



# COMMUNITY HEALTH TRUST

of Pajaro Valley



## 2020-2022 IMPACT REPORT





# MISSION

Our mission is to foster a healthy and equitable community for all in the Pajaro Valley through leadership in advocacy, collaboration, and wellness.

## WHAT WE DO

### PROVIDER

Expand access to wellness services

### FUNDER

Invest in equity & wellness opportunities

### PARTNER

Bringing forth solutions & resources

## OUR CORE VALUES

● Honor

● Equity

● Wellness

● Commitment

● Collaboration

Reflecting on these past two years, I am grateful for the partnerships we have nurtured and the growth of our programs and services to foster a healthy Pajaro Valley. As we navigated through uncharted territory, I am proud of our team for keeping our mission at the forefront. With the needs of our community in mind, we kept our aim on fostering a healthy and equitable community for all through leadership in advocacy, collaboration, and wellness.

Spring of 2021 brought to life new programs that focus on addressing food insecurity within our community while promoting a healthy lifestyle. Community Health Trust of Pajaro Valley (CHT) launched Watsonville's second California-certified farmers' market, El Mercado, a seasonal and health-centric market that increases access to fresh produce, nutrition information, and referrals to social services. We also launched our produce prescription program, VeggieRx, which provides qualifying applicants with weekly \$20 vouchers to shop for seasonal fresh produce at our El Mercado farmers' market and in-house pantry, El Mini Mercado.

These last two years also brought on some unexpected challenges that impacted not only CHT but the community's future. With the announcement of Watsonville Community Hospital filing for bankruptcy, the unnerving fear arose that the Pajaro Valley could potentially lose an essential healthcare institution. Given our origin and mission, CHT understood we had a commitment to help keep the hospital open.

We collaborated with the County of Santa Cruz, the City of Watsonville and Salud Para La Gente to form the Pajaro Valley Healthcare District Project, a nonprofit organization dedicated to raising funds to purchase the hospital and transition it to community ownership and governance. Our board unanimously voted to donate \$6 million to get the fundraising efforts rolling. After several intense months, we are proud to share that CHT helped raise over \$60 million to keep the hospital open thanks to generous contributions from our community, healthcare leaders, local governments, and the State of California.

I am inspired by our donors, partners, board, and staff, who have risen to the challenges these last two years. They have demonstrated perseverance and dedication to the community we serve. Moving forward, CHT will continue to stand by its commitment to the well-being of local residents. Serving as a provider, funder, and partner, we will continue to promote an equitable Pajaro Valley with health, wellness, and full quality of life for all.

In Community,



DeAndre James, Executive Director  
Community Health Trust of Pajaro Valley





# 2020-2022 HIGHLIGHTS



## Provided Diabetes & Nutrition Services

**DHC  
supported  
4,092  
patient  
visits during  
July 2020 –  
June 2022**

For 24 years, the Diabetes Health Center (DHC) has served Pajaro Valley residents with culturally relevant education and support. The DHC not only serves those living with diabetes or prediabetes but sees patients for managing high cholesterol, high triglycerides, high blood pressure, weight management, and acute or chronic disease management. From July 2020 to June 2022, DHC had over 4,000 patient visits with nearly 60% of those patients being seen for Medical Nutrition Therapy (MNT) – half of whom were children. DHC's MNT program aims to manage chronic conditions through an individualized nutrition-based plan provided by a Registered Dietitian Nutritionist (RDN). Patients meet with our RDNs to discuss their health and their family's health history so they can set goals and work together, alongside their doctors and care team, to support the patient towards managing their disease and health.



## Introduced VeggieRx Produce Prescription Program

In April of 2021, CHT introduced its VeggieRx produce prescription program. Local residents who are Medi-Cal recipients, have a diet-related illness, and are facing food insecurity are eligible to enroll in the VeggieRx program. Participants receive a weekly \$20 voucher for fresh produce and attend nutrition and healthy eating classes. From July 2021 to June 2022, there were 379 participants. Of those enrolled, 3,429 vouchers were redeemed for a total of \$68,580 in produce. Participants redeem their vouchers at CHT's El Mercado farmers' market for market tokens or visit CHT's in-house food pantry, El Mini Mercado, and enjoy a no-cost opportunity to shop for seasonal, fresh, and local produce.

