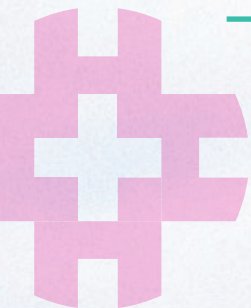




HEALTHCARE
FOUNDATION
NORTHERN SONOMA COUNTY

2022 ANNUAL REPORT

2023 IMPACT REPORT





“
**A guiding principle of
community power building
is that community
members are themselves
experts in their own
lived experiences, and in
the problems that their
community faces.**
”

Board member Wanda Tapia-Thomsen participating in a Windsor Wellness Center focus group, facilitated by On the Margins.



A Message

from our Executive Director and Board Chair

In Sonoma County in 2023, consistent with the rest of California and the United States, social factors are becoming more widely recognized as having a tremendous impact on health. As a result, the Healthcare Foundation is increasingly looking at interventions that address structural issues that create unfair and unequal access to healthcare and mental health services. At the root of these structural issues is the unequal distribution of power.

With the support of our generous community of donors, grantees and grantee clients, who all join us as agents of change, the Healthcare Foundation takes the position that health equity can be achieved through a community power-building approach. We believe that by collaborating with our constituents, including individuals, nonprofits and small businesses as well as municipal, county and other institutional partners, we can reduce health disparities toward true health equity.

Community power building means engaging local residents, particularly those who are most impacted by structural inequities, in creating healthier communities together. It means building leadership, skills, and expertise to achieve an agenda that centers health and health equity for all. A guiding principle of community power building is that community members are themselves experts in their own lived experiences, and in the problems that their community faces. As such, community power building places members in the driver's seat in the design and implementation of collective efforts to improve their day-to-day lives. You will see community power building reflected in all the projects funded this year and described in this Impact Report.

We cannot do our work without you, our fellow health equity supporters and leaders, and are incredibly grateful for your stalwart support. As our collective vision of true health equity takes root and spreads, the Healthcare Foundation will continue to pursue opportunities to partner with community power-builders towards a healthier, more equitable Sonoma County.

Thank you for joining us as agents of change,

Kim Bender
Executive Director

Courtney Cochran
Board Chair

Supporting Promotores and Farmworker Health

In March of this year, the Healthcare Foundation issued grants totaling \$100,000 to four local organizations that employ Community Health Workers/Promotores de Salud: Alliance Medical Center, The Botanical Bus, Corazón Healdsburg and Nuestra Comunidad. These nonprofits are part of a county-wide network of community-based organizations that deploy and support training and resources for Promotores, who function as essential and trusted health liaisons for underserved and marginalized communities.

The Healthcare Foundation understands that Promotores strengthen our local health-care system by creating and sustaining vital relationships to residents who too often fall outside of our systems of care. Significantly, this strategic focus on supporting Promotores dovetails with the Healthcare Foundation's growing emphasis on farmworker health.

As was apparent during the pandemic, wildfires and floods, our region's farmworkers and their families are particularly vulnerable to erratic and insecure working environments as well as the environmental and other impacts associated with the climate crisis.

Promotores employed by our grantee organizations serve as critical channels of information to and from the farmworker population as well as translators, providers of basic services, and health system navigators. This important role played by Promotores in farmworker health was affirmed by a preliminary canvassing of community partners and grantees that the Healthcare Foundation conducted earlier this year.

"Providing outreach to inform farmworkers of what services are available to them is key," noted Bertha Diaz, a Promotora with Alexander Valley Healthcare. Other experts echoed and expanded on this point. Jocelyn Boreta, executive director and co-founder of The Botanical Bus, noted that her organization's Farmworker Clinic program "is founded and led by Latine and Indigenous Promotora Community Health Workers, many of whom identify as Campesinas [Farmworkers] themselves."

"We see support for Promotores as a leading-edge strategy for advancing health equity, and we are proud to be partnering with these four organizations and others who are playing an important role in developing and deploying the Community Healthworker/Promotores workforce."

