



August 14, 2025

TO: Legal Counsel

News Media

Salinas Californian

El Sol

Monterey County Herald

Monterey County Weekly

KION-TV

KSBW-TV/ABC Central Coast

KSMS/Entravision-TV

The next regular meeting of the **COMMUNITY ADVOCACY COMMITTEE - COMMITTEE OF THE WHOLE** of **SALINAS VALLEY HEALTH**<sup>1</sup> will be held **WEDNESDAY, AUGUST 20, 2025, AT 12:00 P.M., DOWNING RESOURCE CENTER, CEO CONFERENCE ROOM 117, SALINAS VALLEY HEALTH MEDICAL CENTER, 450 E. ROMIE LANE, SALINAS, CALIFORNIA.**

(Visit <https://www.salinasvalleyhealth.com/about-us/healthcare-district-information-reports/board-of-directors/meeting-agendas-packets/board-information-2025/> for Public Access Information).

A handwritten signature in black ink, appearing to read "Allen Radner", is positioned above the printed name.

Allen Radner, MD  
President/Chief Executive Officer

Committee Voting Members: **Rolando Cabrera, M.D.**, Chair; **Joel Hernandez Laguna**, Vice-Chair; **Allen Radner, M.D.**, President/CEO; **Clement Miller**, Chief Operating Officer; **Jaime Gonzalez, M.D.**, Medical Staff Member.

Advisory Non-Voting Members: Julie Edgcomb, Community Member; Administrative Executive Team.

**COMMUNITY ADVOCACY COMMITTEE  
COMMITTEE OF THE WHOLE  
SALINAS VALLEY HEALTH<sup>1</sup>**

**WEDNESDAY, AUGUST 20, 2025, 12:00 P.M.  
CEO CONFERENCE ROOM 117**

**Salinas Valley Health Medical Center  
450 E. Romie Lane, Salinas, California**

**(Visit [SalinasValleyHealth.com/virtualboardmeeting](https://www.SalinasValleyHealth.com/virtualboardmeeting) for Public Access Information)**

**AGENDA**

1. Call to Order / Roll Call

2. Public Comment

This opportunity is provided for members of the public to make a brief statement, not to exceed three (3) minutes, on issues or concerns within the jurisdiction of this District Board which are not otherwise covered under an item on this agenda.

3. Approve Minutes of the Community Advocacy Committee Meeting of February 12, 2025 (CABRERA)

- Motion/Second
- Public Comment
- Action by Committee/Roll Call Vote

4. Summer Health Institute & Medical Adventure Camp Report (GRAHAM)

5. FY25 Community Funding Report (FITZGERALD)

6. Salinas Valley Health Foundation Report (GROSS)

7. Adjournment

The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **November 12, 2025**.

This Committee meeting may be attended by Board Members who do not sit on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

The Salinas Valley Health (SVH) Committee packet is available at the Committee Meeting, electronically at [https://www.salinasvalleyhealth.com/~about-us/healthcare-district-information-reports/board-of-directors/meeting-agendas-packets/2025/](https://www.salinasvalleyhealth.com/~/about-us/healthcare-district-information-reports/board-of-directors/meeting-agendas-packets/2025/), and in the SVH Human Resources Department located at 611 Abbott Street, Suite 201, Salinas, California, 93901. All items appearing on the agenda are subject to action by the SVH Board.

Requests for a disability related modification or accommodation, including auxiliary aids or Spanish translation services, in order to attend or participate in-person at a meeting, need to be made to the Board Clerk during regular business hours at 831-759-3050 at least forty-eight (48) hours prior to the posted time for the meeting in order to enable the District to make reasonable accommodations.

<sup>1</sup>Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

*CALL TO ORDER*  
*ROLL CALL*

*(Chair to call the meeting to order)*

*PUBLIC COMMENT*

**DRAFT SALINAS VALLEY HEALTH<sup>1</sup>**  
**COMMUNITY ADVOCACY COMMITTEE MEETING**  
**COMMITTEE OF THE WHOLE**  
**MEETING MINUTES FEBRUARY 12, 2025**

Committee Attendance:

Voting Members Present: **Rolando Cabrera, M.D.**, Chair, **Joel Hernandez Laguna**, Vice-Chair, **Jaime Gonzalez, M.D.**, Medical Staff Member, **Clement Miller**, COO, and **Allen Radner, M.D.** President/CEO;

Voting Members Absent: None;

Advisory Non-Voting Members Present:

Via Teleconference: Michelle Childs, CHRO and Gary Ray, CLO;

Other Board Members Present, Constituting Committee of the Whole:

Via Teleconference: Catherine Carson, and Victor Rey, Jr.

*Dr. Gonzalez arrived at 12:07 p.m.*

## **1. CALL TO ORDER/ROLL CALL**

A quorum was present and Chair Rolando Cabrera, M.D., called the meeting to order at 12:02 p.m. at the Heart Center Teleconference Room.

## **2. PUBLIC COMMENT**

None

## **3. APPROVE MINUTES OF THE COMMUNITY ADVOCACY COMMITTEE NOVEMBER 13, 2024**

Approve the minutes of the November 13, 2024 Community Advocacy Committee meeting. The information was included in the Committee packet.

### **PUBLIC COMMENT:**

None

### **MOTION:**

Upon motion by Vice-Chair Hernandez Laguna and second by Committee Member Dr. Radner, the minutes of November 13, 2024 Community Advocacy Committee were approved as presented.

### **ROLL CALL VOTE:**

Ayes: Chair Dr. Cabrera, Vice-Chair Hernandez Laguna, Dr. Radner, and Miller

Nays: None;

Abstentions: None;

Absent: Dr. Gonzalez.

### **Motion Carried**

<sup>1</sup>Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

#### 4. SVH MISSION / IMMIGRATION

Dr. Radner reported on the need to create internal and external facing messages. Clement Miller, COO, provided a report on the SVH Immigration Policy for ICE enforcement including:

- Communication from Dr. Radner on January 24, 2025 addressing community concerns surrounding immigration enforcement.
- Steps to take if approached by ICE officials including responding courteously/professionally, contacting the Nursing Supervisor, California/Federal health information privacy laws and staff guidance on what to do if approached which includes valid warrant/court order, staff role, referral/notification process, and documentation through incident occurrence system.
- SVH Clinics align with hospital policy.
- Red Cards will be available at all entrances.

