



Promoting a Healthy Future for All

2014 Annual Report

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# Dear Friends & Neighbors:

romoting a healthy future for all /Fomentando buena salud is the slogan the Health Trust's Board of Directors adopted in its early years to express our foundation's purpose and our vision for making access to quality health care in the Pajaro Valley a privilege we all enjoy.

Since those early days, the Health Trust has funded a wide array of community nonprofit programs which have helped thousands of low-income Pajaro Valley families receive the care and tools they've needed to manage and/or prevent diabetes, gain access to medical and dental services and pursue careers in health care. We are pleased with this progress but we acknowledge there is still much work to be done.

One of the lessons learned from our last five years of local health program investment is the importance of getting an early start in teaching our children (and their families) about making healthy lifestyle choices. We know that many children living in low-income families don't get the healthy start they deserve which can lead to severe gaps in their life long health and learning.

Our grantees recognize this fact and it is clearly reflected in the ever increasing number of grant requests we receive (see pg. 4) to support health programs directed toward children and youth (0-21) who comprise more than 30 percent of our valley's population.

As we work to promote a healthy future for all, we would like to thank the dedicated local nonprofit organizations and generous community donors who help to ensure that Pajaro Valley children and youth will have a strong start in life. We know this focus on prevention and early care will lead to better life outcomes.

Javier Carrillo Board Chair (Current) Suzanne Mine-Eguchi Board Chair (2015)

Kathleen King Chief Executive Officer



### 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.

## Funding Guidelines

The Health Trust invites grant proposals through a Request for Proposals (RFP) process. Details can be found on the Health Trust website: www.pvhealthtrust.org or by contacting Raquel Ramírez Ruiz, Director of Programs, at (831) 763-6456. 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.

The Health Trust's primary geographic service area includes all of the zip codes in Watsonville (including Pajaro), Freedom and Aromas. All grants made are health-related and must address one or more of the Health Trust's priority areas:

- Diabetes & Contributing Factors
- Oral Health
- Health Professions
- Access to Care

# Grant & Program Support for Fiscal Year 2013-14

### **Grants Awarded**

Aptos High School, Pajaro Valley High School, Watsonville/Aptos Adult Education, Watsonville High School and Cabrillo College \$6,000 in scholarships for Pajaro Valley students pursuing careers in the health professions.

**Coastal Kids Home Care** \$5,000 to support in-home pediatric nursing, therapeutic, and social services visits for medically fragile children from migrant and other low-income families residing in the Pajaro Valley.

**Community Alliance with Family Farmers** 

\$15,000 to support the continuing efforts of institutionalizing a comprehensive Farm to School program that will increase the availability and consumption of fruit and vegetables among low-income students grades K-12 in the Pajaro Valley Unified School District.

Dientes Community Dental Care \$10,000 to provide dental care for uninsured Pajaro Valley Adults that will increase the number of Pajaro Valley residents with access to comprehensive dental care and also provide oral health education to the Watsonville Women Infants and Children (WIC) program participants.

**Encompass Community Services** \$9,000 to support the development and implementation of the Boca Felice-Parent Mentoring Project that will promote preventative oral health care education for low-income families.

Family Service Agency of the Central Coast \$12,500 to support the Open Arms/Abrazo Abiertos project that will provide free or low cost mental health care services to Latina cancer patients, survivors of child sexual abuse, seniors, and provide individual counseling for Latino families in the Pajaro Valley.

Jacob's Heart Children's Cancer Support Services \$10,000 to provide bilingual mental health services to families of children with cancer in their homes or in group classes.

Mesa Verde Gardens \$15,000 to support the creation of two new Community Gardens that will serve 50 families and help meet basic food security needs by increasing access to pesticide-free, organic, fresh fruits and vegetables.

PVUSD/Starlight, Cesar Chavez & HA Hyde Nutrition Collaborative \$15,000 to support the partnership between Starlight Elementary, Cesar Chavez Middle School, and HA Hyde Elementary schools to empower youth and prevent diabetes and obesity by providing culturally relevant cooking/nutrition classes, Life Lab Garden enrichment, food security programs, and physical fitness programs.

Salud Para La Gente \$8,650 to support the delivery of oral health screening outreach to low-income farm workers in the Pajaro Valley. Initial outreach will bring dental teams to agricultural fields for screenings and cleanings. Comprehensive dental treatment follow-ups will be completed in the clinic or mobile van.

United Way of Santa Cruz County \$6,000 to support phase II of the Healthy Corner Market Project that will work with Vicky's Produce in taking the next step in creating a healthy corner market by implementing and marketing a healthy Juice Bar.

