http://healthcarefoundation.net/our-supporters).

BOARD MEMBERS | HEALTHCARE HEROES | • LEGACY DONORS | • HEALTHCARE HERO COMMUNITY PARTNERS

### \$100,000+

**Barbara Grasseschi and Tony Crabb \***

### \$50,000+

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John Jordan Foundation

**Marc and Jeanie Kahn**

### \$25,000+

The Bancroft Foundation

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### \$10,000+

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Cartograph Wines

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**Congressman Mike Thompson and Janet Thompson**

**Assemblymember Jim Wood**

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Anonymous (2)

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Edward and Kyle Baker

**Dr. Hallie Beacham and Mr. Paul Downey**

Bellwether Farms

**Shirley Bennett**

Berry Financial & Insurance Solutions

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**Samantha Campbell**

**Sue Campbell and John McKinney**

**Dena and Richard Cochran**

Geoff and Nancy Dalwin

Nancy Dayton

Bruce and Suzel Deas

**Edgar and Judy Deas**

**Bridget Doherty**

Enso Village

### \$1,000+ cont.

Mary Fitzgerald and Carl Milfeir

Dani Gasparini and Alyn Beals

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Halvorsen Solar Service

Stu Harrison and David Ring

**Tom Hartfield and Mimi Gurbst**

**Bonnie and James Headley**

**Georgia and Ric Helthall**

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**Congressman Jared Huffman and Mrs. Susan Huffman**

Jay Hunsberger and Chad Hostetler

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Debbie Mason

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Newman Family Charitable Fund

North Sonoma County Healthcare District

**Claire O'Neill**

Pacific Union International

Ron and Jane Pavelka

Lucy Saldana

**Ralph and Janice Sceales**

Crystal Silva

Sipsong Spirits

Marla Smith and Thomas Berkenkamp

*Ross Stromberg\**

**Valla Family Foundation**

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**Hank and Linda Wetzel**

Tom Willis and Julie Henderson

Ruth and Martin Wilson

**Andrea Wolcott**

Annie and Montgomery Woods

Jerry and Suzie Wunderlich

Michelle Zygielbaum



## A CONVERSATION WITH MARY ELLEN SMITH

**H**ealthcare Foundation has its origins in 2001 when a group of community members rallied together to save their local hospital. Among them were Dick and Mary Ellen Smith—originally a New Yorker and an Angeleno, respectively, who permanently relocated from San Francisco to their Healdsburg home in 2000. Dick was a recently retired investment banker, and Mary Ellen a fashion industry businesswoman. But they had a strong personal connection as well: In 1997, Healdsburg Hospital had saved Mary Ellen's life. By 2006, Kay Reed had recruited Mary Ellen for the board of the Healthcare Foundation. In 2008, she was elected board president, two years into a capital campaign that would ultimately raise some \$14 million in pledges to keep the hospital open.

"We started originally just wanting to make sure we still had a hospital," explains Mary Ellen in a recent phone conversation. "That's when we started becoming donors. And then it evolved over the years. My time on the board, it's one of the things I'm most proud of, perhaps in my whole life, the work I did there."

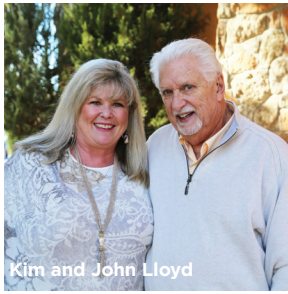
As the Foundation has continued to evolve to address changing times, Dick and Mary Ellen have remained stalwart supporters.

"What I most admire about what the Foundation has done since I left [is that] they have brought the focus back to the community," says Mary Ellen, "which is where I think the younger demographic and the younger donors have a greater interest. Particularly in the focus on mental health. There aren't enough doctors. There aren't enough therapists. And mental health issues are so severe, particularly after the pandemic. I know, as well, that the Healthcare Foundation was extremely involved in getting out into the community and supporting Reach for Home, supporting the homeless population. They are also active in getting people vaccinated. I think these are the things that are important now: quickly recognizing the community needs and responding to those needs."

That community spirit is part of what has made northern Sonoma County home.

"People here care about each other," says Mary Ellen. "We've been here now for 30 years. We've met just amazing people who care about their neighbors and want to take care of them. The work that the Foundation is doing, the commitment, speaks to the generosity that's here. It's the most wonderful community I've ever lived in."





