

Healthcare Foundation Northern Sonoma County

Vision: To be the bridge for advancing healthcare in our community

Mission: Bringing together our community to engage donors in the support of healthcare in northern Sonoma County

Collaboration Is Key to Successful Health Care

Whether it's physician recruitment, a districtwide electronic medical records system, or a renovated imaging and radiology center at Healdsburg District Hospital (HDH), it's like the old song, "the foot bone's connected to the ankle bone and the ankle bone's connected to the leg bone" and so forth, that is, everything's connected in some way to everything else.

Funding health care is much the same. No matter how much you give or what you might designate it for—the recruitment of new physicians, new radiology and imaging equipment for the hospital, or medical records that can be accessed by all northern Sonoma County health care providers—your gifts benefit all of us, not just where the new funds are spent.

For example, new radiology and imaging equipment means that providers and patients outside the hospital have the use of these new upgrades

without having to go outside their community for this kind of quality health care. Shared medical records not only enhance the quality of health care because physicians and other providers can more easily diagnose and share information locally but it also enhances our ability to recruit and retain new physicians, who expect these kinds of services to be in place before committing their services to a community.

"The future of health care in our community must be collaborative," says Rick Ventura, executive director of the Healthcare Foundation. "Working together, our health care providers are empowered to meet our communities' critical needs for immediate and affordable access to local health care of the highest quality."

Be assured that your donations are invested wisely, and wherever they're used, they benefit us all.



Ask us about our \$2 million Challenge Grant!

*We're almost there! Take advantage of this unique opportunity now.
Help us meet the Kight challenge. Donate today.*

From Our Chairman

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It seems almost impossible that yet another year has rolled around. 2010 has been very busy, and we feel, a very successful year at the Healthcare Foundation. Not only did we fund worthwhile health care projects in northern Sonoma County, but we also hosted some wonderful events as well.

Our two educational forums were very enlightening. They were both held at the Mayacama Golf Club, which is a beautiful setting. Spectacular views, delicious appetizers and wine, and a very interesting discussion, all added up to great evenings.

The Wetzel Leadership Luncheon was wonderful—as always. Personally, it was especially rewarding because I have known honorees Dick and Mary Hafner for nearly 30 years, and have always respected their commitment to community causes. The Wetzel Community Leadership Award luncheon is the one time each year that we look beyond our health care mission and honor an individual, or a couple, who truly embody the spirit of community leadership, no matter what their focus. I would also like to pay tribute to our honorary

chairs, Edward and Elizabeth Kozel, Sr., whose very generous donation made the Kozel Stroke Institute at Healdsburg District Hospital possible.

Of course, these events and the funding that we share with our health care providers in all the communities we serve are not

possible without you—our donors. It is your generosity and time and resources that makes the Healthcare Foundation Northern Sonoma County possible, and in turn, keeps local healthcare accessible to all. Thank you for your continued support.



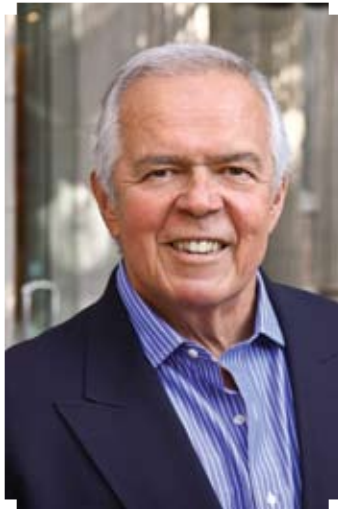
I'd like to wish each and every one of you a happy and healthy holiday season, and the merriest new year. May you have the company of those you love, and the pleasure of good friends and special celebrations.

A handwritten signature in dark ink, reading "Yvonne Kreck". The signature is fluid and cursive, with a large, sweeping initial "Y".

Yvonne Kreck
Chairman

From Our Executive Director

Ten years ago, the vision of a small group of committed and inspired leaders to support quality health care in our communities became a community initiative to save what is now called Healdsburg District Hospital (HDH). In 2011, we celebrate the 10th anniversary of Healthcare Foundation Northern Sonoma County thanks to your generous and sustained support. Since our inception, we have expanded funding to all the major community health care providers, including Alexander Valley Regional Medical Center, Alliance Medical Center, Cloverdale Health Care District, HDH, and Pediatric Dental Initiative.