A full report was included in the packet.

Karina Rusk, Director Public Relations, provided a report on Immigration Policy External Messaging including:

- Messaging is non-political, Mission driven, consistent messaging of healthcare for all, collaborative with other hospitals.
- Review of the Monterey County Hospital Unite Letter to the Community in English and Spanish.
- Media outreach which produced media coverage. Dr. Gonzalez was interviewed. Spanish audiences were prioritized using trusted journalists. The Monterey Herald ran the entire collaborative letter. An immigration community issues working group has been established to continue to monitor the situation.

**COMMITTEE MEMBER DISCUSSION:** There have been no incidents to date. The messaging is the same for Clinics and the Mobile Clinic. Has the average daily census changed? No, census remains high. Dr. Radner stated he knows of two patients who returned to Mexico for their care and one patient who is afraid to access care. Dr. Gonzalez has gotten feedback from staff that are grateful the message is being shared with the community.

#### 5. COMMUNITY PILLAR UPDATE

Tiffany DiTullio, Vice President, Partner & Community Relations, reported on the Community Pillar FY2025 Goals and progress as follows:

- Increase community engagement through individual district zone specific events achieved by:
  - Diversified community outreach events in each of the five District zones
  - Community health and service line promotion prioritized
  - Measured by event hosting or participation

Threshold completed for Zones 2 and 5.

- Allocation of Community Benefit funding achieved by:
  - Development of a Community Funding dashboard
  - Include District funding distribution
  - Outreach to underrepresented communities to encourage aligned funding request

Threshold exceeded for both North and South Counties.

Upcoming Community Health Days including Mobile Clinic and flu shots:

- Thursday, March 6, Noon-3pm, MLK Family Resource Center
- Sunday, March 30, 10am-2pm, Marina Farmers' Market
- Sunday, April 27, 1-5pm, Castroville Day of the Child

A full report was included in the packet.

**COMMITTEE MEMBER DISCUSSION:** Dr. Gonzalez asked if we could partner with Hospice Giving Foundation to increase attendance for events focused on DNR and POLST.

## **6. SALINAS VALLEY HEALTH FOUNDATION REPORT**

Melissa Gross, Director Strategic Development, and Jeff Wardwell, Chief Philanthropy Officer, reported on the following for FY25 Q2 YTD:

- 349 unique lives, 442 encounters, \$63,108 in support
- Patient Assistance totals by type of assistance, zip code, access point, payor source, and expenses/encounters month over month. Will be working with Clinic to increase access to assistance.
- CMN Pediatric Medical Needs Assistance by type of assistance, unique patients/payor source, county, zip code, and projects recently funded.

Additionally reported:

- Adopt a Patient Family Program update. Staff directly supports patient in the holidays.
- Patient Assistance feedback. Patient impact examples were shared.
- 2025 Local CMN Champion, Niko, age 12, who is a lifelong patient of SVH and an experienced Asthma Camper. Niko's family credits SVH with not only helping to diagnose and treat his medical conditions, but also with educating and empowering him to manage his health and live a full, active life.

A full report was included in the packet.

**COMMITTEE MEMBER DISCUSSION:** How does the hospital contribute to the Adopt a Patient Family Program? This program is staff driven, but the Foundation can include the Board this year. Dr. Cabrera asked for information on Foundation reserves, Board membership, administrative structure, major donors, grant writing, funding for the last five years and plans for the future. The Foundation was asked to provide an in-depth report at the next meeting.

## **7. CLOSED SESSION**

Chair Dr. Cabrera announced that the item to be discussed in Closed Session is *Report Involving Trade Secret: Trade Secret, Strategic Planning, Proposed New Programs and Services*. The meeting recessed into Closed Session under the Closed Session protocol at 12:40 p.m.

## **8. RECONVENE OPEN SESSION/REPORT ON CLOSED SESSION**

The Committee reconvened Open Session at 12:56 p.m., Chair Dr. Cabrera reported that in Closed Session, the Committee received a *Report Involving Trade Secret: Trade Secret, Strategic Planning, Proposed New Programs and Services*. No action was taken in Closed Session.

## **9. ADJOURNMENT**

There being no other business, the meeting adjourned at 12:57p.m. The Community Advocacy Committee Meeting meets quarterly and the next meeting is scheduled for **May 14, 2025 at 12:00 p.m.**

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Rolando Cabrera, MD, Chair  
Community Advocacy Committee

# **Volunteer & Health Career Services**

Presented **August 20, 2025**

by **Shannon Graham, Director of Volunteer & Health Career Services**  
to **Salinas Valley Health Board Community Advocacy Committee**



# Summer Health Institute

*June 16-July 18, 2025*



[SHI Alumni Testimonial II on Vimeo](#)



