



HEALTHCARE
FOUNDATION
NORTHERN SONOMA COUNTY

2024 Annual Report | 2025 Impact Report



OUR AREAS OF FOCUS

4 STRATEGIC PILLARS



HEALTHCARE ADVOCACY & PARTNERSHIPS

GOAL

Elevate community voice at a systems level to shape more just and responsive health policies and practices through advocacy, partnerships and convenings.

OBJECTIVES

- Deepen advocacy capacity
- Strengthen local healthcare coalitions



HEALTHCARE WORKFORCE PIPELINES

GOAL

Increase the diversity of bilingual/bicultural health providers to advance equity in local care.

OBJECTIVES

- Support healthcare workforce and education pathways
- Promote the value of bilingual/bicultural healthcare workforce



CAPACITY-BUILDING GRANTS

GOAL

Provide general operating grants to strengthen nonprofit effectiveness and stability.

OBJECTIVES

- Increase multiyear general operating support grants
- Develop strategic funding partnerships



COMMUNITY-LED SOLUTIONS

GOAL

Increase social capital by uplifting community voices and grassroots leadership to improve health outcomes.

OBJECTIVES

- Practice ethical community engagement
- Support inclusive leadership and decision-making

A WELCOME

FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

Dear Friends,

We're thrilled to share our 2025 Impact Report with you!

This report is more than a summary of dollars granted or programs funded — it's a celebration of what's possible when our community comes together with purpose. It tells the story of collaboration, creativity, and compassion making a lasting difference across northern Sonoma County.

At the Foundation, we see our role as both **incubator and convener** — bringing people and ideas together to create the conditions where everyone can thrive. As you'll read below, this year has seen the instigation or advancement of vital initiatives to strengthen our region's system of care and serve and empower its most vulnerable residents. Throughout, our work has centered on listening deeply, responding thoughtfully, and planning boldly so that every person in our region has the opportunity to live their healthiest life.

Because healthcare isn't just a clinic visit or a prescription — it's mental health, connection, belonging, transportation, nutritious food, and economic opportunity. Research shows that **80% of our health outcomes** are shaped by the conditions in which we live, work, and play — and those conditions are where our focus remains.

With our newly completed strategic plan, we're redoubling our commitment to strengthen these conditions for all. Naturally, we couldn't do it without the incredible nonprofit and healthcare leaders who make this work real every day. With their insights, expertise, and collaboration our community continues advancing toward a healthier, more equitable future.

In short, healthcare is community — when we trust and invest in each other, everyone benefits.

To our donors, partners, and collaborators — thank you. Your generosity, trust, and shared belief in the power of community make this work possible. Every dollar, every partnership, and every act of collaboration fuels progress and deepens our collective impact. Together, we are reimagining what healthcare means — and proving that when we invest in people, we invest in healthful and lasting change.

Amy Ramirez
Executive Director

Mona Hanes
Chair

ECO Group Update: Self-empowerment and Increased Services for Cloverdale Seniors



Research confirms that loneliness and isolation increase risks of chronic disease, depression, and premature death (Holt-Lunstad et al.), while AARP surveys show that many older adults report limited social connection, which in turn drives up emergency-room use and healthcare costs.

In response to this epidemic of senior isolation, in early 2024, the Healthcare Foundation launched the Equity Community Organizing (ECO) Group in Cloverdale, in collaboration with On the Margins, Alexander Valley Healthcare, Cloverdale Senior Multi-purpose Center, Council on Aging, La Familia Sana, and Nuestra Comunidad.

Supported by The SCAN Foundation in partnership with the California Health Care Foundation, the ECO Group brings together more than 20 local, predominantly Spanish-speaking seniors for regular meetings with each other and local stakeholders. Together, they identify and address the drivers of health inequities facing low-income Latine elders, while exploring community-based solutions for healthy aging and wellbeing. The pilot year was so successful in meeting its goals—and so popular with its members—that the Healthcare Foundation secured funding for a second year, which is currently underway.

The ECO Group project reflects the Healthcare Foundation's commitment to community-led solutions and responds to the serious challenges facing Cloverdale's older adults. In particular, social isolation, transportation barriers, language obstacles, and

lack of culturally competent mental health support all contribute to poor health outcomes for this population.