Specifically, our funding has included (but has not been limited to) the following major projects:

- The Wetzel Family Emergency Department
- The Kozel Stroke Institute
- The Chambers Intensive Care Unit
- The Emergency Services surgical on-call panel
- Digital mammography and dexta scan units
- Contributions to physician recruitments
- Contributing funds for a new Cloverdale ambulance

A robust Healthcare Foundation can now provide targeted funding for health care providers throughout northern Sonoma County. Over the years, our vision has remained constant: *to be the bridge for advancing health care in our community.* Simply

put, the Foundation raises funds in support of, and distributes funds to, health care providers in northern Sonoma County. But we are able to do so only with your support.

As we begin a new decade of service, the Foundation remains a volunteer-led nonprofit organization dedicated to fiscal integrity and accountability, stewardship of community resources, and the engagement of our local health care providers to achieve mutual and ambitious goals. Our 10-year anniversary begins by addressing a comprehensive list of integrated priorities critical to the future of our local health care systems:

- Physician recruitment and retention
- A districtwide electronic medical records system
- Continued renovation and reequipping of our medical facilities

We continue to work to earn your support and ask that, mindful of our mission, you choose to sustain your commitment to advancing health care in our community. My personal best to all of you for safe and happy holidays. And a very happy new year for all of us ahead.

A handwritten signature in black ink that reads "Rick Ventura". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rick Ventura
Executive Director and Fund Development Officer

Event Highlights 2010

Girlfriends for a Cure

A big Thank You! to Susan Graf for her continuing support of Girlfriends for a Cure. In September, Susan had a wonderful fashion show at the Hotel Healdsburg with a percentage of her store sales for that weekend benefiting Girlfriends.

Thank You, Dr. Thomas

On October 28, the Healthcare Foundation hosted its second educational forum of 2010 at the Mayacama Golf Club. Dr. Jeffrey Thomas, a specialist in neurosurgery, cerebrovascular neurosurgery, and interventional neuroradiology, gave a riveting and enlightening presentation on stroke and cerebral aneurysm. Our thanks to Dr. Thomas and Mayacama for their generosity and support. We look forward to continuing this informative series and hope you can join us for more forums in 2011.

Wetzel Award Honors Mary & Dick Hafner

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

—Margaret Mead

Mary and Dick Hafner were presented with the fourth annual Wetzel Community Leadership Award at a luncheon held at the Vintners Inn, Santa Rosa, on November 16. The award is named for longtime friends of the Healthcare Foundation and generous members of the community, Maggie and Harry Wetzel. The Leadership Award honors those who exemplify humanitarian leadership values in action.

“Personally, I am absolutely delighted that our honorees this year are Dick and Mary Hafner, said

Yvonne Kreck, Chairman of the Healthcare Foundation . “I have had the pleasure of knowing the Hafners since the early 1980’s. When we first met, I was the president of the Alexander Valley Association and we were struggling to even create interest in the Association. When Dick and Mary came to that first, poorly attended, annual meeting, I knew they were people who would make a difference—and they certainly have. Unassuming, always the lady and the gentleman, always respectful and ready to listen, but always willing to step in when a job needs to be done.”

Congratulations to Dick and Mary Hafner.



From Our Providers' Wish Lists

With your support we can meet these critical needs.

Healdsburg District Hospital

Equipment

- Narcotic secured vault (\$40,500)
- OmniLinks RX, medication order management system (\$37,000)
- Ultrasound unit (\$34,400)
- 5 intravenous pumps and modules (\$23,000)
- Geriatric examination tables (\$21,000)
- Echocardiogram (\$20,000)
- Batch scanner (\$14,000)
- Mobile patient monitor (\$10,750)
- 2 centrifuges (\$10,300)

HDH network infrastructure and network equipment

- Network infrastructure upgrade (\$10,700)
- 11 CISCO catalyst network switches (\$48,000)
- 10 CISCO 10000 Base-T SFP transceivers (\$3,700)
- Anesthesia work station (\$1,800)

PDI Surgery Center

- Dental director recruitment (\$50,000)
- 2 adult-size surgery chairs for developmentally delayed patients (\$24,000)
- Supplemental salary for one case manager (\$25,000)
- Information technology upgrades (\$10,000)
- Prevention education program (\$5,000)