# Medical Adventure Camp

## July 21-August 1, 2025

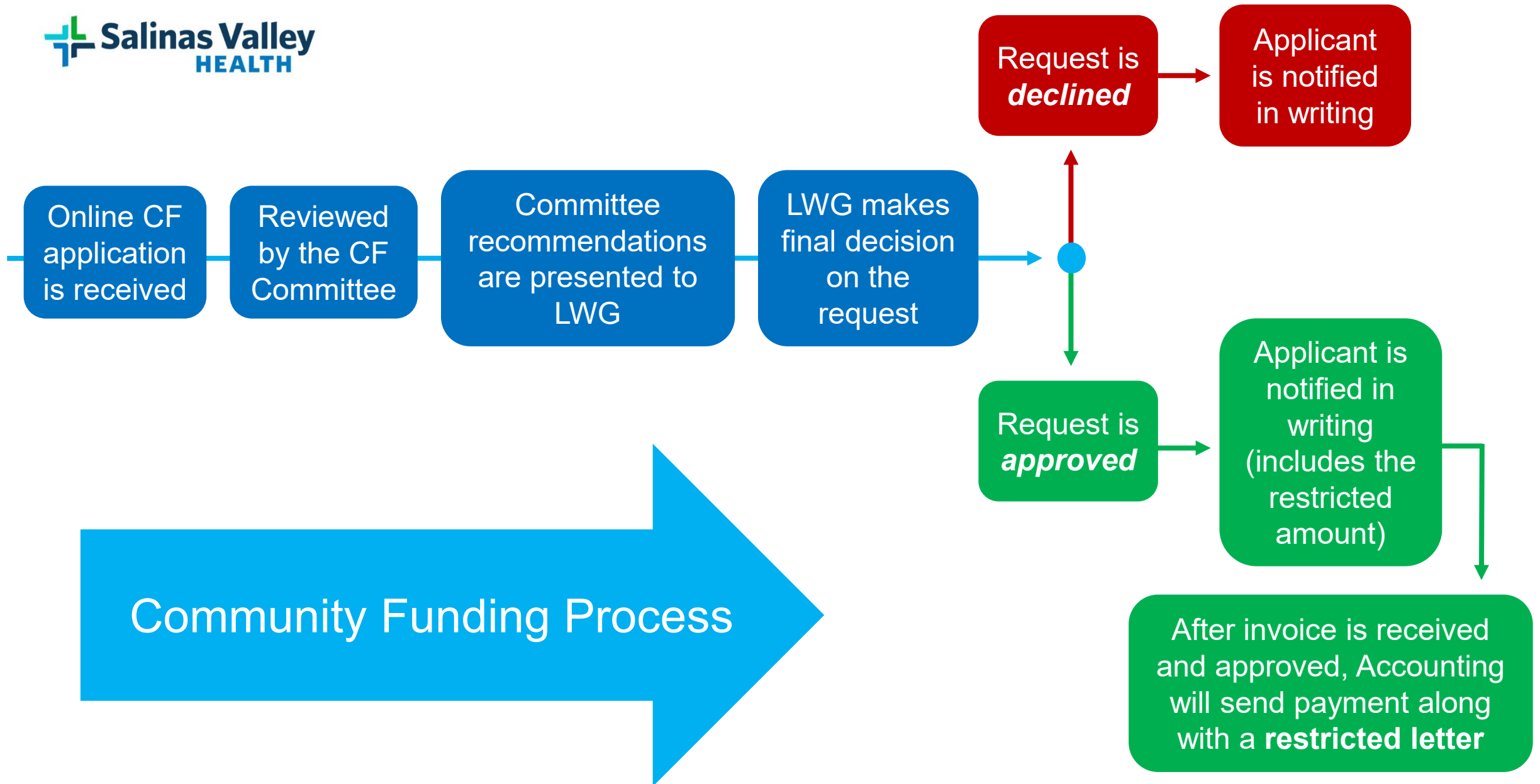


# Questions?



# FY25 Community Funding

Lynette Fitzgerald  
Director, Community Benefit



# What Qualifies as Community Benefit?



## What Counts

A program or activity that responds to a demonstrated health-related community need and seeks to achieve at least one community benefit objective:

1. Improve access to health services
2. Enhance public health
3. Advance knowledge through education or research
4. Relieve or reduce a health burden of government or other tax-exempt organization

## What Does NOT Count

1. Benefits the organization more than the community
2. Provided primarily for marketing purposes
3. Provided by another entity or individual
4. Restricted to employees or medical staff
5. Represents a normal "cost of doing business" or the current standard of care

# What Qualifies as Community Benefit?

A program or activity that responds to a demonstrated community health need.

What  
Qualifies  
(Counts) as  
a  
Community  
Benefit?

Financial  
Assistance

Medicaid

Other Means-  
tested  
Government  
Programs

Other  
Community  
Benefits  
Categories A-G

A. Community Health Improvement

B. Health Professions Education

C. Subsidized Health Services

D. Research

E. Financial & In-kind  
Contributions

F. Community Building Activities

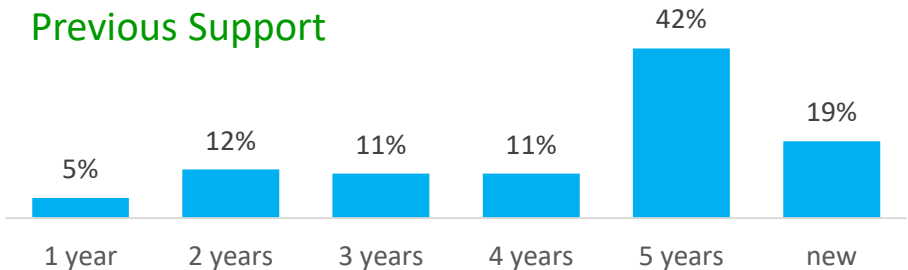
G. Community Benefit Operations

FY25 - Community Funding Dashboard

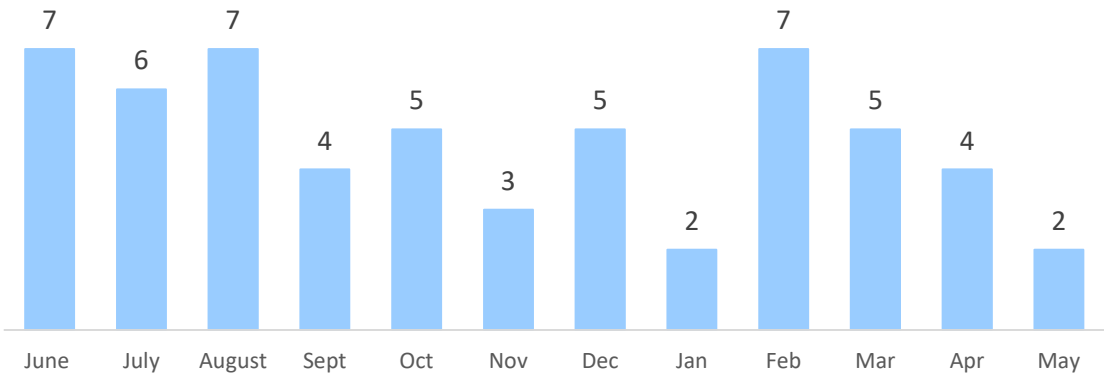


Budget:	+	\$433,072
Total Requested (\$)		\$892,600
# of Applications		80
Total Granted (\$)		\$424,000
# of Recipients		57
Measurable Community Benefit (\$)		\$372,085
# of Recipients		52
TOTAL COMMUNITY BENEFIT		88%

