



2023 ANNUAL REPORT
2024 IMPACT REPORT



HEALTHCARE
FOUNDATION
NORTHERN SONOMA COUNTY



Community members respond to vision boards at a Healdsburg Multicultural Wellness Center listening session.

PHOTO: WILL BURQUOY

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A Message from our Executive Director and Board Chair

THE Healthcare Foundation Northern Sonoma County recently completed its periodic strategic planning process, where we take time to assess and, as needed, modify our course as an organization dedicated to our region’s journey to health equity and health justice. With that process behind us, the Healthcare Foundation today remains poised and ready to increase our impact on our local system of care.

Our Role

Our role as funder, convener, advocate, and in some cases program developer, takes in and serves our region’s entire system of care. In particular, this means ensuring that our community-based organizations (CBOs) not only survive but thrive and, as the experts and trusted providers, help to guide us all in addressing the needs of the community.

At the same time, our position in the local ecosystem allows us a unique vantage point from which to analyze how north county’s CBOs, government departments, healthcare providers and advocacy groups can best work together to improve the health and wellbeing of our most marginalized community members.

Our Work

Our work requires a careful balancing and integrating of analysis and listening; of data and best practices but also, whenever possible, the expertise born of cultural wisdom and firsthand experience in the communities we aim to support.

Through our grantmaking, scholarships and convenings we actively pursue social change, challenging long-standing oppressive systems so that all who reside in northern Sonoma County are free to live their healthiest and happiest lives. This work requires vigilance in remaining relevant to evolving community needs, and strong two-way communication as we continue building and nurturing collaborative relationships across our region and sector.

In the face of systemic barriers that exclude or marginalize many of our residents from the care and opportunity everyone is entitled to, we know we must be radically inclusive and bold as we leverage funding and resources to change the narrative and create a healthy and thriving community for all.

Our Gratitude

We are deeply grateful to have you with us on this journey. We could not do the work described in the following report without your dedication and support. Together, we will continue to do incredible things.

Amy Ramirez
Executive Director

Wanda Tapia-Thomsen
Chair

PHOTO: CHICA CAMERA PHOTOGRAPHY

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Cloverdale's ECO Group empowers elder residents to research barriers and solutions for senior health and wellbeing

IN 2023, with funding from The SCAN Foundation in partnership with the California Health Care Foundation, the Healthcare Foundation joined with local health agencies to create an Equity Community Organizing (ECO) Group with and for older adults in Cloverdale—contributing to a larger initiative of The SCAN Foundation supporting ECO Groups across the state.

The aim of the 18 monthly meetings at the local Senior Center, which began in January, is to identify the drivers of health inequities for older residents by empowering them to explore barriers and solutions for aging in health, wellbeing and community.

In the room are some two dozen low-income seniors, mostly Spanish speakers (simultaneous translation is offered), along with other local stakeholders, including representatives of partnering organizations Alexander Valley Healthcare, Cloverdale Multipurpose Senior Center, Council on Aging, Healthcare Foundation, La Familia Sana, and Nuestra Comunidad. Meetings are facilitated by On the Margins.

Among the ECO Group's members is Marta Cruz-Concepción, until recently a city councilmember who also served as Cloverdale's vice mayor and, subsequently, mayor from 2020 to 2021. Marta was the first Latina in each of these roles, and she continues to advocate for the local Latinx community.

The California Health Care Foundation is proud to support the inspiring work of the Cloverdale ECO Group. This team has built a warm, welcoming environment to bring together dedicated local older adults of color with community organizations. In the group, older adults are the leaders. They lift up the challenges they face in Cloverdale then prioritize actions they can take together to improve their lives." Kate Meyers, California Health Care Foundation.

"I was very interested in the ECO Group," she says, "because I saw another opportunity to raise my voice and that of those of us who are seniors."

Marta says a strength of the project is "the focus on how each of us can contribute to personal and communal development," while also "making community leaders and municipal government officials aware of the needs of aging residents."

Among the challenges the dialogue has surfaced, Marta mentions language access, the need to break stereotypes, and securing funding for transportation and healthcare access. She also notes that the group is "highlighting the importance of mental health."

Of the outcomes so far, Marta underscores the importance of "meeting other seniors and working on new relationships. Encouraging all seniors to speak up making organizations see, listen and acknowledge another segment of the Latinx community!"

Marta and her fellow ECO Group members remain "committed to making Cloverdale an integrated community." She says they are

eager "to learn from others" as well as "to teach others" the skills and knowledge and cultural traditions Cloverdale's seniors carry with them. "Housing, transportation, food security and healthcare," she adds, "are the concerns of all."

