



Caring Community Update
December 2020

Mission Moment:

This month, instead of sharing a patient story, we wanted to share the story of some of our frontline healthcare workers.

Hear from respiratory therapists at SVMH as they share their firsthand experience treating patients with COVID-19, and please heed their advice.

[Click here to view the video.](#)



Fundraising:

The annual Physician Giving Campaign is still going strong, having raised over \$36,000 to date from our generous physicians. Dr. David Ramos and Dr. Orlando Rodriguez continue to champion the Foundation, reaching out to their colleagues to make their year-end contribution.

The Monterey County Gives campaign is now in full swing. A special project of the Monterey County Weekly, Community Foundation for Monterey County and Monterey Peninsula Foundation, this campaign has currently raised \$25,000 for the Salinas Valley Memorial Hospital Foundation. The Foundation will receive a pro-rata match for the first \$75,000 raised.

The Foundation is gearing up to launch our new Employee Giving Campaign in Spring 2021. A committee is currently being formed to assist in bringing this new project to life, and we look forward to sharing more details in the months to come.

CMN Hospitals:

We are in the second round of interviews and hope to extend an offer to fill the vacant CMN Hospitals Program Coordinator Position before the start of the new year.

Entravision held their annual Spanish Radiothon on November 19-21, and while they did not hold cash collection locations this year due to COVID concerns, the event itself was a success with over \$1.4 million raised nationwide. Locally, while the event was completely syndicated, over \$70,000 was still raised.

Announcements:

We recently received an emergency grant from Hospice Giving Foundation to create and implement a Spanish language grief program for families who have lost loved ones to COVID-19. With stringent visitor restrictions in place, many family members are unable to be with their loved ones when they pass, and the grieving process is drastically different than it was before the pandemic. This grant will cover 6 months of Spanish language grief counseling to specifically address these unique circumstances and will be available to the 40+ Spanish speaking families who have lost loved ones due to COVID in our facility up to this point, and those who lose loved ones going forward.