**379 VeggieRx  
participants  
received  
\$68,580 in  
fresh & local  
produce**





## Launched El Mercado Farmers' Market

**\$6,919 in EBT  
redeemed &  
\$59,080 in  
VeggieRx  
redeemed at  
El Mercado**

In April of 2021, CHT launched Watsonville's second certified farmer's market, El Mercado, a health-focused farmers' market aimed at reducing food insecurity and chronic illness by promoting access to fresh produce and wellness resources. El Mercado features produce from local farmers, ready-to-eat foods, and artisans. El Mercado also offers health-promoting resources like health screenings, cooking demos, vaccine clinics, and community resources in partnership with local nonprofits. 17 local vendors joined CHT for two seasons along with nearly 30 local organizations. El Mercado also serves as an access point for participants in supplemental nutrition programs, like CalFresh, and CHT's VeggieRx program. From July 2021 to June 2022, a total of \$6,919 was redeemed in EBT and \$59,080 in VeggieRx.



## Renovated the Carey-Davis Community Garden

In early summer 2021, in collaboration with the City of Watsonville and the Watsonville Police Activities League (WPAL), CHT set out to bring a community garden back to life in the neighborhood of Carey and Davis Avenues. This included bringing water to the area, installing twenty new planter boxes, and erecting a fence and new tool shed. Reviving the garden also meant introducing area residents to CHT, making personal connections, and learning about their needs. Today, the Carey-Davis Community Garden is a thriving neighborhood hub, bringing families together, celebrating culture, and strengthening the community. Sixteen area families plus youth from the WPAL Gardening Program enjoy hands-on learning about healthy eating and plant cultivation and are empowered to improve their own health through increased access to fresh produce they grow and harvest in the garden.

**Served 16  
families in  
our 2,650  
square foot  
organic  
garden**





## Expanded Grantmaking Reach

**\$700,000**  
was awarded  
in grants &  
scholarships  
from July  
2020 – June  
2022

The FY 20-21 grant cycle marked a substantial increase in CHT's overall grantmaking budget and the inaugural year of the multi-year grantmaking program. With a broader definition of health thanks to the implementation of CHT's updated Strategic Plan, the Health Trust was positioned to support efforts that would have been outside its scope years prior. Local organizations promoting wellness and equity received \$375,000 in funds—13 single-year grants of \$15,000 each and three grants of \$60,000 each for three-year projects. During FY 21-22, 15 organizations received \$15,000 each for their projects. CHT also distributed scholarships for students pursuing health and human services careers. From July 2020 – June 2022, CHT distributed \$50,000 in scholarship funds for local high school students and over \$45,000 to Cabrillo College students.



## Supported Watsonville Community Hospital

**CHT**  
donated  
**\$6 million**  
to the  
**Watsonville**  
**Community**  
**Hospital**

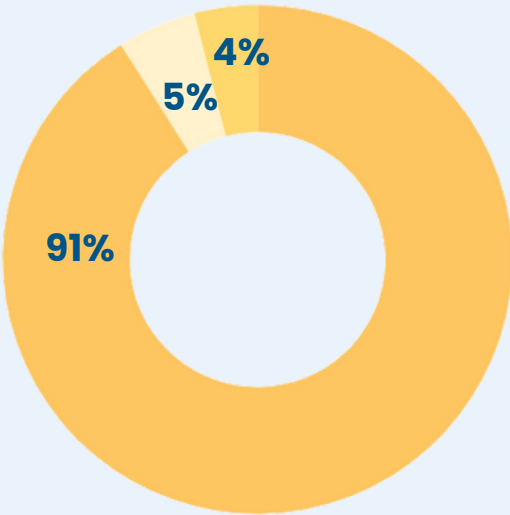
In 2019, when the owners of Watsonville Community Hospital (WCH) announced they were going to sell, CHT's Board of Directors worked with a team of consultants and financial advisors to assist them as they exercised their due diligence. Ultimately, the Board concluded that CHT did not have the necessary resources or funds to purchase WCH. When WCH filed for bankruptcy in 2021, CHT partnered with the County of Santa Cruz, the City of Watsonville, and Salud Para La Gente to create the Pajaro Valley Healthcare District (PVHCD), a nonprofit organization dedicated to raising funds to purchase the hospital to transition it to community ownership and governance. CHT's board unanimously voted to donate \$6 million to WCH to start the fundraising efforts. CHT helped raise over \$60 million to keep the hospital open thanks to generous contributions from our community, healthcare leaders, local governments, and the State of California.



