

## Grants Awarded for the Fiscal Year 2003-2004

Following is a list of grants made in alphabetical order:

Community Action Board of Santa Cruz County, *Youth Community Restoration Program* – \$12,500 to introduce nutritional information, healthy eating practices and exercise activities into YCORP's three existing intervention programs.

Community Bridges, La Manzanita Community Resources – \$10,000 for the Summer Lunch "Active Play!" Project which will enhance Summer Lunch site activities to include nutrition education and hands-on physical activities.

Girl Scouts of Monterey Bay – \$6,000 to support Girl Scout activities focusing on health, nutrition and sports activities at seven elementary school sites and one housing complex throughout the Pajaro Valley.

Healthy Kids of Santa Cruz County – \$20,000 to provide access to health insurance to families in the Pajaro Valley who have incomes at or below 300% of the federal poverty level.

Mid-Peninsula Housing Services Corporation – \$3,000 for the Child & Youth Eating and Physical Activity Initiative which will incorporate healthy lifestyle education and activities into summer youth programs in the San Andreas Community.

Pajaro Valley Prevention and Student Assistance, Inc. – \$5,000 for a program to encourage at-risk youth to engage in healthy activities through the provision of mountain biking and camping experiences.

Pajaro Valley Unified School District Healthy Start Program – \$10,000 to institute a program that will establish healthy eating habits and increase physical activity levels in kindergarten and first grade children and their families in order to prevent the development of obesity and related health problems.

Pajaro Valley Unified School District Healthy Start Program – \$1,000 direct grant for provision of replacement eyeglasses for students in need.



Salud Para La Gente, Inc. – \$25,499 to support dental screening and treatment services at the Pajaro Valley Unified School District's Children's Resource Center.

Santa Cruz County Health Services Agency – \$30,000 to coordinate a Comprehensive Perinatal Services (CPSP), provider-based oral health education/disease prevention project in Pajaro Valley.

United Way of Santa Cruz County Go for Health Collaborative – \$10,000 to support the work of the collaborative toward eliminating childhood obesity in Santa Cruz County.

Watsonville High School Health Careers Academy – \$4,500 direct grant for expansion & enhancement of the program to include more offsite trips to universities & conferences, for purchase of medical equipment needed for vocational training classroom and support of the mentoring program.

Youth Resource Bank – \$20,000 for Healthy Families to provide access to health care for farm worker families by provision of Healthy Families Premium scholarships. Scholarships to students at Watsonville High School, Aptos High School, Cabrillo College – \$20,000 in scholarships for Pajaro Valley youth pursuing careers in the health professions.

Program Support for Fiscal Year 2003-2004

Diabetes Health Center – \$240,185 to increase awareness and help prevent and reduce the incidence of acute and chronic complications associated with diabetes by providing culturally competent Diabetes Prevention and Self Management Education and Medical Nutrition Therapy to residents of the greater Pajaro Valley area.

Regional Diabetes Collaborative – \$48,916 to bring together organizations and individuals from throughout the tri-county area to work on issues such as diabetes education and prevention, public policy, clinical management and best practices.



## PAJARO VALLEY COMMUNITY HEALTH TRUST'S



# ANNUAL REPORT

## Regional Diabetes Collaborative Many New Programs Are Being Introduced

The greatest accomplishment of the RDC is the way in which it has brought people together around the issue of diabetes. Because of this collaborative spirit, Santa Cruz County was invited to the Institute of Medicine's Crossing the Quality Chasm conference addressing chronic disease. As one of only 14 communities from throughout the nation, and one of only four specifically addressing diabetes, our representatives were inspired to continue the good work that had been started.

To this end, the RDC sponsored the first annual Regional Diabetes Forum in May of 2004. The forum, held at the Santa Cruz County Fairgrounds, focused on the sense of urgency around the growing health threat of diabetes in the tri-county area. Some 180 forum attendees also discussed ways that diabetes can be controlled

## Provides Benefits to Estate Planning Enriching Health Through Philanthropy

The Pajaro Valley Community Health Trust operates as a 501 (c) 3 public benefit corporation whose funding and program activities are devoted exclusively to improving the quality of life and health for all the people of the Pajaro Valley. We are in the business of health care philanthropy.

We have made the choice to remain a public benefit (rather than private) foundation to meet the health care needs of our community. Our vision for the Pajaro Valley is one in which all people have the knowledge and

and even prevented with proactive patient-centered education and the delivery of better health care services to individuals and families with or at risk for the disease.

In addition to the success of the Regional Diabetes Forum, following are some of the accomplishments and activities of the RDC during fiscal year 2003-2004:

- Continued success of the RDC's Medical Assistant trainings provide an updated overview of diabetes and teaches current standards of care.
- Development of a Diabetes Public Information Campaign, which included radio ads, a diabetes resource guide and a diabetes telephone hotline.
- Organization of a Diabetes Health Fair, held in conjunction with the Watsonville Farmers' Market.

resources they need to live healthy lives, where health problems are prevented and there is access to health care for all.

We invite you to join with other generous Trust supporters in realizing this vision. You have an opportunity to play an important role in building a stronger healthier community when you give to the Trust.

For more information about the Trust's giving programs, and how they can provide benefit to your estate planning, call our offices at (831) 761-5639.

## Diabetes Health Center Community Receives Vital Information

Since its inception, the Diabetes Health Center (DHC) has provided vital services to our community through diabetes self-management education, medical nutrition therapy and outreach on diabetes education and prevention.

From July 2003 through June 2004, the DHC provided diabetes self-management education services to a total of 663 unduplicated clients in more than 1,400 group or individual sessions. The number of unduplicated clients increased by 4% over the previous year, while the total number of sessions increased by an impressive 17%.

