

2019
Philanthropy Report

St. Joseph Health 

Santa Rosa Memorial • Petaluma Valley





“As a husband and father of three delightful girls, I appreciate the peace of mind that comes with having exceptional healthcare available close to home.”

Dear Friends,

There are a few things I've learned about Sonoma County since moving here with my family 3 years ago. I know where to take three hungry girls for lunch, how to find all the sports fields and the location of the best biking trails. I've also learned every facet of St. Joseph Health and our important role in preserving our community's unique and special character. One of the many things that makes Sonoma County so remarkable is the generosity of its people.

The sisters that founded our ministry did so with a promise to “care for thy dear neighbor without distinction.” When you make a financial contribution to our ministry, the spirit that motivated our founding sisters and still inspires our caregivers, is supercharged.

This year, you helped us ensure that every woman who receives breast imaging at Petaluma Valley Hospital or Santa Rosa Memorial Hospital has access to 3-D mammography. With higher detection rates, our 3-D mammography units save lives and reduce risk. Your support kicked off Memorial's cardiac catheterization lab remodel, set to finish in 2021. With 80% of our region's heart attacks treated at Memorial, the cath lab's modernization and expansion will ensure that our loved ones continue to receive the most advanced cardiac care.

Construction of a new medical office building adjacent to Memorial is in full swing and is on track for completion this summer. The building will offer a full suite of imaging services, an Urgent Care clinic, a pharmacy, and a 600 stall parking garage. Across the street, we have increased the number of private rooms at Memorial by opening a new hospital annex at 151 Sotoyome. At Petaluma Valley, we were pleased to announce an A+ hospital safety grade from the Leapfrog Group – the gold standard measure of patient safety.

This year brought positive change and growth, and also challenges. Once again, we were confronted with the impact of natural disaster during the October Kincaide fire. As this was not our first go-round with disaster medicine, our caregivers in Santa Rosa and Petaluma were calm and prepared. Our two hospitals were the only ones to remain open in the county. We received hundreds of evacuated patients, treated twice the number of Emergency Department patients, and delivered dozens of new babies. “Always open” is our mantra, and we are proud to serve the entire region during difficult times.



As a husband and father of three delightful girls, I appreciate the peace of mind that comes with having exceptional healthcare available close to home. I am especially thankful for your generosity that propels us forward with excellence and passion.

This report is a celebration of what we achieved—together.

With gratitude,

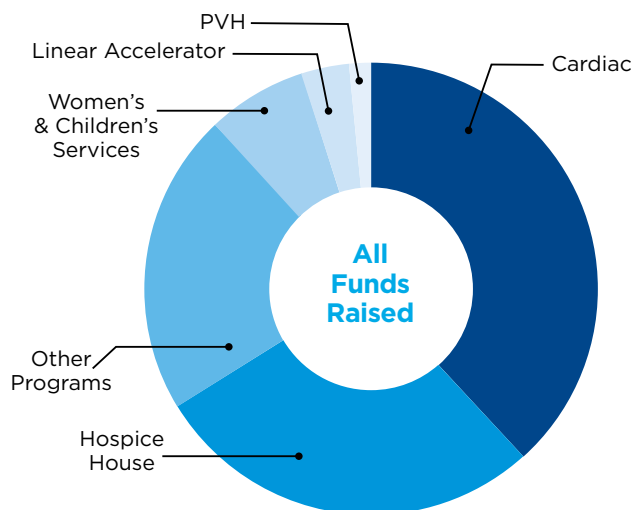
A handwritten signature in blue ink that reads "Tyke Hedden".

Chief Executive
St. Joseph Health – Sonoma County

Your Gifts at Work – January-December 2019

Our community contributed over \$6.6 million to provide Santa Rosa Memorial Hospital and Petaluma Valley Hospital with advanced medical equipment and programs. Thank you for your generosity!

