



HELPING OTHERS TO LIVE BETTER IS BOTH A CHALLENGE... AND AN OPPORTUNITY



Thank you for your generous support of Santa Rosa Memorial Hospital, Petaluma Valley Hospital and Hospice Services. I want to bring you up to date on what has been accomplished over the last two years as a result of your generosity.

We have been able to save and impact more lives than ever before because of the support you have provided. We live in extraordinary times. Thanks to you, our hospitals benefit from many medical and scientific advances that just a generation ago would have sounded like science fiction.

The new Emergency Department and Trauma Program expansion, which opened last year, was made possible by your gifts of more than \$11 million dollars. Since its opening, we have seen an astounding 32% increase in emergency department visits.

We are proud that our Emergency Department and Trauma Center offer the highest level of care to patients of all ages. The new, modern facility, the 24/7 availability of emergency physicians and our outstanding orthopedic and trauma surgeons have combined to make Memorial the region's center of excellence for seriously ill patients from the Golden Gate Bridge to the Oregon border.

Last fall, the extraordinary generosity of the Finley Foundation and Norma Person allowed us to recruit two new neurosurgeons, Drs. Rasha Germain and Giac Consigliere. These neurosurgeons' expertise and the purchase of a new O-Arm Imaging system and microscope have enabled us to perform advanced neurosurgical procedures which are normally only available at larger medical centers in major metropolitan areas. The state-of-the-art facility and technology afforded by your generosity allow us to continue to recruit top physician talent to the area.

Philanthropy made so many things possible in the last two years. More than a million dollars funded major upgrades of equipment in our operating rooms. This allows our surgeons to provide better care to every surgical patient. Donors created several endowments to improve cancer care, to care for the poor and to provide financial support to our employees if they choose nursing as a career. More than two million donor dollars were used to purchase a new Mobile Dental Clinic, a tele-psych system, rapid blood testing machines, a new fetal monitoring system for labor and delivery, an advanced blood monitoring system and heart balloon pumps for the Heart and Vascular Institute and additional staffing for our Palliative Care Program. In Petaluma, donors funded a medical/surgical floor renovation, the ICU robotic telemedicine system, a new phone system, fetal monitors and an echocardiogram. Hospice dollars were used to support our Grief Services program and also helped purchase an improved medical records system. I hope you can see how important your gifts are to our whole community.

One of the challenges we face today is shifting from our historical focus of caring for the sick inside our hospitals into a broader approach of community care beyond the hospital walls that emphasizes helping people stay well. Our wellness approach, combined with our ability to provide expert specialty care, will allow us to support and engage an aging population and help manage their chronic diseases. Our strategic plans are designed to prepare for a world in which people remain mentally sharp and physically fit for longer periods of time.

When I started serving as your President, I didn't have a lot of experience working closely with philanthropists. However, over the past four years, I have discovered that our supporters and Foundation Board members are an incredible resource. These groups consist of individuals who have deep expertise, emotional balance and the motivation to make a difference and to support our ministry to its core. I want to thank you for all the ways you have helped me focus on the things that really matter.

Recently I stopped to talk with Al Maggini, who turned 100 in September and is the founder of Memorial's Foundation. We had to chat quickly as Al was planning his strategy to win our annual golf tournament. Al finds ways to remind us that our work is about both individual and societal change. Many small individual efforts can actually make a lasting impact. For real large scale change to happen there has to be individual change. He never loses sight of the traditional concept of charity, which is to nurture human beings. While Al supports every one of our drives for new technology, he reminds me that the people we serve and the people who do the work every day are the key to transformation.

Al frequently says: "You know I don't think so much about chronological age. I do think a lot about physical and spiritual health. I keep my priorities clear. Exercise and trying to solve big problems, this is what keeps minds sharp and makes life satisfying." Al and I would like to encourage all of our donors to talk with one of our Foundation staff about estate planning. As Al would say: "People like to put this work off but it is like writing one of the last chapters in your autobiography. It's worth doing...and there are a lot of tax benefits that most people don't know about." Al retired just four years ago from a lifetime of selling securities and he knows where the smart ideas can be found.

