



2016 PHILANTHROPY REPORT

SANTA ROSA MEMORIAL • PETALUMA VALLEY

St.JosephHealth 

Santa Rosa Memorial • Petaluma Valley



Dear Friends,

We have much to celebrate today. Santa Rosa Memorial and Petaluma Valley Hospitals have earned the reputation for innovation, top-notch care, forward thinking research and expansive community benefit programs. This legacy of excellence is made possible by the commitment of our staff and by the generous support of donors such as you.

We face significant challenges – rising health care costs, an aging population, declining reimbursement rates and a fragmented healthcare system. Yet, we see immense opportunities, including dramatic breakthroughs in technology, genetic science and regenerative medicine. These challenges can and will be met and we will be ready to take advantage of many new opportunities in medicine.

In July, we completed a merger with Providence Health System. Together, Providence and St. Joseph Health operate in Alaska, California, Montana, New Mexico, Oregon, Texas and Washington. The Sisters made this decision knowing that we need to adapt to the changing landscape of healthcare. Faith, foresight and flexibility remain the guiding principles of their decision-making. We are excited about the possibilities that this merger brings to us. We look forward to being part of a system that has the scale that will allow us to make an even greater impact on how healthcare is delivered in our communities.

This spring we created a new affiliation with UCSF Benioff Children's Hospital, which will co-manage our Women and Children's Service Program. It is great news that hundreds of children will be able to see UCSF specialists right here in Santa Rosa, saving thousands of hours of anxious commute time between Sonoma County and San Francisco. We continue to recruit some of the best physicians in the country, thanks to our excellent reputation, location, and ability to reinvest in our infrastructure.

Benefactor support continues to have profound and transformative power – perhaps more so than at any time in our history. Your gifts provide both hope and healing.

As we build the future together, our culture, values, and focus on the patient and the community will not change. Because of you we are continually advancing our programs and improving our facilities. We sincerely thank you for your commitment to our hospitals and the health of our community.

A handwritten signature in black ink, appearing to read "Todd Salnas".

Todd Salnas
President and CEO

P.S. As you may be aware, the leadership of the Petaluma Health Care District (PHCD) and St. Joseph Health were not able to come to terms regarding the future lease and operations of Petaluma Valley Hospital. As we move forward, we will work on a transition plan to prepare to return operation of the hospital to the PHCD. We have committed to running the hospital until September 1, 2017 in order to provide the district ample time to find a new operator. We remain deeply invested in the Petaluma community, where we own and operate numerous outpatient services, wellness programs and post-acute programs. These services will continue independent of the Petaluma Valley Hospital lease.

Your Gifts at Work

Thanks to the generosity of our many donors, over the last twenty-five years we have raised more than \$75 million dollars.

Whether you make an unrestricted donation to the Foundation or select a specific project or service important to you, the direction of your gift is yours to decide. We want you to feel confident knowing that your donation will positively impact the entire community.

Every dollar given provides us with an opportunity to help people and save lives. Your contributions are tax deductible – and unlike other charities, *100 percent of every gift goes to the fund you choose. No portion of your gift is used for administrative costs.*

WHAT YOUR GIFTS HAVE ACCOMPLISHED

Santa Rosa Memorial Hospital Foundation Expenditures (July 2015 – June 2016)

Surgical Equipment	\$448,935
Linear Accelerator Upgrade	\$439,381
3-D Mammography Machine	\$300,000
Emergency Department/Trauma Center Equipment	\$254,374
Dental Clinic Upgrade	\$107,372
Other essential equipment	\$27,270
TOTAL	\$1,577,332

Petaluma Valley Hospital Foundation Expenditures (July 2015 – June 2016)

High Definition GI Endoscopy Equipment	\$361,272
Critical Care Beds	\$21,636
Other essential equipment	\$9,379
TOTAL	\$392,287

WHAM (Women's Health At Memorial)

WHAM is a group of women impacting lives through philanthropy. By joining together we learn, have fun and support women's health. Since 2009, over \$450,000 has been granted to women's services at Santa Rosa Memorial Hospital.