Kim and John Lloyd

## LEGACY CIRCLE

**H**ave you considered leaving a bequest to the Healthcare Foundation? A transformational gift ensures your legacy contributes to eliminating health inequities in our region, advancing us toward a future of maximum health and wellness for all northern Sonoma County residents. If you have already made estate plans or are considering the Foundation in your estate planning, please contact **Mary Ott, Development Director**, at 707-395-4928 or [mott@healthcarefoundation.net](mailto:mott@healthcarefoundation.net).

**A special opportunity: A generous, anonymous donor will contribute \$5,000 for the first five new or newly disclosed commitments to the Legacy Circle in 2022. Contact us today and multiply your impact!**

### WE ARE PLEASED TO RECOGNIZE OUR LEGACY CIRCLE MEMBERS TO DATE:

Bob Gain  
Barbara Grasseschi and Tony Crabb  
Dr. Laura Kimbro Chechile and Tom Chechile  
Kim and John Lloyd  
Peter McAweeney and Tod Hill  
Lisa and Bill Meisner  
Donna and Eddie Merideth  
Ross Stromberg  
Katie Wetzel Murphy and Denny Murphy

#### \$500+

**Yvonne Baner**  
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**Harry and Karen Bosworth**  
Elise Bulger  
Carmen and Perri Castaldi  
Jim and Merrilee Dadaos  
**Deidre and Steve Fredson**  
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**Dr. Rachel Mayorga**  
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**\$250+**  
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Anonymous  
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**Hayden Stratton**  
Pamela Swan  
**Stephen and Kirsten Tellez**  
Richard and Barbara Thomas  
Dr. R. Steven Vargas & Mrs. Susan Vargas  
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Craig and Gail Barton  
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Sue Tharrington  
Kory Whitaker  
**Sam and Shelley Witten**

## HEALTHCARE HERO COMMUNITY PARTNER

Introducing our newest Healthcare Hero Community Partner  
**Stephen Barber of Guaranteed Rate:**



*"I was looking for a community organization that had 'boots on the ground,' providing a positive, tangible, daily impact in those Sonoma County communities that need our assistance to get the basics in healthcare. I choose to support the Healthcare Foundation as a Healthcare Hero Community Partner because, through their programs and network of grassroots organizations, as well as their vision of health equity for our region, they perfectly fit that description."*

### THANK YOU TO OUR 2021 HEALTHCARE HERO COMMUNITY PARTNERS:



E&J Gallo Winery



Big John's Market

Guaranteed Rate

PFM Law



## EXECUTIVE COMMITTEE



## BOARD MEMBERS



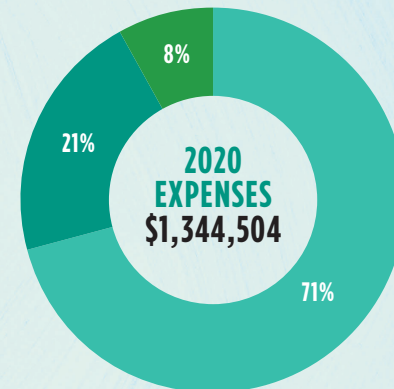
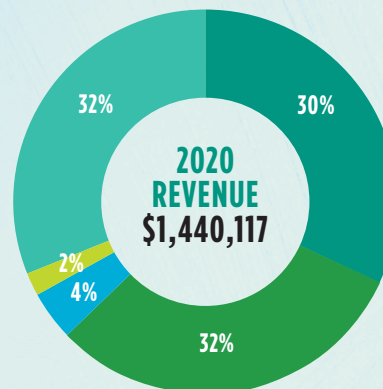
## STAFF



# FINANCIAL SUMMARY FOR 2020

**\$993,263**

NET ASSETS AS OF 12/31/2020



CONTRIBUTIONS \$454,794	GRANTS & PROGRAMS \$957,887
SPECIAL EVENTS \$442,895	MANAGEMENT & GENERAL \$275,511
RELEASED FROM RESTRICTION \$455,478	FUNDRAISING \$111,106
GOV'T GRANTS \$63,621	
MANAGEMENT FEES \$23,329	

**17** GRANTS TO LOCAL NONPROFITS

**9** SCHOLARSHIPS TO MENTAL HEALTH TALENT PIPELINE

**\$5,938,433** TOTAL GRANTS AWARDED 2016-2020

To request a printed copy of our 2020 Financial Review, please email [info@healthcarefoundation.net](mailto:info@healthcarefoundation.net)



**HEALTHCARE**  
FOUNDATION  
NORTHERN SONOMA COUNTY



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Tod Hill, MC Herman G. Hernandez and  
ED of La Familia Sana Jade Weymouth

PHOTO: WILL BUCQUOY



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20  
Years

*Thank You*

TO ALL OF OUR  
2021 GALA  
SUPPORTERS

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