



2020

Philanthropy Report

 **Providence**
Santa Rosa
Memorial Hospital
Foundation

**Petaluma Valley
Hospital**
With Providence



Meeting the Challenges of a Historic Year: 2020 Performance Highlights

Thank you for all the ways you helped us in 2020! We have faced a year defined by the convergence of a once-in-a-century pandemic, multiple wildfires, and challenging economic headwinds. As an entire community we have also struggled with the consequences of increased homelessness and behavioral health challenges.

From the start of the pandemic, leaders, physicians and **caregivers came together swiftly, with courage and compassion to care for our patients and each other.** When I think back on the trials and triumphs of this year one word comes to mind: **focus.** **We have been relentlessly focused on doing whatever it takes to beat COVID-19.** Our shared commitment has united us and made us stronger.

We saved many, many lives by having the most experienced ICU teams with the right equipment and medications ready to care for all in need. Let me provide a few performance highlights before talking more about what your support has meant.

“From the start of the pandemic, leaders, physicians and caregivers came together swiftly, with courage and compassion to care for our patients and each other.”

- ▶ We are very proud of the care that our hospital provides to our community. **Santa Rosa Memorial recently received an overall 5-Star rating for quality from the Centers for Medicare and Medicaid Services Management.** Only 13% of U.S. hospitals receive this top rating. In addition, in early 2021, **Healthgrades named Santa Rosa Memorial Hospital as one of the 250 best hospitals in the country,** placing us in the top 5 percent in the nation for consistently delivering the highest clinical quality.
- ▶ Santa Rosa Memorial Hospital developed and adopted treatments, therapies and protocols that have **markedly improved outcomes for patients and reduced mortality rates.** This was possible thanks to having immediate access to Providence’s experience and research in virology and immunology and the availability of a strong supply chain for both PPE and antiviral medication.
- ▶ The pandemic has transformed how health care is delivered. Within weeks we were **able to move the majority of patient visits to telemedicine and remote care.** For some, this will remain the normal and preferred way of accessing care while others are happily returning to one-on-one personal visits with their physicians.
- ▶ **Petaluma Valley Hospital provided exceptional care to all** and met the needs of many more patients throughout the pandemic.

- ▶ **Through discipline and teamwork, our financial performance came close to breakeven.** Despite all the pandemic and wildfire disruptions, we fared better than most of our peers.
- ▶ **We have shown our commitment to patients and communities during a time of unprecedented need.** Our community investment program has invested in homeless prevention, housing, behavioral health and access to care for the poor and vulnerable.
- ▶ **Generous benefactors and donors increased essential support to our Sonoma County hospitals,** allowing us to purchase new equipment and continue renovation of our three cardiac catheterization labs.

We could not have done all this without extraordinary community support. The Petaluma and Santa Rosa Foundations raised over \$6.6 million. 100% of our board members participated in giving. Several benefactors made truly extraordinary gifts. We also have seen a positive increase in the number of planned gifts and bequests.

Perhaps most amazing to me were the thousands of people and businesses who came forward to help support our caregivers throughout the pandemic.

Every day I come to work with **a plan to help us become stronger, safer, and better** so that we can save and change more lives. This wouldn't be possible without an exceptional team, the best physicians and caregivers and support from people like you. Thank you! **Your support means more than ever right now.**

Thank you,



Tyler Hedden, Chief Executive
Providence
Santa Rosa Memorial Hospital

“Our community investment program has invested in homeless prevention, housing, behavioral health and access to care for the poor and vulnerable.”

Your Gifts at Work

Last year, the community contributed over \$6.6 million to provide Santa Rosa Memorial Hospital and Petaluma Valley Hospital with advanced medical equipment and programs. Since 1991, more than \$110 million has been raised to create a healthier community. 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 January – December 2020

Cardiac	\$1,657,413
Other Programs & Unrestricted Funds	\$1,588,868
Hospice House	\$1,125,891
O-Arm	\$1,214,900
Linear Accelerator	\$475,207
New Technology & Equipment	\$319,126
PVH	\$297,315
Total	\$6,678,720

