

Pajaro Valley Healthcare District Project

Fundraising Campaign and Expenses Update
Presentation to the Pajaro Valley Health Care District Board
July 7, 2022



Fundraising Update

July 7, 2022

Presented by:

Tiffany Cantrell-Warren,
Pajaro Valley Health Care District
Interim Administrative Staff

A Large Collaboration of Organizations and Volunteers

Capital Campaign Committee Members

- Jasmine Nájera, Pajaro Valley Healthcare District Board
- Tony Nuñez, Pajaro Valley Healthcare District Board
- 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
- Cecilia Montalvo, PVHDP Consultant
- Monica Morales, Santa Cruz County
- June Ponce, Watsonville Community Hospital
- Steven Salyer, Watsonville Community Hospital

Communications Committee Members

- Leslie Sandberg, PVHDP Consultant
- 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



Fundraising Need

- **Total Fundraising Goal of \$67,025,000**
 - Includes Acquisition Capital and Working Capital
- **In just four months, we have secured \$49,104,440 in committed dollars**
- **We are anticipating an additional \$10,097,629 in commitments from donors**

We are only \$7,822,931* away from reaching our goal to Save Watsonville Community Hospital and Keep Healthcare Local!

** as of 7/5/22*



Fundraising Update

- Secured Appropriation from State of California: \$25,000,000
- Total of Community Contributions: \$802,509
 - Average Community Contribution amount: \$2,458
- Combined with Institutional and Foundation giving

Total Amount Raised and Committed: \$49,104,440*

* as of 7/5/22



323

**Number of Unique Donors Contributing to
Save Watsonville Community Hospital**

(as of July 5, 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 |
| Donald Cooley | \$10,000 |
| Community Health Trust of Pajaro Valley | \$6,000,000 |
| County of Santa Cruz | \$5,500,000 |
| Dobler & Sons | \$100,000 |
| Dominican Hospital | \$300,000 |
| Bruce and Heidi Donald | \$5,000 |
| Driscoll's, Inc. | \$1,750,000 |
| John & Caroline Eiskamp and J.E. Farms, Inc. | \$10,000 |
| Graniterock | \$10,000 |
| Graniterock/Woolpert Family Fund | \$10,000 |
| Kaiser Permanente | \$3,000,000 |
| Kimberly and Paul Lego | \$10,000 |
| Michael and Mary Anne Lutz | \$5,000 |
| 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 |
| Tut Family | \$10,000 |
| Watsonville Community Hospital Medical Staff | \$55,000 |
| WCH Emergency Department Vituity Providers | \$50,000 |
| Connie and Tom Wilson | \$5,000 |
| Geo H. Wilson Fund | \$7,500 |
| Sue H. Wilson and Family | \$25,000 |

Driscoll's Match Fulfilled!!!



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

- Driscoll's \$1.75 million matching gift drive has been fulfilled
- Including partnership with growers and Driscoll's employees
- Contributions were made online via PVHDP's and the Community Foundation's websites
- Contributions were also made via Donor Advised Funds

Fundraising Activities

- Hosted a successful Meet n Greet event on June 9
- We currently have 12 active Campaign Ambassadors; leaders in the community and supporters of the campaign, who are contributing financially and leveraging their personal connections
- Completed direct mailing solicitation to 474 individuals
- Two short informational videos have been produced and can be found on the website as well as social media <https://www.pvhdp.org/videos/>.
- Presentations at local Rotary Clubs and community organizations
- Hospital Tours and small gatherings with donor prospects
- Actively cultivating grants with five foundations, and many more to come
- Print ads in local papers ongoing
- Spanish Radio Ads ongoing

Pledge Campaign Community Investment Loan



- We are now accepting pledge contributions for 2023, 2024, and 2025
- A large Foundation partner will provide a loan up to \$7 mm, based on pledges received
- The Foundation wishes to remain anonymous until September 2022
- Pledges must be received by July 21, 2022
- Contact celeste@pvhdp.org to learn more and obtain a pledge form

Get Involved and Help Us Save Our Hospital and Keep Healthcare Local

- Please donate online at www.PVHDP.org
- For more information about pledging please contact celeste@pvhdp.org
- Follow PVHDP on Facebook and share videos and posts
- Encourage grassroots fundraising efforts. Get your friends and neighbors on board. Every dollar raised is honored and celebrated!



Expenses Update

July 7, 2022

Presented by:

Dori Rose Inda,
PVHDP Board Treasurer

and

Cecilia Montalvo,
PVHDP Consultant

| Expense Category | Project Budget | Project Actuals June 8, 2022 |
|--------------------------------|---------------------|---------------------------------|
| Acquisition Cost | | |
| Purchase Price | \$9,000,000 | \$0 |
| Debtor in Possession Financing | \$25,000,000 | \$0 |
| Miscellaneous Closing Costs | \$3,200,000 | \$0 |
| Subtotal | \$37,200,000 | \$0 |
| Support Services | | |
| Legal Fees | \$2,716,000 | \$1,005,768 |
| Consulting Costs* | \$3,304,000 | \$908,322 |
| Project Management | \$305,000 | \$243,371 |
| Subtotal | \$6,325,000 | \$2,148,461 |
| Capital | | |
| Deficit Funding Pre-Close | \$12,500,000 | \$10,000,000 |
| Other Working Capital | \$11,000,000 | \$0 |
| Subtotal | \$23,500,000 | \$10,000,000 |
| | | |
| Grand Total | \$67,025,000 | \$12,148,461 |

* Includes costs associated with financial planning, IT and managed care consulting, and other required contracts

Thank You