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The goal of eliminating health inequities in northern Sonoma County necessarily entails ensuring that our most vulnerable populations have access to high-quality, culturally sensitive and linguistically appropriate systems of care. Promotores are uniquely positioned to connect farmworkers and their families to the information, resources, and services they need and deserve in order to thrive as members of our community and vital contributors to our region's culture, prosperity and wellbeing.

"Based on the proven success of the self-healing community model," she continued, "Promotora CHWs are uniquely qualified to provide culturally centered care in their own communities."

As Healthcare Foundation Executive Director Kim Bender said on the occasion of the new funding, "We see support for Promotores as a leading-edge strategy for advancing health equity, and we are proud to be partnering with these four organizations, as well as others, who are playing an important role in



Promotora Juliana Jimenez with the Botanical Bus leads a wellness workshop with farmworkers.



Promotora with The Botanical Bus provides a health check.



Laura Arrequin, Community Development Specialist with La Familia Sana.



Nuestra Comunidad Sana | Our Healthy Community

Updates from Cloverdale and Windsor

In 2022, the Healthcare Foundation launched community-led research and visioning projects for future community wellness centers (CWCs) in Cloverdale and Windsor, with a plan to extend this effort to Healdsburg in 2024. The CWC convenings are based on consistent evidence that cultivating community belonging through safe, culturally sensitive community spaces improves community health and mental health. Aptly, the participants named the project *Nuestra Comunidad Sana | Our Healthy Community*.

These in-depth convenings were made possible with funding from the North Sonoma County Healthcare District and Providence, and the active engagement and expertise of a coalition of community partners that include Nuestra Comunidad and On the Margins, as well as La Familia Sana (Cloverdale), Alexander Valley Healthcare (Cloverdale), and Alliance Medical Center (Windsor).

The project invited local residents into a deep inquiry and visioning process that centers community member input for what health and wellness looks like for them. The project's aim is to support the social and cultural life and expressed needs of all residents, while devoting special attention to lifting the voices of Latine community members. In each town, facilitators asked, "What does a safe, vibrant, green community space of belonging look like in Cloverdale/Windsor?"

Nuestra Comunidad Sana | Our Healthy Community convened its first community meeting in Cloverdale



Jade Weymouth, Executive Director of La Familia Sana, discusses project outcomes.

in July 2022, concluding the process a year later with a total of 181 participants surveyed, six focus groups convened (with a total of 47 participants), and four community events held at popular local venues. The process included participatory mapping, data collection and analysis, and a report being presented back to participants to further develop the community vision for a CWC in Cloverdale.

Windsor convenings began in July of this year and will end in summer 2024, with 146 interviews conducted so far and a total of 10 focus groups planned. Next steps involve sharing the research findings and vision forged by participants with City Councils in each area, and beginning to look for land, resources and partners to move the *Nuestra Comunidad Sana | Our Healthy Community* vision into the community-led design phase. We look forward to sharing updates as each project moves forward.

WHAT KEY LESSONS DID WE LEARN?



- Using individual interviews, canvassing, focus groups, community meetings, and participatory mapping offers a variety of opportunities to collect data with diverse populations.
- Research that is equitable must privilege and center sources of knowledge within BIPOC communities.
- Data collection is more effective when curiosity, active listening, guided imagery, and art are active ingredients of the community-engaged process.
- An ongoing practice of activities that give full rein to imagination and the range of possibilities is critical for asset-based research to be successful.
- When working with Latine communities, engagement must center on safety, dignity, open communication, and linguistic justice.
- Participants expressed feeling uncertain about available land, resources and municipal support: they want to know next steps in realizing *Nuestra Comunidad Sana | Our Healthy Community*, and continue to be involved in the design process.