# FINANCIAL OVERVIEW

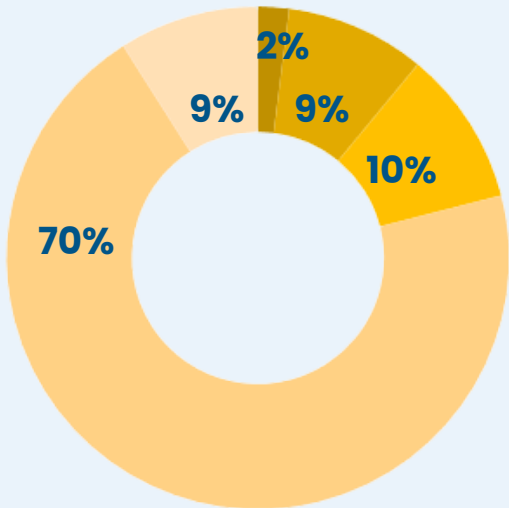
As of June 30, 2022

Increase (decrease) in net assets from continuing operations.....	\$ (10,156,696.00)
Discontinuing Operations .....	\$ (119,591.00)
Increase (decrease) in net assets.....	\$ (10,276,287.00)
NET ASSETS, BEGINNING OF YEAR .....	\$ 18,710,295.00
NET ASSETS, END OF YEAR .....	\$ 8,434,008.00



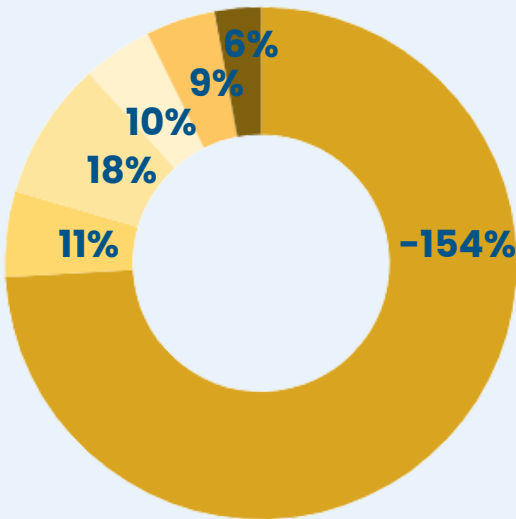
## Expenses

- 91% Programs Total
- 5% Fundraising
- 4% General & Administrative



## Program Investments

- 70% Grant to Watsonville Community Hospital
- 10% Diabetes Health Center
- 9% Health Collaboratives (Grants, Scholarships, & Programs)
- 9% Overhead
- 2% Community Gardens



## Support & Revenue

- 154% Net Investment Income
- 18% In-kind Contributions
- 11% Grants, Contributions, & Donations
- 10% Special Event Revenues
- 9% DHC Patient & Market Fees
- 6% Miscellaneous Revenue

\*CHT decrease in net assets of over approx. \$10 million was due to a \$6 million donation to save Watsonville Community Hospital, a loss in net investment income, and strategic expenditures to support future growth in program services and revenue generation.



---

# YOUR SUPPORT MAKES THE DIFFERENCE. THANK YOU!

Your support has enabled CHT to respond to community needs and expand services. Because of you, vulnerable individuals are managing diet-related illnesses and have increased access to affordable, quality, locally grown produce. Whether you are a first-time or a forever supporter, thank you for your commitment to the health and well-being of the Pajaro Valley!

---

## INDIVIDUALS

Raven Adams  
Anita Aguirre  
Rosemary Olvera Guarino & Alberto Guarino  
Bibianna Alejo  
Megan Baranski Alisago  
Donna Alm  
Rene Alvarado  
Isai Ambrosio  
Clay Angel  
John Bargetto  
Jane & Peter Barr  
Stephen Charles Barrett  
Greg & Joanne Becker  
Gregory Becker  
Susan Becker  
Michelle BellerJeu  
Kent Benedict  
Valerie Bengal, M.D.  
Isabel Bjork  
Leeroy Bowles  
Mary Boyd  
Linda Susan Brodman  
Dan Brothman  
Vivian & Michael Brown  
Don Burgett  
Janet Byers  
Susan Cabral  
Maria E. Cabrera  
Carlos Campos  
Dan Carrillo  
Erika Castillo  
Aurora C. Cervantes  
Mary & Porfirio Cervantez  
Lydia Chacon-Barba  
Dennis J. Chamberlain  
Nancy Chen  
Richard & Gretchen Coffey  
Trina Coffman-Gomez  
Elena Cohen  
Bud Colligan  
Steve Collins