Every week I read all the patient concerns as well as the many moving compliments from grateful patients. One letter from a mother whose 9 year old boy was run over by a truck has stayed with me:

*"I don't know how to put into words our family's gratitude. I realize that amazing things happen at times of need...The young paramedic, who seemed barely older than my oldest son in college, took me by both shoulders and said: "Ma'am, you need to listen closely and stay focused. I'm not sure your boy will make it. We will take him to Memorial. If anyone can help him they can...Thirty one hours later it was clear that not only would Justin live, but he would be able to come home in a few weeks. That was the moment **I realized that not only did you save my son's life, you saved our whole family's life.** Thank you and please thank all the providers, the volunteers and the donors who made my child's miracle possible."*

Letters like this inspire each of us to do a little more every day.

Our greatest achievements are possible because of an extraordinary team of committed donors, physicians, staff and volunteers who enable us to provide an exceptional level of care in a rapidly changing environment. With your support we will sustain this excellence for decades to come. Thank you again for your advocacy and generosity – you are the reason we are able to help improve the health and lives of so many.

Sincerely,

A handwritten signature in black ink, appearing to read 'Todd Salnas', with a long horizontal flourish extending to the right.

Todd Salnas
President, St. Joseph Health - Sonoma County

PETALUMA VALLEY HOSPITAL FOUNDATION IS THRIVING!

Our Foundation Board has been working hard to educate Petaluma residents about our hospital's upcoming lease renewal, and its commitment to excellent, compassionate patient care. Ron Malnati completed both his term of presidency and membership on the Board. Thank you for all of your hard work, Ron! The Foundation Board is working to grow their membership in the next year. Expanding the Board will increase advocacy for the hospital and help raise more funds for 'wish list' items and initiatives.

In 2015, PVH enrolled in a sustainability program and appointed Carli Thomas from the Foundation and Gary Toavs, PVH's Chief Engineer to represent the hospital. PVH is one of 10 Petaluma companies creating sustainable 5-year plans. Carli and Gary have come up with 30 initiatives to make PVH a more sustainable facility.

Several new items were purchased for the hospital with funds raised by the Foundation from loyal benefactors. Items include:

- Echocardiograph
- New furniture for the lobby
- A bariatric chair for the imaging department
- High definition gastroenterology equipment
- Funding for the Sustainability Program
- Med Surg nursing lounge renovation

Next Gen has allocated \$30,000 dollars this year for equipment in various departments. Some of these items include sound machines, a sound ear for keeping patient areas quiet, and isolation carts. We welcomed three new members: Bonnie Cordoza, Xela Dollar, and Erin Hawkins.

The Sound Ear (pictured) enables Med Surg Staff to be aware of noise levels.



The *12th annual Gene and Evelyn Benedetti Leadership Celebration* was held on the Petaluma campus on May 2nd, 2015 chaired by Stacey Badaglia. Petaluma Market and the Agius family were the leadership honorees. Krista Gawronski was the *Next Gen* honoree. It was a fabulous evening complete with dinner, dancing and an auction. Over \$105,000 was raised for high definition gastroenterology equipment.

Foundation Office update: June Lang, Area Director of Development for St. Joseph Health—Sonoma County came on board in November 2014. The Foundation continues to promote philanthropy to advance the stellar care and services provided by Petaluma Valley Hospital. Hazel Marston, Senior Administrative Assistant at PVH continues to provide strong support to the Foundation.

A FAMILY LEGACY LIVES ON



*Matt and Sarah Keegan
and their children*

Supporting Memorial is the best way we know to give back to a community that has been so good to us. We want to be sure that everyone has access to the highest level of healthcare possible. As home to our region's Trauma Center and its incredibly skilled physicians and nurses, Memorial is the "go to" hospital for our region. We believe that the most powerful way to impact everyone's life is through supporting our hospital. The Keegan family has a long history with Memorial. From its very inception, the hospital has been part of our family's legacy. Now it's our generation's turn to continue the tradition of leaving a legacy for the generations that follow. If the Keegan family all gathered together and a decision were made about how to help the most people in the community, the decision would be unanimous – to support Memorial, our hospital.

