



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 12-234, **Version:** 1

Authorize the Purchasing Manager of Natividad Medical Center (NMC) to execute Amendment #6 to the Agreement (A-11102) with the Natividad Medical Foundation (NMF) 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 community relations” in support of NMC’s strategic vision which includes a goal of \$6 million through philanthropy to support capital needs at NMC; adding \$974,428 (a decrease of \$40,000 from the previous year) and extending the Agreement to December 31, 2013, for a revised total Agreement amount not to exceed \$5,112,826 in the aggregate.

RECOMMENDATION:

It is recommended that the Board of Supervisors authorize the Purchasing Manager of Natividad Medical Center (NMC) to execute Amendment #6 to the Agreement (A-11102) with the Natividad Medical Foundation (NMF) 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 community relations” in support of NMC’s strategic vision which includes a goal of \$6 million through philanthropy to support capital needs at NMC; adding \$974,428 (a decrease of \$40,000 from the previous year) and extending the Agreement to December 31, 2013, for a revised total Agreement amount not to exceed \$5,112,826 in the aggregate.

SUMMARY:

Critical to the Foundation’s continued success with raising and securing philanthropic funds and government funding for Natividad Medical Center in support of its strategic vision is core operating support for NMF to allow NMF to retain 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 planned giving programs; coordinate special events; and engage in NMC/NMF joint community relations.

Additionally, through March 31, 2013, the Foundation will provide oversight expertise related to secured government grants to ensure compliance with federal administrative and fiscal regulations, ensure successful project outcomes and engage existing hospital staff in federal grants management trainings.

Finally, in 2013, NMF will complete a one-time Capital Campaign Feasibility Study.

DISCUSSION:

A total of \$631,887 is needed for Foundation core operating support for salaries and benefits. In addition, a total of \$342,541 is included, representing \$216,270 for 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 for NMF to provide administrative and fiscal oversight expertise to ensure compliance with federal grant regulations through March 31, 2013; \$7,700 for joint NMF/NMC community relations; \$88,071 for the Medical Director of Health Promotion and Education; \$20,000 for the Medical Education Coordinator funded by the agreement with Touro University to train medical interns; and \$10,500 for a Peer Supporter for the NIDO Clinic to help retain clients in care.

Philanthropic contributions to NMF increased by more than 530% from 2007 to 2011 with total 2011 philanthropic donations of \$1,060,000. To date in 2012, NMF has raised \$66,800 from the Pebble Beach Concours d'Elegance Opportunity Drawing and \$59,400 for the 1K4NATIVIDAD Club. Since 2006, NMF has witnessed a renewed outpouring of gifts through NMF to impact the lives of babies, children and families in our community every day. In the past year:

- The Agricultural Leadership Council (TALC) - formed by John D'Arrigo, President & CEO of D'Arrigo Bros. Co. of CA in 2010 - has donated more than \$600,000 to philanthropically support the health of farm workers and their families by purchasing medical equipment for Natividad Medical Center. Established with 22 of the largest agricultural businesses - including Taylor Farms, Tanimura & Antle and Mann Packing - TALC has grown to 102 members.
- NMF wrote the grant for a 5th year of the Substance Abuse and Mental Health Services Administration (SAMHSA) Screening, Brief Intervention and Referral to Treatment (SBIRT), resulting in a \$352,539 grant to continue the program - including the Community Medicine Rotation of the Family Medicine Residency Program - through September 2013.
- 40 women have had their lives changed through The Onyx Fund for Women, a philanthropic fund, which provides down payment assistance so uninsured working poor women in need of elective gynecologic surgery can get the corrective surgery they need.
- Community Foundation for Monterey County donated \$175,000 - including the largest general endowment grant made in 2012 - to support diabetes prevention education for low income residents of Monterey County; medical care for poor people living with Gulf War Syndrome, Chronic Fatigue Syndrome or fibromyalgia; and Qualified Medical Interpreter training and internships for low income indigenous language- (Mixteco, Triqui, Zapoteco) speaking women to meet patient needs and support each woman's economic self-sufficiency.
- D'Arrigo Family Specialty Services at NMC opened in July 2012, funded in part with a \$250,000 donation to Natividad Medical Foundation from the D'Arrigo Family. Specialty services expansion has resulted in an increase from 18 exam rooms to 27 new exam and 3 new procedure rooms to provide 32,000 patient visits a year.
- Secured grant funds from the Bank of America Charitable Foundation and Driscoll's to train 47 NMC staff as Qualified Medical Interpreters, and as a result of a \$35,000 ACTION grant from the University of California, San Francisco Center for the Health Professions, admitting staff collects and documents Race, Ethnicity and Language data and medical interpretation needs in the hospital's medical information system. REaL data is necessary to identify - and respond to - disparities in care and

appropriately respond to the needs of Limited English Proficient (LEP) patients.

The 2013 philanthropy goal is \$2,080,000; the interest and other earned income goal is \$25,758; and the 2013 government grants/contracts goal is \$647,971 for a total projected revenue goal of \$2,753,729. *See Attachments 2013 Summary and 2013 Justification for further detail.*

In addition, in 2013, NMF will complete a one-time Capital Campaign Feasibility Study. Depending on the findings of the Feasibility Study, an amendment to this Agreement may be needed to cover Capital Campaign Counsel and associated expenses. Typically, capital campaign expenses equal 10% of the total multi-year capital campaign goal.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment as to legal form and risk provisions. The Auditor-Controller has reviewed and approved this Amendment as to fiscal provisions. The Amendment has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

FINANCING:

The cost for this Amendment is \$974,428 and is included in the Fiscal Year 2012/2013 Adopted Budget. Amounts for remaining years of this Agreement will be included in those budgets as appropriate. There is no impact to the General Fund.

Prepared by: Harry Weis, Chief Executive Officer, 783.2553

Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: 2008-2013 Summary; 2013 Justification; Amendments 6, 5, 4, 3, 2, 1; Agreement.

Attachments on File with the Clerk of the Board