



HEALTHCARE
FOUNDATION
NORTHERN SONOMA COUNTY



2021 Annual Report

2022 Impact Report



PHOTO: ALAIN McLAUGHLIN

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A Message

from our Executive Director and Board Chair

2022 has taught us that we are not going back to what we previously called “normal.” Over the last two years, we learned to pivot and flex; we now know that listening and learning to adapt is the new normal. Covid is now part of our everyday lives. We are gathering with friends and family and traveling again, but with a mask in our pocket and an understanding that all plans may be derailed at the last minute by a positive test. We have collectively learned to roll with the unexpected, and increased our compassion for those who are most impacted by the hardships that Covid causes.

At the Healthcare Foundation, we continue to listen to and learn from you, our community. We are incredibly grateful to our stalwart supporters who share our vision of eliminating health inequities in northern Sonoma County. This year, with your help, we have been implementing our strategic plan in creative ways, all in support of increasing equitable access to culturally sensitive healthcare and mental health services to promote overall community wellness.

In our Health Education & Professional Development area of focus, we continue to be amazed by the success of the now 18 participants in the Mental Health Talent Pipeline scholarship program. We are extending the pipeline by building an innovative, bilingual, bicultural clinical traineeship program to create more permanent opportunities for new therapists in our region.

In our Community Resilience, Engagement & Support area of focus, we launched the “community response team” (CRT) initiative to better prepare for future health crises: these hyper-local, health-based networks capitalize on the successful vaccine outreach and education work done by Promotores de Salud and community-based organizations with whom we partnered over the last year. We are also thrilled by the progress in our more “upstream” investments in community mental health: the community wellness center convenings are fostering the kind of community programming and social organizing capacity, through partnerships that include the voices of community members, that measurably increase residents’ sense of safety and belonging, and life-expectancy. Our investments in community wellness are multi-year and have the potential for positive, generational change throughout our region. This groundbreaking work is only possible due to the support of our donors, partners and volunteers.

Over the past two years, we have built a more diverse board, bringing new perspectives to our understanding of the communities we serve. We are grateful for all that we are learning, and invite you to join us in reflecting on our collective impact over the last year.

With tremendous appreciation for your part in this work,

Kim Bender
Executive Director

Scott Hafner
Board Chair

“
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”

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Community Wellness Center Convenings

The Healthcare Foundation, with support from our generous donors, the North Sonoma County Healthcare District and Providence, has launched community-led research projects to envision future community wellness centers (CWCs) in Cloverdale and Windsor, with a plan to extend this effort to Healdsburg in 2024. The project is facilitated by leaders from On the Margins, whose mission is “to collaborate with others to design and implement anti-racist, joy-focused, equitable, sustainable, and affirming practices, initiatives, and policies.”

The coalition for the Cloverdale project, which the partner organizations have named Nuestra Comunidad Sana, includes local community-based organizations Nuestra Comunidad, La Familia Sana, and Alexander Valley Healthcare. These convenings are happening in parallel with and informing AVH’s capital campaign to build a new facility in Cloverdale, which will co-locate medical, dental, and behavioral health services. Nuestra Comunidad Sana is geared to supporting the social and cultural life and expressed needs of all residents of Cloverdale, and devotes special attention to lifting the voices of the Latinx community.

“The objective of Nuestra Comunidad Sana,” explains Daniela Dominguez, CEO of On the Margins, “is to use a grassroots approach led by BIPOC Cloverdale communities to envision a safe, vibrant, green, community space of belonging.” The ideas and perspectives of neighborhood residents are leading forces in the design and implementation of Nuestra Comunidad Sana, beginning with the development and planning process itself.

In July of 2022, Nuestra Comunidad Sana began convening community meetings to gather input, generate engagement, and register the ideas, concerns, and needs among Cloverdale residents. In addition to public meetings, this data collection phase involves neighborhood residents in focus groups and participatory mapping workshops, as well as individual interviews, surveys, and canvassing.

Planning for the Windsor community wellness center convenings is underway, facilitated again by On the Margins, with coalition members from Nuestra Comunidad and Alliance Medical Center.

The two-year Healthcare Foundation grants support the facilitation, outreach and other costs associated with the community meetings and focus groups, including stipends and childcare so that low-income folks and working parents can participate in the visioning and planning process. We look forward to sharing updates in our monthly newsletter as well as the community-envisioned designs and plans to be presented by On the Margins in its final reports in late 2024.