Past program grants have included Hospice Caregiver Respite Program, Cancer Patient Navigator, Music and Memory Program for Hospice, Mobile Health Clinic "Women's Health Days," Mobile Dental Clinic "Mommy and Me, Smiles For Two" Program and many more.

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



Mary-Louise Reinking, Florine Ellingson & Teri Simpson



Jenny Salnas, Julie Ratto & Heather DeMarinis

Petaluma Valley Hospital Foundation Update

Thanks to the generous support of our donors, this year the Foundation and Next Gen have provided much needed equipment for PVH, including:

- High Definition Gastroenterology Endoscopy Equipment
- i-STAT Machine – used to expedite bloodwork testing in the ED and ICU
- Blanket Warmers for Mammography Unit
- Transport Chairs

Earlier this year, the Foundation announced a two-year campaign to raise funds to bring much needed imaging technology to PVH. A 3-D Tomosynthesis Mammography system will change the way breast cancers are diagnosed and will result in fewer unnecessary callbacks and biopsies, and speedier, more accurate detection of cancer. A new Surgical C-Arm is an essential medical imaging device that can be used flexibly in various operating rooms at PVH, providing physicians with real time x-rays during surgery. The price tag for purchase and installation of both is \$1 million, of which over \$400,000 has been raised.

Board leadership is stronger than ever. Board Chair Donna Beels announced the addition of board members Michael Dayton, Raymond Pounds and Michael Harris, stating “We are honored to have such strong community leaders show interest in our Foundation board. We look forward to continuing and enhancing the work of the Foundation with the addition of their talents and expertise.”

The 13th Annual Gene and Evelyn Benedetti Leadership Celebration was held on May 7, 2016. This year's Leadership honorees were Lagunitas Brewing Company and Tony Magee. Bridget Doherty and Tyler Doherty, owners of Cal West Rentals and Encore Events, were this year's Next Gen honorees. The event raised \$245,000 toward the purchase of the 3-D Tomosynthesis System.

Next Gen is sponsoring “Bras Across Petaluma” this October (Breast Cancer Awareness Month). This event will raise funds for the new 3-D Tomosynthesis machine.

Please help us welcome Brett Shinn as the Foundation's new Development Associate. Brett brings passion and enthusiasm to his role as the primary contact for the Foundation in Petaluma. Hazel Marston, Senior Administrative Assistant at PVH continues to provide strong support to the Foundation. For updates on our activities or information on our funding initiatives, please visit www.GiveToPVH.org.



Carol Libarle & Mary Farrar



Lagunitas Brewing Company

A Living Legacy



Anyone who has lived here for even a few years will tell you there is something special about being a lifelong resident of Sonoma County. Frank and Elvera Seghesio would most certainly agree. Both were born and raised here and attended local schools. Both describe idyllic childhoods growing up in Sonoma County. After meeting at a dance at SRJC, the Seghesios married in 1951 and set about the business of starting a family and building a career. Frank found success first in automobile and equipment leasing and later as a real estate developer, while Elvera put her energies into raising their two daughters.

“We have made a good life for ourselves here. We have raised our family here. Now we want to give something back - something that will make a difference for this community.” This brings us to the truly amazing gift that the Seghesios have made to Santa Rosa Memorial Hospital.

“We have had such wonderful care and so many positive patient experiences at Memorial, we really wanted to do something significant for the hospital, and, more importantly, for our community.” The Seghesios pondered the best way to make a gift to the hospital as they put their estate plans in order and decided that they would donate their vacation home in Bodega Bay to the hospital. After discussing this with Foundation staff, they learned that there was a way for them to donate the house to Memorial, receive a sizeable tax deduction, and retain the use of the home for their lives. Their gift was structured as a Life Estate Reserved. This was a win-win situation. The family could continue to use their vacation home, the tax deduction helped reduce their taxes, and the hospital knew that it would receive an extremely generous gift in the future. As it has turned out, Frank and Elvera subsequently decided to donate the home to the hospital outright. This resulted in further tax benefits for them, and, of course, the deep gratitude of the Foundation and hospital.

“This is a significant gift for the hospital which will benefit so many,” says Andrea Learned, VP of Development for St. Joseph Health Sonoma County. “With some creative thinking, we have structured a gift that is beneficial for both the hospital and for our donors. A Planned Gift is often the perfect solution for simplifying an estate, providing tax benefits or income stream - and leaving a legacy of support for a cause that matters to the donor.”

