



MESSAGE FROM THE BOARD OF DIRECTORS

A VISION FOR HEALTH CARE PHILANTHROPY

Forged from the sale of Watsonville Community Hospital in 1998, the Pajaro Valley Community Health Trust is undertaking its mission as the community's first nonprofit health care conversion foundation.

The Trust's local 23-member Board of Directors is charged with investing the community's equity from the hospital sale to improve the health and quality of life for all residents of our community through grantmaking and other health-related activities.

With this goal in mind, the Trust has embarked on an innovative strategic plan. Through June of 2005, the Trust will fund initiatives in the areas of diabetes and oral health, and will also provide grant support in the areas of child and adolescent health, and health care needs of farm workers and their families. In these ways and others – convening, planning, partnering – the Trust will fulfill its commitment to serving our community's health care needs through strategic grantmaking.

While the health care needs of our community are extensive, our optimism for a healthier Pajaro Valley is fueled with the knowledge that many organizations and individuals are eager to meet the most pressing needs of our community. We anticipate that generous donors who want to promote a healthy future will partner with the Trust through gifting and collaboration. The Trust Board of Directors remains committed to fundraising activities that include annual gifts, planned gifts, bequests and special events.

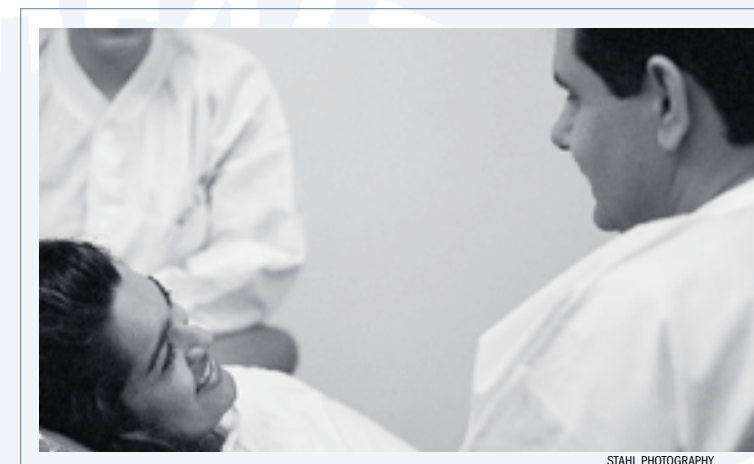
The Trust pledges to raise awareness of local health care needs and to encourage larger foundations to combine their resources with those of the Trust and area donors in addressing gaps in our community's health and well-being.

It is a privilege for the Trust's Board of Directors and Staff to continue to serve the community by seeking opportunities to improve the quality of health and life in the Pajaro Valley.

*The Board of Directors
Pajaro Valley Community Health Trust*



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TARMO HANULA

From crown of your eastern hills

To play of the waves on shore,

Every acre of soil will yield to toil

A harvest, abundant, and more

"BOLSA DEL PAJARO," W.S. SANBORN (CIRCA 1900)



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THE PAJARO VALLEY – THE VALLEY OF DREAMS

The Pajaro Valley and its hub, the City of Watsonville, are located on the coast of the Monterey Bay where Santa Cruz, Monterey and San Benito Counties converge. Situated at the southernmost point in Santa Cruz County, this fertile agricultural area is home to a multicultural community, where generations of immigrants have settled to till the fields with the hope of building a better life for themselves and their families.

Today the Pajaro Valley remains the most culturally diverse area of our region. Major population groups include Latinos, Japanese, Filipinos, and Slavs. Latinos, today the largest group, comprise more than 70% of the Pajaro Valley's population.

While the valley is a place of great bounty and rich cultural diversity, many residents, especially Latino immigrants, continue to face barriers to health care compounded by a lack of education, language, poverty and substandard housing.

Those who live in the Pajaro Valley share a love for the land, the surrounding hills, mountains and the Monterey Bay. Yet large pockets of poverty in the community give rise to unique health care challenges.

ABOUT THE TRUST

VISION

In defining the vision for the Trust, the Board of Directors chose a broad and inclusive approach, addressing both the symptoms and root causes of health care problems in our community. As a result, we envision a greater Pajaro Valley community where all people have the knowledge and resources they need to live healthy lives, where health problems are prevented, and there is access to culturally competent health care.