Previous Support

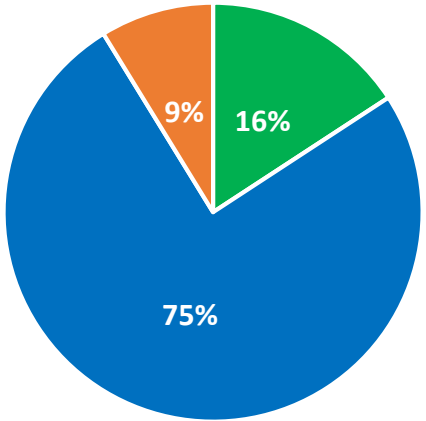


Submission Month



Funding Focus

- Coalition Building, Economic Development  
\$129,500
- Access, Behavioral Health, Cancer, Public Health, Lifestyle  
\$253,000
- Not Community Benefit  
\$21,500



Agency/Impact Area

Monterey County	54%	\$246,500
Salinas, North County, South County	11%	\$65,000
Salinas	9%	\$20,000
Monterey, San Benito, Santa Cruz Counties	7%	\$20,000
Monterey, San Benito, Santa Cruz, Santa Clara...	5%	\$37,500
South County	4%	\$7,500
North County	4%	\$10,000
Monterey County, San Benito County	4%	\$10,000
Salinas, North County	1%	\$2,500
East Salinas	1%	\$5,000



## ***FY25 – Awarded / Community Funding***

Organization Name	Total Amount Awarded	Restricted CB Donation
California International Airshow	\$32,500	\$15,000
Rancho Cielo	\$30,000	\$28,560
United Way Monterey County	\$27,500	\$27,500
Hartnell College Foundation	\$20,000	\$16,950
Leukemia & Lymphoma Society	\$20,000	\$20,000
Meals on Wheels of the Salinas Valley, Inc.	\$20,000	\$20,000
Salinas Regional Soccer Complex	\$20,000	\$20,000
California Rodeo Salinas	\$19,000	\$13,520
American Red Cross Central Coast Chapter	\$15,000	\$15,000
Sun Street Centers	\$15,000	\$15,000
BLAAC (Black Leaders and Allies Collaborative)	\$10,000	\$10,000
Boys & Girls Clubs of Monterey County	\$10,000	\$10,000
Harmony At Home	\$10,000	\$10,000
Salinas Valley Chamber of Commerce	\$7,500	\$0
Action Council of Monterey County	\$5,000	\$5,000
Alliance on Aging	\$5,000	\$5,000
Alzheimer's Disease and Related Disorders Association, Inc.	\$5,000	\$5,000
Arts Council for Monterey County	\$5,000	\$5,000
Brighter Bites, Monterey County	\$5,000	\$5,000
Castroville Coalition	\$5,000	\$5,000
Central Coast VNA & Hospice	\$5,000	\$5,000
Central Coast YMCA	\$5,000	\$5,000
CHISPA	\$5,000	\$5,000
Christmas in Closter Park	\$5,000	\$5,000
Community Human Services	\$5,000	\$5,000
Dentistry 4 Vets	\$5,000	\$5,000
Everyone's Harvest	\$5,000	\$5,000

Organization Name	Total Amount Awarded	Restricted CB Donation
Foundation for Monterey County Free Libraries	\$5,000	\$5,000
Girls Inc. of the Central Coast	\$5,000	\$5,000
Hospice Giving Foundation	\$5,000	\$5,000
Independent Transportation Network Monterey County	\$5,000	\$5,000
Interim, Inc.	\$5,000	\$5,000
Jacob's Heart Children Cancer Support Services	\$5,000	\$5,000
Monterey County Rape Crisis Center	\$5,000	\$5,000
Seneca Family of Agencies	\$5,000	\$5,000
Suicide Prevention Services of the Central Coast	\$5,000	\$5,000
American Cancer Society	\$5,000	\$3,800
Grower-Shipper Association of Central California	\$5,000	\$0
Monterey Bay Economic Partnership	\$5,000	\$0
Gil Basketball Academy	\$3,000	\$3,000
Community Foundation for Monterey County	\$3,000	\$2,805
City of King	\$2,500	\$2,500
Coastal Kids Home Care	\$2,500	\$2,500
Coastal Kids Home Care	\$2,500	\$2,500
Hope Horses & Kids	\$2,500	\$2,500
League of United Latin American Citizens- LULAC #2055	\$2,500	\$2,500
Salinas Area RIF Program	\$2,500	2,500
Salinas Rotary Club Charitable Fund	\$2,500	\$2,500
The Breast Cancer Assistance Group of Monterey County	\$2,500	\$2,500
Valley Health Associates	\$2,500	\$2,500
Veterans Day Parade Committe	\$2,500	\$2,500
Community Foundation for Monterey County	\$2,500	\$1,750
Grower-Shipper Association Foundation	\$2,500	\$1,700
Bright Futures for Monterey County	\$2,500	\$0
Monterey County Soccer League	\$1,500	\$1,500
Junior Achievement of Northern California	\$1,500	\$0
ALS Network	\$1,000	\$1,000