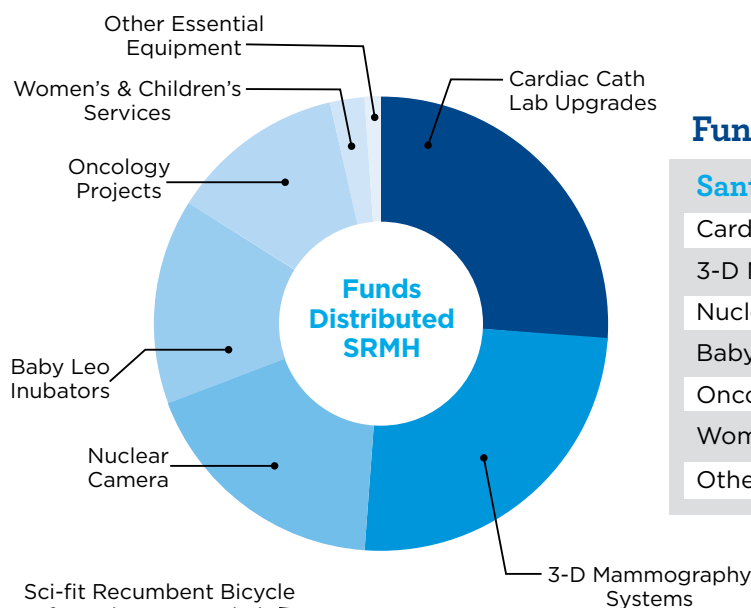
Whether you make an unrestricted donation to the Foundation or select a specific project or service important to you, please know that your donation will positively impact the entire community. One hundred percent of every dollar donated provides us with an opportunity to help people and save lives.



Funds Raised

Cardiac	\$2,552,939
Hospice House	\$1,850,410
Other Programs & Unrestricted Funds	\$1,424,587
Women's & Children's Services	\$484,098
Linear Accelerator	\$232,427
PVH	\$97,059

TOTAL \$6,641,520

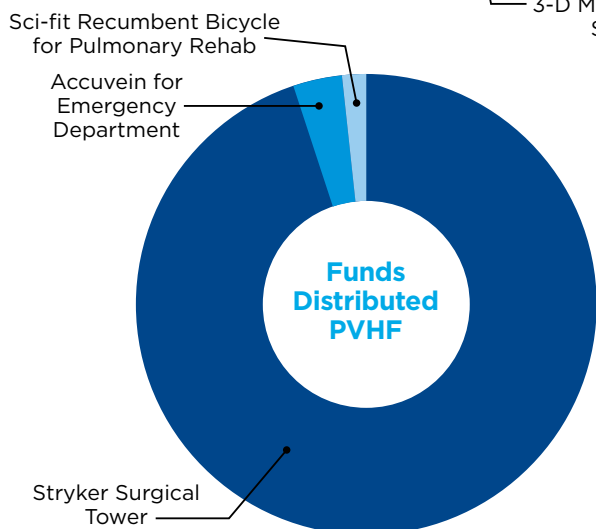


Funds Distributed

Santa Rosa Memorial Hospital Foundation

Cardiac Cath Lab Upgrades	\$472,079
3-D Mammography System	\$456,225
Nuclear Camera	\$331,306
Baby Leo Incubators	\$265,770
Oncology Projects	\$227,693
Women & Children's Services	\$44,581
Other Essential Equipment	\$19,126

TOTAL \$1,816,780



Funds Distributed

Petaluma Valley Hospital Foundation

Stryker Surgical Tower	\$290,432
Accuvein for Emergency Department	\$10,845
Sci-fit Recumbent Bicycle for Pulmonary Rehab	\$4,855

TOTAL \$306,132



*Mary Dewane and
Joe Anderson*

An Exceptional Pairing

Hollywood might not be moved to make a movie about a love story ignited by a shared passion for boldly broadening access to quality, compassionate health care. Nevertheless, the tale of Mary Dewane and Joe Anderson pulsates with adventure, the highest level politics, and extraordinary human achievement and generosity. Sonoma County in general, and the women and children served by Santa Rosa Memorial Hospital in particular, are blessed to have their story playing out in real life, right here.