Volunteer Center of Santa Cruz County

\$8,850 to support the pilot program, Beat Back Diabetes, which will provide physical activity, education, incentives and a weight loss challenge to adults with psychiatric disabilities.

Watsonville/Aptos Adult Education \$9,000 to support the From Field Hands to Helping Hands program. This vocational training class will increase the bi-lingual/bi-cultural workforce in the Pajaro Valley by providing introductory skills and knowledge required to work as caregivers. Students will learn hands-on skills, communication, medical technology and CPR/First Aid certification.

Watsonville Family YMCA \$15,000 to support the new Pajaro Park in providing coaches and instructors for the youth sports and recreation programs, physical fitness classes, and financial assistance to pay for fees for low-income Pajaro residents.

Watsonville High School Health Academy

\$5,000 to continue to help students at Watsonville High School pursue their goals of advancing in health professions. Students will be able to participate in mentor/student dinners that the school will host semi-annually to expose students to professionals who work in the careers that students might be interested in.

### **Program Support**

**Diabetes Health Center** \$465,425 to reduce the incidence of acute and chronic complications of diabetes by providing free and low cost Diabetes Prevention, Self-Management Education and Medical Nutrition Therapy services to children and adults with or at risk for diabetes.

**Regional Diabetes Collaborative** 

\$62,377 to convene organizations and individuals from throughout the tricounty area to work on issues such as diabetes education and prevention, public policy, clinical management and best practices.



# Inspired Giving

The Health Trust gratefully acknowledges gifts received from July 1, 2013 to June 30, 2014. Contributions are used to fund grants and programs serving community residents in the Health Trust's four priority areas – diabetes and its contributing factors, oral health, health professions and access to care. Gifts to the Health Trust are tax-deductible to the full extent allowed under IRS rules.



### **DHC GRANTS RECEIVED**

County Of Santa Cruz-**Health Services Agency** Community Foundation of Santa Cruz County **Driscoll Strawberry** Associates, Inc. Henry Bull Foundation Monterey Pennisula Foundation Watsonville Womans Club Foundation

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Isabel Jacinto

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Julia Johnson

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### Pajaro Valley Community Health Trust



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### RDC GRANTS & SPONSORSHIPS

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### Promoting a Healthy Future / Fomentando Buena Salud



Cooper-Garrod Estate Vineyards Costco Wholesale Ron & Kimberly DeLucia Disneyland Terry & Cathleen Eckhardt Equinox Paul Furman Gayle's Bakery & Rosticceria Gilroy Gardens Family Theme Park

Harrah's
Michele Hausman
Hunter Hill Vineyard &
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Kathryn Kennedy Winery
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Mica Cellars MJA Vinevards

Natal Vineyards Nicholson Vineyards Odanata Wines Pelican Ranch Winery River Run Vintners Roudon-Smith Vineyard

Sones Cellars Soquel Vineyards Storrs Winery

Vineyard
Trout Gulch
Vino Tabi Winery
Zayante Vineyards
Other Beverages
S. Martinelli & Company
Seabright Brewery

Café Ella

California Grill

Restaurant

Company

Freedom Bakery &

Freedom Meat Lockers

Confections

**Imura Restaurant** 

Cilantro's Mexican

Silver Mountain Vineyard

Thomas Fogarty Winery &

Restaurants/Caterers

Catering by D'La Colmena

Corralitos Meat & Sausage

# Statement of Audited Financial Position as of June 30, 2014

#### **ASSETS**

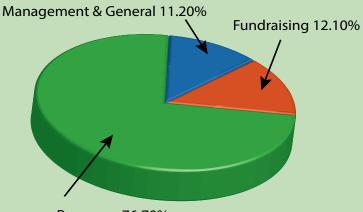
7.002.0	
Cash and Cash Equivalents	101,406
Investments at Market Value	16,651,726
Notes Receivable	0
Other Receivables	99,834
Property and Equipment, Net	49,693
Other Assets	8,448
Total Assets	16,911,107

#### **LIABILITIES AND NET ASSETS**

#### Liabilities

Liabilities	
Current Liabilities	82,140
Liabilities from Discontinued Hospital Business	292,193
Other Liabilities	4,912
Total Liabilities	379,245
Net Assets	
Unrestricted	15,045,223
Temporarily Restricted	413,828
Permanently Restricted	1,072,811
Total Net Assets	16,531,862

Total Liabilities and Net Assets



16,911,107

**Programs 76.70%** 



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