



DESERT HEALTHCARE DISTRICT
Regular Meeting
Program Committee Agenda
March 8, 2011
10:00 a.m.

District Board Room, 2nd Floor, Jerry Stergios Bldg., 1140 N. Indian Canyon Dr., Palm Springs, CA

<i>Page(s)</i>		<i>Item Type</i>
	1. CALL TO ORDER – Director Rubenstein, Chair	
	a. Welcome new community member, Allen Howe	
1	2. APPROVAL OF AGENDA	Action
	3. PUBLIC COMMENT	
2	4. APPROVAL OF MINUTES	Action
	a. February 8, 2011	
8	5. GRANTS	
	a. Grant Administration Report	Information
	b. Pending grant requests for consideration	Action
11	1. Grant #640 – Desert Women for Equality – <i>We Care Mammogram Program</i> – \$80,000	
25	2. Grant # 643 – CVEP/Pathways to Success – <i>Healthcare Professionals Scholarship Fund</i> - \$125,000	
41	c. Pending Grants Under Review & Discussions with CBOs	Information
	6. OLD BUSINESS	Information
	a. Update on Food Assistance Program	
	b. Update on Grant # 560 – HEALNet	
46	c. O’Bayley Communications Summary of Public Relations Activities for 2010	
	7. COMMITTEE MEMBERS COMMENTS	
	8. STAFF COMMENTS	
	9. ADJOURNMENT	

**DESERT HEALTHCARE DISTRICT
PROGRAM COMMITTEE
MEETING MINUTES
February 08, 2011**

Attendance:

Members

Director Sidney Rubenstein, DDS – Chair
Director Glen Grayman, MD

Staff

Donna Craig, Chief Program Officer
Tricia Wheeler, Program Manager
Peter Young, Interim CEO
Steve Brown, Executive Assistant

Committee Members

Robert Taylor, Superior Court Judge (retired)
Kim McNulty, Project Manager, CVEP
Mitch Nieman, Community Member
Elizabeth Toledo, Program Manager, Building Healthy Communities
Matthew Keane, PA-C, ICON
Allen Howe, City of Cathedral City

Absent Committee members

Bev Greer, Administrator, Stroke Recovery Center

Guests

Christy Porter, Hidden Harvest
Lisa Houston, FIND Food Bank
Tim O'Bayley, O'Bayley Communications

CALL TO ORDER

The meeting was called to order at 10:00 a.m. by Chairman Rubenstein. Chairman Rubenstein welcomed Allen Howe to the Program Committee.

APPROVAL OF AGENDA

A Motion was made by Committee member Toledo and seconded by Committee member Taylor to approve the agenda. Motion was approved.

PUBLIC COMMENT

None

APPROVAL OF MINUTES

A Motion was made by Committee member Taylor and seconded by Committee member Toledo to approve the minutes of January 11, 2011 as submitted. Motion was approved.

GRANTS

a. Grant administration reports

Members received the latest update of current active grants.

c. Pending requests for consideration

The Staff Report (attached) "Re: Revised Food Program Grants to replace \$5,000 quarterly mini grants – Hidden Harvest and FIND Food Bank" was discussed.

Excerpt from the report:

Present: Since 2008 the Desert Healthcare District has made quarterly food assistance grants of \$5,000 to approximately 19 organizations. The funds have been used for many types of procurements, such as grocery store purchases; purchases at FIND; and other venues, such as Morrison Food Management.

Proposed: Staff has been in discussions with Hidden Harvest, FIND Food Bank, and Bridges of Hope – the three major food banks/pantries/distributors of food that serve approximately 110 agencies – to bring forward conceptual ideas for the reallocation of the District's food assistance resources for distribution of nutritious food to agencies that serve District residents. Formal applications were requested from Hidden Harvest and FIND and are in the committee packet.

The benefits to model change, as outlined in the report, were reviewed. The additional questions/comments were addressed:

Ms. Houston explained that under the proposed model change, working in collaboration with Hidden Harvest, *all* District food pantries (not just those currently receiving funding) would receive product, proportioned to each based upon the number of clients served. The product and the delivery will be at no cost to agencies within the District.