When Mary and Joe first met more than 25 years ago in Washington, D.C., both were national game-changers in the realm of comprehensive medical care that's too often denied to too many. Today, Mary and Joe own and operate the Russian River Valley's acclaimed Benovia Winery.

The couple explores the marvels of Sonoma County by bicycle and on horseback. They also travel the world, sometimes in Joe's World War II-vintage DC-3 airplane, the one that winged them to Normandy in June of 2019 for a historic, aerial salute to the 75th anniversary of the D-Day invasion.

The couple's local and national philanthropy focuses on improving education and literacy, and on assuring that low-income pregnant women, mothers, children and others who are vulnerable receive the healthcare they need. Mary and Joe believe in giving back to their community and they do so...abundantly.

Last September, Benovia Winery was the Premier Sponsor of "Havana Nights," Memorial's signature gala

at Mayacama Golf Club. During the evening's vibrant fund-a-need, guests raised their paddles to pledge nearly \$150,000 to Women's & Children's Services. Then Joe stood up. Many undoubtedly expected that he would make a donation that would bring the total to \$150,000. Instead, he announced that if the total amount raised reached \$150,000, he and Mary would match it. In an instant, the amount raised doubled to \$300,000.

When asked what drew them to support Memorial, Mary stated that a major factor was the hospital's mission of caring for all, especially the poor and vulnerable. "Memorial is where we have chosen to receive our healthcare in Sonoma County because of the excellent care that the hospital provides... Memorial Hospital has always stepped up for our community."

Mary grew up on a dairy farm in Wisconsin and Joe was born and raised in Arizona. While Mary helped take care of the family's farm, Joe worked his way through high school and college as a meat cutter.

It was in Mary's home state of Wisconsin that she first became a leader in the creation of Health Maintenance Organizations (HMO) for the care of Medicaid clients. She made great strides in expanding health care access and efficiency as the state's HMO Project Director.



When Mary and Joe first met more than 25 years ago in Washington, D.C., both were national game-changers in the realm of comprehensive medical care that's too often denied to too many.

Stepping up to national service, Mary moved to Washington, D.C. and became the Director of Medicaid Managed Care for the federal Healthcare Financing Administration. Ultimately, Mary ventured cross country to Orange County to become founding CEO of CalOptima, currently a \$3.4 billion public health care plan and one of the country's largest Medicaid managed care organizations. "I just really loved health care," she said. "No matter what you did, you were able to help people every day."

Joe left meat-cutting behind to launch an ever evolving career with the State of Arizona. He worked with governor and future Secretary of the Interior Bruce Babbitt and with Dr. Don "Doc" Schaller to create the nation's first-ever Medicaid program based on managed care.

In 1986, Joe, Doc and third partner, Patricia Davis, went out on their own with the founding of Schaller Anderson, Inc., which provided consulting and managed health plans in Arizona and seven other states. The firm had grown to 1,800 employees when they sold it to Aetna in 2007.

When he met Mary in the early 1990s, he was chairing the Medicaid Policy Committee for a national group health association and she was in D.C. directing Medicaid Managed Care.

Joe with his vintage World War II Plane

She ask him to serve as the chair of a national advisory committee she'd set up. As a result, they started working together.

Love followed and the couple married in 2004. Although each ate, drank and slept managed health care, they made the time to cycle in Sonoma County and enjoy some of its fantastic wines.

When an acquaintance invited them to work a crush in Healdsburg, they enthusiastically said "yes." The winery where they rolled up their sleeves was none other than Williams Selyem, elevated by founders Burt Williams and Ed Selyem to one of the world's most celebrated makers of Pinot Noir wine.

Joe recalled, "The reason why I got in the wine business in the first place is because when I tasted the 1993 Cohn Vineyard Pinot Noir with Burt Williams, I was hooked." The former Cabernet Sauvignon enthusiast was still swooning over the Pinot Noir when Williams mentioned to him that the Cohn vineyard on Westside Road, site of some of the oldest Pinot vineyards in the state, was for sale. Three weeks later, Joe bought the historic vineyard. That was the inception of Benovia Winery, its name a tribute to Mary and Joe's fathers, Ben Dewane and Novian Anderson.