For more information about the Cloverdale ECO Group initiative, visit healthcarefoundation.net/ecogroup



Former Cloverdale mayor and council member Marta Cruz-Concepción with Josefina Osorio hold their messages to the Cloverdale City Council ("Food Security, Reasonable Housing, Bilingual Materials" and "The right of others is peace") as part of an ECO Group of local older adults focused on improving health and wellbeing for older residents.



**HEALTHCARE
ADVOCACY &
PARTNERSHIP**



**HEALTHCARE
WORKFORCE
PIPELINES**



**CAPACITY-
BUILDING
GRANTS**



**COMMUNITY
-LED
SOLUTIONS**

The Healthcare Foundation Northern Sonoma County addresses health inequities through the above categories of focus. These categories work systematically to uplift and support our local service providers and give our most marginalized community members a voice in creating a healthy community for all.

2023 & 2024 GRANTEES

11/1/2023 - 11/1/2024

GRANTEES

Alexander Valley Healthcare
Alliance Medical Center
Cloverdale Senior Multipurpose Center
Corazón Healdsburg
Council on Aging Services for Seniors
Humanidad Therapy and Education
La Familia Sana
Mental Health Talent Pipeline
Northern California Center for Well-Being
Nuestra Comunidad
On the Margins
POGO Park
SOS Community Counseling
SRJC Foundation HOPE Program
UC Berkeley AG Pass Study
University of San Francisco - MHTP

NON-PROFIT SPONSORSHIPS

Ceres Community Project
Community Action Partnership of Sonoma County
Corazón Healdsburg
Emergency Prep Help for Seniors
Food for Thought
Generation Housing
Healdsburg Rotary Foundation
La Familia Sana
Latino Service Providers
Latinos Unidos del Condado de Sonoma
Los Cien, Inc.
North Bay Organizing Project
Northern California Center for Well-Being
Positive Images
Reach for Home

MENTAL HEALTH TALENT PIPELINE GRANTS

Sonia Aguilar	Daisy Cardenas	Elioenai Quinones
Sophia Flores	Leslie Guerrero Mendoza	Adriana Reyes
Emmanuel Galeana	Cesia Jovel	Aarón Solorio
Adilene Hernandez Perez	Eloisa Masror	Stephanie Sosa
Jennifer Oseguera Chavez	Ruano Gonzalez	Manrique

An update on the Healdsburg community convenings toward a Multicultural Wellness Center

In December, the Healthcare Foundation secured a \$285,000 grant from Providence St. Joseph Health to support a community visioning process for a multicultural Community Wellness Center in Healdsburg. The grant funds outreach, public meetings, and a report outlining a roadmap to serve the needs of Healdsburg’s residents, focusing on low-income Latine communities.

The Healdsburg community meetings are part of a three-town initiative, along with Cloverdale and Windsor, launched in 2022 to promote community wellness through a community-driven effort. The Healdsburg project also builds on the City’s DEI report, which highlighted a need for a multicultural center for residents. It’s being facilitated by On the Margins with collaborating local partners Alliance Medical Center and Corazón Healdsburg.

By September, nearly 10 meetings had been held in which residents creatively engaged with the idea of a multicultural wellness center for Healdsburg, sharing what it would look and feel like. The most recent meeting engaged Healdsburg youth. In upcoming meetings, residents will respond to thematic vision boards designed by an architectural firm and based on residents’ ideas to help illustrate the collective vision.

“The folks we wanted to bring to the table were multigenerational,” explains Corazón Healdsburg Executive Director Marcy Flores, who says meetings have been held at Alliance, Corazón, the Senior Center, and Healdsburg Junior High.

“We made a big push to invite those who are marginalized and don’t get the opportunity to share in creating spaces together,” she says, adding that two city council members also attended the process.

Discussions so far have stressed a desire for wellness services and programs, access to mental health services, and learning opportunities for adults that were also kid-safe spaces for parents. “Safe” kept coming up,” she notes. “Security. Making sure folks feel welcome.”



Healdsburg youth join a listening session to imagine what a multicultural wellness center could look like, sharing dreams of spaces for physical exercise, safe havens, and cultural celebrations.

Community classes and cultural exchange are also recurring themes. “There’s such a diverse cultural wealth here. People are asking, ‘How can I share my talent? How can I share what I want to offer? Teach my language of Triqui so that my kid and others can learn it and it doesn’t die out?’”