\$424,000      \$372,085

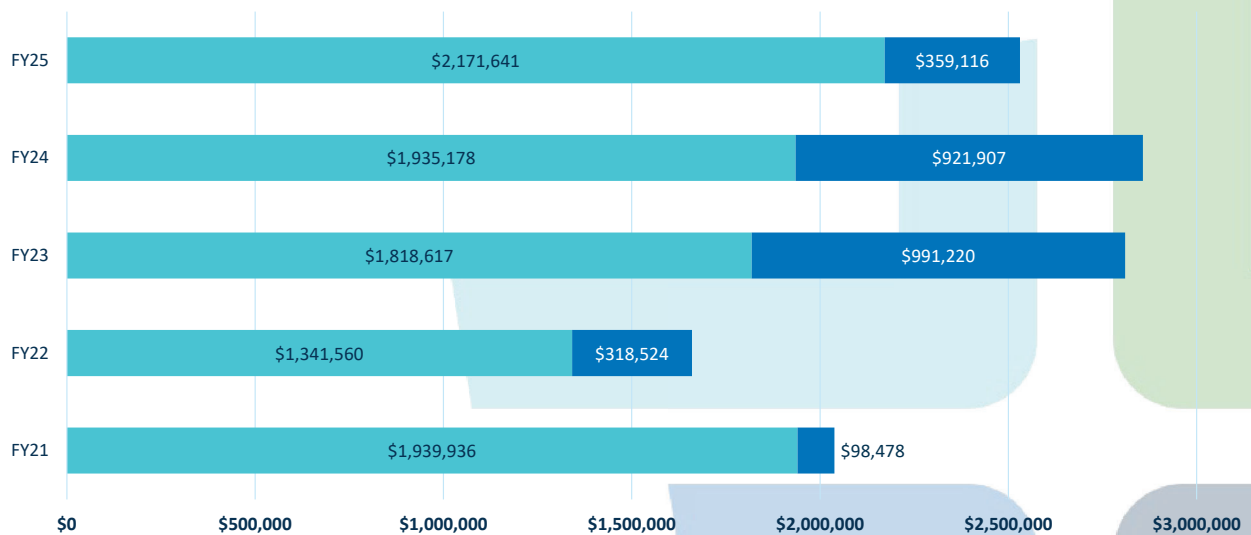
# Thank you!

# Foundation Update

Community Advocacy Committee  
August 20, 2025



## Funds Granted Last 5 Years



	FY21	FY22	FY23	FY24	FY25
To District	\$1,939,936	\$1,341,560	\$1,818,617	\$1,935,178	\$2,171,641
Community Impact	\$98,478	\$318,524	\$991,220	\$921,907	\$359,116

# Patient Assistance & Pediatric Medical Needs Grants

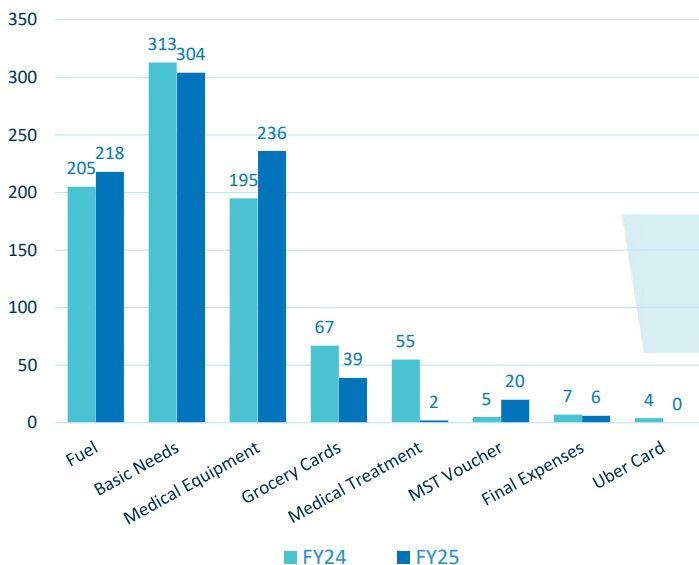
Salinas Valley Health Foundation operates two direct assistance programs to assist patients and families with expenses related to medical equipment and services, transportation, and basic needs. The Patient Assistance Program is available to adults within the Medical Center, at the Mobile Clinic, and at Salinas Valley Health Clinic locations. The Pediatric Medical Needs Assistance Program is available for children living in Monterey, Santa Cruz, and San Benito Counties, regardless of where they receive medical treatment.

## Patient Assistance

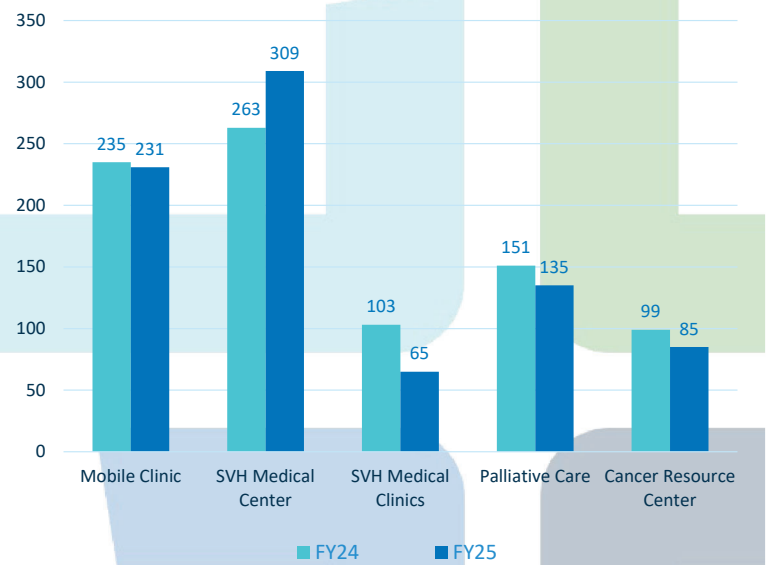
### FY25 Year End

610 Unique Lives, 825 Encounters, \$86,260 in Support

Type of Assistance



Access Point



\*Note some patients receive multiple types of assistance and/or repeated support depending on their individual needs