For the Seghesios, the decision has brought both peace of mind and great satisfaction. Elvera had a twinkle in her eye when she said: “We won’t have to clean out that house-we’re leaving that to the Foundation!” Frank nods in agreement. “We are so happy to be doing something meaningful for this community that we love.”

*For information on planned giving options and how they can benefit you,
contact Liz Tunney Williams, Director of Gift Planning at SRMH.
She can be reached at 707.547.4692 or liz.williams@stjoe.org.*

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 included in our annual Legacy celebration.

MEMBERS OF THE AL AND HELEN MAGGINI LEGACY SOCIETY

The Estate of Hobart and Nancy Acker
The Estate of Hazel Andersen
The Estate of Marcia Anderson
Victoria Ashley and Dr. Darel Ashley
Mrs. Charles Bailey
Gordon and Ann Blumenfeld
The Estate of Ms. Helen G. Boggiano
The Estate of Ralph J. and Thelma V. Bohrer
Mr. and Mrs. Cormac Brady
Mr. and Mrs. Sam Brown
The Estate of Harold C. Bruner
The Estate of Florence E. Buckley
The Estate of Eunice B. Cain
The Estate of Maria Carlsen
The Estate of Gladys Chaplin
The Estate of Joan A. Clark-Hodge
Dr. and Mrs. Harding Clegg
Mr. and Mrs. Edward C. Cody
Mr. and Mrs. Thomas Croft
Estate of Harriett Crossland
The Thomas A. Curtis Living Trust
The Estate of Carola Doran
The Estate of Frances K. Driver
The Estate of Robert C. Eckstein
F. Deborah Johnson Eid
Joanne J. Foss and Michael P. Coutré
Mr. and Mrs. Howard Fraga
Joseph and Edith Franceschi Trust
Peter A. Fromm Trust
Carl F. & Maizie E. Geiger Trusts
John D. and Mary Ann Gomme
The Estate of Mary Frances Gould
Patch Guglielmino
The Estate of GK Hardt
Phyllis Ann Hayes Estate
Gisela D. Hewitt
Hinshaw-Cerini Living Trust
The Estate of Joe M. Hort
The Estate of Rita Ivy
The Estate of Pearl V. Konttas, M.D.
The Estate of Lena Lafferty
Linda Lampson
Andrea Learned and Donna Main
The Estate of Ethel V. Luttrell
Albert Maggini
Diane and Henry Mayo
The Estate of Robert L. McDermott
The Estate of Mildred M. McDonald
Frank and Barbara L. McLaurin
The Estate of Cynthia Mikkelsen
The Estate of Frances Marie Mitchel
The Estate of Helen Frances Neill
Eileen and Ron Nelson
The Estate of Louise R. Oakes
Roger L. Pearson
Sonne Pedersen
The Estate of Lucile V. Peterson
The Estate of Katherine I. Pew
The Estate of George L. and Harriet Phelps
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Mert Preston
The Estate of Bernice D. Pritchard
The Estate of Sybil N. Roberts
The Estate of Beverly Rock
The Estate of Norma H Rollo
Carol Rosen
Stanley J. Rutter Trust
James L. and Barbara J. Saunders
Frank and Elvera Seghesio
Guido Sciocchetti
The Hon. Nancy Case Shaffer and Mr. Steve Shaffer
The Estate of Frank M. Shotts
The Estate of Brady Shute
The Estate of Arnold F. Smith
The Estate of Lucille K. Smith
The Estate of Sheila M. Smith
Walter Sowecke
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The Estate of James and Edith H. Stefani
The Estate of Yvonne H. Stuart
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The Estate of Andrew E. Thuesen
The Estate of Charlotte A. Thuesen
The Estate of John W. Treanor
Henry F. Trione
The Estate of George F. Ward, D.D.S.
The Estate of Joan and James A. Weetman
Kitty and Bill Wells
Archibald P. and Winnifred P. Werner
The Estate of Mabel B. Whitehead
Winston Family Trust

Santa Rosa Memorial Hospital Events Recap

PRO AM GOLF TOURNAMENT — AUGUST 24, 2015

It was a beautiful day at Sonoma Golf Club for Memorial Hospital's 24th Annual Pro Am Golf Tournament. Nearly 140 amateur and professional golfers played the prestigious course and 25 of our stellar volunteers helped pull off this wonderful event. Golfers enjoyed a challenging day on the course, refreshments and plenty of laughs, all while supporting Santa Rosa Memorial. The day was capped off with a post-tournament reception which included an awards ceremony and prizes. The event raised over \$40,000 for Memorial's Cardiac Surgery and Catheterization Lab.