Ms. Houston and Ms. Porter will work collaboratively to combine food distribution and delivery systems, as well as coordinating and procuring fresh fruits and produce items. This will decrease the number of deliveries/pick-ups for agencies as well as ensure that there is no duplication of fresh fruits and vegetables being offered to agencies (which leads to waste).

Committee members agreed that the model change would leverage District dollars, streamline the process for food procurement and unanimously support the concept of

centralized distribution. Director Grayman and Community member Taylor expressed concern regarding input from the current food assistance grantee agencies on the impact of the model change to their programs. They stated it is important to obtain this input prior to a model change.

Ms. Toledo stated this is the next step in the evolution of Food Pantry distribution; she noted that not many years ago pantries were vying with each other to procure donated food items. This system has evolved into the model change before the Committee. And while input from the agencies is important as this process is developed, it is to be noted that this region has become a model in food distribution; it is exciting that the District's model has done that and this change is the next step in the evolution of food distribution.

Mr. Neiman stated that it is important to keep in mind that this model change will allow all food pantries within the District to receive increased services, not just those that currently receive funding. (The total number to benefit is approximately 45, of which only 19 are grantee agencies.)

Ms. Porter addressed the Committee concerns regarding the model change to the current grantee agencies; she and Ms. Houston were cognizant of the impact on these agencies as they crafted their proposal. They attempted to mitigate dissatisfaction by "building valued added" benefits to these agencies in the form of the additional product each would receive and free delivery of the product.

Ms. McNulty reiterated that this is a process change; the current grantee agencies would not be "cut off" immediately. This is meant to be a step process, and if agencies need assistance for an additional quarter to enable the transition that should be done. However, it should be made clear that these changes are being made in order to leverage District dollars and create a streamlined process. She stated that it is great to get their input, but there is nothing wrong for the District to think strategically beyond what it has been doing and consider whether or not the Board thinks this is a good idea. This model makes a great deal of sense; comparing it to the education workforce model and the tremendous capacity that has been developed by coordinating regional scholarship programs and the education programs, this is a natural next step. It is important to be sensitive to the grantee agencies, but this should not hold up the process for Board consideration.

Mr. Young stated that it is important to remember that the strategic plan for the next fiscal year (beginning July 01st, 2011) may or may not include grant dollars for food assistance/hunger relief. Staff considers this model to be a "bigger bang for the buck", and as many of the 19 agencies have already been moved over to this model they are already familiar with the new concept. If there are items the agencies are not currently obtaining from FIND, FIND will work with that agency to procure that item.

Ms. Toledo stated the Committee has to remember the other initiatives that the District has funded, citing the Coachella Valley Health Collaborative's Hunger Summit, from

which a Strategic Plan was created based on feedback from community partners. This identified the need to create a more regionalized system that meets the diverse need of the 45 agencies versus the 19. She reiterated that the process of obtaining the feedback should not hamper or lengthen the process when there are agencies in need; rather this feedback could be obtained while forwarding the recommendation to the Board level.

Discussion ensued regarding how best to receive input in a timely manner from the grantee agencies (and if input should also be sought from non-grantee food pantries). It was determined that Staff will contact current grantee agencies to determine the impact of the model change and bring these comments/concerns forward to the Board of Directors for their consideration. Additionally, Staff will contact the current grantee agencies with programs that are not the “pantry” model to see if there is a way this model could work for them, and if it does not Staff will recommend to the Board how support for these programs may be addressed (for example - the “meals on wheels” programs).

ID# 636. The Committee reviewed a request for \$183,632 from Hidden Harvest to support Fresh and Healthy.

Discussion/questions:

Director Grayman requested Ms. Porter explain the direct gain to District Residents from her proposal. Ms. Porter explained there will be a 100% increase in produce delivered to FIND for District agencies; there will be an increase the number of District agencies served; there will be coordination between Hidden Harvest and FIND to ensure there are no duplication of efforts (which lead to waste); and this will sustain and improve the delivery, consistency and availability of produce.

A Motion was made by Committee member Taylor and seconded by Committee member Toledo to recommend approval of this request to the Board, subject to receiving input from the current grantee agencies receiving food assistance. Motion was approved.