One of the greatest accomplishments this past year was certification by the American Diabetes Association (ADA). The process to become a recognized diabetes education program is extremely detailed and time intensive. This certification not only



reaffirms the quality of the DHC's services, but will provide a foundation on which the DHC can continue to grow.

Two important plans were developed and implemented this year. The first, the DHC's Business Plan, outlines strategies that will increase the program's efficiency and sustainability. The second is the Continuous Quality Improvement (CQI) Plan. This plan, a

requirement for ADA certification, sets forth a number of measures for both organizational effectiveness and improved client outcomes.

Diabetes continues to be a significant health issue in our community. Through increased effectiveness and efficiency, the DHC is ensuring that it is here to serve the needs of the community today and for many years to come.

## Pajaro Valley Community Health Trust Donors

The Trust gratefully recognizes gifts received from **July 1, 2003 to June 30, 2004**. Memorial gifts and other contributions received by the Trust are used to support the Trust's health care priorities. Gifts to the Trust are tax deductible.

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### DIABETES HEALTH

#### FORUM/HEALTH FAIR

#### SPONSORS

Dominican Hospital

HIP Council

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### GRANTS RECEIVED

California Wellness

Foundation

City of Watsonville

Community Foundation

of Santa Cruz County

Pfizer

Takeda Pharmaceuticals

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## Message from the Chair and CEO

When the Trust Board first developed its mission, vision and organizational values, we committed ourselves to leadership in the evolution of regional health care systems, support of productive and effective collaborations and participation in large planning efforts that maximize resources and leverage funding. Specifically, the Board foresaw the potential to use the Trust's unique position to spark change and focus attention on needs that might otherwise be overlooked.

As the years have passed, it is this role of *catalyst* that has emerged within the Trust to help shape the future of health care in our region. While grant making is the most visible activity undertaken by the Trust, convening, advocacy and health planning activities are yielding impressive although perhaps less tangible results.

The Diabetes Health Center, a program operated by the Trust, has expanded its prevention and self-management services each year. Now, in addition to offering its services to nearly 700 adults per year, the DHC has begun to make its services available for overweight children and adolescents.

The Regional Diabetes Collaborative (RDC), convened by the Trust in 2002, has become a mature partnership of Santa Cruz, San Benito and Monterey County organizations, working to improve clinical practices, raise public awareness and influence public policy in diabetes. The RDC also hosted a major Regional



*Kathleen King and Marcela Tavantzis take a walk along Watsonville's newly completed 6-mile bike/walking path.*

Diabetes Forum to help illustrate the seriousness of the public health threat of this disease and to create a sense of "the possible" when we work together to address the challenge.

By participating in county-wide health planning efforts, Trust staff and board members have supported the development of the *Healthy Kids Program*, which provides medical, vision and dental coverage for our community's neediest children. In addition, the Trust has both funded and participated in the Santa Cruz County *Go for Health* collaborative to address the issue of childhood obesity in our county.

Finally, the Trust works closely with the City of Watsonville to help leverage support for the delivery of oral health services for both children and adults.

The board and staff of the Trust continue to listen to and engage the community in focusing upon its health needs in groundbreaking ways. By putting our vision into practice in these ways, the Trust can impact our community's health far beyond the tangible limitations of grant making.

Sincerely,

  
Marcela Tavantzis  
PVCHT Board Chair

  
Kathleen King  
Chief Executive Officer

## Statement of Financial Position as of June 30, 2004

### ASSETS

Cash and Cash Equivalents	595,618
Investments at Market Value	11,802,618
Notes Receivable	341,165
Other Receivables	245,899
Property and Equipment, net	51,087
Other Assets	225,858
<b>Total Assets</b>	<b>13,262,245</b>

### LIABILITIES AND NET ASSETS

Liabilities	
Current Liabilities	186,699
Liabilities from Discontinued Hospital Business	1,098,797
<b>Total Liabilities</b>	<b>1,285,496</b>

Net Assets	
Unrestricted	10,925,716
Temporarily Restricted	169,360
Permanently Restricted	881,673
<b>Total Net Assets</b>	<b>11,976,749</b>
<b>Total Liabilities and Net Assets</b>	<b>13,262,245</b>

*“Our philosophy is simple: No child should suffer with a toothache or dental abscess due to lack of access to care. No child should perform poorly in school because he or she cannot afford eyeglasses. And no one should accept diabetes as a death sentence when there is affordable and accessible education available to control and even prevent it. Your gifts to the Trust help support these and other health care needs in our community. Please be generous when we call on you to help with these endeavors.”*



—Carmen Alicia Robles  
Trusts Development Committee

*The mission of the Pajaro Valley Community Health Trust is to improve the health and quality of life for all people of the greater Pajaro Valley by supporting programs and activities that ensure access to a full array of high quality, culturally competent health care services which promote health, wellness and disease prevention.*

## General Funding Guidelines

The Trust invites grant proposals through a Request for Proposal (RFP) process at varying intervals. All grants made are health related and must address one or more of the Trust's priority areas: Oral Health Prevention & Access, Diabetes & Contributing Factors, Promoting Entry & Advancement in the Health Professions, and Health Insurance Coverage & Education on Using the System.

For specific information on grant opportunities or the Trust's convening and other program activities, contact the Trust's Program Officer at (831) 761-5695.

The Trust's Primary Service area includes all of the zip codes in Watsonville (including Pajaro), Freedom and Aromas. The Secondary Service area includes all of the zip codes in Aptos, Castroville and Moss Landing.

### Pajaro Valley Community Health Trust Board of Directors 2003/04

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Pajaro Valley Community Health Trust (831) 761-5639  
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