

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

Women Leading Access to Medical Innovation

This winter Healdsburg District Hospital (HDH) will unveil the Women's Diagnostic Center (WDC) at 1540 Healdsburg Avenue in Healdsburg, making cutting-edge medical innovations in women's healthcare accessible for the first time at the hospital. The mission to provide comprehensive patient screening in an environment that fosters individualized attention and patient comfort under one roof was achieved by a community movement, mobilized by women for women—a sustainable investment made by our community, for our community.

Funds raised by the *Girlfriends for the Cure* events have been used to purchase a digital mammography machine and a DXA scanner for bone density tests for high-definition testing and early detection. This year, *Girlfriends* will fund important programs to support early detection of diseases that threaten women's health.

The WDC has forged a partnership with the Redwood Regional Medical Group to draw on the specialized talent of radiologists and breast surgeons, such as Dr. Charles Elboim. The center plans to expand its services to include educational outreach and unrestricted screening to the under- and uninsured.

Jan Kiely, chief nursing officer and chief operating officer of HDH, sees the center as a commitment to enhancing women's access to the latest

The women's diagnostic center opens its doors

technology. "The women here raised their voices," Kiely said, "but even the hospital's all-male board of directors pushed this forward as their top priority." Hospital volunteers have personally donated mammography pads to make each patient's visit more comfortable.

The WDC has opened its doors to male patients, as well, because rare cases of breast cancer are found in men. Men are also encouraged to have bone-density testing. Patients of all ages and sexes are welcome to utilize the center, which began scheduling appointments well before it opened its doors to the public.

The WDC can see at least four patients every hour, and great attention was placed on assembling a team of radiologists that contribute to a warm, supportive environment to assure that patients are not journeying alone. "This atmosphere is nurturing," explains Bridget Graydon, imaging manager and a certified mammographer at Healdsburg District Hospital for 20 years. It was Graydon's idea to move the WDC off-site to ensure patients a comfortable visit.

"What strikes me most is the generosity. The continued contributions by women, to benefit other women, whom they may never meet or never know whose lives they've impacted," Kiely said. "We could not do this without their support."

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The Pulse is also
available on line at
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From our Chairman

As this year draws to a close, I am once again amazed at how quickly time passes. 2009 has been an extremely challenging yet rewarding year for the Healthcare Foundation.

I am very pleased to welcome Rick Ventura as the new Executive Director & Fund Development Officer of the Healthcare Foundation. Rick has an extensive background in fund development and Foundation management. I am confident he will be a tremendous asset to the Foundation and our community.

We began the year with our first Town Hall meeting in January where we shared our 3 Year Strategic Plan with members of the community. It was very gratifying, and informative, to have so many community members attend and share their concerns and support for quality healthcare and the work of the Foundation.

In March, the Foundation received a \$2 million challenge grant from the Kight Foundation and Quivira Vineyard & Winery. I am excited to report that we have already met the first part of their challenge by raising \$1 million ahead of schedule. We must now raise another \$2 million by March of 2011 in order to meet the next part of the challenge and

receive the second \$1 million from the Kights.

This winter marks the opening of the Women's Diagnostic Center of Healdsburg District Hospital and the installation of the digital mammography equipment and other advanced diagnostic tools funded by *Girlfriends for the Cure*.



This year, the *Girlfriends* broadened their mission and will begin funding important programs to support early detection of the many diseases that threaten women's health.

Joining together to best utilize

every resource available to fund the healthcare needs of our community, the Foundation, the District Board and the healthcare providers in our community are working together to recognize needs, identify potential funding sources and develop a plan to provide a network of healthcare services for all who live and work in our communities of Windsor, Healdsburg, Geyserville and Cloverdale.

We thank you all for your continuing support of quality healthcare in our community!

A handwritten signature in cursive script that reads "Mary Ellen Smith".

Mary Ellen Smith, Chairman

From our Executive Director

We can all feel good about 2009. Despite our country's economic woes, locally, we've accomplished a great deal thanks to your encouraging support and generous contributions. With your assistance we have been able to accomplish the following:

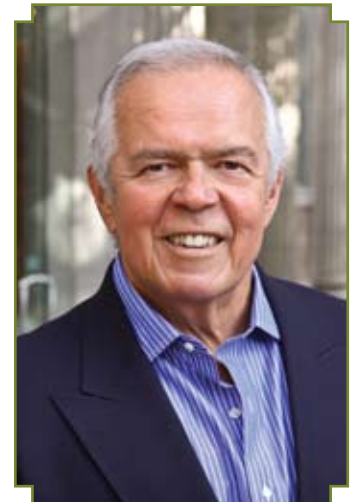
- An emergency services on-call panel
- New gurneys for HDH
- A digital mammography machine
- DXA scan technology for bone density screening
- Financial support for Pediatric Dental Initiative
- Financial support for Alliance Medical Center
- Financial support for Alexander Valley Regional Medical Center

As we approach the year's end, next year's goals come into focus, goals that depend on your contributions and support. And as we continue to bridge the needs of our communities to healthcare providers and services, we will be significantly expanding our donor base as well as our presence in all the communities we serve. Consistent with our mission statement, we will

strengthen our bridges to the communities we serve—Windsor, Healdsburg, Geyserville, and Cloverdale.

