

Salud Para La Gente

Working Together for a Healthy Community



ANNUAL REPORT 2020



**Learn More
About What
Salud's Been
Up To**

P.O. Box 1870
Watsonville, CA 95077-1870

www.splg.org



SALUD'S COMMITMENT TO ADVANCING THE HEALTH AND PROSPERITY OF OUR PATIENTS AND COMMUNITY

ABOVE:
Salud's CEO and Board Co-Chairs, clockwise from left: Ana Espinoza, Board Co-Chair; Dori Rose Inda, CEO; Faris Sabbah, Ed.D., Board Co-Chair.

Dear Community:

Last year, 2020, was a year like no other, with major national and global events reverberating throughout our community. The devastating COVID-19 pandemic; economic distress that affects mental and physical health; racial unrest and a nationwide debate over equity and justice; add to that wildfires that devastated areas to our north and south. These are the kinds of trials that leave lasting effects.

Through it all, **Salud Para La Gente** continues its essential mission to ensure our community has a doctor when it needs one. We continue to be inspired by the unsung heroes who have selflessly stepped forward, some risking their lives, to help others. These include both simple and grand gestures: a neighbor's act of kindness when they themselves have lost so much, healthcare workers and first responders finding the will to work endless shifts, or the voices who have mustered the courage to speak out for racial justice and societal change.

Our staff continues their tireless work, adapting services and providing essential healthcare—creating outdoor clinics to protect patients and staff, expanding telehealth programs, coordinating and carrying out vaccine distribution, and more. We partnered with regional health agencies to align the robust COVID-19 response efforts and were contracted by Santa Cruz County Health Services Agency to perform countywide contact tracing and community COVID-19 testing. (See center spread for a timeline of our response efforts and collaborations with community partners.)

We once again thank you, our esteemed supporters—you make it possible for us to perform this vital work.

Sincerely,

Dori Rose Inda
Chief Executive Officer
Salud Para La Gente

Faris Sabbah, Ed.D.
Board Co-Chair
Salud Para La Gente

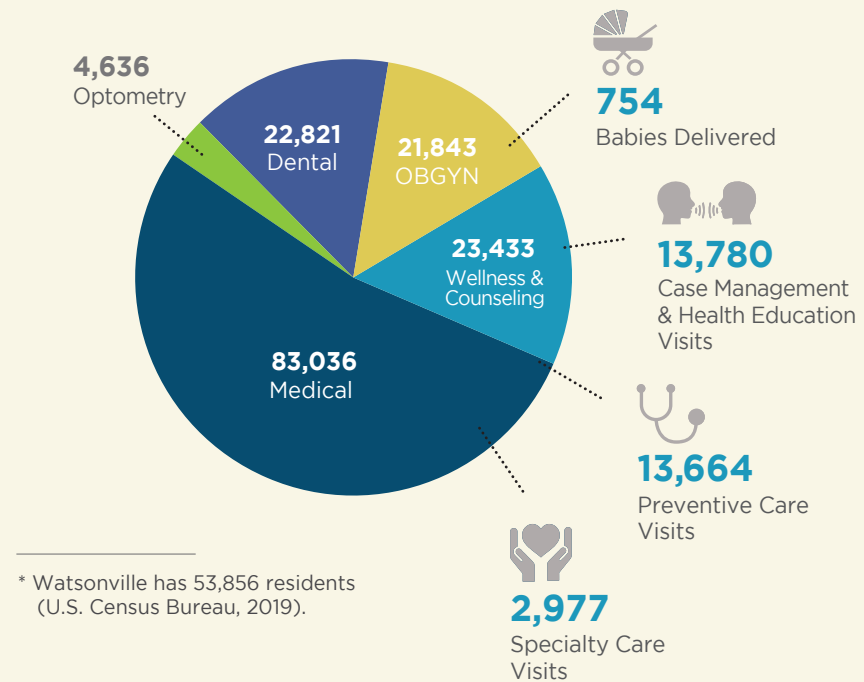
Ana Espinoza
Board Co-Chair
Salud Para La Gente

SALUD'S WHOLE-PERSON APPROACH TO CARE WHEN AND WHERE OUR PATIENTS NEED IT

COVID-19 underscores the value of Salud's whole-person approach to care, when and where our patients need it. Our providers adapted quickly to deliver appropriate and innovative care, while keeping staff and patients safe. We continue providing urgent and preventive care, sick visits, parental support services, and more.

IN FISCAL YEAR 2020 Salud served **28,340*** patients through **155,769** visits.

PATIENT VISITS BY TYPE



* Watsonville has 53,856 residents (U.S. Census Bureau, 2019).



OUR MISSION

To provide high quality, comprehensive and cost-effective healthcare responsive to the needs of the communities we serve.