“
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”

Doctora Daniela “Danny” Dominguez convenes Nuestra Comunidad Sana in Cloverdale



Catalina Frausto, clinician and MHTP graduate, now working in Cloverdale.

Alliance Medical Center staff administers Covid-19 vaccines to children 5+ years old.

Grants awarded since 2001
\$23.4 M

Grants awarded 2021 - 2022
74 totaling \$1,123,000

2022 Grantees

HEALTH EDUCATION & PROFESSIONAL DEVELOPMENT

Mental Health Talent Pipeline Scholarships | **\$146,650**

Sonia Aguilar
Eylin Blake
Daisy Cardenas
Catalina Frausto
Emmanuel David Galeana
Eloisa Masror
Cesia Jovel
Stephanie Malagon
Jennifer Oseguera Chavez
Bianca Pulida
Nallely Ramirez
Laura Rodriguez
Stephanie Sosa
Luigi Valencia

SRJC Hope Scholarships | **\$20,000**



Meet Rogelio Lopez, one of 40 SRJC HOPE scholarship recipients.

Read more at healthcarefoundation.net/HOPE

COMMUNITY RESILIENCE, ENGAGEMENT & SUPPORT

Community Response Teams | **\$135,000**

Corazón Healdsburg
La Luz Center
Petaluma Health Care District
Center for Well-Being
River to Coast Children's Services

Community Wellness Center Convenings | **\$228,850**

On the Margins
Nuestra Comunidad
La Familia Sana

General Operating Support | **\$100,000**

SOS Community Counseling
Side by Side Youth
Integrative Medical Clinic Foundation

Nonprofit Sponsorships | **\$6,325**

Corazón Healdsburg
CTE Foundation
Generation Housing
La Familia Sana
Latino Service Providers
Latinos Unidos Del Condado de Sonoma
Nuestra Comunidad

Community Response Teams:

Cooperation and Resilience at the Grassroots

Beginning in February 2022, the Healthcare Foundation initiated a five-month planning process to collaboratively develop local Community Response Teams (CRTs) across Sonoma County. Inspired by the extremely effective, hyper-local networks established over the last two years by community-based organizations involved in Covid vaccine outreach and education, CRTs use a geographic "zone" approach. **The lead CRT organizations are: Corazón Healdsburg for North County; La Luz Center for Sonoma Valley; Petaluma Health Care District for Petaluma and Rohnert Park; Center for Well-Being for Santa Rosa and Sebastopol; and River to Coast Children's Services for the coastal areas of West County.** The goal of this planning phase was for each lead agency to articulate lessons learned during Covid, identify local resources, and develop local strategies to improve coordination both within their geographic zones and across the county as the beginning of local CRTs.

Read more about this effort at healthcarefoundation.net/CRT



Nuestra Comunidad staff with information and supplies for community health and safety.

CRT Learnings from Covid Vaccine Outreach Efforts

WHAT KEY LESSONS DID WE LEARN?



- The power of social media and word-of-mouth to communicate with the Latinx community.
- The strength of partnerships and a network aligned towards a common mission.
- Data matters and it should be used to make informed decisions.
- Working directly with farmers to bring in their workforce for services worked extremely well. The same did not work as well for the hospitality industry.
- Having a friendly face from the community who was able to communicate in the participant's language.
- Targeting outreach to specific demographic populations disproportionately impacted.
- Taking services to local schools when children became eligible for vaccination.
- Working around work hours to deliver services, Monday through Friday anytime after 5:30 pm is when people started to show up.
- Consistency became super important; individuals wanted a trusted, stable local location where they knew they could get services.

WHAT DID NOT WORK?



- Online scheduling system excluded our older community members who had a challenging time accessing resources without the assistance of a family member or resource navigator.
- Vaccine and testing events during working hours were not as successful.

Expanding the Mental Health Talent Pipeline for Northern Sonoma County



The Healthcare Foundation launched the Mental Health Talent Pipeline (MHTP) scholarship program in 2018 as part of its strategic focus on mental health and in direct response to the severe shortage of bilingual, bicultural mental health professionals in our region of northern Sonoma County.

The MHTP program covers full-tuition and traineeship stipends for bilingual, bicultural students pursuing a Master of Arts degree at USF Santa Rosa's counseling psychology Marriage and Family Therapy program (or an equivalent program at another school) who commit to working in the mental health field in north county.