Brent & Sylvia Constantz  
Barbara Crafford  
Cindy Czerwin  
Kelly Davis  
Maria Elena De La Garza  
Katherine Dekker  
David & Frances Delfino  
Sarah M. Drobshoff  
Ray Dyer  
Caroline & John Eiskamp  
Matthew Nathanson & Elisa Breton  
Leonard G. English  
Elva Lilia Escareno  
Mary Eves  
David I. Fallan  
Beatriz Flores  
Diana & Wayne Fourney  
Rocky & Judy Franich  
Laura K. Friend  
Anne Friscia  
Joseph Gallagher  
Gina Gallucci  
Cristina Gamboa  
Oscar Gantes  
Rebecca Garcia  
Stacey Garcia  
Caroline Garcia-Haro  
Jennifer Gavin  
Steve Glynn  
David & Jane Godley  
Joann & Marc Godoy  
Consuelo Gomez  
Doris Goon  
Casey Gowen  
Sharon Green  
Marc L. Grossman  
Rosa & Pedro Guerrero  
Sandra Guillen  
Krista Hanni  
Grant Hartzog  
Michele Hausman  
Carl Hensler

Jessica Hernandez  
Camille Herrera  
Katie Hinnenkamp  
William Hopkins  
Anittra Huerta  
Denise A. Hurley  
Wendy & Lowell Hurst  
Marilyn Hyde  
Luz M. Ibarra  
Gustavo Indarose  
Isabel Jacinto  
Carol Jackson  
DeAndre & Karen James  
Edna James  
Robby Olson III & Jenny Veitch-Olson  
Gary & Lorna Joiner  
Caroline Jones  
Deborah K. Jones  
Matthew & Kimberly Jones  
Ron & Bambi Jones  
Julie Ann. Judd  
Marcia Jue-Pelio  
Shebreh Kalantari-Johnson  
Janet R. Kall  
Jeff Kane  
John Kane  
Shirley Kane  
Daryl Dichek & Kenneth Smith  
Brandon & Trisha Kett  
Sharareh Khosrowpanah  
John & Jackie Kiely  
Elaine Kihara  
Kathleen King  
Brooke Kondo Rains  
Matthew Kong  
Lara Shigeko Kono  
Ellen Kureshi  
Brenda La Grange  
Margaret Dicochea Lara  
Richard & Kathy Lathrop  
Christine Levan  
Ronald Levesque

J. Cecilia Lim  
Virginia Logue  
Andrea London  
Martha Macambridge  
Giselle Madrigal  
Michelle Maitoza-Nadolski  
Lyndsey Marks  
Keeley Marks Obregozo  
Crystal Marquez  
John & Megan Martinelli  
Jacob Martinez  
Teresa Martinez-Rodriguez  
Robert Mayeda  
Annette D. McCandless  
Lisa McCormack  
Kathy McNary  
Pepe & Elsa Mendoza -  
Jimenez  
David & Marylu Mesa  
Matthew & Suzanne Mine-  
Eguchi  
Nancy M. Minuti  
Christian Miranda  
Victoria Monroy  
Jessica & Francisco Moran  
Beatrice & David Morris  
Dominic & Martha Muzzi  
Candy Newell  
Alan Nirady  
Zora E. Noarbe  
Luz Gabriela Olivarez  
Elisa Orona  
Zane Ota  
Nelly B. Otsu  
Julie Paz  
Rudy Pedulla  
Emilia Pena  
Silvia E. Perez  
Natasha Perry  
Marcus Pimentel  
Marty Potkin  
Michael & Rosemarie Pozzi  
Bill Proulx  
Josh & Annie Puckett  
Donna Ramos  
Steven Ranch  
Betty Rather  
Gretchen Regenhardt  
SkyeNora RuthEva Rhodes-  
Rendon  
Linda Ripatti  
Bibianna Rocha  
Kathryne Rockwood  
Vivian Rogers  
Phil & Nancy Rojas  
Jakob & Laura Roppel  
Doris Rose  
Stacy Elizabeth Rose