In northern Sonoma County, where the population is rapidly aging and many seniors live in areas of economic hardship, these challenges are compounded by limited access to bilingual services and transportation. At the same time, studies show that bilingual, community-based programs and reliable transportation significantly improve seniors' healthcare access, social participation, and overall wellbeing.

“
Knowing that my presence and participation have contributed to the well-being of the community fills my heart... The important thing is to do something for others, to leave a mark, no matter how small.
—Marcelino
ECO Group member
”

Through monthly Spanish-facilitated meetings, the ECO Group has surfaced priorities such as transportation, peer support, and bilingual mental health access—priorities that the Healthcare Foundation and its community partners are pursuing.

This includes a recent expansion of mental health support for marginalized elders in Cloverdale in a partnership between La Familia Sana and On the Margins made possible by a grant from Kaiser Permanente and East Bay Community Foundation secured by the Healthcare Foundation; and the securing of a grant from the Joseph & Vera Long Foundation that will underwrite senior transportation services in Cloverdale in 2026.

Through its community-led and community-building design, the ECO Group not only addresses key drivers of poor health outcomes but also empowers elders with a collective voice in shaping solutions for a healthier, more connected Cloverdale.



Cloverdale ECO Group members gather at their monthly meeting, September 2025.

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



MHTP students and alumni at Bricoleur Vineyards 2025

"When I joined USF, I was excited to learn about our partnership with the Healthcare Foundation and the Mental Health Talent Pipeline scholarship, as it actively works to correct [the] service imbalance for our most vulnerable community members."

—LITSA TANNER, MS, MFT
Dept. of Counseling Psychology, School of Education, USF

2024 & 2025 GRANTS

11/1/2024 - 10/31/2025

GRANTEES

Alexander Valley Healthcare
Alliance Medical Center
Cloverdale Senior Multi-purpose Center
Corazón Healdsburg
Council on Aging Services for Seniors
Goring & Straja Architects - Healdsburg Community Center
Humanidad Therapy & Education Services
La Familia Sana
Nuestra Comunidad
On the Margins
Reach for Home
SRJC Foundation HOPE Program
The Botanical Bus
UC Berkeley AG Pass Study Community Engagement Team
University of San Francisco - MHTP

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- Sophia Flores
- Adilene Hernandez Perez
- Leslie Guerrero Mendoza
- Elío enai Quinones
- Adriana Reyes
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- Apolinar Vega Albor
- Oscar Villalobos Campos

NONPROFIT SPONSORSHIPS

Alliance Medical Center
Corazón Healdsburg
Generation Housing
Healdsburg Rotary Foundation
Latino Service Providers
Latinos Unidos del Condado de Sonoma
Los Cien
Positive Images
Professionals with Pride
Raizes Collective
Reach for Home
Sunrise Rotary Club of Healdsburg Foundation



Envisioning a Center of Belonging: An Update on Healdsburg's Multicultural Center



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

In 2024, the Healthcare Foundation launched a community-driven planning process for a Healdsburg Community Wellness Center (CWC) as part of its broader Community Wellness Convenings initiative in Cloverdale, Windsor, and Healdsburg. Facilitated by On the Margins in partnership with Corazón Healdsburg, Alliance Medical Center, and Goring & Straja Architects, the convenings engaged more than 129 residents through surveys, listening sessions, and design workshops to co-create a vision for a space of belonging. That process yielded ten "Design Mandates" now serving as the blueprint for a forthcoming Healdsburg Multicultural Center.

This project exemplifies the transformative power of collaborative partnerships in shaping spaces that promote wellbeing."

—Amy Ramirez

In May 2025, the former Healdsburg Community Center was renamed the Abel De Luna Community Center, honoring Healdsburg's first Latino mayor. With that milestone, the City of Healdsburg (which owns the site), the Healthcare Foundation, and civic partners have accelerated plans to upgrade the facility into the Multicultural Center envisioned

by community members. The City has committed funds, which supplement a \$500,000 county grant championed by District 4 Supervisor James Gore, to support early implementation aligned with the vision crafted by residents.