Funds Distributed January – December 2020

Santa Rosa Memorial Hospital Foundation

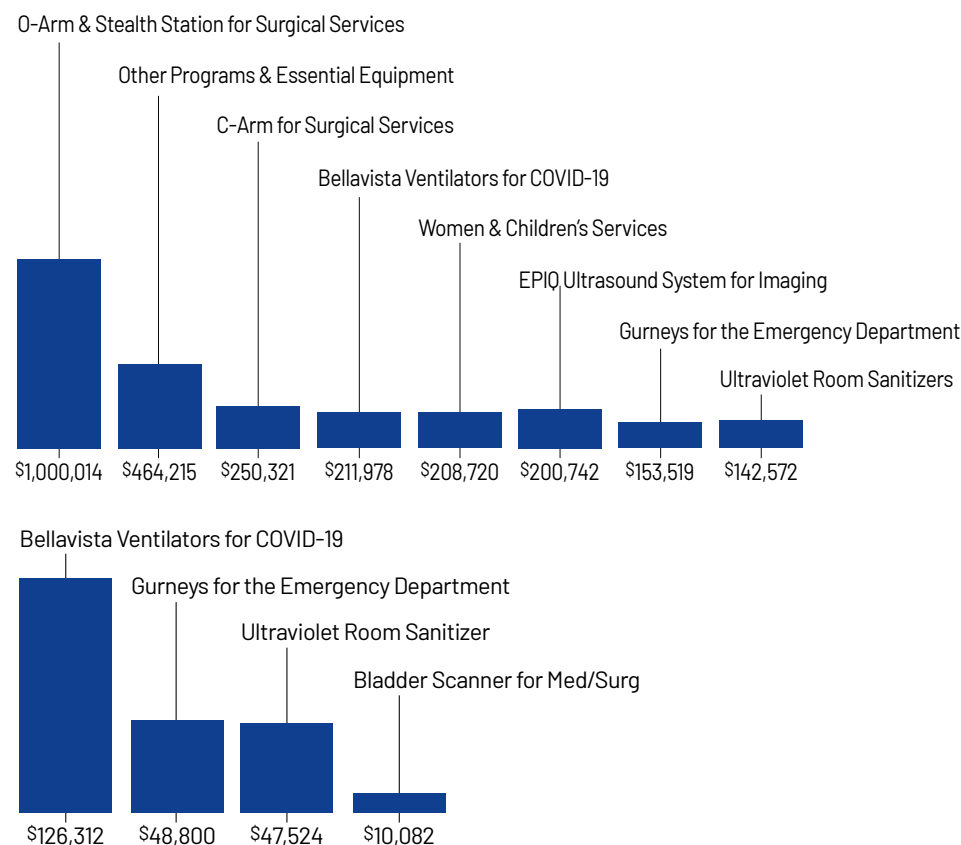
O-Arm & Stealth Station for Surgical Services	\$1,000,014
Other Programs & Essential Equipment	\$464,215
C-Arm for Surgical Services	\$250,321
Bellavista Ventilators for Cardiac COVID-19	\$211,978
Women & Children's Services	\$208,720
EPIQ Ultrasound System for Cardiac Imaging	\$200,742
Gurneys for the Emergency Department	\$153,519
Ultraviolet Room Sanitizers	\$142,572

Total **\$2,632,081**

Petaluma Valley Hospital Foundation

Bellavista Ventilators for COVID-19	\$126,312
Gurneys for the Emergency Department	\$48,800
Ultraviolet Room Sanitizer	\$47,524
Bladder Scanner for Med/Surg	\$10,082

Total **\$232,718**



Petaluma Valley Hospital Update

In January of this year, Petaluma Valley Hospital (PVH) became a secular affiliate of the Providence network of organizations. This is exciting news for the residents of southern Sonoma County. PVH is known for its quality and compassionate care, which reflects the incredible talent and dedication of our caregivers.

In the coming year we will begin to make physical upgrades to the hospital. These improvements will help us continue the tradition of excellent care at PVH. We are steadfast in our commitment to deliver the highest-quality care for our community. On November 3, 2020, the voters of Petaluma sent a strong message. They placed their trust in all of us to continue our deep passion for excellence of care at PVH for decades to come.

In 2020, the Petaluma community stepped forward to assist with Petaluma Valley Hospital's response to the COVID-19 pandemic. Inspired by a \$100K challenge gift from Clover Sonoma, our generous donors supported the purchase of three much-needed ventilators for use in the ICU and six new gurneys for the Emergency Department. Community support also allowed the Foundation to purchase several much-needed items, including a bladder scanner and an Accuvein vein illumination system for our Medical Surgical unit.