Grants awarded since 2001
\$24.1M

Grants awarded 2022 - 2023
59 totaling \$1,351,744

2023 Grantees

AS OF 11/1/2023

HEALTH EDUCATION & PROFESSIONAL DEVELOPMENT

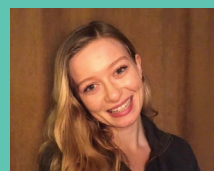
Mental Health Talent Pipeline Scholarships | **\$128,563**

Claudia Caballero Gonzalez
Yadira Esparza
Sophia Flores
Emmanuel Galeana
Claudia Hernandez
Stephanie Malagon
Jennifer Oseguera Chavez
Nallely Ramirez
Adriana Reyes
Laura Rodriguez
Aarón Solorio
Stephanie Sosa

Bilingual, Bicultural Training Program | **\$226,000**

Humanidad Therapy & Education
On the Margins

Santa Rosa Junior College HOPE Scholarships | **\$20,000**



Meet Meghan O'Leary, one of 40 SRJC HOPE scholarship recipients. Read more at healthcarefoundation.net/HOPE

COMMUNITY RESILIENCE, ENGAGEMENT & SUPPORT

Community Wellness Center Convenings | **\$199,000**

La Familia Sana
Nuestra Comunidad
On the Margins

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

Alliance Medical Center
Corazón Healdsburg
Nuestra Comunidad
The Botanical Bus

Nonprofit Sponsorships | **\$10,201**

Career Technical Education Foundation
Center for Well-Being
Corazón Healdsburg
Farm to Fight Hunger
Latino Service Providers
LifeWorks of Sonoma County
Los Cien, Inc.
Pediatric Dental Initiative
Reach for Home
Rotary Clubs of Healdsburg

Restricted Grant I **\$12,750**

Perinatal Bereavement Program
Alliance Medical Center

Launching a New Bicultural Clinical Training Program

In July, the Healthcare Foundation announced grants from Kaiser Permanente and Peter E. Haas Jr. Family Fund to support the launch in August of a Bicultural Clinical Training Program.

A collaboration with Humanidad Therapy & Education Services and On the Margins, the Program includes two novel components. The first builds on the Mental Health Talent Pipeline with two paid traineeships in Cloverdale through Humanidad, featuring professional supervision in Spanish - a powerful asset in ensuring best quality outcomes for trainees and clients alike.

The second component is Nepantlah, a culturally responsive online curriculum developed by On the Margins, which is open to trainees as well as already licensed therapists serving bicultural and/or Spanish-speaking clients throughout Sonoma County, around the state and beyond.

The Program grew out of conversations with the Healthcare Foundation and community partners, including grantees On the Margins and Humanidad, and Cloverdale-based Clinical Psychologist Dr. Maria Alvarez, which recognized the importance (and rarity) of clinical supervision in Spanish for bilingual trainees and associates. Conversations also surfaced the need for a professional network for therapists serving a bilingual and bicultural clientele. Nepantlah provides networking opportunities and training resources to students and clinicians, as well as continuing education credits for licensed professionals.

In its two components, the Program strengthens access to quality mental health services for local residents, and professional development for Pipeline students and a broader online network of professionals serving bicultural, Spanish-speaking clients.

Dr. Daniela Domínguez, CEO of On the Margins, explained the need for the Program in a recent conversation with the Healthcare Foundation.

"There are amazing, culturally responsive English-speaking supervisors who do a fantastic job," she noted. "At the same time, if trainees are receiving clinical supervision in English and working with clients in Spanish, there are some things that just



Stephanie Malagon, trainee with Humanidad Education & Therapy.

don't translate. Moreover, there is an advantage to being in a network where other practitioners have similar lived experiences and who can say, 'This is what I'm seeing in my practice.' Students will know,

“

The Program strengthens access to quality mental health services for local residents, and professional development for Pipeline students and a broader online network of professionals serving bicultural, Spanish-speaking clients.

”

by the time they see their first client, that this resource exists. If they have a question related to a clinical case, there will be several psychologists, doulas, American Family Therapists, and professional clinical counselors that they can consult with, and who will understand the stories they're bringing into the consultation room."

MHTP student Stephanie Malagon is one of the first trainees to benefit from the initiative. A Cloverdale native who began at Humanidad in August, Stephanie doesn't remember seeing mental health services while growing up. It wasn't until she went away to college, where she studied psychology, that the subject of mental health was broached.

"In general, we had little access to mental health resources, especially the Latino community," she says. "Having Spanish-speaking therapists wasn't really an option for us. Luckily, things are evolving. Organizations like La Familia Sana and Humanidad are reaching out to Cloverdale and other smaller communities to provide those resources that we definitely need."