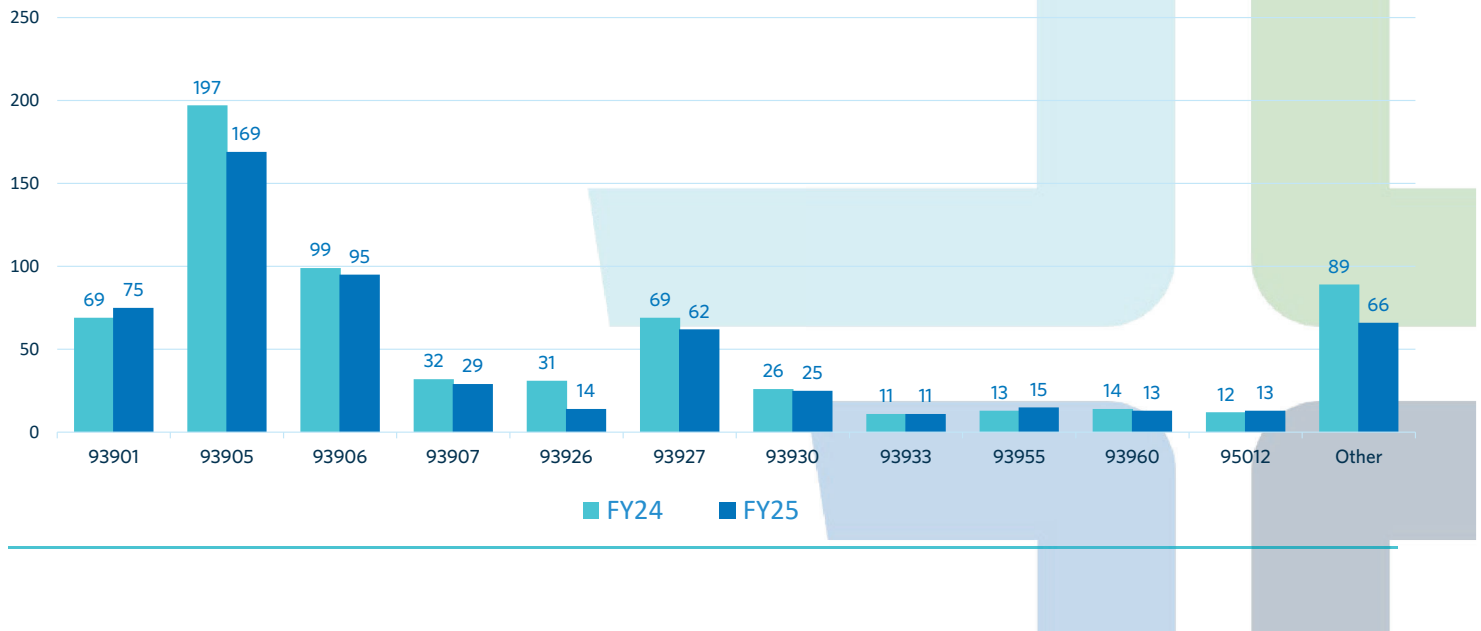
# Patient Assistance

FY25 Year End

610 Unique Lives, 825 Encounters, \$86,260 in Support

FOUNDATION

Patient Zip Codes



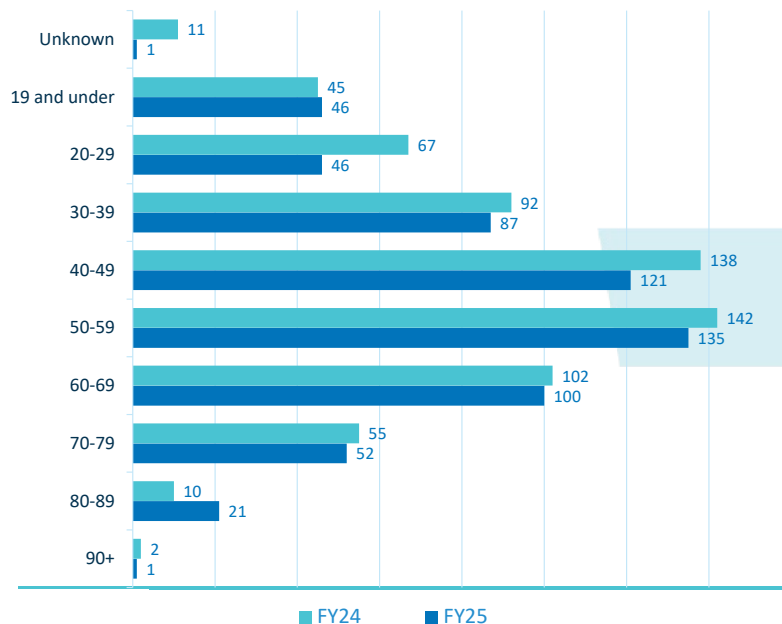
# Patient Assistance

FY25 Year End

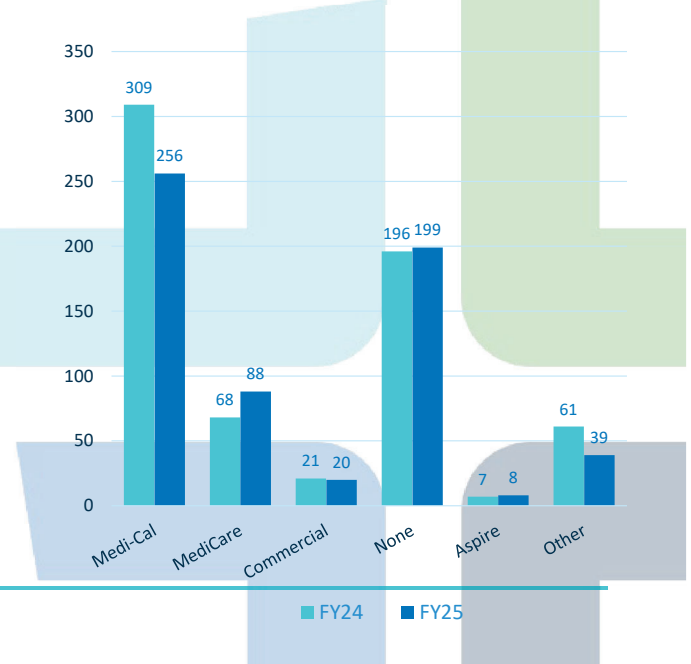
610 Unique Lives, 825 Encounters, \$86,260 in Support