Alexander Valley Regional Medical Center

- Electronic health records system: license, training and equipment costs (\$211,600)

Alliance Medical Center

- Electronic records and cost-effective single-system billing (\$20,000)
- Phototherapy light
—skin disease treatment (\$15,000)
- Fetal monitor (\$7,000)
- Cryotherapy unit
—precancerous-lesion treatment (\$3000)



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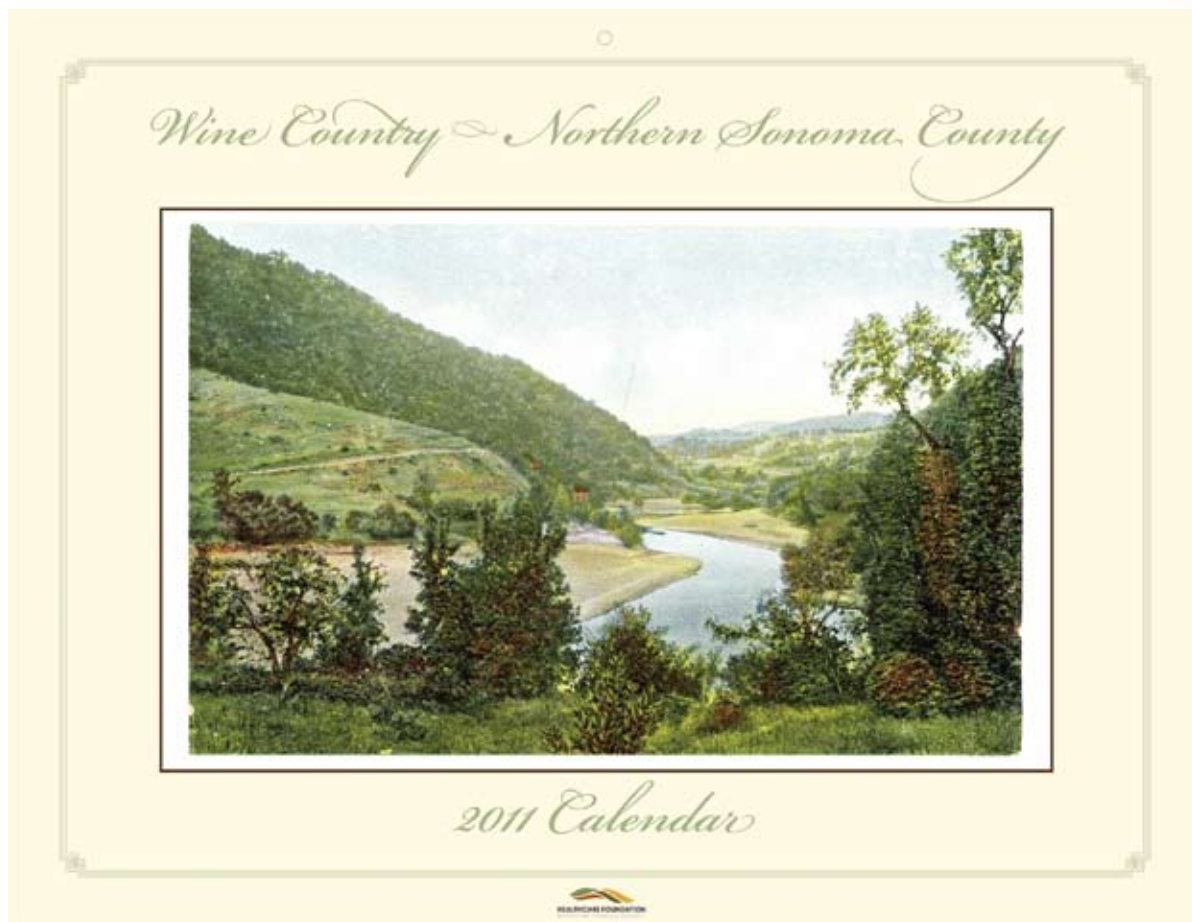


New 2011 Calendar Now Available

Healthcare Foundation Northern Sonoma County is proud to announce publication of its 2011 calendar. These attractive calendars are in full color, and each month features a beautiful historic picture of northern Sonoma County.

We would like to thank our 2011 sponsors:

- ◉ American AgCredit
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Wishing everyone a happy holiday!