OUR VISION

To ensure quality healthcare to all in need.

OUR VALUES

- Dignity
- Service
- Equity



Receiving care beyond the clinic walls

"At my age, staying at home during the pandemic kept me safe. But not from fear of running out of my meds. Without family nearby to shop for me, I began to ration food. A Salud nurse called to check in; she was so helpful. She said Salud could renew meds over the phone and have someone drop off a 90-day supply. She even scheduled a weekly food drop-off. Thank you, Salud, for caring for and checking on all your patients!"

— Juanita Martinez (Age 64)

COVID-19—STRONGER TOGETHER

IN MARCH, THE COVID-19 PANDEMIC presented a challenge to the entire world. Salud quickly responded, opening seven days a week, making patient safety a priority, and creating an outdoor respiratory clinic to triage COVID-19 testing and care. For Salud, it was more than mitigating the spread of the novel coronavirus: COVID-19 required that we broaden our whole-person care approach, so we rolled out telehealth services to ensure safe continuity of care for our entire community, no matter their need.

At the heart of Salud's response is understanding that through critical partnerships, we can help safeguard the well-being of Pajaro Valley families by lessening the burden of the pandemic on patients with pre-existing health problems and on the economic, physical, mental and emotional wellbeing of our low-income, hard-working families. Salud continues to work in partnership with key community, county and medical partners to ensure Pajaro Valley families have access to timely information and resources to stay safe during COVID-19.

See below a summary timeline of the vital collaborations that make Salud's response to COVID-19 stronger.



Photos 1 & 3: Kevin Painchaud, Lookout Santa Cruz

CLOCKWISE FROM TOP LEFT:

1. Health care provider holds a swab used to test for COVID-19 at Salud's outdoor respiratory clinic.
2. The outreach team helps distribute UndocuFund cards to support community members who have been financially impacted by COVID-19.
3. Salud nurse in full personal protective equipment works in the outdoor respiratory clinic.
4. Local agricultural workers, during a break, receive COVID-19 education and outreach via Salud's outreach staff, spearheaded by the Watsonville Campesino Appreciation Caravan.
5. In collaboration with Second Harvest Food Bank, Salud's Community Health Services team distributes fresh food and canned goods to the community during the weekly food distribution.

SALUD'S PANDEMIC RESPONSE

Outdoor Respiratory Clinic

Salud establishes Outdoor Respiratory Clinic on March 9.

Telehealth

Salud establishes broader telehealth care that increases to **40%** of all visits in 2020.

Salud Opens 7 Days a Week

Salud opens Sundays starting March 15.

Care Beyond Clinic Walls

Salud makes over **10,000** wellness calls to at-risk patients to schedule care and assistance.

Food Security

Through Second Harvest Food Bank, Salud distributes food to **24,344** people weekly at **44** events.

COVID-19 Testing Begins

Salud administers **8,059** tests in 2020: **80%** are residents of 95076 and 95019; **89%** identify as Latino.

Patient Education Campaigns

Salud sends **37** patient education text campaigns reaching **36,450** patients with each campaign.

Salud's Commitment to the Safety & Well-Being of Immigrant Families

Salud supports Thriving Immigrants Collaborative in providing community forums for health education and resources.

Community Outreach & Education

Salud partners with Watsonville Campesino Appreciation Caravan to provide information and education for agricultural workers.

Homeless Outreach

Salud partners with county's CAB and medication assistance program to provide outreach and services to homeless.

MARCH 2020

JANUARY 2021

Personal Protective Equipment Donations

Outpouring of support for staff and patients yields **28,828** masks and **498** in other PPE donations.

COVID-19 Information & Communication

Salud helps found Save Lives Pajaro Valley Community Group, focused on educating vulnerable populations.

Public Health Tracing

County health department contracts with Salud to provide **6,610** follow-up, investigation and tracing services.

COVID-19 Relief Funds/ UndocuFund

Working with county and Santa Cruz Community Ventures, Salud distributes **\$2.3 million** in financial relief to **2,200** immigrant households.

Expanded Testing

Salud partners with UCSC lab for rapid test processing, expanding number of tests from 50 to 100 a day.

Housing & Workers' Rights

Patients access workers' rights and eviction protections during COVID via Salud partner Watsonville Law Center.

Vaccine Distribution

Salud administers **3,977** vaccines including staff, healthcare workers, and people 65+ years of age.

South County Triage Group

Salud is a founding member of the COVID-19 South County Triage group.

BAM Infusions/ Monoclonal Antibodies

Salud offers monoclonal antibody infusions for eligible patients to treat COVID-19.