VISIÓN

Al definir la visión del Fideicomiso, su Junta Directiva eligió un enfoque amplio y completo para poder tratar no solo los síntomas sino también las causas de los problemas de salud en nuestra comunidad. Como consecuencia de este enfoque, esperamos crear una comunidad en el Valle del Pájaro más amplia, donde sus habitantes podrán contar con el conocimiento y los recursos necesarios para tener una vida saludable, y una comunidad donde los problemas médicos se podrán prevenir y donde habrá acceso a cuidado médico adecuado a la cultura.

HISTORY AND SERVICE AREA

The Trust's assets were generated from the sale of Watsonville Community Hospital and the assets of the former hospital Foundation, including the "Founders' Fund" endowment. The Trust's independent governing Board considers these combined assets the community's equity from the sale and oversees their prudent investment. Earnings from the investment of these funds, combined with new gifts from generous donors and private foundations, are the primary source of grantmaking funds available to support local health care needs.

The Pajaro Valley Community Health Trust primarily serves Watsonville, Freedom, Pajaro, and Aromas with a secondary service area that includes Aptos, Moss Landing and Castroville.

MISSION STATEMENT

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.

DECLARACIÓN DE LA MISIÓN

La misión del Valle de Pájaro Community Health Trust es de mejorar la salud y la calidad de vida de todos los habitantes del área de Valle de Pájaro por medio de nuestro apoyo de programas y actividades que garantizan el acceso a una variedad de servicios de salud de alta calidad que sean adecuados a la cultura, los cuales promoverán la salud y el bienestar y prevenirán las enfermedades.

OPERATING PRINCIPLES

The Trust adheres to a broad definition of health that includes basic personal health, wellness and prevention, and psychological, social and economic well-being, in order to address both the symptoms and root causes of the health care issues in our community.

The Trust values cultural competency and supports programs and initiatives that provide solutions to health care issues through service and delivery systems that recognize the community's cultural diversity.

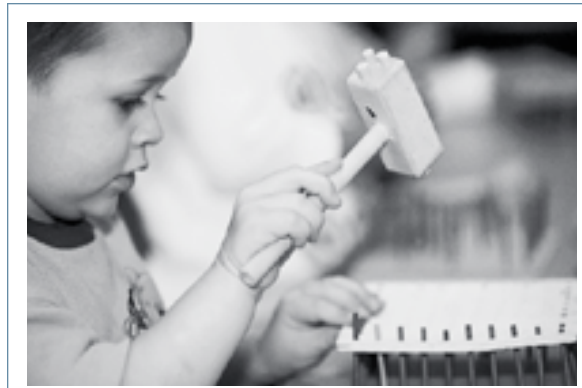
The Trust strives to provide leadership in the evolution of the regional health care system through its participation in larger planning efforts, its support for innovative, high-leverage projects, and its dissemination of ideas.

The Trust strives to make an impact in the Pajaro Valley by focusing on achieving healthy outcomes and results from its grants and programs, which are measured through regular goal setting and self-assessment.

The Trust participates in and supports productive and effective collaboration such as partnerships and mutually beneficial planning within the community in order to maximize resources and leverage funding.

The Trust aims to achieve a reputation for taking courageous, responsible positions that benefit the public's health.

The Trust looks for innovation to solve systemic problems by taking a proactive role. We will engage in activities that stimulate growth and positive change in the health field. We will encourage relationships that give our community the information, assistance and resources it needs to develop effective approaches to crucial health issues, take calculated risks, and set benchmarks for progress.



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CORE VALUES

Respect: The Trust supports the pluralism that characterizes our community and will foster respect for differing opinions and perspectives.

Involvement: The Trust operates openly and with input from the community it serves, and encourages its grantees to do the same.

Integrity: The Trust maintains a clear, consistent and fair decision-making process, one in which the decisions are consistent with policy and with demonstrated health needs. Every effort is made to ensure that the decision-making process is protected from undue influence from parties with self-interest.

Financial Stewardship: The Trust manages its assets to assure long-term growth of the assets as well as to make effective allocations from its annual proceeds.

Racial and Economic Equity: The Trust strives to overcome racial and economic barriers to health care so that all people have equal access to a full range of quality health care services.



TARMO HANULA

“Health is a fundamental right. No one, regardless of their educational background, language, or poverty level, should be denied this right. Imagine a community where all our health care needs are met.”