As we look forward to a secure future with PVH as part of the Providence family, the Petaluma Valley Hospital Foundation has unveiled a \$1.5 million-dollar fundraising campaign to purchase a new Siemens Somatom Definition Edge Computerized Tomography (CT) Scanner that will enhance patient care through state-of-the-art technology. The new 128-slice CT

scanner will provide detailed images, more rapidly, and use less radiation than our current scanner. This technology will advance the hospital's capabilities in diagnosing trauma and is critical for treating strokes, determining if head injuries have created bleeds, diagnosis of vascular diseases, assessing hip and knee joints and in monitoring cancer treatments. We hope you will join us in supporting this important project. For information on ways you can help, please contact Brett Shinn at 707-778-2796.

I joined NorCal HealthConnect in May of this year as the new Chief Executive for Petaluma Valley and Healdsburg Hospitals. My healthcare experience includes management positions at Kaiser Permanente and Massachusetts General Hospital. I'm excited to be in Sonoma County and look forward to meeting you in the coming months.

Thank you,



Darian Harris,
Chief Executive
Petaluma Valley &
Healdsburg Hospitals



*“PVH is known
for its quality and
compassionate care,
which reflects the
incredible talent and
dedication of our caregivers.”*

A Year Like No Other

Chad Krilich, MD
Chief Medical Officer
Providence

“From the start of the pandemic, leaders, physicians and caregivers came together swiftly, with courage and compassion to care for our patients and each other.”

As we entered 2020, there was news of an infectious respiratory disease that had emerged in Wuhan, China. Little did anyone know it would soon become a global pandemic affecting millions of people and killing hundreds of thousands in over 200 countries. By the end of 2020, nearly 300 of our neighbors had died and nearly 30,000 Sonoma County residents had contracted COVID-19.

The magnitude of those ill and dying throughout our country was shocking. We are all familiar with the image of the Javits Convention Center in NYC being used as an overflow hospital to care for COVID-19 patients. Our community was fortunate to avoid a crisis of this magnitude. I believe that there are several reasons for this.

The first has to do with you. A day doesn't pass that I'm not grateful for your commitment to following seemingly simple, but often very difficult in practice, recommendations from our public health

department and the CDC. Your diligent mask-wearing, early adoption of social distancing, and stay-home measures meant that our surge was less extreme than those seen in other areas of the state and the country. While you doubled down on hand washing, our hospital team's response to COVID-19 was swift, collaborative, nimble and decisive. The lessons learned from three years of wildfires allowed us to quickly adapt our hospital operations for the challenges of a global pandemic. Our tightly-knit teams had each other's confidence because we had all been in the trenches together before. We knew how to scale operations and we knew how to be resourceful.

When global shortages threatened our supplies, we closely managed our protective equipment and appealed to generous community members who helped us purchase needed ventilators, lab equipment and face masks. The Ford Motor Company with the help of Hansel Auto group donated 1,000 face shields. Whether it was bringing



In early 2020, news of an infectious respiratory disease emerged from Wuhan, China.

March 2020, our local Public health Department enacted mask-wearing, social distancing, hand-washing and stay-at-home orders to keep our surge low.



Global shortages threatened our supplies but generous community members donated everything from money to food and PPE.

food, donating masks, or monetary donations, when we asked, you showed up.

Through all of the ups and downs, we had the support of our larger hospital system. Our sister hospital in Everett, Washington identified and treated the first case of COVID-19 in the United States. Our local leaders, in partnership with 51 hospitals throughout the Providence system, worked together to identify challenges, brainstorm solutions, and immediately implement action plans. We were fortunate to have the expertise of talented leaders locally and throughout Providence.

As we go to print, the effects of vaccination and greater testing has markedly reduced the number of COVID-19 cases in Sonoma County. For this we are all very grateful.

We live in an exceptional community – one that is confident in science and that has incredible heart. A year of pandemic and fires highlighted how interconnected we are and how much we mean to each other. For that, I am very grateful.

“Whether it was bringing food, donating masks, or monetary donations, when we asked, you showed up.”



By the end of 2020, nearly 300 had died and approximately 30,000 residents had contracted COVID-19



In early 2021, vaccinations became available and markedly reduced the number of cases.



Sonoma County's First Residential Hospice House

"Know me, care for me, ease my way..."