Mental Health Talent Pipeline Graduate Spotlight: Yadira Esparza

Yadira Esparza was an early participant in the Healthcare Foundation's Mental Health Talent Pipeline scholarship program, launched in 2018 to support aspiring bilingual, bicultural mental health professionals and address the critical shortage of therapists serving our region's Spanish-speaking residents. Yadira earned her master's in counseling psychology from University of San Francisco in 2021, becoming the first in her family to gain a graduate degree.

Born and raised in the majority-Latino Roseland neighborhood of Santa Rosa, Yadira is today a school-based bilingual, bicultural therapist for Roseland School District. She is also a therapist and counselor at Santa Rosa's Keystone Therapy and Training Services.

"What I love most about my work is returning to the community I grew up in," she told us when we caught up with her recently, "and giving back to my people."

As Roseland School District's only school-based therapist, Yadira works with middle school and high school students with "higher needs," those who have experienced extensive trauma, are currently in crisis, or have recently undergone a suicide assessment and require mental health support.

"The goal is to find them ongoing therapy outside of school that is year-long," she says. "However, due to long wait lists, high fees for therapy, and sometimes unstable home environments, some students remain with me longer."

Asked about the most pressing needs she encounters, Yadira lists suicide ideation and self-harm before detailing other alarming trends.

"I have also seen an increase in teens self-diagnosing. Teens are seeing on social media, or through their peers, conversations about mental health," she explains. "They identify with a diagnosis and self-treat, sometimes even taking medication not prescribed to them. I am also seeing an increase in depression, anxiety, social anxiety, and behavioral issues. I am finding that people are having a hard time coping with trauma from the fires, pandemic, or lived experiences such as domestic violence, sexual assault, or child abuse."

Yadira says the greatest challenge for the population she serves remains "finding enough providers offering mental health support." Nevertheless she



Yadira Esparza working with a client at Roseland Collegiate Prep.

is optimistic that things will further improve if other aspiring clinicians join the pipeline.

"My hope is that there is an increase in enrollment in graduate programs that will train mental health practitioners," she says, "and that there is an increase in financial support for these individuals."

While the Healthcare Foundation, its donors and community partners recognize that such financial support plays a crucial role in advancing health equity, we appreciate that none of it would be possible without young professionals like Yadira who strive to give back to their communities.

"Roseland is my home," she says, "and my hope is that we continue to heal, grow, and learn together."

2018-2023

21 MHTP STUDENTS

**800+ CLIENTS
SERVED ANNUALLY**

**2,500+ CLIENTS
SERVED TO DATE**

2022 Donor Recognition List

Powered by community support, the Healthcare Foundation pursues a vision of health equity where everyone in northern Sonoma County has the opportunity to enjoy health and wellness. We wish to express our deepest appreciation to all our donors who supported our efforts in 2022.

For a list of 2023 donors to date, please visit healthcarefoundation.net/our-supporters/

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A Conversation with Tim McDonald and Bob Scott

Tim McDonald and husband Bob Scott moved to Cloverdale in 2011 and currently serve the Cloverdale community as Priest and Deacon in the Episcopal Church. They both have a strong commitment to the community and have served on many boards, from the Boys and Girls Club to Alexander Valley Healthcare, among others.

HOW DID YOU FIRST BECOME AWARE OF THE HEALTHCARE FOUNDATION?

The Healthcare Foundation is a vital partner in providing grants to assist in the needs of our community. The Foundation was a good fit for the things important to us, especially in helping those experiencing barriers to obtaining physical and mental healthcare.

WHAT ARE THE ASPECTS OF THE HEALTHCARE FOUNDATION'S WORK AND MISSION YOU FIND MOST VALUABLE?

The Healthcare Foundation has evolved over the years to an organization that is focused on more segments of the northern Sonoma County population. We so appreciate the move toward underserved communities. This includes the growth in support for such amazing organizations as Alliance Medical Center, Alexander Valley Healthcare, La

Familia Sana, Reach for Home, and others. Addressing the needs for today while working on projected future needs is critically important.