RAFAEL LÓPEZ, EXECUTIVE DIRECTOR, CHILDREN AND FAMILIES COMMISSION



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HEALTH INITIATIVES, GRANTMAKING AND PROGRAMS

The Trust Board of Directors has committed to making meaningful grants that will have the greatest impact in improving the health of Pajaro Valley residents. The Trust has assembled and studied the body of knowledge and lessons learned from other community and health care foundations, while also conducting its own research to determine the gaps in local health care services.

In this process, Trust board members took care to hear the voices of the community so they would have first-hand knowledge of the health care needs of community members. Through a series of meetings, community forums and interviews, the Trust worked directly with seniors, youth, people with disabilities, clergy, agricultural workers, business associations, educators, health professionals and traditional healers. These efforts resulted in development of the Trust’s priorities through June of 2005.

Based on this extensive community assessment, the Pajaro Valley Community Health Trust will focus its program and grantmaking activities on the following areas through June 2005: diabetes, oral health, health care needs of farm workers and their families, and child and adolescent health.

DIABETES INITIATIVE

Current Challenges

- In the Pajaro Valley, an estimated 10% of the Latino population and 6% of the Caucasian population are currently diagnosed with Type-2 diabetes. There are many more undiagnosed cases of diabetes. *M.Abrams, Health Status Indicators*
- Demand for diabetes-related services will increase as the high prevalence population in the area ages. Nearly 30% of Mexican American seniors are at risk of developing diabetes. *M.Abrams, Health Status Indicators, State of California Diabetes Control Program*
- In Santa Cruz County, 135 deaths annually are attributable directly or indirectly to diabetes. Rates of death due to diabetes were 81% higher among Latinos than Caucasians across the state. *M.Abrams, Health Status Indicators*
- Once seen as a condition affecting only seniors and historically at-risk groups, the incursion of Type-2 diabetes in child and adolescent populations across the nation is of great concern to the U.S. Surgeon General and other public health officials. *Healthy People 2010, U.S Department of Health and Human Services*

Opportunities for a Healthy Future

The Trust will mobilize communities in the tri-county area to: prevent the further increase of Type-2 diabetes in youth and young adult populations; teach diabetes self-management to people living with diabetes thereby preventing the life-threatening and life-altering complications of diabetes; and promote “best practices” in clinical management of diabetes in the region.

Oportunidades para un Futuro Saludable

El Fideicomiso movilizará a las comunidades de tres condados para: prevenir la incursión de la diabetes Tipo 2 en la población adolescente y en los jóvenes; enseñar el autocontrol de la diabetes a quienes son diabéticos para prevenir las complicaciones que alteran o arriesgan la vida; y fomentar los “hábitos más aconsejables” para el manejo clínico de la diabetes en la región.

ORAL HEALTH INITIATIVE

Current Challenges

- A screening of nearly 10,000 children in the Pajaro Valley Unified School District, conducted by the Dientes! Community Dental Clinic, found more than two dental abscesses in each classroom. This amounts to approximately 60 children per school and 900 to 1,000 children annually. *Barry Staley, DDS, Dientes! South County Program Director*
- Nearly a third (29%) of respondents to the Senior Survey identified problems with receiving dental care. 85% said that high cost was the root of their problem. *Seniors Council, Area Agency on Aging, Senior Needs Assessment Survey, 2001*
- Over 50% of low income families in South Santa Cruz County reported that they do not have a regular source of dental care. *Santa Cruz County Community Assessment Project Comprehensive Report, Year 6, 2000*

Opportunities for a Healthy Future

Our goals include improving access to dental treatment and preventing dental disease. The Trust will convene and support a Pajaro Valley oral health collaborative whose mission will be to assess current oral health resources and identify needs and gaps in services. Ultimately, through the initiative, the Trust seeks to work with others to improve the oral health of the people of the Pajaro Valley.

Oportunidades para un Futuro Saludable

Nuestras metas incluyen mejorar el acceso al tratamiento dental y prevenir los problemas dentales. El Fideicomiso reunirá y apoyará la colaboración en beneficio de la salud oral del Valle de Pájaro, cuya misión será evaluar los recursos actuales e identificar las necesidades y carencias de los servicios. Por último, a través de la iniciativa, el Fideicomiso busca trabajar con otros para mejorar la salud oral en los habitantes del Valle de Pájaro.



TARMO HANULA

“It’s important for the Health Trust to partner with nonprofit agencies, schools and the business community to ensure that better health care is achieved by promoting prevention strategies.”