After settling in Sonoma County and switching their attention to winemaking, Mary and Joe sought out a local partner in the arena of philanthropy closest to their hearts. Memorial Hospital celebrates and gives thanks for what its mission of care and the founders of Benovia have created: an exceptional pairing.



Unwavering Support for Petaluma

The Petaluma Valley Hospital Foundation Board's continued commitment to our hospital and community has sustained our forward momentum. Their unwavering support has helped provide important enhancements and upgrades for PVH. We are committed to providing the people of South County with the finest medical care available.

Your generous support has made it possible for our hospital and medical staff to offer our patients the most recent advancements in treatment and care. **Because of you**, the hospital has acquired the following state-of-the-art equipment:

- The Stryker Surgical Tower provides the entire surgical team with improved customization and visualization in order to maximize efficiency and outcomes in the operating room.
- The Accuvein device projects a map of veins directly on the skin to access or avoid veins for IVs, blood draw & injectables creating a better patient experience.



PVH was able to stay open with full operations during the Kincadee fire in October. There was an increase in the number of patients in both the Emergency Department and our Family Birthing Center - nearly double our normal volume. We provided supplies to the evacuation centers to allow them to treat lower acuity patients at the centers. Some of our physicians worked shifts at the clinics to help out. **We took our role as one of only two open hospitals in the county seriously and provided a safe harbor for all.**

We have submitted a revised letter of intent to continue to manage the hospital for the next 30 years. The new lease will be between the Petaluma Valley Health Care District (the public entity that owns the hospital) and Western Health Connect, a St. Joseph Health affiliated management company which manages non-Catholic hospitals within our system. We are steadfast in serving our community, especially those who are poor and vulnerable. We look forward to continuing to be in partnership with our donors and community members.

For information on our funding initiatives, please visit GiveToPVH.org.

*From Left: Kara Reposa,
Ann Hurd, Wendi Thomas,
Katherine Lattimore-Stern,
Dalila Formato*



...the best
equipment is
only useful if
placed in the
hands of talented
caregivers. I
am lucky to be
surrounded
by exceptional
caregivers
every day...

Leading the Way in Cardiac Care

by Patrick S. Coleman, MD, FACC, FACP, FSCAI, Cardiologist

For over 40 years, Santa Rosa Memorial Hospital has been committed to being the preeminent cardiac and vascular program north of San Francisco. Today, your support is allowing us to invest in three new catheterization labs to modernize and strengthen our existing program.

Thanks to your philanthropy, the cath lab construction began in the summer of 2019 and is scheduled to be completed in June of 2021. Construction will be phased to ensure that two of the three cath labs are operational at all times.

Our cardiac catheterization (cath) labs are busy—our physicians and nurses treat over 3,600 patients each year. **80% of emergency heart attack patients in Sonoma County are treated at Memorial**, making your support critical to ensuring that we provide the best cardiac care program in the North Bay.

Upgrades to the physical space and equipment will allow us to offer new treatment options to our North Bay community – such as cerebrovascular thrombectomy. This procedure involves the removal of life-threatening clots in the large vessels of the brain. Currently, anyone who experiences large vessel occlusions in Sonoma County must be transferred to San Francisco for treatment, with time delays negatively impacting patient outcomes.

Of course, the best equipment is only useful if placed in the hands of talented professionals. I am lucky to be surrounded by exceptional caregivers every day, and am deeply thankful for the gifts that you've made to support our work.



Tomosynthesis Now Available For All Patients

By Brittany Dashevsky, M.D., DPhil., Director of Breast Imaging

Studies have shown that with DBT there is a 40% increase in detection of invasive breast cancer and a 15% decrease in patients being recalled for additional imaging.