— Matt and Sarah Keegan

THE AL AND HELEN MAGGINI LEGACY SOCIETY

Earlier this year, we were pleased to rename our Legacy Society to honor the generosity and leadership of Al and Helen Maggini. The Al and Helen Maggini Legacy Society includes all generous donors who have included St. Joseph Health in their estate plans, either through a bequest or other planned gift. All society members are acknowledged on a new donor recognition plaque in the lobby of Memorial Hospital.

Bequests and other planned gifts can assist you in achieving your philanthropic goals as well as taking advantage of tax and income benefits. Remembering Memorial, PVH, or Hospice Services in your estate plan is a meaningful way of ensuring that your legacy of caring will be continued. A bequest is very easy to set-up and is very flexible. You can leave either a fixed amount or percentage of your estate and beneficiaries can be changed or added. Appreciated assets or IRAs are particularly tax-savvy assets to donate.

A Charitable Gift Annuity (CGA) is a gift that benefits both the donor and St. Joseph's. With a CGA, you receive guaranteed, fixed payments for the rest of your life. The current rate for an 80 year-old donor is 6.8% per year guaranteed for life. Eighty percent of the annual annuity payment is tax-free and you also benefit from a tax deduction of approximately 50% of the gift amount.

If you would like more information on the ways that a Planned Gift can help you meet your philanthropic or financial goals while supporting the mission of St. Joseph Health, please contact Liz Tunney Williams at 707-547-4692 or visit the Foundation's website at www.GiveToMemorial.org.



– OUR MISSION –

To extend the healing ministry of Jesus in the tradition of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of people in the communities we serve.

–OUR FOUNDATIONS' VISION –

Our Foundations bring people together to foster a shared responsibility for the quality of life in our community. We build lifelong relationships with community members and raise funds to support Santa Rosa Memorial Hospital, Petaluma Valley Hospital, and Hospice Services.

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I WANT YOU TO KNOW THAT PHILANTHROPY HAS MADE A DIFFERENCE
IN FY 14 AND 15 BY:

- Making sure patients have access to the right care at the right time
- Fostering clinical excellence and delivering safe, high quality care
- Developing a robust ambulatory care system
- Coordinating care of patients with chronic conditions using physician led teams and nurse navigators
- Finding the right technological solutions which enable Memorial and Petaluma to provide even better care and a superior patient experience

*Debbie Meekins, Santa Rosa Memorial Hospital Foundation Board Chair
President, First Community Bank, Santa Rosa*

Gifts of all sizes enable our hospitals to be the best. We are committed to improving the health of our community through an increased focus on wellness and great community care outside the hospital.



Santa Rosa Memorial • Petaluma Valley

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CELEBRATING 25 YEARS OF PHILANTHROPY

In 2016, we will celebrate a quarter century of philanthropy as we mark our Foundation's 25th Anniversary. Over the past 25 years, you have helped us raise more than 75 million dollars. **Your philanthropy has funded countless improvements and enhancements to the care we provide to our community.**

It bears repeating...we have **you** to thank for these many improvements! While other medical providers in our area serve as referral bases to facilities located hours away, Memorial Hospital has the necessary expertise, equipment and infrastructure to offer a diverse and advanced level of medical care right here in Santa Rosa. Your support of Santa Rosa Memorial Hospital makes us a better and healthier community.

Our fundraising plans for the future are bold; we are currently focused on two important initiatives.

CARDIAC

- Upgrade and modernization of three catheterization labs. Our volume of cardiac patients continues to steadily increase. In order to provide our community with the best cardiac care, it is vital that we provide our physicians with the equipment they need to treat the heart and vascular system. This is Memorial's highest funding priority.

CANCER

- Modernization of equipment, including our linear accelerator and CT scanner. This upgrade will allow for more targeted therapy and decrease the number of radiation treatments needed.
- The 3D mammography system allows physicians to see breast tissue with clarity never before possible. It can detect tumors at an earlier stage than traditional machines and reduces the number of false positives, which reduces the number of unneeded biopsies.
- A robust Cancer Survivorship program goes hand-in-hand with our goal of developing our Oncology Service Line and solidifying our position as the premier regional cancer program. The Memorial Cancer Survivorship program is unique in that it reaches out to patients from the time of diagnosis with essential coordination and support.

For more information on these or any of our fundraising initiatives, please contact our foundation office at 707-547-4680.

WWW.STJOESONOMA.ORG