

**MONTEREY COUNTY BOARD OF SUPERVISORS**

<b>MEETING:</b>	<b>January 11, 2011</b>	<b>AGENDA NO.:</b> 34
<b>SUBJECT:</b>	a. Approve and authorize the Purchasing Manager of Natividad Medical Center (NMC) to execute Amendment #4 to the Agreement between NMC and the Natividad Medical Foundation (NMF) for \$1,131,470 for the period January 1, 2011 to December 31, 2011 (an increase of \$406,678 from the previous year) in an aggregate amount not to exceed \$3,101,470 for philanthropic services, defined as "capital campaign development fundraising; community outreach in connection with fundraising; preparing and submitting foundation grant applications; administering current/future foundation grants; providing administrative and fiscal oversight expertise of secured federal grant awards and support and coordinate NMC/NMF joint public relations" in support of NMC's strategic vision which includes \$6 million raised through philanthropy to support capital needs"; and b. Modify County insurance endorsement requirements.	
<b>DEPARTMENT:</b>	Natividad Medical Center	

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Purchasing Manager of Natividad Medical Center (NMC) to execute Amendment #4 to the Agreement between NMC and the Natividad Medical Foundation (NMF) for \$1,131,470 for the period January 1, 2011 to December 31, 2011 (an increase of \$406,678 from the previous year) in an aggregate amount not to exceed \$3,101,470 for philanthropic services, defined as "capital campaign development fundraising; community outreach in connection with fundraising; preparing and submitting foundation grant applications; administering current/future foundation grants; providing administrative and fiscal oversight expertise of secured federal grant awards and support and coordinate NMC/NMF joint public relations" in support of NMC's strategic vision which includes \$6 million raised through philanthropy to support capital needs"; and
- b. Modify County insurance endorsement requirements.

**SUMMARY:**

Critical to the Foundation's continued success with raising and securing philanthropic funds for Natividad Medical Center in support of its strategic vision is core operating support to allow NMF to recruit two additional highly skilled development professionals to increase capacity for a capital campaign; engage in community outreach; engage in prospect research; solicit local and national individuals, foundations and corporations; secure federal grants; provide direct mail and planned giving programs; coordinate special events; and engage in NMC/NMF joint public relations

Additionally, the Foundation will provide oversight expertise related to secured federal grants to ensure compliance with federal administrative and fiscal regulations, ensure successful project outcomes and engage existing hospital staff in federal grants management trainings.

**DISCUSSION:**

A total of \$611,822 is needed for Foundation operating support. In addition, a total of \$521,856 is included, representing direct personnel and indirect grant expenses related to NMC's

Substance Abuse and Mental Health Services Agency (SAMHSA) Screening, Brief Intervention and Referral to Treatment (SBIRT) grant award (\$273,498) for NMF to provide administrative and fiscal oversight expertise to ensure compliance with federal grant regulations and joint NMF/NMC public relations; capital campaign counsel and feasibility study; and health promotion.

Philanthropic contributions to NMF have increased by more than 400% since 2007. In 2010, 22 of the largest agriculture businesses, including D'Arrigo Bros. Co. of CA, Taylor Farms and Dole, came together to philanthropically support Natividad by establishing The Agricultural Leadership Council (TALC). Combined with one of the largest individual donations in NMF's history from Andrew & Phyllis D'Arrigo – NMF's 2010 Hero Award recipients – the TALC and D'Arrigos donated more than \$260,000 for medical equipment. To date in 2010, NMF has secured \$50,000 grants from the David & Lucille Packard Foundation, Community Foundation for Monterey County and The Wal-Mart Foundation; launched The Onyx Fund for Women which has raised more than \$92,000; launched NATIVIDAD ART: A Journey of Healing; provided \$58,000 in patient transportation assistance and began direct mail, planned giving and social networking programs.

The 2011 philanthropy goal is \$2,122,000, and the 2011 government grants/contracts goal is \$624,926 for total projected revenue of \$2,746,926.

**OTHER AGENCY INVOLVEMENT:**

The Amendment has been reviewed and approved by County Counsel, the Auditor/Controller's Office and the Natividad Medical Center Board of Trustees.

**FINANCING:**

The cost of this Agreement is \$1,131,470 and is included in the Fiscal Year 2010/2011 approved NMC budget. This action will not have any impact on the County General Fund.

Report Prepared by:

Date: 11/4/2011



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Harry Weis  
Hospital Chief Executive Officer