Mary Jo Murphy, Bill Mastick, Liz Houser,
Janice Laskoski & Frank Johnson



Dena and Gary Tennyson

FLY ME TO THE MOON GALA — NOVEMBER 14, 2015

Sonoma Jet Center was transformed into a swanky nightclub for Santa Rosa Memorial Hospital's Fly Me to the Moon, Let Me Dance Among the Stars Gala. Nearly 300 hospital leaders and community supporters enjoyed dinner and dancing to tunes made famous by the Rat Pack. The event raised over \$150,000 supporting the purchase of a 3D Mammography System.

JAMES B. AND BILLIE KEEGAN LEADERSHIP SERIES — APRIL 25, 2016

The 21st annual Keegan Leadership Series Luncheon was celebrated this Spring at the Doubletree Hotel in Rohnert Park. Dee and Harry Richardson, MD were the 2016 Leadership Award Recipients and were honored for their caring dedication to Santa Rosa Memorial Hospital and countless other community organizations. The keynote speaker and former NASA Astronaut James van Hoften, Ph.D. addressed the crowd of 400, sharing incredible photos and stories from his space shuttle flights and space walks. Over \$50,000 was raised for Palliative Care Services at Santa Rosa Memorial Hospital.



Dee and Harry Richardson, MD & Joanne Dow

– 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.

SRMH FOUNDATION BOARD OF DIRECTORS

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CONTACT INFORMATION

SRMH Foundation
1154 Montgomery Drive, Suite 1
Santa Rosa, CA 95405
Phone: 707-547-4680
Fax: 707-547-4685
www.GiveToMemorial.org

PVH Foundation
400 North McDowell Boulevard
Petaluma, CA 94954
Phone: 707-778-2796
Fax: 707-781-1420
www.GiveToPVH.org



Mark DeMeo, MD, Susie & John Reed, MD



Jim Houser, John Reed, MD, Al Maggini, Ron Nelson & Gene Traverso

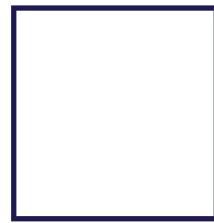


Roberto Catania, Debbie Meekins, Dan & Ann Benedetti



Santa Rosa Memorial • Petaluma Valley

1154 Montgomery Drive Suite 1
Santa Rosa, CA 95404
(707) 547-4680



*Philanthropy makes the difference between a good hospital and a great hospital.
Our hospitals are great because of your support!*

This year SRMH Foundation is celebrating a quarter century of philanthropy as we mark our 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.

While other medical providers in our area serve as referral bases to more sophisticated 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.

THE DA VINCI SURGICAL SYSTEM

The da Vinci robot facilitates complex surgeries using a minimally invasive approach. Virtually 100% of today's surgical fellows in urology and gynecology are being trained on the da Vinci. The acquisition of the da Vinci robot is crucial to St. Joseph Health's ability to attract and retain top surgeons here in Sonoma County. The robot is also widely used for many cardiac, thoracic, hernia, colorectal and ENT procedures. The total cost of this project, including construction, is \$4.5 million.

CANCER

The 3-D 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 region's premier cancer program. The Memorial Cancer Survivorship program is unique in that it reaches out to patients from the time of diagnosis rather than post-treatment.

Breast Surgery Equipment is essential to the Cancer Center's breast surgeons who require specialized surgical equipment to provide the best in cancer care for their patients. Currently, all breast surgery takes place in the hospital. The acquisition of the new equipment will allow these surgeries to take place at the Ambulatory Surgery Center, which provides a more comfortable environment for breast surgery patients.

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

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