We will also be initiating a comprehensive and integrated development plan that will include strategies to leverage planned giving, annual pledges, and major and matching contributions. As capital is raised, we will continue to work with our healthcare providers and community leaders to more fully assess their needs and ambitions and together develop plans for the future.

So as we enjoy the bounty of the holidays, let us be reminded that it's also the season to give as well as receive. My warm and best wishes for a fulfilling holiday season and a prosperous and productive new year.



A handwritten signature in brown ink that reads "Rick Ventura". The signature is fluid and cursive.

Sincerely,

Rick Ventura, Executive Director

Ask us about our \$2 million Challenge Grant!

Every donation helps to meet the \$2 million Challenge Grant from the Kight Foundation and Quivira Vineyards & Winery.

What does it take to find a new executive director?

Approximately 30 community stakeholders and volunteers.

The hiring of Rick Ventura as the Healthcare Foundation's new executive director and fund development officer on October 1 was truly a community event. Why? Because when the Foundation board established its search committee, it tasked the group with an important directive to involve the board members *and* the Foundation's stakeholders and community members.

With the professional services of the Leap Solutions Group to assist in the recruitment process, the Foundation launched a nationwide search to make certain the best of candidates were considered for the position. The Leap team of Scott Ormerod and Sylvia Coombs truly understood that community is the very heart of the Foundation's work and provided invaluable insight and services in designing a process that was inclusive and effective. With over 85 resumes from a nationwide search, the committee's selection process combined telephone and personal interviews, behavioral DNA surveying, and reference checks to narrow the candidate selection to two.

The Search Committee, chaired by board vice chairman, Dr. Rich Mucci, included board members Peggy DeZurik, Robin Froman, and Ken Spadoni. Board chairman, Mary Ellen Smith, provided guidance, direction, and support for the process. "What an amazing, dedicated group of community volunteers served as the search team. They not only made the commitment of time, but more importantly, they also committed to finding the best candidate. It was a joy working with this very focused team," said Scott Ormerod.

The Search Committee and Leap identified more than 30 community volunteers and stakeholders through personal interview to participate during

the candidate two-day interviews. Stakeholders from the hospital, clinics, providers, donors, and community leaders participated, and through a post-interview evaluation tool, the input from these stakeholders proved to be extremely valuable. Not only did the stakeholder participants contribute to the selection process, but they also helped acquaint Rick to the vast number of community members from the entire health care service areas, as well as to their commitment to the Foundation's mission and vision. Already it has provided him with a head start in meeting the community.

"The depth of perspective was impressive," said Ventura, "and by including so many community leaders in the search process, a considerable commitment to the vision of the Foundation was readily apparent."

From the Foundation, a big Thank You! to the many community members that demonstrated their interest and commitment to the Foundation's mission by their active participation. Once again, you are helping us make a difference in health care in our community!

Healthcare Foundation Northern Sonoma County



2010 Calendar

American Ag Credit • Big John's Market • Vict
Quivira Vineyards & Winery • Sanders

Wetzel Award Honors Jim Silveira

"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

Jim Silveira was presented with the third annual Wetzel Community Leadership Award at a luncheon held at the Vintners Inn, Santa Rosa, on December 8. 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.

"We are honored to present this award to Jim Silveira. As a life-long member of our community, Jim has been actively involved with and supported countless non profit organizations and community projects," says Mary Ellen Smith. "Jim is a part of the very fabric of Healdsburg, always there when you need him with a helping hand, an open heart and a good joke!"

Since moving to Healdsburg in 1954, the Silveira family has always been involved in the community. Jim's

mother was president of Healdsburg Soroptimist and a candy striper at Healdsburg District Hospital, and his father spearheaded the Healdsburg Beautification Committee, responsible for planting trees along Healdsburg Avenue during the '60s.

Over the years Jim and Silveria Pontiac Buick GMC's extraordinary generosity has supported the community's non-profits with the donation of a variety of vehicles from convertibles to trucks to loner vans. "We probably give out more than 100 vehicles a year for different events," said Jim.

As a proud member of the Healdsburg Kiwanis for more than 50 years, Jim Silveira has been involved in many non-profit organizations: president of the Healdsburg Jaycees, Healdsburg Men's Golf Club, board member of the Healdsburg Boys and Girls Club, The Family Service Agency, and First Tee of the North Bay.