The Healthcare Foundation's decision to initiate and support this effort stems from our belief that equitable health systems require inclusive, cultural spaces where people gather, heal, and connect. The Multicultural Center will serve northern Sonoma County residents by providing access to wrap-around supports, community programming, health education, and culturally rooted convening space.

Healdsburg residents have turned their concerns and aspirations into community design. Now, with your support, design is turning into reality—a place where Latine families, immigrant residents, elders, youth, and all neighbors will find services, community, safety, and a home for their voices, talents, and imaginations.

Northern Sonoma County Coalition: Transforming Care Through Unity



In early 2025, the Healthcare Foundation launched the Northern Sonoma County Coalition, bringing together six grassroots nonprofits and clinics—Alexander Valley Healthcare, Alliance Medical Center, The Botanical Bus, Corazón Healdsburg, La Familia Sana, and Reach for Home—to strengthen our regional system of care by implementing CalAIM.

CalAIM is California's ambitious Medi-Cal reform that, for the first time, allows reimbursement for social-determinant services like housing navigation, case management, caregiving, and transportation—services these organizations have long delivered but often could not bill for. Yet, navigating the path to becoming certified CalAIM providers is complex, especially for smaller, resource-constrained community organizations.

That is where the Coalition steps in. Through quarterly convenings since January 2025, Coalition members access shared training, technical assistance, peer learning, and capacity-building support. The Healthcare Foundation serves as both convener and facilitator—helping agencies align processes, streamline referral systems, troubleshoot administrative challenges, and jointly pursue funding opportunities.

The impact is already visible: organizations report renewed morale, stronger interagency collaboration, and improvements in cross-referral systems—factors that enhance clients' seamless access to services.

By empowering local providers to sustainably bill for essential services, the Coalition is not only stabilizing individual agencies, but also weaving a more integrated, equitable, and resilient safety net across northern Sonoma County—an approach that can serve as a model for communities statewide.



Members of the Northern Sonoma County Coalition



The Healthcare Foundation has been instrumental in helping us advance our mission, not only through direct financial support but by facilitating meaningful partnerships across sectors. These connections strengthen our collective impact, allowing organizations to share knowledge, resources, and best practices."

—Marcy Flores

EXECUTIVE DIRECTOR
CORAZÓN HEALDSBURG



Healthcare and social services work best when they are able to connect and collaborate to support the most vulnerable individuals. The Healthcare Foundation and the organizations it partners with have an excellent ability to provide this, thanks to the focus on those living and working in northern Sonoma County and the recognition that no one provides holistic services in a silo."

—Amy Anderson

DIRECTOR OF TRANSFORMATION INITIATIVES
ALIADOS HEALTH

For more about the Coalition, visit
healthcarefoundation.net/NSCC

Windsor Wellness: A New Beacon for Behavioral Health

With support from a grant from the Healthcare Foundation, Alliance Medical Center opened Windsor Wellness behavioral health offices in July 2025—a culturally affirming hub offering in-person bilingual counseling, psychiatry, nutrition, and acupuncture services. Inspired by, and in cooperation with, our Mental Health Talent Pipeline, this expansion also supports a new Behavioral Health Talent Pathway, providing paid internships and clinical supervision to bilingual and bicultural graduate-student trainees. The new space responds to urgent local demand and ensures that Spanish-speaking residents have timely access to dignified, community-rooted care.



This effort not only strengthens our workforce but also ensures that care remains rooted in the culture, language, and lived experiences of the people we serve."

—Sue Labbe

CEO, ALLIANCE MEDICAL CENTER

2024 Donor Recognition List

For a list of all donors to date,
healthcarefoundation.net/our-supporters

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 Ozzy Jimenez and Christian Sullberg
 Lynda and Louis Jordan
Marc Kahn and Jeanie Kahn
 Kaiser Permanente
Joseph Bavaresco and Richard Kawala

“

Healthcare Foundation is an inclusive community where tentacles of wellness are intermingled. Programs are created by recognizing the value of each person in our community. We appreciate that access to healthcare is where equity begins.”