JOHN MARTINELLI, VICE PRESIDENT/GENERAL MANAGER, S. MARTINELLI & COMPANY



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“So many health care conditions are underdiagnosed. There are so many who fear going to existing services. We first have to build the trust of the community.”

DR. JULIO PORRO, ASSOCIATE MEDICAL DIRECTOR OF THE CENTRAL COAST ALLIANCE FOR HEALTH, AND STAFF PHYSICIAN AT SALUD PARA LA GENTE CLINIC

“The community needs to know much more about the basics of health such as exercise and nutrition.”

MARTHA QUINTANA, RN, CERTIFIED DIABETES EDUCATOR, DIABETES HEALTH CENTER



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“Our people are smart but lack formal education about health matters. If we knew more, we could take better care of our families and ourselves. For this reason, I think that health education is very important.”

JOSEFINA LEYBA, FARM WORKER

HEALTH INITIATIVES, GRANTMAKING AND PROGRAMS CONTINUED

HEALTH NEEDS OF FARM WORKERS AND THEIR FAMILIES

Current Challenges

- Only 19% of seasonal farm workers in the Central Coast region have employer-provided medical coverage and only 7% have coverage for their dependents, compared to 60% and 23% respectively for year-round workers. *The Greenlining Institute, Latino Issues Forum, A Glimpse of Watsonville Today: The Work and Health Needs of Communities in Transition: The Case of Watsonville, California, September 1997*
- 86% of farm worker families who reported that they are unable to receive health care when they needed it stated that the reason was because “they could not afford it.” *Farmworker Housing and Health Assessment Study of the Salinas and Pajaro Valleys, June 2001, Applied Survey Research*
- The majority of farmworkers in a recent study did not want to disclose whether they or a family member living with them had any health problems. Reasons for nonresponse were varied and complex, including: reluctance to discuss private matters, legal concerns, and pride in being self-reliant. Such factors make it difficult to identify all the unique health needs of the local farm worker population. *Farmworker Housing and Health Assessment Study of the Salinas and Pajaro Valleys, June 2001, Applied Survey Research*

Opportunities for a Healthy Future

The Trust seeks to learn more about the particular needs of farm workers and their families in our community. Also, the Trust will work with others to improve access to care, and support those who are working to improve the health of low-income farm workers and their families.

Oportunidades para un Futuro Saludable

El Fideicomiso busca aprender más acerca de las necesidades específicas de los trabajadores agrícolas y las de sus familias en nuestra comunidad. El Fideicomiso también colaborará con otros para mejorar el acceso al cuidado médico y apoyará a quienes trabajan para mejorar la salud de los obreros de bajos ingresos y la de sus familias.



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CHILDREN AND YOUTH AGES 6 – 21/MAKING HEALTHY LIFE CHOICES

Current Challenges

- In Santa Cruz County, 15.7% of Latino children and 8.6% of non-Latino children ages 0 - 17 are overweight or obese. This is significantly higher than the Healthy People 2010 goal of 5%. *M. Abrams, Health Status Indicators*
- Among the most frequently reported communicable conditions in Santa Cruz County from 1996-1999 were chlamydia and Hepatitis C. This is of particular concern in South County. *M. Abrams, Health Status Indicators*
- Low-income children and adolescents in the Pajaro Valley are underperforming in school because they do not have proper eyeglasses. Students who lose glasses are not able to get replacement glasses through existing programs. *Trust Community Interviews*

Opportunities for a Healthy Future

The Trust will encourage healthy choices in the children and youth of the Pajaro Valley, encourage youth to choose the health professions as a career/professional path, and address specific gaps in service.

Oportunidades para un Futuro Saludable

El Fideicomiso apoyará los estilos de vida saludables para los niños y la juventud del Valle de Pájaro, también alentará a la juventud a escoger las profesiones de salud como carrera o campo profesional y abordará algunas carencias específicas en el servicio.

TRUST ADMINISTERED PROGRAMS

In-Kind Grants for Community Conference Space: The Trust is committed to serving the community by encouraging dialogue about important health related issues. To this end, the Trust has created an in-kind grant program that offers the use of the Trust’s community conference room to eligible nonprofit health and social service organizations. Preference is given to organizations that use the space for workshops, seminars, retreats and other meetings that focus on improved health and well-being. For more information on this in-kind grant program, visit the Trust’s website at www.pvhealthtrust.org to review guidelines for the use of the conference room.

