



Board Report

File #: A 19-432, **Version:** 1

a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Natividad Medical Foundation for Natividad’s specially-requested services and for Natividad Medical Foundation’s philanthropic services, defined as “donor cultivation and solicitation” (e.g., The Agricultural Leadership Council) for an amount not to exceed \$1,690,405 with an agreement term January 1, 2020 through December 31, 2021.

b. Authorize the Deputy Purchasing Agent for NMC or his designee 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%) (\$169,041) of the original cost of the agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Natividad Medical Foundation for Natividad’s specially-requested services and for Natividad Medical Foundation’s philanthropic services, defined as “donor cultivation and solicitation” (e.g., The Agricultural Leadership Council) for an amount not to exceed \$1,690,405 with an agreement term January 1, 2020 through December 31, 2021.

b. Authorize the Deputy Purchasing Agent for NMC or his designee 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%) (\$169,041) 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 (e.g., The Agricultural Leadership Council); 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.

For calendar year 2018, the hospital accounted for over \$1.1 million in cash and receivables from Natividad Medical Foundation, primarily for capital medical equipment and projects. For NMC FY19-20, the hospital anticipates \$720,000 in revenue from Natividad Foundation. Natividad Foundation anticipates raising the minimum funds to cover the cost of the Scope of Work, depending on the interests of donors. Major donors include The Agricultural Leadership Council (TALC), local and statewide foundations, and individual donors and families. Presently, Natividad Foundation has raised enough funds to cover the cost of the annual Scope of Work in the current Agreement with Natividad.

Natividad Medical Foundation will also provide critical services requested by the hospital, including the

Medical Director for Health Promotion & Education and Natividad/Natividad Foundation Joint Community Relations.

In addition, Natividad Medical Foundation raises philanthropic donations each year to support high quality patient care, such as patient assistance in close collaboration with hospital social workers to ensure safe discharge from the hospital; expanded language resources for all patients; a countywide diabetes prevention education program and blood sugar testing supplies for poor diabetes patients; child advocacy center support; free diagnostic mammograms for poor women; assistance for women with cancer; hospital chaplain services; and healing art for the hospital. Natividad Medical Foundation continues to prepare, secure and provide fiscal management for government grants and contracts to support Natividad's programs, including the Family Medicine Residency Training Program and the CHOICE hospital-based violence prevention program.

In addition, Natividad Medical Foundation has provided philanthropic support for programs operated on behalf of Natividad, such as Board of Supervisors' initiatives for gang violence prevention (CHOICE); breastfeeding promotion and Mother-Friendly Childbirth Initiative work; and the early childhood development initiative through the *Shared Beginnings* parent education program.

This agreement replaces an older agreement from 2015.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this agreement as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC's Finance Committee on September 26, 2019 and by its Board of Trustees on October 4, 2019.

FINANCING:

The cost for this agreement is \$1,690,405 of which \$422,601.25 is included in the Fiscal Year 2019-20 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This agreement is for executive level consulting services, the outcome of which will contribute to a more efficient use of resources within the organization.

Economic Development

Administration

Health and Human Services

Infrastructure

Public Safety

Prepared by: Gary Gray DO, Chief Executive Officer, 783-2553

Approved by: Gary Gray DO, Chief Executive Officer, 783-2553

Attachments:

Natividad Medical Foundation Agreement

Attachments on file with the Clerk of the Board