—Marie Gewirtz

SUPPORTER SINCE 2007



THANK YOU TO OUR 2024 HEALTHCARE HERO COMMUNITY PARTNERS


Barth Vision
 & OPTICAL


 CARTOGRAPH

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

Marquis + Farwell
Real Estate Group
PFM Law
Summit State Bank



“

As a physician and a donor, I think often about what endures. That's why I've chosen to leave a legacy gift to the Healthcare Foundation. The Foundation continuously assesses what's most urgent and impactful for our region's health and wellbeing. It adapts, responds, and stays rooted in community. I've admired its ability to listen deeply and act wisely. I trust it to carry forward its mission and impact what matters most in northern Sonoma County."

—Dr. Gary Barth
Healthcare Foundation Board
Member 2022–2024

LEGACY CIRCLE:

A legacy bequest to the Healthcare Foundation ensures your gift will have a lasting, transformational impact in the community for years to come. If you have already designated a gift or are considering the Healthcare Foundation in your estate planning, please contact Executive Director Amy Ramirez at (707) 478-6767 or aramirez@healthcarefoundation.net.

**WE ARE PLEASED TO
RECOGNIZE OUR LEGACY
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Sue Campbell
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Barbara Grasseschi and Tony Crabb
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California Health Care Foundation
Healdsburg Hospital Providence
East Bay Community Foundation
Kaiser Permanente
North Sonoma County Healthcare District
Saks Fifth Avenue Foundation
The SCAN Foundation
The Syar Foundation

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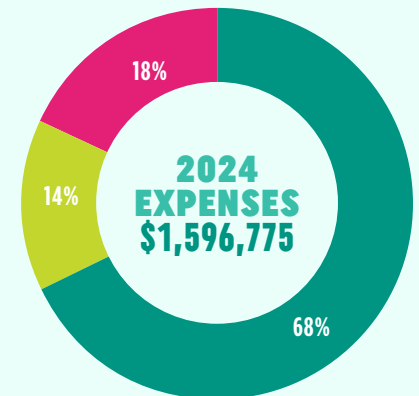
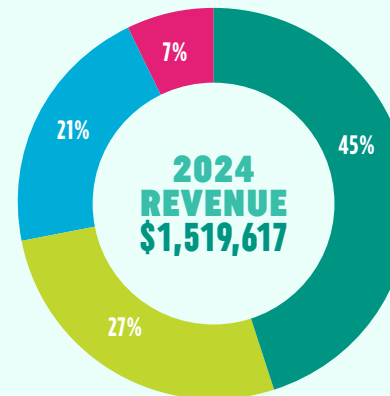
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Financial Summary for 2024

\$1,224,245

NET ASSETS AS OF 12/31/2024



- RESTRICTED CONTRIBUTIONS | \$676,722
- UNRESTRICTED CONTRIBUTIONS | \$417,107
- SPECIAL EVENTS | \$319,024
- MANAGEMENT FEES, IN-KIND, OTHER | \$106,764

- GRANTS & PROGRAMS | \$1,089,228
- MANAGEMENT & GENERAL | \$219,987
- FUNDRAISING | \$287,560

*RELEASE FROM PRIOR YEAR'S RESTRICTION \$544,394

13 MENTAL HEALTH TALENT PIPELINE SCHOLARSHIPS

18 GRANTS TO LOCAL NONPROFITS

\$3,381,233

TOTAL GRANTS AWARDED 2020-2024

To download a copy of our 2024 Financial Review, please visit Financials at healthcarefoundation.net/about

FRONT COVER: Healdsburg Multicultural Center community listening session, October 2024.

Photo Credit: Will Bucquoy



Guests had a blast at our 2025 Drag Brunch



SAVE THE DATE! **HEALTHCARE IS LOVE DRAG BRUNCH 2026** **FEBRUARY 22 AT THE FLAMINGO**

Our impact is made together!

You contribute vitally to the goal of eliminating health inequities in northern Sonoma County. If you're not already, please consider donating, volunteering, signing up for our newsletter, and following us on social—we want to engage with you!



Scan to donate



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