FOUNDATION

Unique Patients, Age



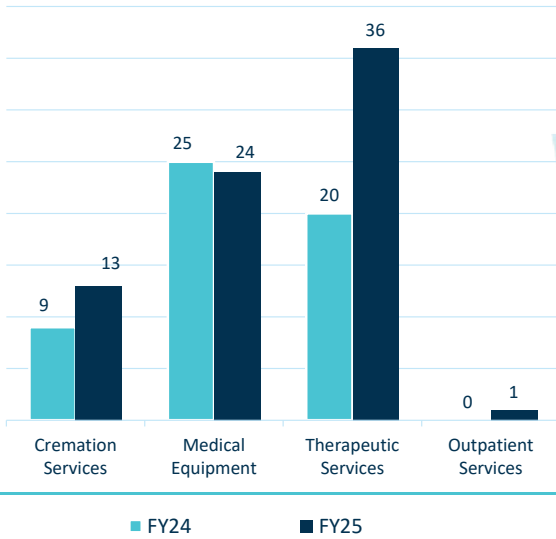
Unique Patients, Payer Source



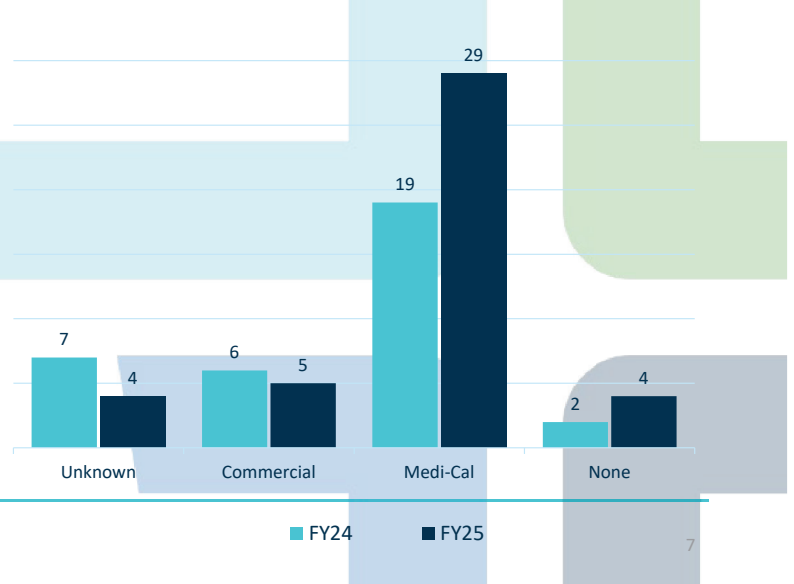
## FY25 Year End

42 unique lives, 74 encounters, totaling \$29,418 in support

### Type of Assistance



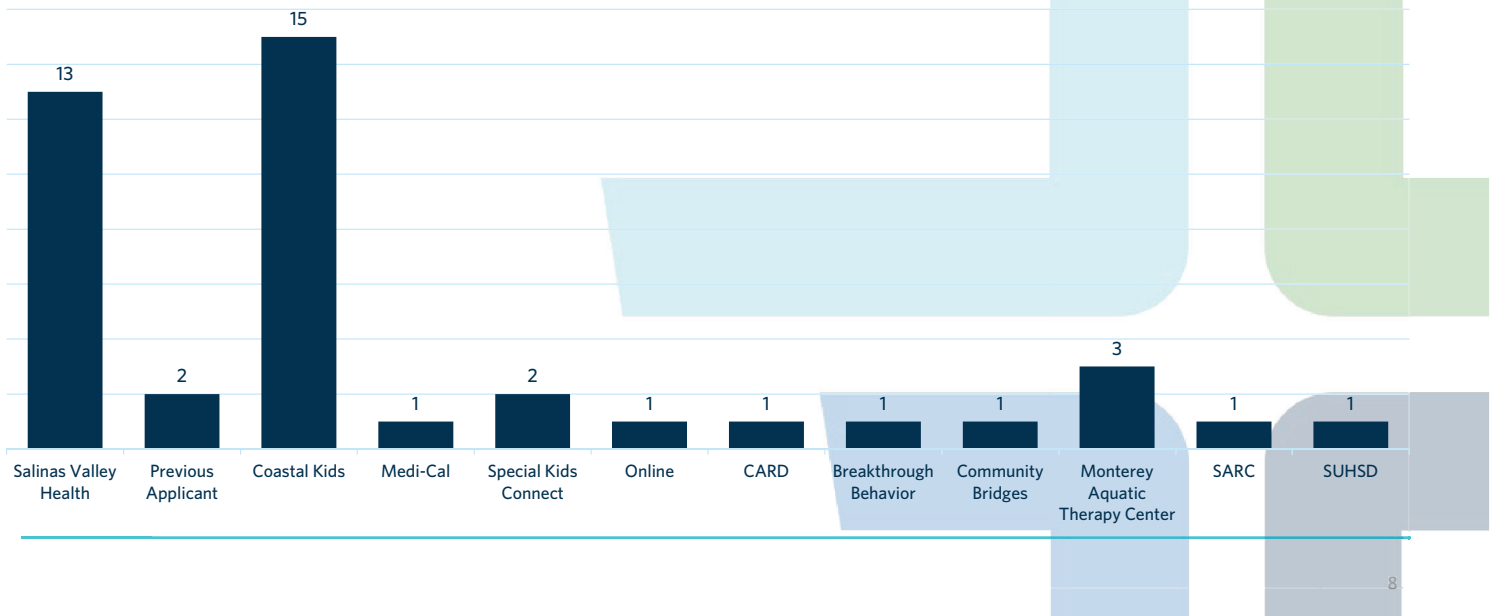
### Unique Patients, Payer Source



## FY25 Year End

42 unique lives, 74 encounters, totaling \$29,418 in support

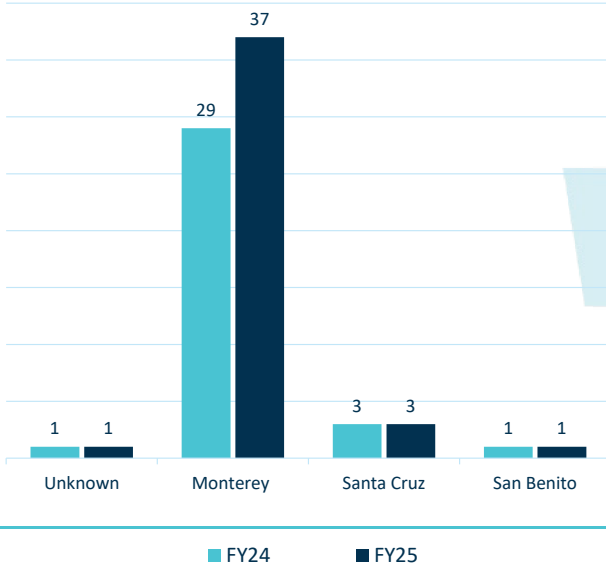
### Unique Patients, by Referral Source



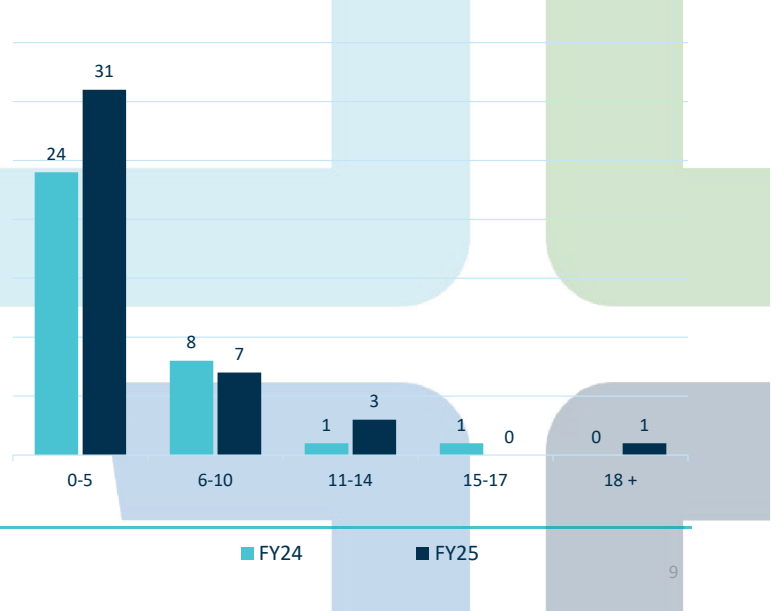
## FY25 Year End

42 unique lives, 74 encounters, totaling \$29,418 in support

### Unique Patients, Recipient County



### Unique Patients, Recipient Age



## Recent Grants and Partnerships

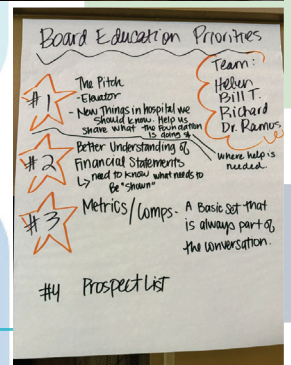
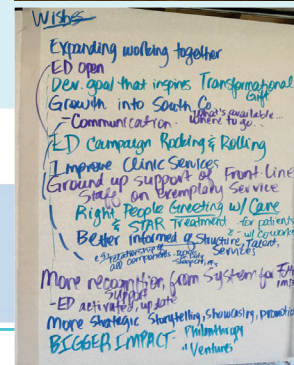


### Haynes Charitable Foundation





## Foundation Board Retreat 2025



## OUR CORE STRATEGIES



### STRENGTHEN ORGANIZATIONAL ALIGNMENT

Strengthen alignment between Salinas Valley Health and the community through philanthropic support



### ARTICULATE TRANSFORMATIONAL IMPACT

Expand communication channels to articulate the transformational impact Salinas Valley Health provides in the community



### DRIVE A CATALYTIC CULTURE OF ENGAGEMENT

Strategically position the Foundation as a catalyst to enhance Salinas Valley Health's culture of community engagement



FOUNDATION



## PILLARS AND GOALS



### Expand Community Impact (ECI)

- ECI 1. Drive expansion of Foundation led patient assistance programs
- ECI 2. Enhance workforce development activities