ID# 637. The Committee reviewed a request for \$275,249 from FIND Food Bank to support 12 months Food Distribution within the District.

Discussion/questions:

Director Grayman requested Ms. Houston explain the 6% labor/administrative costs comparative to the overall budget request; Ms. Houston reviewed her budget, explaining \$200,000 of the request is for food procurement; the remaining is the allocated labor/administrative cost. Community member Taylor requested Ms. Houston explain which agencies within the District this grant request will serve; Ms. Houston responded all current District agencies served by FIND as well as any current District grantee agencies not yet served by FIND. (Staff has identified who these agencies are, and will know which intend to utilize FIND once they have contacted each.)

A Motion was made by Committee member Taylor and seconded by Committee member Toledo to recommend approval of this request to the Board, subject to receiving input from the current grantee agencies receiving food assistance. Motion was approved; Committee member Neiman abstained due to a conflict of interest.

ID# 270. The Committee reviewed a request from CVEP/Pathways to Success for a seven-month no-cost grant extension for Pathways to Success – DHCD Scholarship Program.

Discussion/questions:

Chairman Rubenstein inquired as to the purpose of the extension. Ms. Craig explained that the scholarship cycle lasts for two years, therefore an extension is being requested to match the time of the operating support, monitoring, tracking and providing student services to all District scholarship recipients for the duration of their scholarship awards.

A Motion was made by Director Grayman and seconded by Committee member Neiman to recommend approval of this request to the Board. Motion was approved; Committee member McNulty abstained due to a conflict of interest.

ID# 455. The Committee reviewed a request from CVAG for a three-month no-cost grant extension for the Desert Resource Nurse’s Station.

Discussion/questions:

Director Grayman inquired about the amount of nursing hours provided per week. Ms. Craig explained that services are provided 4 days a week at 10 hours per day (often with additional overtime).

A Motion was made by Community member Taylor and seconded by Committee member Neiman to recommend approval of this request to the Board. Motion was approved.

OLD BUSINESS

- a. Chairman Rubenstein informed the Committee that at the January 25, 2011 meeting of the Board of Directors the following grants were approved as recommended by the Committee:
1. Grant # 630 LifeStream Blood Bank: *Expansion of Rare Blood Library* - \$250,000
 2. Grant # 631 CSUSB/CVHC: *CVHC Physical Fitness website development* - \$10,000
 3. Grant #632 Jewish Family Services of the Desert: *Kids First school-based counseling program* - \$44,905

COMMITTEE MEMBER COMMENTS

Ms. McNulty invited everyone to attend the “Riverside County State of Education Address”, to be held at 11:30 am on Thursday, February 10th at the Palm Springs Convention Center.

Ms. Toledo inquired about the status of filling the open position of District CEO. Director Grayman responded that the District has engaged a firm to conduct a nation wide search.

STAFF COMMENTS

Ms. Wheeler informed the Committee that the District will be a participant in the CVHC Community Wellness Challenge; once the website is functional Ms. Wheeler will send an email to the Committee informing them on how to join the District team.

Ms. Wheeler informed the Committee that they are invited to attend the February Board of Directors meeting (being held Tuesday, February 22nd at 2:00pm); this meeting will include a study session regarding HEALNet.

Ms. Craig informed the Committee she has received a phone call and follow-up email from Palm Springs Search and Rescue inquiring about a possible funding request for helicopter transport and replacement of medical bags. Palm Springs Search and Rescue received District funding in the year 2000 for the purchase of a truck. Committee feedback indicated this request may have merit, but also that helicopter transport may be considered Public Safety and could lead to requests from Fire Departments, etc. It was recommended that District legal counsel be contacted to advise prior to proceeding.

Adjournment

The meeting was adjourned at 11:39a.m.