Students Supported in 2022

Thanks to the commitment of our generous donors and community partners, the MHTP program has so far provided crucial support to eighteen participants. Twelve MHTP students are currently completing their graduate degrees. Total support for participants in 2022 was \$146,650.

Looking Ahead

The missing link in the MHTP pipeline is the opportunity for our third-year students to participate in supervised traineeships in Spanish. During their third year, MFT students provide therapy to clients under the supervision of an experienced, licensed therapist, and for our students that has often meant translating client issues to English-speaking supervisors. With ARPA funds provided through Redwood Community Health Coalition, we are now funding Dr. Daniela Dominguez of On the Margins, and Dr. Maria Alvarez, to develop a state-of-the-art bilingual, bicultural clinical training program to be launched in 2023 with a focus on MFT trainees in Cloverdale, along with an educational curriculum to be taught in Spanish that will be available to other trainees, as well as licensed therapists, throughout Sonoma County.

A Note from Board Member Daisy Cardenas

I am a first-generation graduate student, a circumstance made possible in part by the MHTP program. Having received my master's degree in May of this year, along with four other recipients of the Healthcare Foundation's Mental Health Talent Pipeline scholarship, I am now a Marriage and Family Therapist working in north county. I'm also a proud member of the Board of the Healthcare Foundation, where I have a seat at the table in addressing the most pressing health issues facing our underserved communities.

The MHTP program grew out of an urgent need for accessible mental health services for Spanish-speaking people in our region. Its vision was to address that need by supporting the talent and initiative of aspiring bilingual and bicultural mental health professionals right here in northern Sonoma County.

That vision, originally brainstormed by Marc and Jeanie Kahn and former Healthcare Foundation Executive Director Debbie Mason, also took the long view—seeing a place for people like me and my fellow MHTP cohort in the broader future of our region. Marc, who is now a fellow Board member of the Healthcare Foundation, where he continues to help grow the MHTP program, not long ago recalled the expansive nature of that vision, which the Healthcare Foundation is making good on today.

"It's not just providing mental healthcare to the community," he explained. "We're hoping that we can inspire leadership. . . . Going forward we expect to see former participants in the Mental Health Talent Pipeline in upper leadership in healthcare organizations, maybe running for political office. That, I think, is the secondary benefit of this program."

For more information about the individuals supported by the MHTP program, please see healthcarefoundation.net/impact

Mental Health Talent Pipeline Spotlight: Meet Jennifer Chavez



Jennifer Oseguera Chavez grew up in Cotati and Rohnert Park before transferring to UC Davis. "I have loved growing up in Sonoma County," she says. After earning her bachelor's degree in 2021, with a double major in Spanish and Psychology and a minor in Chicano Studies, Jennifer returned home to pursue a career in the mental health field. As she prepared to begin graduate studies in counseling psychology at USF Santa Rosa, with support from Healthcare Foundation's Mental Health Talent Pipeline scholarship program, Jennifer shared some reflections on her journey thus far.

When did you become interested in psychology and the mental health field?

My freshman year at Santa Rosa JC. I am a first-generation Latina college student. I really didn't know what to expect but I knew I wanted to go to college. Going in, I decided to take the psychology class. That one class transformed my whole viewpoint, and basically solidified my career in psychology. I grew up in a Mexican family, raised by a single mom, and a lot of topics were taboo. That fueled my desire to focus on psychology and the mental health field, to advocate for Latinx mental health services and equity, and bring awareness to people in the Latinx community about mental health diagnoses and mental health wellbeing.

Where are you working?

I am currently working at Turning Point Community Programs in Santa Rosa. We serve a dually diagnosed population (with an intellectual disability and a mental health diagnosis), focusing on mental health, resilience, recovery, and relationships, and helping people reintegrate into their communities and develop skills to succeed. I've almost finished my first year. It has helped me grow tremendously as a professional.

How did you decide on USF's program?

It was really important to me to stay local so I could continue working and creating a change here. What I particularly value [in the program] is their emphasis on social justice. They stress inclusivity and equity—something I strive for everyday for my clients. I want an educational institution that also values and promotes that in the professionals they are helping to create.

“It was really important to me to stay local so I could continue working and creating a change here.”

Anything else you would like to add?

