



# County of Monterey

**Item No.**

## Board Report

Board of Supervisors  
Chambers

168 W. Alisal St., 1st Floor  
Salinas, CA 93901

**Legistar File Number: A 22-573**

**November 22, 2022**

**Introduced:** 11/1/2022

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

- a. Authorize the Director of Health or Assistant Director of Health to execute an Agreement with Natividad Medical Foundation for Natividad Medical Foundation's philanthropic services, defined as "donor cultivation and solicitation" in the amount not to exceed \$306,319 with an agreement term of January 1, 2023, through June 30, 2024; and
- b. Approve the recommendation of the Director of Health to accept all non-standard provisions in the Agreement; and
- c. Approve and authorize the Director of Health or Assistant Director of Health to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$30,631) of the original cost of the agreement.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Authorize the Director of Health or Assistant Director of Health to execute an Agreement with Natividad Medical Foundation for Natividad Medical Foundation's philanthropic services, defined as "donor cultivation and solicitation" in the amount not to exceed \$306,319 with an agreement term of January 1, 2023, through June 30, 2024; and
- b. Approve the recommendation of the Director of Health to accept all non-standard provisions in the Agreement; and
- c. Approve and authorize the Director of Health or Assistant Director of Health to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$30,631) of the original cost of the agreement.

### SUMMARY/DISCUSSION:

Natividad Medical Foundation philanthropically supports programs that continually monitor and improve the health of the people, including the vulnerable, in Monterey County through coordinated, affordable high-quality health care. Philanthropic services include donor cultivation and solicitation; special events; annual giving programs; community outreach in connection with fundraising; preparing and submitting foundation and government grant applications; administering restricted funds and foundation gifts, and major gift planning and fundraising.

County of Monterey Health Department (HD) has been interested in several years in expanding its opportunities for responding to state and federal grant opportunities as well as pursuing philanthropic opportunities available to non-governmental agencies. HD recognizes the importance of diversifying its revenue streams to advance strategies to improve community wellness. An executive-level consulting

agreement with an established and local foundation, such as Natividad Medical Foundation (NMF), would enable the HD to expand its programs, services, and infrastructure for its important work to enhance, protect and improve the health of the people in Monterey County, in particular as part of the recent Board of Supervisor approval of the development of the County Unified Health System, integrated health, and other innovative healthcare service efforts. Philanthropic funds will facilitate HD's ability to better support the "whole person" in securing services and items for our patients.

As an example of Natividad Foundation's work raising funds for Natividad, Natividad Medical Foundation for the calendar year 2018, Natividad accounted for over \$1.1 million in cash and receivables from Natividad Medical Foundation. Natividad Medical Foundation has provided a philanthropic support projection proposal to HD which indicates that Natividad Medical Foundation should be able to demonstrate a positive return on investment by raising funds in excess of investments in the fundraising program with an estimated annual net dollar return of \$313,927 by June 30, 2024, as measured by actual HD fundraising expenses, philanthropic revenue secured and received, and a donor pool cultivated by NMF. NMF will ensure there is no internal competition for philanthropic funds between HD and Natividad and will establish a single point of contact for new grants.

In anticipation of establishing a new philanthropy program, NMF went to its Board of Trustees on August 18, 2022, and received approval to pursue an amendment to NMF's bylaws to include the HD, specifically fundraising efforts for health system services for the public good and to allow for NMF to become a fundraising consultant for HD. If the agreement with HD is approved by the Board of Supervisors, NMF will then first pursue securing California Secretary of State approval to amend NMF's Articles of Incorporation, modifying key documents and processes at NMF and establishing a new philanthropy program. This state approval is anticipated within the next two months.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Goals: 1. Empower the community to improve health; 2. Enhance community health and safety through prevention; 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services; and 4. Engage MCHD workforce and improve operational functions to meet current and developing population health needs. It also supports the following of the ten essential public health services, specifically: 4. Mobilize community partnerships and action to identify and solve health problems; and 5. Develop policies and plans that support individual and community health efforts.

#### OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel and Auditor-Controller has reviewed and approved this Agreement as to legal form fiscal provisions, respectively.

#### FINANCING:

There are sufficient appropriations and revenues included in HD's FY 2022-23 Adopted Budget (001-HEA014-8438) to cover the first-year cost of the Agreement in the amount of \$82,084. The second-year cost in the amount of \$224,235 of the Agreement will be included in HD's FY 2023-24 Requested Budget.

#### BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This recommendation supports all of the Board of Supervisors Strategic Initiatives. It is for

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executive-level consulting services, the outcome of which will contribute to more efficient use of resources within the organization and also contribute to program expansion for strategic priorities.

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:


- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Krista Hanni, MS, PhD, Public Health Program Manager, II, 755-4586

Approved by:

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Date: 11/3/2022 | 4:45 PM PDT

Elsa Mendoza Jimenez, Director of Health, 755-4526

Attachments:

Board Report

Agreement