- ECI 3. Expand financial support for Salinas Valley Health community wellness initiatives
- ECI 4. Improve community engagement through shared activities
- ECI 5. Research and develop opportunities for community led initiatives

## PILLARS AND GOALS



### Optimize Resource Development (ORD)

- ORD 1. Increase individual portfolio-managed donor conversion and retention
- ORD 2. Increase participation and revenue for non-portfolio individual donors programs
- ORD 3. Finalize integration of the first phase of The Gratitude Effect program
- ORD 4. Expand and diversify corporate engagement
- ORD 5. Implement next phase of movement marketing and brand awareness
- ORD 6. Deploy a revitalized comprehensive planned giving program

## PILLARS AND GOALS



### Fortify Operational Excellence (FOE)

- FOE 1. Expand talent capacity of Foundation staff
- FOE 2. Strengthen Board development
- FOE 3. Advance data-informed decision making and impact management system
- FOE 4. Ensure continuous improvement of investment management strategies to facilitate growth
- FOE 5. Integrate research and development enterprise activities to support health system innovation
- FOE 6. Further institutionalize Foundation strategic planning

## Coming Up

- Donor Board and Physician Board Updates
- NICU Reunion – September 6, 2025
- Fall Foundation Mixer – November 4, 2025

THE *Gratitude* EFFECT

**MONTEREY COUNTY** **GIVES!**  
Joining Together for Big Ideas

# Foundation Update

Community Advocacy Committee  
August 20, 2025



# *ADJOURNMENT*