“

That’s what we’re hearing loud and clear — ‘I’m here. I live here. I have all of this to offer. We’ll help create this space. We want to be part of it.’

”

According to Marcy, when On the Margins’s Dra. Daniela Domínguez asked the group, “Who’s running the space? Who’s welcoming you?” The answer was strikingly consistent.

“The community’s investment in this process showed in their coming to the table, being visionaries, and reaching the conclusion that, ‘Well, that’s me working at that front table welcoming people,’ or, ‘That’s me giving that cooking class.’” “That’s what we’re hearing loud and clear,” she emphasizes. “I’m here. I live here. I have all of this to offer. We’ll help create this space. We want to be part of it.”



Studies point to the broad health benefits of community wellness centers. For more information on the Community Wellness Center initiative, visit healthcarefoundation.net/cwc

CLOVERDALE SCHOOL DISTRICT
 LA FAMILIA SANA
 ON THE MARGINS - CLOVERDALE
 CLOVERDALE SENIOR CENTER
CLOVERDALE

HUMANIDAD EDUCATION & THERAPY SERVICES



"Language is more than words; it encompasses cultural nuances and idiomatic expressions. Bilingual providers are adept at understanding these subtleties, which can lead to more accurate assessments and more effective therapeutic interventions."

—Claudia Cendejas
 Interim Executive Director

Photo: Trainees Jennifer Oseguera Chavez and Citlaly Martinez

CORAZÓN HEALDSBURG

HEALDSBURG

HEALDSBURG UNIFIED SCHOOL DISTRICT - HEALDSBURG HS

ALLIANCE MEDICAL CENTER



WINDSOR UNIFIED SCHOOL DISTRICT

WINDSOR HIGH SCHOOL **WINDSOR**

GUERNEVILLE

SONOMA COUNTY BEHAVIORAL HEALTH COMMUNITY MENTAL HEALTH CENTER

ALTERNATIVE FAMILY SERVICES

HUMANIDAD EDUCATION & THERAPY SERVICES

SOS COMMUNITY COUNSELING, SANTA ROSA

SANTA ROSA

KAISER, SR

MARK WEST ELEMENTARY SCHOOL

ROSELAND COLLEGIATE PREP

SANTA ROSA CENTER FOR COGNITIVE-BEHAVIORAL THERAPY

SANTA ROSA CITY SCHOOLS

SANTA ROSA JUNIOR COLLEGE

SONOMA COUNTY FAMILY YMCA

SIDE BY SIDE

MONTGOMERY HIGH SCHOOL

ROSELAND ACCELERATED MIDDLE SCHOOL



MENTAL HEALTH TALENT PIPELINE

2018 **100 SERVED**

2024 **3,500 SERVED**

Since 2018, the Healthcare Foundation's Mental Health Talent Pipeline scholarships have supported aspiring bilingual, bicultural therapists in providing access to desperately needed bilingual, bicultural mental health services across northern Sonoma County. Since the programs inception, the number of clients served has increased from 100 to 3,500+

ALLIANCE MEDICAL CENTER



"Building and retaining our bilingual and bicultural behavioral health workforce is essential for us to be able to continue delivering effective, respectful, and culturally competent care to the Latine community."

—Susannah Labbe
 Chief Executive Officer

Photo: Chief Executive Officer with Nallely Ramirez-Lopez, Associate Marriage and Family Therapist.

SANTA ROSA JUNIOR COLLEGE



"The Mental Health Talent Pipeline is such a beautiful example of how foundations and institutions of higher education can partner to make a real impact in communities."

—Shabnam Koirala-Azad
 Dean of Education,
 University of San Francisco



Sites of traineeships and job placements for MHTP scholarship awardees as of November 2024. For more information, visit healthcarefoundation.net/mhtp

2023 Donor Recognition List

The Healthcare Foundation is a vehicle for pursuing a community-wide vision of health equity in northern Sonoma County where everyone has the opportunity to flourish in health and wellbeing. We are deeply grateful to the generous community members who supported our efforts in 2023.

For a list of 2024 donors to date, please visit healthcarefoundation.net/our-supporters

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Toni and Robert Hopkins
Hotel Healdsburg
Edson and Ann Howard



mf
MARQUIS + FARWELL
REAL ESTATE GROUP

Introducing one of our newest Community Partners

Healthcare Hero Community Partners are businesses that sponsor the Healthcare Foundation through an annual commitment to support the goal of eliminating health inequities in northern Sonoma County. In 2023, we were pleased to welcome as a Healthcare Hero Community Partner Marquis + Farwell Real Estate Group, which serves Sonoma County and beyond with a focus on residential properties, luxury estates, wineries, vineyards and ranches. Community-minded founders and agents Samantha Marquis and Linda Farwell have made the women-run Marquis + Farwell Group a proud supporter of many local philanthropic causes.

