



MENDOCINO COAST HEALTHCARE FOUNDATION

Healthlines The monthly newsletter of the Mendocino Coast Healthcare Foundation - November 2020 Edition

2020 Fund-A-Need In Action

Your trust and investment in the Foundation's virtual fundraising effort gave our Grants Committee a lot to work with – and we've begun making decisions on distributing the over \$130,000 generated during our Virtual Winesong. Below are some of the incredible projects we've funded with more to follow as we work with our healthcare partners to identify the current needs in our coastal community and leverage your contributions to enhancing the health and wellness, safety and accessibility of healthcare in our service district.

Comptche Volunteer Fire Department: new pagers for all First Responders and AV equipment for COVID-19 Safety Training.

Albion Volunteer Fire Department: Upgrade of the radio repeaters that connect communication during emergencies.

Mendocino Coast Clinic: Fetal monitors and an ultrasound machine for their reproductive & obstetrics services.

Mendocino Coast Children's Fund: Funds for a bilingual Resource Brochure and to distribute air purifier kits to families affected by wildfire smoke and winter heating that affects indoor air quality.

Our Fund-A-Need disbursements continue to fulfill our broader mission to fund our healthcare partner organizations while they respond to the challenges that affect our most vulnerable here on the coast. This ensures **your contributions have an immediate, meaningful impact.**

THANK YOU!

From Our Healthcare Partners



"I am struggling to find the words to fully express my appreciation of your organization. You are in a very real way making OUR world a better, and in this case a safer place. Volunteer Organizations like ours constantly battle financial hardship. Our need for new pagers has been near the top of our list of capital needs for years and has until now been just out of reach. Thank You very much."

Sincerely, Davey Beak, Chief CVFD



"Dear MCHF. Our case manager position is going wonderfully! Thank you and your organization for supporting us to provide the homeless population that we work with a more in-depth and personal support. We hired Cathy Perkins who works at the Hospitality Center, so now part of her hours are doing Street Medicine case management. She's a natural!!"

Linda Jo Stern, Coastal Street Medicine

Foundation Transitions and Looking Ahead

There's a new face and new energy at the Foundation – following Michelle Roberts retirement on October 1, the Board of Directors appointed Mary Kate McKenna to the position. Prior to joining the Foundation in 2020, Mary Kate served in director positions with non-profit organizations for over 20 years, while completing community Leadership cohorts and honing her fundraising skills. Mary Kate has earned the prestigious Certified Fund-Raising Executive (CFRE) certification from CFRE International. Mary Kate joins over 7,200 professionals around the world who hold the CFRE designation, which is the highest certification for fundraising professionals.

Individuals granted the CFRE credential have met a series of standards set by CFRE International which include tenure in the profession, education, and demonstrated fundraising achievement. They have also passed a rigorous written examination testing the knowledge, skills, and abilities required of a fundraising executive, and have agreed to uphold Accountability Standards and the Donor Bill of Rights.

Ellen Persa continues in her role as Marketing & Communications Director and the Board looks forward to deepening our partnership with Adventist Health and all our community healthcare partners to enact our mission and vision for health and wellness here on our beautiful Mendocino Coast.

2020 Annual Appeal and Giving Tuesday

With the enormous challenges faced this year, you and your loved ones are in our thoughts. Here at the Foundation, we wish for your continued health and safety.

Mendocino Coast Healthcare Foundation is in a unique position to be of more help than ever before, supporting the health and wellness of our coastal community. Our broadened mission, reaching beyond the four walls of the hospital, has enabled us to create collaborative partnerships and **provide funding to healthcare organizations who serve residents and visitors of all ages in our very special region of California.**

This work is just beginning—and your support is critical. Early this year our community responded to our COVID-19 call to action to purchase ventilators, PPE, a rapid-testing machine and more. During Virtual Winesong 2020 our Fund-A-Need provided funding to over a dozen community healthcare organizations unable to host their own fundraising galas. **Can you help keep that momentum and drive going? Make a contribution today to give our community the kind of healthcare all of us envision our loved ones should receive when it matters most.**

The funding for COVID testing and treatment, the purchase of equipment and supplies for our First Responders, the assistance to individuals with food and medical insecurities, providing technical assistance for treatment programs and communications; **your contributions have become the conduit for support for these essential resources.**

(continued from column one)

Our focus at the Foundation is for your contributions to make an immediate impact. Your year-end gift will help us continue to affect change in the everyday lives of those who need our help.

\$100 can help provide essential services for mental healthcare by expanding access to telemedicine

\$1,000 can reduce food insecurity or assist with the cost of a cancer treatment

Your gift of any size becomes part of an essential pool of funding that the Foundation uses to expand services, upgrade equipment, and fund the needs of our healthcare partners.

We are grateful for the tremendous support during these challenging times. And it is this support, from each and every one of you, that gives our Foundation hope.

We are stronger working together, until we can be together again—your gift today will make an incredible difference tomorrow.



Please consider a donation today – online at www.mchfoundation.org, Text "Winesong" to 345-345 or mail your check to:

**Mendocino Coast Healthcare Foundation
775 River Drive
Fort Bragg, CA 95437**

With sincere thanks, and incredible humility in the face of all our challenges – In gratitude,

Mary Kate McKenna, CFRE, Executive Director



Hold the date for Winesong 2021 – Together Again, the weekend of September 10-11, 2021!

Thank you for your continued support!

For more information, visit:

<https://www.winesong.org/> and <https://www.mchfoundation.org/>