Grant Admin Report

Grants with open balances by disposition date

2 March 2011

Request	Organization/ Project Title	Grant Amount	Project Term	Paid / Balance
<u>April 2009</u>				
ID#370	Health Assessment Resource Center <i>HARC Community Health Monitor 2010</i>	\$600,000	6/1/2009- 6/30/2012	\$480,000 \$120,000
<u>July 2009</u>				
ID#455	Coachella Valley Association of Governments <i>Desert Resource Center Nurse's Station</i>	\$184,300	11/1/2009- 2/28/2011	\$165,872 \$18,428
<u>September 2009</u>				
ID#481	Coachella Valley Economic Partnership <i>Healthcare Industry Council 2009-2011</i>	\$311,552	10/1/2009- 9/30/2011	\$210,297 \$101,255
<u>October 2009</u>				
ID#488	Alzheimer's Association <i>Latino Healthcare Project</i>	\$71,000	11/1/2009- 4/30/2011	\$31,950 \$39,050
ID#495	Coachella Valley Economic Partnership <i>Pathways to Success: Mentors Advising Students in Healthcare Related Majors</i>	\$105,000	10/19/2009- 10/19/2011	\$70,875 \$34,125
ID#489	Desert Community College District <i>NAEYC Accreditation Facilitation Project</i>	\$79,050	10/2/2009- 6/30/2011	\$71,144 \$7,906
ID#505	Regional Access Project Foundation <i>TAP-Technical Assistance Program</i>	\$72,500	11/1/2009- 10/31/2010	\$28,075 \$44,425
<u>November 2009</u>				
ID#502	Desert ARC <i>DesertArc Transportation Program for Adults with Developmental Disabilities</i>	\$68,544	1/4/2010- 7/4/2012	\$29,691 \$38,853
<u>January 2010</u>				
ID#526	Desert AIDS Project (D.A.P.) <i>Desert AIDS Project's Dental Clinic -- Dental Hygienist</i>	\$48,100	3/1/2010- 2/28/2011	\$43,288 \$4,812
ID#518	Shelter From The Storm Inc <i>Desert Hot Springs Outreach Advocacy</i>	\$56,250	2/1/2010- 2/1/2013	\$16,874 \$39,376
<u>March 2010</u>				
ID#545	United Cerebral Palsy of the Inland Empire <i>Palm Springs Community Integration Program</i>	\$26,008	4/1/2010- 3/30/2011	\$23,407 \$2,601

Request	Organization/ Project Title	Grant Amount	Project Term	Paid / Balance
<u>April 2010</u>				
ID#551	ACT for MS <i>Act for MS Enhanced Strength Training, Flexibility and Circulation Improvement</i>	\$134,580	5/1/2010- 6/30/2011	\$121,122 \$13,458
ID#560	Regional Access Project Foundation <i>HEALNet Initiative</i>	\$343,363	5/1/2010- 4/30/2012	\$154,513 \$188,850
<u>May 2010</u>				
ID#563	Family Services of the Desert <i>Gap Funding for mental health services in Desert Hot Springs</i>	\$128,137	6/1/2010- 5/31/2011	\$86,493 \$41,644
ID#562	Jewish Family Service of San Diego <i>Desert Horizon Transitional Housing</i>	\$40,198	6/1/2010- 5/31/2011	\$27,134 \$13,065
<u>June 2010</u>				
ID#569	Christopher's Clubhouse Inc. <i>Training and certification of volunteer instructors through the radKIDS Personal Empowerment and Safety Education Program.</i>	\$8,620	7/1/2010- 12/30/2011	\$7,758 \$862
<u>July 2010</u>				
ID#572	Angel View Crippled Children's Foundation, Inc. <i>Angel View Low-Wage Healthcare Worker Life Improvement Pilot Program</i>	\$132,000	10/1/2010- 9/30/2012	\$29,700 \$102,300
ID#582	Palm Springs Unified School District <i>Project Running: Reducing the Risk: Emphasizing Improved Health through Physical Fitness, Nutrition Education and Lifestyle Choices</i>	\$28,225	8/30/2010- 5/13/2011	\$8,468 \$19,758
<u>September 2010</u>				
ID#596	Desert Cancer Foundation <i>Comprehensive Healthcare Assistance Project</i>	\$200,000	9/1/2010- 8/31/2011	\$90,000 \$110,000
ID#592	TEST <i>County Flu Shot Clinic</i>	\$1	10/1/2010- 9/30/2011	\$0 \$1
ID#581	Visiting Nurse Association of the Inland Counties <i>Point-of-care technology for the VNAIC Hospice multidisciplinary care team</i>	\$116,623	10/1/2010- 9/30/2011	\$105,000 \$11,623
<u>October 2010</u>				
ID#608	Cielo Vista Charter <i>Soaring to Change the Community</i>	\$259,726	11/1/2010- 10/31/2011	\$116,564 \$143,163
ID#607	Family YMCA of the Desert <i>Y Be Fit Director</i>	\$25,861	8/30/2010- 6/30/2011	\$11,638 \$14,224