Everyone deserves access to care. Healthcare is not something people should fear from a financial standpoint. All people should feel safe and secure in asking for help and accessing the appropriate care. In fact, we would love to see healthcare go from a system that focuses on treating symptoms to one where people can thrive. Let's talk about what our bodies need to operate at their highest level, not just about making you feel better when you're ill.

WHEN it comes to the health of our region of northern Sonoma County, what are your hopes for the New Year?

We hope that we see some big strides forward in gaining access to healthcare for all, at a price that isn't going to break the bank or stop people from getting their health needs met. We hope we get to a place where people can access preventive care and not just care when they are in distress. We hope we can open up the idea of healthcare beyond just western medicine and give people options for alternative health treatments if that's the route they prefer to go. We need to stay open-minded about people's various needs, wants, and desires when it comes to healthcare and realize that it is not a one-size-fits-all system.

WHAT motivates you to support the work of the Healthcare Foundation?

The Healthcare Foundation's impact creates a stronger community through healthcare equality. When we lift up and support the needs of others, we all become better. This is especially important when it comes to things like healthcare and mental health. If people feel healthy, they are happier, more positive, and a more productive member of society.

WHAT comes to mind when you think of healthcare?

We think of both physical and mental care as well as vitality.

Thank you to our 2023 Healthcare Hero Community Partners:



Amista Vineyards
Big John's Market
Guaranteed Rate,
Stephen Barber

Marquis + Farwell
Real Estate Group
PFM Law
Summit State Bank



"I've supported the Healthcare Foundation since I moved to Healdsburg 20 years ago, and now they're in my will. As a retired healthcare professional, I've focused my "second career" on volunteering and philanthropy, and healthcare and the Foundation have always been at the top of my list. That's why I've included them in my will – I want to ensure they are successful well into the future."

— SUE CAMPBELL

Legacy Circle

A legacy commitment to the Healthcare Foundation ensures your gift will have a lasting, transformational impact in the community for years to come, advancing health equity to the benefit of northern Sonoma County residents. If you have already designated a gift or are considering the Healthcare Foundation in your estate planning, please contact Development Director Mary Ott at (707) 395-4928 or mott@healthcarefoundation.net.

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

- Sue Campbell
- Bob Gain
- Barbara Grasseschi and Tony Crabb
- Mona Hanes and Kevin Gay
- Dr. Laura Kimbro Chechile and Tom Chechile
- Kim and John Lloyd
- Ingrid Maltrud
- Peter McAweeney and Tod Hill
- Lisa and Bill Meisner
- Donna and Eddie Merideth
- Katie Wetzel Murphy and Denny Murphy
- Ross Stromberg

- Susan Hubbard
- Jamie Hudgens
- Amy and Chris Hunsberger
- Carrie and David Hunt
- Richard Iverson
- Anne Jenkins
- Jennings Stacklin Fund at the East Bay Community Foundation
- Lynda and Louis Jordan
- Marc Kahn and Jeanie Kahn**
- Kaiser Permanente
- Don Kaminski
- Steve Kawa and Dan Henkle
- Jeanne Kearns
- Terry Kemp**
- Keysight Technologies
- Dr. Laura Kimbro Chechile and Mr. Tom Chechile***
- Gertrude Konrad
- Rebecca and Steven La Londe
- Glen Lajeski and Gerry Etchverry
- Jean Lalla and Mark Stiger**
- Barbara Lannin**
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- David Levine
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- Mirin Lew
- Joel Lewis**
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- Kim and John Lloyd ▲***
- Daniel Lopez and Alain Gervais
- Francisco Lopez and Shauna Lopez**
- Jennifer Lucas
- Melissa and Tony Luci
- Phil and Charlene Luks
- Dan and Lee Magnuson**
- Ingrid Maltrud***
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- Dr. Paul Marguglio and Mrs. Jeanie Marguglio
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- Bill Pesonen and Roy Flores
- PFM Law ▲**
- Kathryn Philip**

WE EXTEND OUR DEEPEST GRATITUDE TO THE FOLLOWING ORGANIZATIONS FOR PARTNERING WITH US IN 2023.

- California Health Care Foundation
- Healdsburg Hospital Providence
- Kaiser Permanente
- North Sonoma County Healthcare District
- The SCAN Foundation

"Providence is proud to partner with the Healthcare Foundation Northern Sonoma County to support their work increasing access to healthcare in northern Sonoma County."