St. Joseph Health-Sonoma County is proud to offer Digital Breast Tomosynthesis (DBT), sometimes referred to as 3-D mammography, to all patients at both our Santa Rosa and Petaluma outpatient imaging centers. **Thanks to you, we are able to provide the most advanced mammography services available.**

DBT improves our ability to detect breast cancer, while also decreasing the need for additional imaging in patients who do not have breast cancer. Instead of obtaining flat 2D images, multiple images are obtained at slightly different angles with DBT. This allows us to distinguish normal breast structures and overlapping breast tissue from cancer. For patients with dense breast tissue, this is particularly helpful. Studies have shown that with DBT there is a 40% increase in detection of invasive breast cancer and a 15% decrease in patients being recalled for additional imaging.

Tomosynthesis is a game changer when it comes to breast cancer screening. I am grateful that you've chosen to partner with us to improve breast cancer screening and the care for thousands of women in Sonoma County.





Hospice House Moves Forward

By Gary Johanson, M.D., Director of Palliative Care and Hospice Services

For years, many of us have shared a dream of having an appropriate place for people to spend their final days when dying at home is not an option. Thanks to you, this dream is closer to becoming a reality.

Our residential Hospice House is moving ahead with full steam. We have acquired a wonderful site on Doyle Park Drive that is conveniently located close to the hospital. We plan to break ground in the spring of 2021.

This 12-room residential hospice house, the only one of its kind in Sonoma County, will be designed to provide patients and families with a tranquil, relaxed, and 'home like' setting.

This 12-room residential hospice house, the only one of its kind in Sonoma County, will be designed to provide patients and families with a tranquil, relaxed, and 'home like' setting. Plans include a 9,000 square foot building of warm and welcoming interior space includes a living room, kitchen and dining areas. Gardens and patios will provide peaceful areas for reflection. A dedicated team of caregivers will be available 24-7, providing palliative care, compassion, and guidance to your loved ones in their final days.

The Foundation is poised to raise a total of \$7.5 million to complete this project. Please join us in leading Hospice Care into the next era.

WHAM (Women's Health At Memorial)

Ordinary women become extraordinary when they join collectively to make a difference.

WHAM is a group of dedicated women committed to improving lives through philanthropy. Together, they learn, have fun and support women's health at Memorial. Last year WHAM celebrated its 10th anniversary. Since 2009, over \$500,000 has been granted to women's services at Santa Rosa Memorial Hospital.

WHAM has provided funding to a wide variety of projects and programs that enhance the care of women and children in our community. This includes funding for Cancer Wellness Programs, Fetal Telemetry Monitors, a BabyLeo Incubator for the Neonatal Intensive Care Unit, Education and Training for Nurses, Hospice Caregiver Respite Program, Cancer Patient Navigator, Mobile Health Clinic "Women's Health Days", Mobile Dental Clinic "Mommy and Me, Smiles For Two" Program and many more.



For information on how you can get involved, please contact Katie Kinzel at 707-525-5357 or katie.kinzel@stjoe.org.

Santa Rosa Memorial Hospital Event Recap



James B. and Billie Keegan Leadership Series

Over \$65,000 was raised for Palliative Care Services at the 24th annual Keegan Leadership Series Luncheon which took place on Thursday, May 2, 2019. Over 350 community supporters were there to see Bill Schrader, Chairman of the Board for Exchange Bank and its past president and chief executive officer, receive the 2019 Leadership Award. Bill has served on numerous boards and committees, including the YMCA, Santa Rosa Community Health Center, Hanna Boys Center and Committee on the Shelterless (COTS). Chris Denny, founder of The Engine Is Red, was the 2019 Next Gen Community Impact Award recipient. Chris serves on the board of directors of the Northern California Center for Well-Being and the advisory board of Creative Sonoma. The keynote speaker, William Cope Moyers, shared his personal journey of addiction, treatment and recovery with the audience. **This year's Keegan Luncheon will be held on Monday, June 15, 2020.**