Quiche Itza Cruz Rubalcava  
Shear-yashuv Rubin  
Adrian Sales  
Carol Schimke  
Katie Scott  
Laurie & Mark Scurich  
Julio C. Serriteno  
Wells Shoemaker  
Charles Singer  
Karen Skillicorn  
Philip & Sachi Snyder  
David & Mary South  
Daniel Spilman  
Sheree Storm  
Sherri Stout-Torres  
Kelly Strickling  
Priscilla Stumbaugh  
Mendi Suber-Ventura  
Sharon Teresa Surwald  
Betty Sutherland  
Charlotte Takemoto  
Georgina Talamantes  
Jean Thomas  
Anastasia Torres-Gil  
Cresencia D. Valoroso  
Miguel Vasquez  
Sally Vaughn  
Sonia D. Velasquez  
Jaime H. Victory  
Matko & Ana Vranjes  
Edward Wade  
Debra Wafford  
Jane Warriner  
Marjorie Lynne Weaver-Mullin  
Jo Ann Webb  
Robert & Roseann Weber  
Mike & Cindy Welch  
Andrea Willy  
Jonathan & Susan Wittwer  
Tom & Geri Woessner  
Jan Wolf  
George Wolfe  
James Yarnell  
Nancy Yellin  
Claudia Zamora  
Lorena Zamora  
Lupita O. Zamora

#### **ORGANIZATIONS**

A Painted Cottage  
ACE Hardware  
Adventures by the Sea  
Agricultural & Land Based  
Training Assoc.  
AIG Retirement Services  
Aldina Real Estate  
Alfaro Family Vineyards  
Alladin Nursery & Gift Shop

Annieglass  
Aptos Feed & Pet Supply  
Aptos St BBQ  
Aptos Vineyard  
Associated Pathology Medical  
Group  
Bargetto Winery  
Bay Federal Credit Union  
Betty Burgers  
Bon Apawtite Dog Treats  
Burrell School  
Cabrillo Community College  
California Giant Berry Farms  
Carmona's BBQ Deli  
Cassidy's Pizza  
Central California Alliance for  
Health  
Chardonnay Sailing Charters  
Cheese Shop 831  
City of Watsonville  
Community Foundation of  
Monterey County  
Complete Mailing & Printing  
Cooper Garrod Winery  
County of Santa Cruz  
Discretion Brewing  
D'La Colmena  
Dobler & Sons  
Driscoll's  
Eckhardt Chandler Fund  
El Valle Produce  
Ella's at the Airport  
Epicenter Cycling  
Equinox Champagne  
Exceedio  
Farm Discovery at Live Earth  
Fidelity Charitable  
Fortino Winery  
Fox Racing Shox  
Fruition Brewing  
Good Times Santa Cruz  
Grand Canyon University  
Granite Construction  
Graniterock  
Hahn's Winery  
Harry G and Pauline M Austin  
Foundation  
HP Green Vivarium  
Hugo's Pizzeria  
Imura Japanese Restaurant  
Integrity Lending  
J. Miles & Roseanne Reiter  
Family Foundation  
Jeff Kane Insurance Services  
John's Jewelers  
Joseph H. Hill Memorial  
Foundation  
Kaiser Permanente



Kayak Connection	Pacific Point Podiatry	Silver Mountain Vineyards
KSBW	Pajaro Valley Arts	Slice Project Pizza
Kureshi	Pajaro Valley Prevention and	Snap Taco
La Vida Bella Vineyard	Student Assistance	Sones Cellars
Lakeside Organic Gardens	Pajarosa Floral	Soquel Vineyards
Law Office of Robert B.	Paradise Beach Grille	Splash Cafe
Dellenbach	Paradox Hotel	Staff of Life Market
Lemus Insurance	Pebble Beach Company	Storrs Winery Tasting Room
Lester Estates Wine	Pelican Ranch Winery	Streetlight Records
Lester Family Vineyards	Perry Laboratory	Sutter Health Palo Alto Medical
Life Lab	Phil's Fish Market & Eatery	Foundation
Little Trends	Play It Again Sports	Taylor's Office City
Marianne's Ice Cream	Queen's Shoes and More	Terry Mechanical Inc.
Marinovich Cooling and	Radiology Medical Group	The Pajaronian
Storage	Real Colima Restaurant	Tri-County Landscape Supply
Martin Ranch Winery	Ridge Vineyards	Turk the Roofer
Mechanics Bank	River Run Vinters	United Way of Santa Cruz
Mehl's Colonial Chapel	Roudon-Smith Winery	County
Miches and Ceviches	S. Martinelli & Company	Vino Cruz Wine Bar & Kitchen
Microsoft	Salud Para La Gente	Vitality Wellness
Monterey Bay Equestrian	Santa Cruz Cider Co.	Watsonville Community Hospital
Center	Santa Cruz County Bank	Watsonville Family YMCA
Monterey Bay Expeditions	Santa Cruz County Fairgrounds	Watsonville Nursing/Post Acute
Monterey Peninsula Foundation	Foundation	Center
Monterey Touring Vehicles	Santa Cruz Naturals	Whole Kids Foundation
Mount Hermon Adventures	Santa Cruz Sentinel	Windy Oaks
Museum of Art & History	Santa Cruz Shakespeare	Wrights Station Winery
Network for Good	Santa Cruz Toyota	Yoso Wellbeing Spa
New Leaf Community Markets	Santa Cruz Warriors	
NHS Inc.	Seascape Golf Club	
Nicholson Vineyards	Second Harvest Food Bank	
No Kid Hungry	Shadowbrook & The Crow's	
Nob Hill/Raley's Foods	Nest Restaurants	