Request	Organization/ Project Title	Grant Amount	Project Term	Paid / Balance
<u>November 2010</u>				
ID#619	Pegasus Riding Academy <i>Riding for Recovery</i>	\$56,128	12/1/2010- 11/30/2011	\$12,629 \$43,499
<u>December 2010</u>				
ID#624	Palm Springs Unified School District <i>Nutrition Education & Physical Activity for School Children</i>	\$803,626	1/3/2011- 6/30/2014	\$0 \$803,626
ID#625	Stroke Recovery Center <i>Core Operating Support</i>	\$369,066	1/1/2011- 12/31/2012	\$83,040 \$286,026
<u>January 2011</u>				
ID#630	Blood Bank of San Bernardino and Riverside Counties Inc <i>Expanding Capacity at the Local Rare Blood Library</i>	\$250,000	3/1/2011- 2/29/2012	\$56,250 \$193,750
ID#631	California State University, San Bernardino <i>CVHC Physical Fitness Website</i>	\$10,000	1/24/2011- 2/28/2011	\$9,000 \$1,000
ID#632	Jewish Family Service of the Desert <i>KidsFirst</i>	\$44,905	1/3/2011- 12/30/2011	\$10,104 \$34,801
<u>March 2011</u>				
ID#642	Stroke Recovery Center <i>Meal Program</i>	\$5,000	3/1/2011- 5/31/2011	\$0 \$5,000
Grand Totals (30 items)		<u>\$4,578,363</u>		



Date: March 8, 2011

To: Program Committee

Subject: Grant #640: Desert Women for Equality - \$80,000 (*"We Care" Free Mobile Mammography Program*)

Program Staff Recommendation: forward to the Board for consideration with the Committee's recommendation that an award of \$80,000 be approved for the "We Care" Free Mobile Mammography Program that will assist approximately 800 uninsured and/or underinsured Desert Healthcare District residents.

Use of funds: From April 2011 to March 2012, eight (8) clinics will be held at various locations within the Desert Healthcare District and will provide approximately 800 mammogram screenings.

Achievement Building – Request Summary

Desert Women for Equality, Grant #640

Tel: (760) 323-2622
Fax: (760) 320-3633
555 S. Sunrise, #211
Palm Springs, CA 92262
desertwomenforequality.com

Contact:

Barbara Barrett
Tel: 760-323-2622
Fax: (760) 320-3633
bbarrett92262@aol.com

Historical (approved Requests)

Grant Year	Project Title	Grant Amount	Type	Disposition Date	Fund
2007	"We Care" Free Mobile Mammography Program	\$40,000	Grant	4/22/2008	Grant budget
2008	Thousand Palms Mammography Clinic	\$6,030	CEO Discretionary	4/20/2009	CEO Discretionary
2008	"We Care" Free Mammogram Program	\$100,000	Grant	6/23/2009	

About the Organization

Organization Type: Direct Service Provider\Medical

Background:

Since 2006 DWE has raised money to pay for more than 3,000 mammogram screenings for uninsured/underinsured Coachella-valley women over 40. Registered radiology technicians working with Physician's Diagnostic Imaging ("PDI") bring two mobile mammography screening units to different locations in the Coachella Valley (senior centers, schools, medical facilities). We have 12 clinics scheduled for April 2011-March 2012--8 clinics in the West Valley and 4 clinics in the East Valley.