The overall mission, "We connect people and resources to promote wellness in underserved communities," is essential if our county is to thrive. The idea of "it takes a village" resonates for us. We are all in this together and our gifts of time and money help us to move forward in the care of our fellow human beings.

WHAT DO YOU MOST APPRECIATE ABOUT NORTHERN SONOMA COUNTY?

The generosity of its people is amazing. As many of us have come to realize the needs of our community, many have stepped up to make equity not just a word, but an action.

WHAT ARE SOME OF YOUR HOPES FOR THE FUTURE OF THE REGION?

We are pleased to support those endeavors that concentrate on internship programs in mental healthcare. Our hope is that the Healthcare Foundation continues to focus on the healthcare needs of the underserved, farm-workers, and other disadvantaged people. We believe that this will go a long way to addressing our current and future needs in northern Sonoma County.



"We believe healthcare is a basic right, and support the efforts of the Healthcare Foundation to provide access to all by focusing on our underserved communities."
— **Mona Hanes and Kevin Gay**

Legacy Circle

A bequest to the Healthcare Foundation is a powerful way of ensuring the advance to health equity continues to the benefit of residents of northern Sonoma County. If you have the means, please consider a transformational legacy gift that will contribute to maximizing health and wellness for all northern Sonoma County communities.

If you have already designated a gift or are considering the Healthcare Foundation in your estate planning, please contact Mary Ott, Development Director, at (707)395-4928 or mott@healthcarefoundation.net.

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

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Introducing one of our newest Community Partners, Cartograph Wines

"The Healthcare Foundation keeps the focus here in north county and with the people who have the ability to actually bring information to the community and make significant changes to further community health. That is really important for us."

— **Serena Lourie and Alan Baker**
Cartograph Wines



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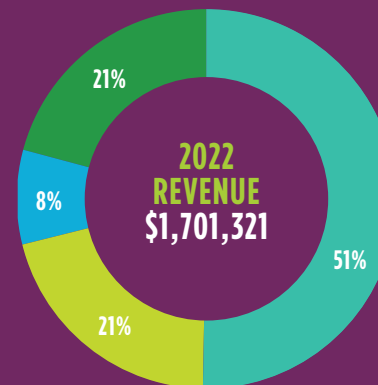


Hanna Scramaglia
Operations & Program Manager

Financial Summary for 2022

\$892,168

NET ASSETS AS OF 12/31/2022

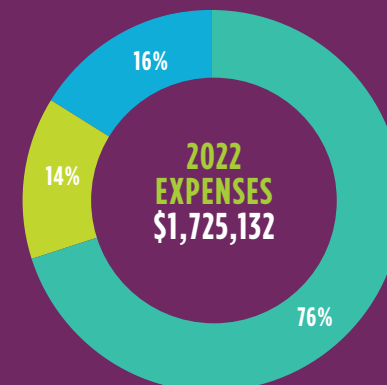


CONTRIBUTIONS \$863,584

SPECIAL EVENTS \$353,905

MANAGEMENT FEES, IN-KIND, OTHER \$132,840

RELEASE FROM PRIOR YEAR'S RESTRICTION \$350,992



GRANTS & PROGRAMS \$1,212,361

MANAGEMENT & GENERAL \$233,976

FUNDRAISING \$278,795

14 MENTAL HEALTH TALENT
PIPELINE SCHOLARSHIPS

19 GRANTS TO LOCAL
NONPROFITS

\$3,803,219

TOTAL GRANTS AWARDED 2018-2022

To download a copy of our 2022 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



Dra. Daniela Domínguez, CEO, On the Margins;
Jennifer Oseguera Chavez, Mental Health Talent Pipeline
scholarship recipient, with Citlaly Martinez.

NOCHE de AMOR

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



SAVE THE DATE: JUNE 8, 2024 - BACCHUS LANDING, HEALDSBURG

View more Noche 2023 photos at:

healthcarefoundation.net/events/noche-de-amor-2023

FRONT COVER: Lu Lu Pérez Centurión, Promotora CHW, leads the Botanical Bus team in the harvest of chamomile, a medicinal herb commonly blended into teas for distribution at their mobile Farmworker Clinic. PHOTO: TALIA HERMANN