



PAJARO VALLEY
COMMUNITY
HEALTH TRUST

ANNUAL REPORT 2008



Message from the Chair and CEO

Dear Friends:

The Pajaro Valley Community Health Trust reached a pivotal point in its history in 2008. We observed our 10th anniversary of service to the community and published a report detailing the \$3.4 million our foundation provided during this period in support of local health care programs, convening, collaborative activities and community grants.

In this 2008 Annual Report, we have included the specific details of Health Trust grant and program support made during the 2007-08 fiscal year. We are very proud of the agencies we've supported and their commitment to improving the community's health. We are equally proud of our honored donors whose generosity in 2007-08 was a critical component in leveraging the Health Trust's support of our community's health.

However, during this period we also witnessed the beginning of a serious decline in the nation's economy. Like foundations everywhere, the Health Trust is feeling the squeeze that is the result of declining value in assets and increasing needs in the community. From 2007 to 2008 alone, we experienced a reduction in net assets of close to \$1.5 million. This disturbing trend has continued in 2009.



Clearly the challenges we all face in a down economy can create uncertainty about the future. However, the long-term nature of the Health Trust's mission dictates that we not over react to fluctuations in the financial markets. While we are taking prudent steps to trim expenses in all

areas of foundation operations, the Health Trust will continue to support grants and programs in the community and will remain a resource for nonprofit organizations with our in-kind support for meeting space, technical assistance and active participation in community collaboratives.

The community's philanthropic support continues to be urgently important as we weather this turbulent time in our economy. Please give as generously as you can to ensure that families with the greatest need in the Pajaro Valley receive health care services.

For the health of our community, we are in this together and for the long haul.

Sincerely,

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Donna Ramos, RN, MPA
PVCHT Board Chair

Kathleen King
Kathleen King
Chief Executive Officer

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Program Photos provided by: Planned Parenthood, Teen Success Program; Above the Line, Organic Garden Project; and Santa Cruz County Office of Education, Watsonville Community School's Mind Body Spirit Exercise Program.

Donor Page Photos taken by: Thea Luiten, RN, Wine and Roses volunteer and Watsonville High School Health Academy Teacher.

Back Page Photo submitted by: Georgina Hernandez.

Grants Awarded for Fiscal Year 2007-2008

Following is a list of grants made in alphabetical order:

Above the Line — \$5,000 to support the Above the Line Organic Garden Project to promote healthy eating and regular physical activity through an organic gardening and culinary arts program.



Center for Community Advocacy — \$7,500 to support the Promotores Comunitarios Program, a peer-to-peer farm worker health promotion program based on training local volunteer leaders to conduct home and community-based health interventions in their respective neighborhoods.

Dientes Community Dental Care — \$10,000 to support the delivery of dental services for low-income adults from the Pajaro Valley.

Girl Scouts of California's Central Coast — \$8,000 to support the Uniquely Me! ¡Nadie Como Yo! Program that provides after school programs that address healthy eating and exercise habits for Latinos at low-income housing facilities in Watsonville.

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.

Hospice Caring Project — \$5,000 to support the Implementing Change Initiative to bridge access barriers to end-of-life hospice, transitions, and grief support by providing effective, culturally and linguistically appropriate outreach and education to the Latino community in Santa Cruz County.

Pajaro Valley Unified School District Healthy Start Program — \$1,000 to provide replacement eyeglasses to students in need.

Planned Parenthood Mar Monte — \$9,500 to implement the Teen Success Nutrition Series aimed at reducing obesity and diabetes risk among pregnant and parenting teens.

Regional Oral Health Collaborative — \$10,000 to support the implementation of the Dental Affinity Program.

Salud Para La Gente — \$10,000 to support the expansion of dental care services to children from the Migrant Education Program at the Pajaro Valley Unified School District's Children's Resource Center.

Santa Cruz Community Counseling Center (Head Start Program) — \$13,000 to implement the Healthy Beginnings Program, a nutrition and physical activity program for Head Start children and



their families with the goal of preventing childhood obesity and promoting life long health.

Santa Cruz County Health Services Agency — \$10,000 in support of the Happy Tooth Program for preschool children in the Pajaro Valley.

Santa Cruz County Office of Education (Watsonville Community School) — \$12,000 to support Martial Arts Fitness at Watsonville Community School. Martial Arts Fitness blends the philosophies, movements and practical aspects of the martial arts with the fundamental principles of fitness, nutrition and physical health.

Second Harvest Food Bank — \$10,000 to support the Youth & Low-Income Families Farmers' Market Access Project, designed to promote healthy eating habits among low-income youth and their families with a special emphasis on fresh, locally grown produce at the Watsonville Farmers' Market.

United Way of Santa Cruz County — \$2,000

in support of the Community Assessment Project, a biannual study conducted county-wide to gather data regarding a number of community indicators, such as health, safety, and the environment.



Volunteer Centers of Santa Cruz County — \$3,000 to institute a six-week unit "Accessing Health Care" into the Survival English Curriculum. Students learn vocabulary and practice such skills as: selecting a non-ER doctor, speaking to health providers, making an appointment, and more.

Watsonville High School Health Careers Academy — \$7,000 for enhancement of its program that provides a specialized course of study for those high school students interested in entering the health professions.

