

Caring Community Updates: Fall 2020

*Thank you for caring for our community,
today and every day.*

What Drives Philanthropy?

What motivates Bruce Taylor to care for his community? "From our perspective, both Linda and I really want to make sure that people have equal opportunity to succeed," Bruce said recently. This is a value instilled in Bruce going back as far as his grandfather, who donated the land and led a committee to build the first

comprehensive healthcare system in Salinas. The Taylor family carries that legacy on today, with the **Taylor Farms Family Health and Wellness Center** in Gonzales. "It's just one of those projects that exceeded my wildest dreams in terms of our expectations and the healthcare system's execution of that. It's one of those things that just makes you feel so good about giving to programs like the hospital," said Bruce. [Watch his recent conversation](#) with our Chief Philanthropy Officer, Jeff Wardwell, to learn more about the history of philanthropy in our community and the inspiration behind this much-needed resource for so many in South Monterey County.





Mask Up Monterey County & COVID-19 Updates

This summer, our community faced the dual challenges of an ongoing battle with COVID-19, as well as wildfires that damaged many homes and led to poor air quality in Monterey County. Salinas Valley Memorial Healthcare System partnered with several other area hospitals to remind residents of the persisting threat to public health and to ask

everyone to continue social distancing efforts, including wearing masks to keep themselves and the rest of our community as safe as possible. **Watch the united message** on the importance of wearing your mask. The best thing we can do to slow the spread has not changed – through **#MaskUpMontereyCounty**, health and wellness leaders in our region remind us each and every day about the actions that we can each take as individuals to continue to care for each other during these difficult times.

The enduring effects of the pandemic have also impacted health system staff in significant ways. An innovative initiative this summer, the **SVMHS Community and Staff Support Project** (CSSP), helped SVMHS employees who experienced a reduction in their routine surgery and procedure schedules find other valuable work in the community, which in turn, enabled them to maintain their salary and benefits at the healthcare system. This program provided stability for health system employees and redistributed their talents to other community organizations that needed extra support responding to needs related to COVID-19. Participating organizations ranged from the Salvation Army to homeless shelters in the county, as well as internal efforts tied to distributing masks to health system employees and supporting and staffing our COVID-19 telephone hotline.

October is Breast Cancer Awareness Month

In October we recognize Breast Cancer Awareness Month and this year we also reflect on 10 years of the Nancy Ausonio Mammography Center. Local philanthropist Nancy Ausonio generously donated the funds to bring this Center to life, offering life-saving care to our community such as 3D mammography services, breast



ultrasounds, and bone density scans. It is designated as a Breast Imaging Center of Excellence by the American College of Radiology, and boasts a staff of passionate, certified specialists that care for 23,000 patients annually since the Center opened in 2010. **Meet some of the dedicated staff** in this 'Ten Years, Ten Facts' video.

The unknowns when facing a breast cancer diagnosis can be frightening and difficult—the Nancy Ausonio Mammography Center welcomes patients in a warm and caring environment to provide both the physical and emotional care that are essential to healing.

A gift to the support the Mammography Center puts incredible technology into the hands of compassionate and capable staff, providing an unmatched quality of care to cancer patients in our community who turn to Salinas Valley Memorial Healthcare System for support.

Learn more about the impact donors have had at the Center over the past decade and consider making a gift today.



SVMH Foundation Selected as Monterey County Gives Participant

We're thrilled to have been selected as a participant in the **MC Gives** campaign this year, an effort that will enable your impact to be multiplied to provide even greater care for your community. Through this annual campaign, all end-of-year donations to Salinas Valley Memorial Hospital Foundation through MC Gives will be eligible for a match to amplify impact—up to \$75,000. The campaign begins on November 12th and more information will be available in the coming weeks—so keep an eye on your inboxes and our social media pages for how you can participate.

We've Moved!

During an uncertain and hectic spring and summer, we're excited to share that our offices moved to a new location on beautiful, historic West Market Street. We can't wait to one day welcome you safely to our new space—a place we will call home for many years to come.



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*You can care for your community.
Donate now.*



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