—DANA CODRON, SENIOR DIRECTOR, COMMUNITY HEALTH INVESTMENT

- Jeri Phillips
- Drummond and Liza Pike
- Douglas Pile, M.D.**
- Kate Pitts
- Dr. Robert Pousman and Mrs. Laura Pousman**
- Alan and Susan Preston
- Providence
- Rack & Riddle Custom Wine Services
- Redwood Credit Union
- Danielle Restieaux**
- Marianne Rickards, LCSW
- Kevin Rickman and Alissa Napier
- David Ring and Stu Harrison
- Susan Rink**
- Rodney Strong Wine Estates
- Phyllis C. Rogers
- Robert and Sharon Roper
- Norm and Karen Rosen
- Katie Rosson and Gibson Scheid
- Nancy Ryde
- Viveka Rydell-Anderson and Robert Anderson
- Kathi Safford and Rick Safford**
- Jo Sandersfeld
- Daniel Santiago, M.D.
- The SCAN Foundation
- David and Betty Scatena, in memory of Evalyn and Nick Scatena**
- Ralph and Janice Sceales**
- Malloy Schaffner**
- Mel and Holly Schatz
- Stephen and Zorinne Schwartz
- Hanna and Richard Scramaglia**
- Anneke Seley and Jack Oswald

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- TriStar Automotive
- Dr. C. Roger Turk and Mrs.**

- Stephanie Turk**
- University of San Francisco
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- Marian and Peter Van Alyea
- Dr. R. Steven Vargas and Mrs. Susan Vargas**
- Jon Varndoe
- Kathy Vayder and Gregory Berg**
- Janet and Michael Verlander**
- Kay and Jim Vick
- The Villano Family**
- Donna Vincent**
- Deb Viola and Jake Jacobsen**
- David Walker
- Karen Wallace and John Faulkner
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- Warren and Janis Watkins**
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- Kay Harrigan Woods
- The Workday Foundation
- Susie and Jerry Wunderlich
- Abbey and Craig Young**
- Michelle Zygielbaum**

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NOT PICTURED:

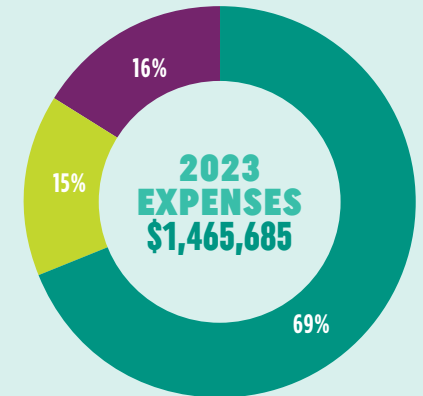
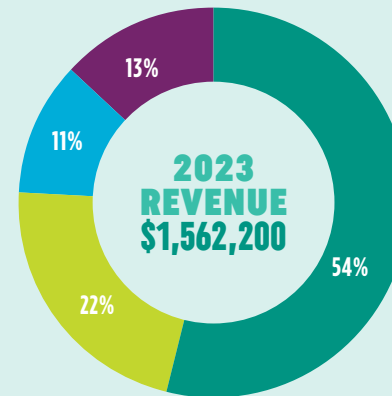
Montserrat Archila, *Marketing & Communications*
Ingrid Maltrud, *Audit*



Financial Summary for 2023

\$1,301,403

NET ASSETS AS OF 12/31/2023



- CONTRIBUTIONS | \$841,675
- SPECIAL EVENTS | \$345,357
- MANAGEMENT FEES, IN-KIND, OTHER | \$166,507
- RELEASE FROM PRIOR YEAR'S RESTRICTION | \$208,661

- GRANTS & PROGRAMS | \$1,000,925
- MANAGEMENT & GENERAL | \$223,959
- FUNDRAISING | \$240,801

11 MENTAL HEALTH TALENT PIPELINE SCHOLARSHIPS

21 GRANTS TO LOCAL NONPROFITS

\$3,478,204

TOTAL GRANTS AWARDED 2019-2023

To download a copy of our 2023 Financial Review, please visit Financials at healthcarefoundation.net/about

FRONT COVER: Dra. Daniela Domínguez poses with elderly community members at the Healdsburg Senior Center where they've gathered for dialogue and a visioning session toward a multicultural wellness center.

PHOTO: ON THE MARGINS



PHOTO: WILL BUCQUOY

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