The Diabetes Health Center: The Diabetes Health Center (DHC) is a self-management, education and prevention program administered by the Trust to address the high incidence of diabetes in the community. The professional bilingual/bicultural staff offer individual and group education sessions. The program is designed to meet the needs of the entire community with a particular focus on Latinos who suffer a higher incidence of this devastating disease. For more information about the Diabetes Health Center, call (831) 763-6445 or visit the Trust’s website at www.pvhealthtrust.org.



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“My mom, my dad, my brother – all lost to diabetes...The DHC gave me the best support! I’m eating the right things, walking three miles a day, three times a week! They helped me pick up the pieces!”

MOLLY CABRALES, DHC PATIENT



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PAJARO VALLEY COMMUNITY HEALTH TRUST

PROMOTING A HEALTHY FUTURE

To address the health needs in our community, the Trust will utilize several key strategies, varying the approaches in accordance with strategic goals. These approaches include:

Convening: The Trust will initiate, coordinate and support regional collaborative efforts to create and strengthen partnerships among stakeholders in specific health priority areas. The Trust will also coordinate efforts to seek health care regranting funds from larger foundations to address local needs.

Responsive Grantmaking: The Trust will allocate grantmaking funds for responsive grantmaking to meet immediate and known needs in the specific health priority areas. This is a competitive process in which the community defines strategies and specific needs.

Direct Grantmaking: The Trust, relying on its research-based knowledge of the focus and service delivery capabilities of area nonprofit agencies, will pre-select grantees for maximum impact on the provision of direct service in specific health priority areas.

Research and Data Collection: The Trust will continue its efforts to map existing resources, services, and needs for the specific health priority areas.

Foundation Administered Program: The Trust will continue to administer the Diabetes Health Center, a diabetes education and prevention program serving the Pajaro Valley.

Impact Policy and Leverage Dollars: The Trust will participate in statewide and bi-national efforts to improve the health of Pajaro Valley residents.

Invest in Individuals: Within our service area, the Trust will provide scholarship funds for young people entering health professions.

ANNUAL EVENTS SPONSORED BY THE TRUST

Rather Award for Leadership in Health Care: Each year the Trust presents the “Rather Award for Leadership in Health Care” to an individual, business or organization which is making or has made a significant contribution of time, effort or funding to improve the health care of our community. The Rather Award was named for its first recipient, Phil Rather, in recognition of more than 30 years service to community health care through volunteer leadership of both Watsonville Community Hospital and the Watsonville Community Hospital Foundation.

Evening of Wine and Roses: Held the first Friday in November each year, this annual celebration features the tasting and silent auction of wines produced in the Santa Cruz Mountains growing region, gourmet hors d’oeuvres prepared by the best local cooks, restaurants and caterers, and a beautiful selection and sale of the best local rose varieties. Event proceeds benefit health care programs and services supported by the Trust.

Additional Events: The Trust utilizes its community conference room to convene a variety of meetings and events throughout the year on topics ranging from health care to estate planning. To check current events, visit the Trust’s web site at www.pvhealthtrust.org.

GIFTS TO THE TRUST

While the creation of the Trust has brought new health care resources to the community, the Trust’s earnings on its invested assets alone will not meet all of the diverse and growing health care needs of our community. Donors interested in making a gift to the Trust’s endowment or other programs may contact the Trust offices at (831) 761-5639 or visit the Trust’s web site at www.pvhealthtrust.org. While Trust staff is available to discuss bequests or other planned gifts, we also recommend that donors consult a tax attorney or other professional financial advisor.

“Every gift has an immediate impact on so many lives. I would encourage anyone who cares about health in our community to support the Trust.”

WAYNE HALL SR., CHARTER MEMBER OF THE GUARDIAN CIRCLE BEQUEST PROGRAM

FOR MORE INFORMATION, CONTACT:
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“When you give to the Health Trust, you are investing in the future well-being of our community. We all benefit directly or indirectly by the services performed by the Trust, and our community is better for it. Your support is needed and appreciated.”

PHIL RATHER, FOUNDING PRESIDENT OF THE FORMER WATSONVILLE COMMUNITY HOSPITAL FOUNDATION



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TARMO HANULA

“Grants from the Trust enable existing organizations around the Pajaro Valley to be even better at what they do.”

MARTINA O’SULLIVAN, EXECUTIVE DIRECTOR, CATHOLIC CHARITIES DIOCESE OF MONTEREY



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