"Through his community involvement, his leadership and his character, Jim Silveria exemplifies all the values and objectives to which the Foundation is committed," says Rick Ventura, Executive Director.

2010 Historic Calendar Now Available

Now that you've got your own copy of this beautiful calendar with historic photos of Sonoma County, why not give one to each of your friends, your family, or even your customers? Or maybe you'd like your business or name listed on the next calendar?

Contact the Healthcare Foundation now to become a 2011 sponsor. (*Space is limited.*) Additional copies of this beautiful calendar are available for \$10 each and can be ordered by contacting us at **707 473-0583**

We are very grateful to the Healdsburg Museum & Historic Society, Cloverdale Historic Society & Museum, and Cellar 8 for allowing us to reprint their beautiful photographs.

The merriest of holiday greetings to all that give their generous support to the Healthcare Foundation and to the following sponsors who made our 2010 calendar possible:

Dr. G. Lacombe, M.D. • International Wine Associates • McConnell Chevrolet Chrysler Jeep Dodge
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The Third Annual Girlfriends for the Cure

The third annual *Girlfriends for the Cure* event was a resounding success as 300 “girlfriends”—mothers, daughters, sisters, grandmothers, aunts—gathered to raise more than \$80,000 for women’s health care through an outpouring of love and support for all women touched by life-threatening diseases. The event was held at the beautiful Mayacama Golf Club and featured a professional runway-style fashion show sponsored by Susan Graf Ltd. of Healdsburg, bringing all the excitement, music, and style you can experience during Fashion Week.

Kelly Corrigan, author of the New York Times best seller *The Middle Place*, was the keynote speaker. “The collective power that women gain as they conquer a cause near and dear to their hearts is overwhelming and inspiring for all who witness,” said Corrigan. “As a mother, daughter and cancer survivor myself, it’s empowering to be among such a great group of women making a difference in their community.”

What started as a humble event three years ago has turned into a popular and very successful Healthcare Foundation fundraiser benefitting the women of northern Sonoma County. To date, *Girlfriends for the Cure* has raised enough money to purchase a digital mammogram machine and DXA scanner for the new Women’s Diagnostic Center at Healdsburg District Hospital. This year’s event continues to support quality health care for all women by funding a cancer risk assessment program, a health professional dedicated to women’s health, HPV education, first-time Pap smears for young women, and free mammograms and Pap smears for the under and uninsured.

Guests who attended this year’s event experienced an uplifting afternoon featuring speakers, fashion, food, and fun. There were incredible live auction lots, including a private dinner for 10 featuring Douglas Keane as chef, a helicopter tour of Napa Valley,

followed by lunch and a shopping spree at Footcandy in St. Helena, a luxurious getaway for six including dinner and an overnight stay at the Lancaster Estate, and a fabulous golf outing for six donated by Mayacama Golf Club, featuring an overnight stay in a beautifully appointed villa.



Created in spring 2007, the Healthcare Foundation’s *Girlfriends for the Cure* event inspires the power of women to join together as advocates for women’s health. The event maintains the tradition of Stand for the Cure, where guests pledge their support to join the effort to advance women’s health in our communities. This year, Mary Ellen Smith won the honor of Last Woman Standing. Her name is engraved alongside our two other Last Women Standing, Sally Nicholson and Marcia Fosberg, on the Stand for the Cure plaque, which is on permanent display in the lobby of the new Healdsburg District Hospital’s Women’s Diagnostic Center.

Girlfriends for the Cure is a hallmark event for the women of our northern Sonoma County community—one that raises passion, commitment, and empowerment and indelibly touches the hearts of women.

But it wouldn't be possible without everyone who helped! A big heartfelt Thank You! to our guests, volunteers, and the following sponsors for making this year's event a spectacular success.

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Jessica and Jonathan Wilhelm
of Mayacama Golf Club
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Many thanks to the Girlfriends for the Cure Committee

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the Pulse

Serving our community—Windsor, Healdsburg, Geyserville, and Cloverdale

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To:

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Perfect Holiday Gift

Buy a brick and support the Healdsburg District Hospital Campaign

Give the people you love a gift that lasts a lifetime while supporting the Healdsburg District Hospital's capital campaign. Have their names engraved on a brick for the Hospital's new Friendship Garden for a donation to the current HDH campaign.

The Healdsburg District Hospital's \$14.5 million capital campaign is in its final stage and \$14.2 million have been raised to date. We believe that every member of the community should have an opportunity to become an important part of our success by making a gift to the campaign. What better way than becoming a part of the new Friendship Garden? Donate \$250 or more and your name, or the name of someone you would like to honor or remember, will be engraved on a brick and permanently displayed in the HDH Friendship Garden.