## GOOD HEALTH CAN'T WAIT. SHOW YOUR SUPPORT TODAY.

Giving to the work of the Community Health Trust means your donation is

- Expanding access to wellness services
- Investing in wellness opportunities
- Partnering for health equity

Join us today in building a thriving Pájaro Valley!



Scan the QR code or  
visit [pvhealthtrust.org/ways-to-give/](https://pvhealthtrust.org/ways-to-give/)

Our goal is to accurately list our donors, but mistakes happen. If an error was made, we apologize and ask that you please contact us at [CHTDevelopment@pvhealthtrust.org](mailto:CHTDevelopment@pvhealthtrust.org) or (831) 726-4257 so we may correct our records. Thank you for your understanding and support.

# 2023 EVENTS & PROGRAMS



El Mercado is a seasonal, health-centric farmers' market that increases access to fresh produce, nutrition information, health screenings, and referrals to social services. The market takes place every Tuesday afternoon from April through October at Ramsay Park.



The Phil Rather Award for Leadership in Healthcare has honored Mr. Rather's legacy since 1999. The Rather Awards Dinner will take place on June 16 to recognize those making a difference in our community and raise funds for the Phil Rather Endowment.



The 3rd annual Rally in the Pajaro Valley on August 26 gives nonprofits and small businesses an opportunity to participate in a team-building softball tournament. The public is invited to cheer on their favorite team and raise funds for a local youth activity group.



With over 30 participating organizations, the annual Health Fair provides free access to health screenings and community resources. The fair will take place on September 29 at the Watsonville Civic Plaza and usually attracts over 1,000 participants.



The annual Wine & Roses event has raised funds to support health resources for four decades. The 40th annual Wine & Roses event at the Santa Cruz County Fairgrounds on November 4 will feature tastings by 40 local wineries, breweries, and restaurants.

**Interested in being an event sponsor? Contact the CHT Development Director at [CHTDevelopment@pvhealthtrust.org](mailto:CHTDevelopment@pvhealthtrust.org) or (831) 726-4257.**



# VISIT CHT'S FARMERS' MARKET



**APRIL 18 – OCTOBER 31**  
**TUESDAYS, 2 PM – 6 PM**  
**RAMSAY PARK, 1301 MAIN ST.**  
**WATSONVILLE, CA 95076**

## EL MERCADO OFFERS

**FRESH PRODUCE**

**DELICIOUS FOOD**

**FAMILY ACTIVITIES**

**COMMUNITY RESOURCES**

## Free Monthly Events

- April 18 - Earth Day Celebration
- May 30 - Physical Fitness & Sports Day
- June 27 - Local Artist Pop-up
- July 25 - Back to School Fair
- August 29 - Public Health & Emergency Preparedness
- September 19 - Hispanic Heritage Month
- October 31 - Halloween Costume Contest



**SCAN TO LEARN MORE OR VISIT**  
**[PVHEALTHTRUST.ORG/EL-MERCADO](https://pvhealthtrust.org/el-mercado)**

**Questions? Contact Liz**  
**Medina (831)726-4264**



**SNAP EBT**  
**CUSTOMERS**  
**WELCOMED**

**VEGGEx**  
Redemption site

## THANK YOU TO OUR SPONSORS



**GRANITE**

LOOKOUT SANTA CRUZ

SANTA CRUZ COUNTY BANK

CALIFORNIA GIANT BERRY FARMS