Aptos High School, Cabrillo College, Pajaro Valley High School, Watsonville Adult Education, and Watsonville High School — \$7,000 in scholarships for Pajaro Valley residents pursuing careers in the health professions.

Program Support — Fiscal Year 2007/08

Diabetes Health Center — \$366,693 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.

Regional Diabetes Collaborative — \$69,523 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 Donors

The Health Trust gratefully acknowledges gifts received from July 1, 2007 to June 30, 2008. Memorial gifts and other contributions received by the Health Trust are used to support the Trust's health care priorities. Gifts to the Health Trust are tax deductible.

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Statement of Financial Position as of June 30, 2008

ASSETS

Cash and Cash Equivalents	172,888
Investments at Market Value	13,689,717
Notes Receivable	320,477
Other Receivables	2,200
Property and Equipment, Net	58,913
Other Assets	28,941
Total Assets	14,273,136

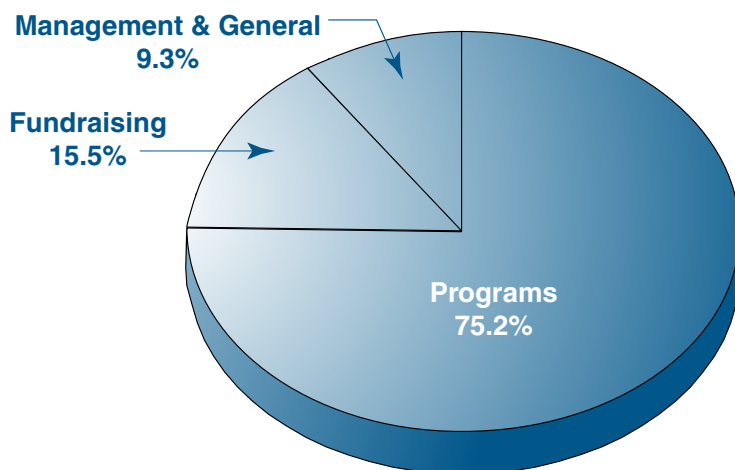
LIABILITIES AND NET ASSETS

Liabilities

Current Liabilities	96,675
Liabilities from Discontinued Hospital Business	251,174
Total Liabilities	347,849

Net Assets

Unrestricted	12,941,779
Temporarily Restricted	85,000
Permanently Restricted	898,508
Total Net Assets	13,925,287
Total Liabilities and Net Assets	14,273,136



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.

Funding Guidelines

The Health Trust provides grants for projects that advance our mission to improve the health and quality of life for all people of the greater Pajaro Valley. The Foundation invites grant proposals through a Request for Proposals (RFP) process. Deadlines and awards amounts vary. Complete details are outlined in each RFP. RFPs are released and publicized through our website and through targeted communications. We encourage all interested organizations to visit our website periodically for RFP notices and/or to request that their organization be added to the Health Trust's RFP mailing list. All grants made are health related and must address one or more of the Health Trust priority areas:

- Diabetes & Contributing Factors
- Health Insurance/Coverage & Education on Using the System
- Oral Health: Prevention & Access
- Promoting Entry & Advancement in the Health Professions

The Health Trust's primary geographic service area includes all of the zip codes in Watsonville (including Pajaro), Freedom, and Aromas. For more information on our grantmaking programs or eligibility requirements, please contact Kathleen McCarthy, Program & Grants Manager, at (831)761-5695.

Gina's Story: From Resignation to Inspiration

Gina has seen the destructive effects of diabetes first hand. For two years, she watched her beloved grandmother struggle against the condition until, at last—blind and existing on dialysis—death claimed her at the age of 43.

When Gina was diagnosed with diabetes herself, she could only remember her grandmother's nightmare battle. She had seen how it ended. Everything in her culture and family experience reinforced her fear. There was no hope. She adds, "I knew I was going to die, just like my Grandma."

Then Gina learned that her doctor also had diabetes "It was a revelation. This woman was healthy, energetic, a doctor. She was helping people. She certainly wasn't dying."

Gina began to take charge of her life. "The



Diabetes Health Center is such a good place." Gina explains. There, she learned to eat right, exercise, administer her insulin injections and pay attention to what her body was telling her. "I learned that diabetes doesn't kill you—you kill yourself."

Gina has two "miracle babies" and a husband who understands what she must do to manage her diabetes and keep her family healthy. "My kids aren't growing up afraid of diabetes," she declared.

"Ignorance in our community is killing us, the way it killed my Grandma," Gina explains. So, she's taking charge, just as she did with her diabetes. "I'm going back to school to be a health educator." As she pursues her goal, she knows that her grandmother walks beside her.

Please join Gina and the Diabetes Health Center in the battle against diabetes.

In Santa Cruz County, it is estimated that 18,000 residents have diabetes. That figure swells to 40,000 within the Tri-County area—and is rapidly rising.

During these difficult economic times, while most of us are feeling the affects of strained finances in our daily lives, many others are forced to choose between feeding their families and seeking the medical care they must have.

Your gifts in any amount to the Pajaro Valley Community Health Trust will help your friends, loved ones, and neighbors like Gina, win the battle against diabetes—with knowledge, understanding, and compassion.



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