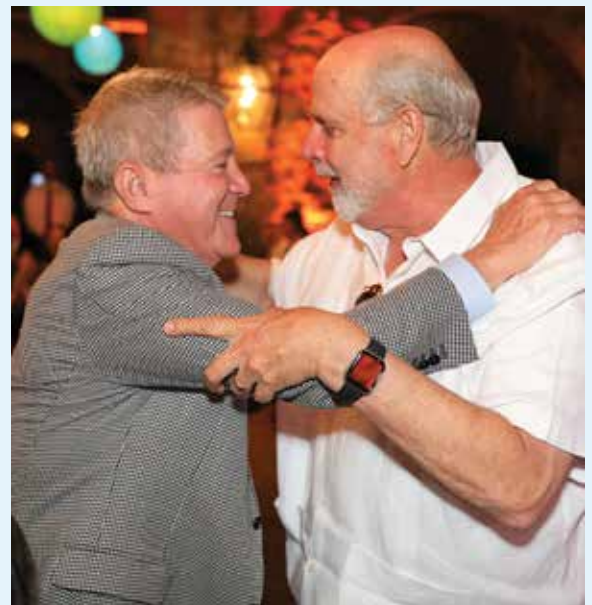
Top left - Bill Schrader & Bill Reinking **Middle left** - Diane Keegan, Troy Sanderson & Mary Louise Reinking **Bottom left** - Marcus Benedetti, Mark Trione & Barry Friedman **Far right** - Chris and Dianne Denny



Santa Rosa Memorial Hospital “Havana Nights” Gala

The Santa Rosa Memorial Hospital Gala was held on Saturday, September 7th at the beautiful Mayacama Golf Club. The Cuban-themed event was attended by over 230 hospital supporters who enjoyed a fabulous dinner, live auction and dancing. The event broke previous fundraising records for the hospital's gala – raising over \$450,000, which was used to support Women's and Children's Services at Santa Rosa Memorial Hospital. In a surprise announcement, Sonoma County residents Joe Anderson and Mary Dewane of Benovia Winery offered a \$150,000 matching gift to round out the evening's Fund-A-Need. We were surprised, delighted, and humbled by the extraordinary generosity at this year's gala. It just goes to show the value our community places on family – and keeping our families healthy. Thank you to all who helped make the evening a wonderful success!

The 2020 Gala will be held on Saturday, October 10th at Mayacama Golf Club. Mark your calendar!



Top left - top row, left to right – Terry Szalei, Kim Szalei, John Gunter, Kim Gunter, Colleen West, Robert West *bottom row, left to right*– Adam Hansen, Natasha Hansen, Diane Blakeslee, Jeff Blakeslee *Top right* – Sharon Wright, Stephen and Niessia Diehl, Elizabeth and Tyler Hedden *Middle left* – Brad and Corine Bollinger, Eileen Trione, Norma Person, Jennifer Ammons, Jackie Simons, Sonny Person, Randy White and Kim Hunter *Middle right* – Carol and Wes Daniels *Bottom right* – Henry Hansel and Joe Anderson

The Al and Helen Maggini Legacy Society

You can make a lasting impact on the availability of world class healthcare here in Sonoma County by including Santa Rosa Memorial Hospital in your estate plans or by making a life income gift. Regardless of the size of your gift, you will leave a meaningful legacy for future generations. All society members are acknowledged on a permanent donor plaque in the lobby of Memorial Hospital and are included in our annual Legacy celebration.



Members of the Al and Helen Maggini Legacy Society

Hobart and Nancy Acker
Gaza W. Almasy
Hazel M. Andersen
Marcia L. and Paul Anderson
Dr. and Mrs. Darel Ashley, Jr.
Mrs. Charles Bailey
Reg and Margaret Bayley
Mrs. William Bertram
Aileen H. Bettinelli
Mr. Gordon Blumenfeld
Helen G. Boggiano
Ralph J. and Thelma V. Bohrer
Cormac and Elisabeth G. Brady
Sam and Ginger Brown
Harold C. Bruner
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Eunice B. Cain
Martha Campbell
Maria Carlsen
Frances Cerini
Joan A. Clark-Hodge
Dr. and Mrs. Harding Clegg
Edward and Marylou Cody
Grace Colby
Mr. Michael P. Coutr 
Mr. and Mrs. Thomas Croft
Harriet Crossland
Thomas A. Curtis
Joan Withers Dinner
Peggy Doolittle
Carola Doran
Frances K. Driver
Robert C. Eckstein
Sonne J. Eldridge
Theodore L. Eliot, Jr.
Howard and Arleene Fraga
Joseph and Edith Franceschi
Judith and Peter Fromm