PAVING A PATH FOR HOPE & CHANGE

SALUDS BOARD'S COMMITMENT TO BE AN ANTI-RACIST ORGANIZATION



IN SUPPORT OF RACIAL JUSTICE, Salud Para La Gente will work towards becoming an anti-racist organization.

We agree upon the following important tenets:

- Using our organizational platform to acknowledge racism, advocate for equity, and align our internal and external practices with our values;
- Approaching this critical work in a compassionate, inclusive, and respectful manner;
- Working to fully understand what racism means and its effect on Salud's personnel and on the community we support and serve;
- Agreeing on what an anti-racist organization's culture and practices look like; and
- Developing strategies to respond to consequences arising from this work.

ABOVE

Left: Salud staff stand with the Black community to demand justice for those who have been killed or harmed by acts of racism or hate.

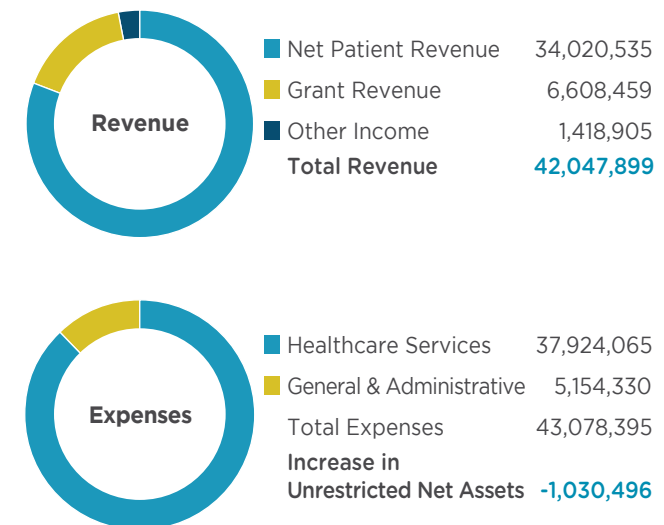
Right: Salud staff member wears a "he/his/him" pronoun button to highlight Salud's efforts to support and celebrate staff diversity.

FINANCIAL STATEMENT 2019-2020

Balance Sheet

Assets	
Current Assets	21,005,990
Long Term Receivables	3,681,990
Property & Equipment, Net	9,685,292
Other Assets	6,718,744
Total Assets	41,092,016
Liabilities	
Current Liabilities	8,472,416
Long-Term Debt	14,705,955
Other Liabilities	1,317,862
Total Liabilities	24,496,233
Net Assets	
Unrestricted	15,732,707
Temporarily Restricted	863,076
Total Net Assets	16,595,783

Statement of Operations



Source: Audited Financial Statements

BELOW:

Our extraordinary leadership continually challenges itself to do what is right and just, for the health and well-being of our patients and community. We thank them for their courage and efforts to protect and save all lives.



BOARD MEMBERS 2019-2020

- Ana Espinoza, Co-Chair
- Faris Sabbah, Ed.D., Co-Chair
- Calvin Gordon, M.D., Vice-Chair
- Esteban Ortiz, Secretary
- Jorge Reguerin, Treasurer
- Anabel Albano
- Lynne Drummond
- Thomas Greaney
- Fabian Guzman
- Kayla Kumar, Member-At-Large
- Maritza Lara

- RETIRED**
- Gloria De Ocampo
 - Marc Pimentel



The whole-person approach to care

"COVID-19 impacted my family. Salud's care team provided invaluable support with testing, follow-up care, and the financial support we needed to get through while I was unable to return to work in agriculture."

— Agui Gomez (Age 60)

THANK YOU

COMMUNITY PARTNERS

ACLU Northern California
Alta Vista Farms
Berry Mist Farms
Breathe California
Central Coast
Bridge Hospice
Central Coast
Cabrillo College
California Rural Legal
Assistance, Inc.
California State University,
Monterey Bay
Catholic Charities Diocese
of Monterey
Central California Alliance
for Health
Central Coast YMCA
City of Watsonville
Communities Organized for
Power in Action
Community Action Board of
Santa Cruz County, Inc.
Community Bridges
Community Foundation
Santa Cruz County
Community Health Trust
of Pajaro Valley
Community Water Center
Congressman Jimmy
Panetta's Office
Consulate General of Mexico,
— San Jose
County of Monterey
County of Santa Cruz
Dientes Community
Dental Care
Digital NEST
Dignity Health—
Dominican Hospital
El Pajaro Community
Development Corporation
Encompass Community
Services
Families in Transition
Family Services Agency
First 5 Santa Cruz County
First United Methodist
Church
Food What?!Hartnell College
Health Improvement
Partnership of Santa Cruz
HealthySteps
Immigrant Legal Services
of the Central Coast
Janus of Santa Cruz
J.E. Farms, Inc.
Kaiser Permanente
Lakeside Organic Gardens
Live Earth Farm
Monarch Services—
Servicios Monarca
Mountain Elementary
School District
Natividad Medical Center
Navarro Farms
North Monterey County
Unified School District

