

Pajaro Valley Healthcare District Project

Fundraising Campaign Update - May 19, 2022
Celeste DeWald and June Ponce



PVHDP Fund Development at a Glance



The fundraising goal is to raise \$63 million by the end of July 2022.

We are about 75% towards reaching our goal.

In March 2022, the Pajaro Valley Healthcare District Project, launched a community-based fundraising effort to complete the acquisition of Watsonville Community Hospital.



Fundraising Team

Capital Campaign Committee Members

- Tiffany Cantrell-Warren, Santa Cruz County
- Dori Rose Inda, Salud Para La Gente
- Kayla Kumar, PVHDP Consultant
- Celeste DeWald, Community Health Trust of Pajaro Valley
- DeAndre James, Community Health Trust of Pajaro Valley
- Steven Salyer, Watsonville Community Hospital
- Cecilia Montalvo, PVHDP Consultant
- Monica Morales, Santa Cruz County
- Jasmine Nájera, Pajaro Valley Healthcare District Board
- Tony Nuñez, Pajaro Valley Healthcare District Board
- June Ponce, Watsonville Community Hospital

Communications Committee Members

- Juli Amodei, PVHDP Consultant
- Carina Chavez, Salud Para La Gente
- Celeste DeWald, Community Health Trust of Pajaro Valley
- Jasmine Nájera, Pajaro Valley Healthcare District Board
- Tony Nuñez, Pajaro Valley Healthcare District Board
- June Ponce, Watsonville Community Hospital
- Leslie Sandberg, PVHDP Consultant



Fundraising Efforts*

- **Total Amount Raised: \$25,004,915**
- **Total Anticipated from State of California: \$20,000,000**
- **Total of Individual Contributions: \$240,915**
- **Total Individual Contributors: 80**
- **Total of Corporate and Organization Contributions: \$24,764,000**
- **Total Corporation/Organization Contributors: 10**

Average Individual Donation: \$3,011

** as of 5/16/2022*



Notable Donors*

*thank
you*

Blue Shield of California	\$1,000,000
Central California Alliance for Health	\$3,000,000
Chinese Community of Watsonville	\$50,000
City of Watsonville	\$130,000
Community Health Trust of Pajaro Valley	\$6,000,000
County of Santa Cruz	\$5,500,000
Dominican Hospital	\$300,000
Driscoll's, Inc.	\$1,750,000
Kaiser Permanente	\$3,000,000
County of Monterey	\$3,000,000
Amy Newell	\$10,000
Rowland and Pat Rebele	\$50,000
Robert and Carol Simpkins Family Fund	\$50,000
Stanford Children's Hospital	\$1,084,000
Betty Sutherland	\$20,000
Connie and Tom Wilson	\$5,000
Geo H. Wilson Fund	\$7,500
Sue H. Wilson and Family	\$25,000



**Total Needed to Meet Driscoll's Match:
\$509,000**



Partnership with Driscoll's & Community Foundation of Santa Cruz County

- Driscoll's \$1.75 million matching gift drive
- Including partnership with growers and Driscoll's employees
- Match campaign has been extended to MAY 31, 2022
- Contributions can be made online via PVHDP's and the Community Foundation's websites
- Contributions have also been made via Donor Advised Funds

PVHDP Campaign Ambassadors

Who are the Ambassadors and how do they support the project?

- We currently have 8 active Campaign Ambassadors - and more to come!
- They are leaders in the community and supporters of the campaign
- They are contributing financially and leveraging their personal connections
- They serve as points of contacts for potential donors and are well-versed in the fundraising efforts

On the Horizon

Save the Date
June 9, 2022

Evening Meet & Greet
at Watsonville Community Hospital
Invite to Follow



- Social media campaign
- Direct mailing to individual and corporate donors
- Print ads in local papers
- Three short informational videos
- Presentations at local Rotary Clubs
- Hospital Tours
- Spanish Radio Ads
- Event at the Community Foundation of Santa Cruz County
- Go Fund Me campaign

Call To Action

- Encourage community members to donate by **May 31st**
- Attend and support the fundraising events
- Encourage grassroots fundraising efforts. Every dollar raised is honored and celebrated!
- Follow PVHDP on Facebook and share videos and posts

Help us save the hospital and keep healthcare local!

Deadline Extended



DONATE!

to Pajaro Valley Healthcare District Project to purchase Watsonville Community Hospital!

Make a tax-deductible donation by **May 31, 2022** and

Driscoll's will match
up to **\$1.75 MILLION** in donations.



Donate online at:
www.pvhdp.org



Thank You