What the Healthcare Foundation is doing supporting Latinx bilingual and bicultural students is absolutely amazing. As a first-gen, I never knew these opportunities were out there. So I also want to encourage others to apply for those scholarships—look for opportunities, because you never know what's out there for us, to help us accomplish our dreams and goals.

A longer version of this conversation appears on our blog at healthcarefoundation.net/Chavez

2018-2022
18 MHTP STUDENTS
\$405,700
500+ CLIENTS
SERVED ANNUALLY

2021 Donor List

For over two decades, 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 efforts in 2021.

For a list of 2022 donors to date, please visit <https://healthcarefoundation.net/give>

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Susan Hubbard
Congressman Jared Huffman and Mrs. Susan Huffman
Amy Hunsberger and Christopher Hunsberger



A Conversation with Former Board President Dr. Hallie Beacham

Hallie Beacham, M.D., practiced as an OB-GYN in San Francisco for 30 years before she and her husband, Paul Downey, relocated to Healdsburg. As a physician and a founding member of the California Endowment, Hallie began talking with doctors in her new north county environment about the local healthcare landscape and was soon asked to join the board of the earliest incarnation of the Healthcare Foundation, which formed in 2001 to save the Healdsburg Hospital. Hallie was the Foundation's president by the time it launched an ultimately successful \$14 million campaign on the hospital's behalf. From there, she helped to steer the organization toward an expanded mission to address the vital health needs of the community at large. Although she stepped down from a leadership role several years ago, Hallie and Paul remain staunch supporters of the Healthcare Foundation. We spoke with her recently about the work she helped set in motion and the place she calls home.

How did the vision for the Healthcare Foundation evolve after the campaign to save the hospital?

That campaign was winding down, and my association with the California Endowment allowed me to see what you could do with an expanded vision beyond just being involved with the hospital. That background I brought introduced a vision that the Healthcare Foundation began adopting. A big challenge was making the public aware that the Foundation was now much more than, if you will, an appendage of the hospital. Over the past seven years or more, that has occurred.

It's really been due to a lot of hard work by the various boards and executive directors. Today, they have the opportunity to identify healthcare issues that need addressing, and they're doing it. That's one of the reasons my husband and I have been such outgoing supporters. I'm very excited about where they are right now.

How do you see the role it's playing in the local healthcare ecosystem?

One of the things it's doing is acting to generate funds and education—you really have to educate members of the community who have the wherewithal to provide funds for a vision. It takes a lot of work and knowledge on the part of the Healthcare Foundation to decide on a vision and then to develop the relationships in the community.

What is a health issue you see as most salient or urgent right now?

The loss of the protections with Roe v Wade. Making sure that women don't lose access to abortion services is a number one issue that I see right now. It's not as much an issue in California, but relationships can be developed for groups that will be reaching out to help women no matter where they live.

What drew you and your husband to northern Sonoma County?

Just the beauty of the region, the lifestyle. While I was practicing medicine, my husband was even raising grapes for a while! It's the quiet that you experience being in a setting like Healdsburg. We've been here for so long it's hard to go back and think of all that attracted us here, but that's it in a nutshell.



"We contribute because the Healthcare Foundation makes an immediate impact, changing lives and leaving a legacy of hope and health." — **Dr. Laura Kimbro Chechile and Mr. Tom Chechile**

Legacy Circle

Have 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 designated a gift or are considering the Foundation in your estate planning, please contact Mary Ott, Development Director, at 707.395.4928 or mott@healthcarefoundation.net.

A special opportunity: A generous, anonymous donor will contribute \$5,000 for the first five new or newly disclosed commitments to our Legacy Circle.

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

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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

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Sam and Shelley Witten

Andrea Wolcott

Women Making Music Inc.

Assemblymember Jim Wood

Annie and Montgomery Woods

Wright Contracting

Susan and Jerry Wunderlich

Michelle Zygielbaum



Healthcare Hero Community Partner

Introducing one of our newest Community Partners, Amista Vineyards

"We are grateful to be part of a business community that supports the Healthcare Foundation in its mission to promote health equity and access to healthcare for those most in need. On behalf of our employees, we are proud to do our part to advance the overall health and wellbeing of our community."