There has long been an unmet need in our community for an alternative to dying in a hospital or a skilled nursing facility. Through the creation of a residential hospice house, we can make the end-of-life experience less stressful and more peaceful. Caring for a loved one near the end of life is often a difficult time – one of uncertainty, grief and fear of what is to come. Soon, there will be a residential hospice house, the first in Sonoma County, that will help ease the way for patients and their families.

The creation of a residential hospice house really resonated with Gordon Blumenfeld, one of the Hospice House's greatest benefactors. Both Gordon and his late wife, Ann, had experiences with death that gave them a profound sense of the importance of dying with comfort and dignity. Gordon's mother had metastasized lung cancer and died in their home in 1966; Ann's mother suffered from liver cancer and died twenty years later- also in their home. In both cases, these women wanted to die with their family at their side. At that time there was no such thing as hospice or palliative care. When telling of the experiences that Ann and he had caring for these extraordinary women, Gordon said,

"I had the realization that so much more could have been done to keep them comfortable if we actually knew what we were doing or had more help."

Most people prefer to die at home, surrounded by loved ones. Everyone deserves this. Yet, it isn't always possible or realistic. A residential hospice house is designed specifically for those who are facing the end of their life and for the people who love them.

Ann's health began to decline in the early 2000s and Gordon played an increasing role as her caregiver. On Gordon's birthday in 2017, Ann's heart failed, and she was rushed to Memorial.

It was at Memorial that the couple met Dr. Gary Johanson, the medical director of our hospice services and palliative care. It became clear that Ann would need hospice care and she wanted to die at home. During the days that Ann spent in the palliative care unit at Memorial, the couple developed a strong relationship with Dr. Johanson. They learned that for many people dying at home isn't possible and there's no other option except to die in a hospital or nursing home.



Ann and Gordon Blumenfeld

Gary shared with Ann and Gordon the need for a Hospice House in our community. Gordon looked at Ann and Ann looked at Gordon. Locking eyes, Gordon knew that Ann was going to approve of what Gordon said next. "Gary, he said, will \$100,000 help?"

Thirty days after being rushed to Memorial, Ann passed away at home on August 18, 2017. Since Ann's death, Gordon has made gifts totaling over \$1,000,000 to help build the Hospice House. Today, Gordon is also an enthusiastic and energetic fundraiser for the Hospice House. As he puts it, "If you haven't given your all to a project, what right do you have to ask for a big gift from someone else?"

A residential hospice house provides the personal attention and care that allows an individual to leave this world with dignity. Ministering to the human heart is an essential part of hospice care. Chaplains and fellow team members attend to the spiritual and emotional needs of patients and their families while supporting them through this journey.

The campaign for the Hospice House is scheduled to be complete by the end of 2021 and groundbreaking is scheduled for March 2022. Please join us in making this dream a reality.



"I had the realization that so much more could have been done to keep them comfortable if we actually knew what we were doing or had more help."

Artist's rendering of the future Santa Rosa Memorial Hospice House.

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Santa Rosa Memorial Hospital General Gifts

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Carol and Ed Fullerton

Your donations in action.



Nurses with new ventilator for COVID-19 patients



Surgery staff with the new O-Arm



Command Center staff receiving donation of face shields from Ford Motor Company (photo was taken prior to mask mandate)



Staff with new gurneys for Emergency Department



Imaging staff with the new EPIQ Ultrasound

**Thank you for
your support!**

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.

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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.

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Contact Information

SRMH Foundation

101 Brookwood Avenue, Suite 202
 Santa Rosa, CA 95404
 707-547-4680
www.GiveToMemorial.org

PVH Foundation

400 North McDowell Boulevard
 Petaluma, CA 94954
 707-778-2796
www.GiveToPVH.org

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.



Santa Rosa
Memorial Hospital
Foundation

101 Brookwood Avenue, Suite 202
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Philanthropy makes the difference between a good hospital and a great hospital.

For 30 years, you have helped us raise more than 110 million dollars, which 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 tertiary healthcare 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.

We are currently focused on two important initiatives, the Hospice House project, which is featured in this report, and the TrueBeam Radiotherapy System:

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, additional treatment options will help ensure that our patients have the best possible chance of becoming cancer-free.

Due to COVID-19, we were unable to hold our Keegan Luncheon and Annual Gala in 2020 and 2021. We are looking forward to welcoming you back to our events in 2022! Be on the lookout for more information on both of these events in the coming months.

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

**Our hospitals
are great because
of your support!**