Carl F. and Maize E. Geiger
Roy and Juanita Germone
John D. and Mary Ann Gomme
Mary Frances Gould
Donald and Maureen Green
Sam and Ava Guerrera
J. Patch Guglielmino
GK Hardt
Phyllis Ann Hayes
Gisela D. Hewitt
Joe M. Hort
Rita Ivy
F. Deborah Johnson Eid
Dennis Keeffe
Pearl V. Konttas, MD
Lena Lafferty
Linda Lampson
Andrea Learned
Ethel V. Luttrell
Albert and Helen Maggini
Henry and Diane Mayo
M. E. McDermott
Robert L. McDermott
Mildred M. McDonald
Frank and Barbara L. McLaurin
Cynthia Mikkelsen
Frances Marie Mitchel
Ralph and Lorraine Morse
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Mert Preston
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Norma H. Rollo
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Warren A. Schneider
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Frank and Elvera Seghesio
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Frank M. and Agnes M. Shotts
Brady Shute
Jackie and Larry Simons
Arnold F. Smith
Lucille K. Smith
Sheila M. Smith
Walter Sowecke
Mrs. Ernst A. Spahn
James and Edith H. Stefani
Yvonne H. Stuart
Susan Sudduth
Charlotte A. and Andrew E.
Thuesen, MD
John W. Treanor
Henry F. Trione
Dick and Marlene Varone
Robert R. Vega
Helen F. Waite
George F. Ward, DDS
Joan and James Weetman
Mr. and Mrs. J. William Wells
Mrs. Archibold P. Werner
Mabel B. Whitehead
Dan and Evelyn Winston

Our Mission

As expressions of God's healing love, witnessed through the Ministry of Jesus, we are steadfast in serving all, especially those who are poor and vulnerable.

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 and Petaluma Valley Hospital.

SRMH Foundation Board of Directors

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Gordon Blumenfeld
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Matt Davis
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Mary Louise Reinking
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Charlie Stuart
Mike Tomasini
Chris Walter, M.D.



Contact Information

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GiveToMemorial.org

PVH Foundation

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Fax: 707-781-1420
GiveToPVH.org





Santa Rosa Memorial • Petaluma Valley

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**Philanthropy makes the
difference between a good
hospital and a great hospital.**

Our hospitals are great because of your support!

**For over 25 years, your generosity has helped us fund countless improvements
and enhancements to the care we provide our community.**

While other medical providers in our area serve as referral bases to more tertiary healthcare facilities located hours away, our hospitals have the necessary expertise, equipment and infrastructure to offer a diverse and advanced level of medical care right here in Sonoma County. Your support makes us a better and healthier community.

Our fundraising plans for the future are bold; here are two of our current initiatives.

TrueBeam Radiotherapy System: World Class Treatment for the North Bay

St. Joseph Health's Cancer Care Center is committed to providing the people of the North Coast region with world class cancer care. We currently have the opportunity to make a major enhancement to our radiation oncology program with the purchase of a new linear accelerator, the Varian TrueBeam Radiotherapy System with HyperArc. The TrueBeam will allow our highly skilled radiation oncology team to provide the most advanced radiation treatments available today. Treatments will be faster, more accurate, safer, and more comfortable for our patients. In addition, this equipment will help ensure that our patients have the best possible chance of becoming cancer-free.

Nuclear Camera Imaging Systems: Advancing Patient Care

We are currently seeking philanthropic support to replace our nuclear camera. The new technology will dramatically improve the level of care we will be able to offer the community. Improved image quality offers the potential to identify disease in its earliest stages, as well as observe the patient's immediate response to treatments. This equipment requires lower levels of radiotracers, therefore reducing the patient's exposure to radiation. A significant reduction in scan time minimizes patient joint strain, allowing a more comfortable exam. This state-of-the-art equipment is used to diagnose many medical conditions and diseases, including those affecting the heart, brain, kidney, thyroid, breast and bone

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