— **Michael & Vicky Farrow**
Proprietors, Amista Vineyards

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Barth Vision & Optical

Big John's Market

Guaranteed Rate

PFM Law

Board of Directors and Staff



Back Row (L-R): Marc Kahn, Esther Lemus, Amy Hunsberger, Kim Bender (staff), Wanda Tapia-Thomsen, Francisco Lopez, Mary Ott (staff), Jean Lalla

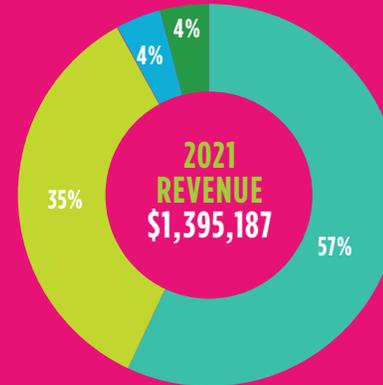
Front Row (L-R): Hanna Scramaglia (staff), Gary Barth, Scott Hafner, Courtney Cochran, Kathi Safford, Danielle Restieaux-Murphy

Not Pictured: Montserrat Archila, Darnell Bowen, Daisy Cardenas, Joel Lewis (staff), Peter McAweeney, Donna Merideth

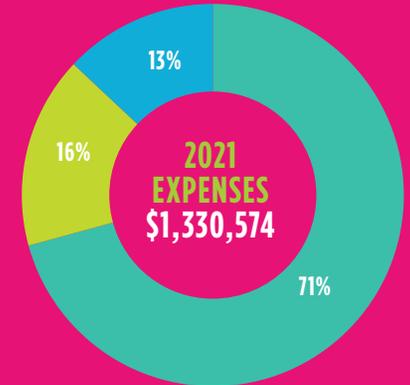
Financial Summary for 2021

\$1,054,876

NET ASSETS AS OF 12/31/2021



- CONTRIBUTIONS | \$798,742
- SPECIAL EVENTS | \$481,430
- GOV'T GRANTS | \$59,901
- MANAGEMENT FEES | \$52,114



- GRANTS & PROGRAMS | \$945,169
- MANAGEMENT & GENERAL | \$213,418
- FUNDRAISING | \$171,987

12 MENTAL HEALTH TALENT PIPELINE SCHOLARSHIPS

30 GRANTS TO LOCAL NONPROFITS

\$5,938,433

TOTAL GRANTS AWARDED 2017-2021



To download a copy of our 2021 Financial Review, please visit healthcarefoundation.net/about



HEALTHCARE FOUNDATION
NORTHERN SONOMA COUNTY

707.473.0583 | info@healthcarefoundation.net | healthcarefoundation.net

Healthcare Foundation Northern Sonoma County is a 501(c)(3) not-for-profit Federal Tax ID #68-0474109

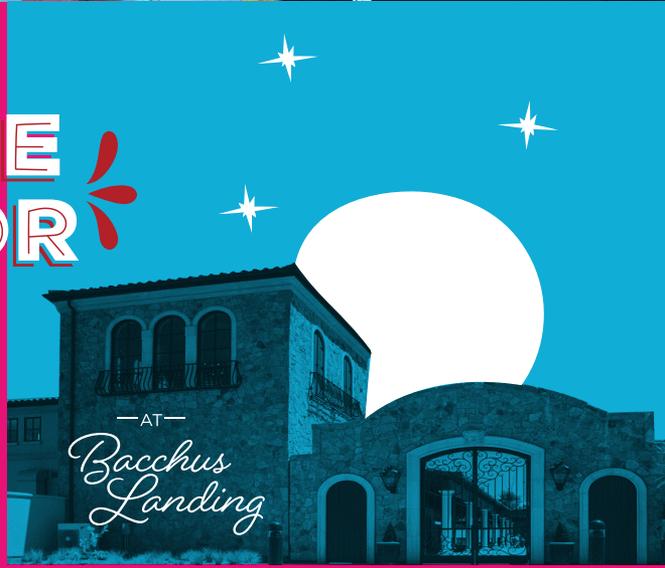


PHOTO: ALAIN MCLAUGHLIN

Juan Torres, Executive Director, Humanidad Therapy & Education and Angelica Salas with Alicia Sanchez, KBBF Radio

NOCHE de AMOR

**THANK YOU TO
ALL OF OUR
NOCHE DE AMOR
SUPPORTERS!**



SAVE THE DATE: JUNE 3, 2023 - BACCHUS LANDING, HEALDSBURG

See more Noche 2022 photos at
healthcarefoundation.net/events/noche-de-amor-2022