Northern California Rapid
Response & Immigrant
Defense Network
Our Lady of the
Assumption Church
Pajaro Valley Arts
Pajaro Valley Prevention
and Student Assistance
Pajaro Valley Shelter
Services
Pajaro Valley Unified
School District (PVUSD)
PVUSD Migrant & Seasonal
Head Start Program
Planned Parenthood
Mar Monte
Positive Discipline
Community Resources
Prevedelli Farms
Ridge to Reef Organics
Santa Cruz Community
Credit Union
Santa Cruz Community
Health Centers
Santa Cruz Community
Ventures
Santa Cruz County Office
of Education
Save Lives—Pajaro Valley
Community Group
Second Harvest Food Bank
South County Triage Group
SEIU Local 521
S. Martinelli & Company
Suter Maternity and Surgery
Center & Palo Alto
Medical Center of
Santa Cruz
Teen Kitchen Project
Thriving Immigrants
Collaborative
Toys for Tots of Santa
Cruz County
UndocuFund Monterey Bay
United Presbyterian Church
United Way of
Monterey County
United Way of
Santa Cruz County
University of California,
Santa Cruz
Watsonville Campesino
Appreciation Caravan
Watsonville Certified
Farmers Market
Watsonville Community
Hospital
Watsonville Film Festival
Watsonville Law Center
Watsonville Walgreens
YWCA of Watsonville

FUNDERS AND COVID-19 SUPPORTERS

Anabel Albano
Reed Alper
American Cancer Society
Betsy Miller Andersen
Christian Arana
Asian Pacific Fund,
A Community Foundation
Barbara Bannan, M.D.
Nicole Barnes
Frank Baudino, M.D.
Elyse Biggs
Isabel Bjork
Brad Blachly
Keith Bontrager
Ronald Bourret
Matthew and Mary Brennan
Scotty Brookie
Scott Brown
California Colorectal
Cancer Coalition
California Department of
Health Care Services
California Primary
Care Association
The California Wellness
Foundation
Center for Care Innovations
The Center at Sierra
Health Foundation
Central California Alliance
for Health
Cathleen C. Chandler-Eckhardt
Irene Chavez
Chevron Matching
Gift Program
Jose A. Chibras-Sainz, M.D.
Bud Colligan
Community Foundation
for Monterey County
Community Foundation
of Santa Cruz County
Community Health Trust
of Pajaro Valley
Leslie Connor
Donald E. Cooley
County of Santa Cruz
Covered California
Ross Culverwell
Delta Dental Community
Care Foundation
Direct Relief
Driscoll's, Inc.
Lynne Drummond
East Bay Community
Foundation
Paul Edwards
Ana Espinoza
Corrine Flannagan
Devon Francis, M.D.
Jessica Goldschmidt
Calvin Gordon, M.D.
Jake Graessle
Granite Construction
Stephen Gray
Thomas Greaney, J.D.
Brenna Green
Wayne Yoshiyuki
Hayashibara

U.S. Health Resources &
Services Administration
Leslie Hope
Debra Huber and
Lawrence James Gable
Tae Hwa Song
Dori Rose Inda, J.D.
Imura Japanese
Restaurant
Kaiser Permanente
Bryan Kett
Grant Keyser
Kayla Kumar
Julie Lambert
Margaret Lapiz
Maritza Lara
Tom Lehrer
Lifeguard Charitable
Funds
Jean M. Mahoney
Daniel Maltbie
Gwendolyn Marcum
Kay Martin
Robert Martinez
Cornelia and
Emanuel Mashian
Mashian Family Trust
Amber M. Masoni
Christine Miller
Robert and
Veronica Murray
National Center for
Farmworker Health
Amy R. Newell
NorCal Group Foundation
Lake Perry
Stewart Peterson
Melody Randel
Rowland Rebele
Amir Sagiv
Scruggs, Spini & Fulton,
Attorneys at Law
Debra Smolley
Mark Smolley
Stephen Snodgrass
Anya Spear
Gary Staas
Stanford University—
Division of Endocrinology
and Diabetes
Natasha Stovall
Sunlight Giving
Sutter Maternity and
Surgery Center & Palo
Alto Medical Center
of Santa Cruz
Jessica Swanson
Barbara Takemoto-Weerts
Helen Taylor
TriCal, Inc.
Grace Voss
Laura Wies
Margaret Yarosh
Colleen Young

COVER PHOTO:
Jeremy Lezin