We pay PDI \$90 for each screening which includes a radiologist's diagnostic report. Dr. Blaine Montgomery, Radiologist, is currently working with PDI.

Our 100% volunteer staff (providing \$110,000+ a year in-kind services) makes appointments and 4 to 6 volunteers attend our monthly clinics. We have a Spanish translator at every clinic.

We also send out one-year reminder cards. All women with "incomplete" screenings are referred on for further treatment. They come to DWE's offices to pick up their films. All other films are stored with PDI. PDI timely sends a letter to every woman advising her of the outcome of her screening.

The radiologist working with PDI schedules 6 month follow-up screenings if appropriate and we do not have to pay for these follow-up screenings.

Women who call DWE presenting with breast cancer symptoms (discharge, lumps, etc.) are sent immediately for further care.

We are also unique in that we accept walk-ins for screenings and average about 20 to 25 walk-ins per clinic.

We continue to have a successful partnership with Borrego Community Health Foundation and the Every Woman Counts program for after-care referrals. ALL women with positive mammograms are referred for further care.

Proposal

Type of Request: Direct healthcare services\Prevention & screening

Strategic Plan Link: GOAL #1: Promote healthy behaviors throughout District\1.3 - Improve health of District residents

Project Title: Desert Women for Equality "We Care" Free Mammogram Program

Total Project Cost: \$252,940

Requested from DHCD: \$80,000

Length of Project: 12 months

Start Date: 4/1/2011

End Date: 3/31/2012

Project Description:

1. To provide free mammograms with radiology reports to uninsured/underinsured women over 40 in District-held clinics. Program is in East and West Valley--five clinics will be held from 4/17/11 to 12/31/11 in the District--1000 Palms, Palm Springs, Desert Hot Springs, Cathedral City (2) and we anticipate completing 500+ mammograms by the end of 2011. We will also complete three additional clinics in January, February and March 2012 (Desert Hot Springs, Palm Springs and Palm Desert) and anticipate completing an additional 300+ mammograms. We will also be doing 4 clinics in the East Valley--Mecca (with Flying Doctors), Indio and Coachella (2) in 2011.

2. DWE is asking that the District pay us for 800 mammogram screenings done in District-held clinics AFTER they have been completed and upon presentation of a bill from PDI for a total grant amount of \$80,000 (\$100 for each mammogram which includes \$10 per mammogram to be applied to our administrative costs.) NO District funds will be used for non-District clinics. DWE will provide all additional administrative monies and pay for all mammogram screenings over 800 from other monies raised or from our membership dues. DWE will also provide ALL labor to successfully run the program which is estimated to be \$110,000 annually.

The specific challenge and/or opportunity to be addressed:

1. Giving uninsured/underinsured women the opportunity to have the same preventive healthcare as insured women is the challenge. Together we are saving lives and the potential costs to our community's healthcare providers of late-stage breast cancer treatment for the uninsured.

2. With the District's continued support we will be able to have all of our eight (8) scheduled West Valley clinics --2011: April (1000 Palms), June (Cathedral City), August (Desert Hot Springs), September

(Palm Springs) and December (Cathedral City); 2012 January (Desert Hot Springs), February (Palm Springs) and March (Palm Desert).

Core know-how as it pertains to this request:

We have been doing this program very successfully since June 2006 and have completed over 3,000 mammogram screenings. Our partnerships with Physician Diagnostic Imaging, Borrego Community Health Foundation, Regional Access Project (grant funds and TAP support--printing, etc), Cathedral City, Riverside County and many other businesses and individuals has enabled us to achieve our goals. We are also a membership organization and at present have 100 members. We are formulating an aggressive business membership drive in 2011 and hope to increase our membership and support. We have partnered with the Cathedral City Fire Department to help raise funds for us and will be asking other fire and police departments to also partner with us.

Past Achievements as they relate to this request:

DWE's success in part is due to the fact that we focus on our goal to make mammogram screenings available to all uninsured/underinsured women over 40 in Coachella Valley. We are now and will not be expanding our services so that we can continue to provide the excellent service that we now provide. Approximately 35% of the women that are now coming to DWE are returning women--women who have had a mammogram screening with DWE in previous years and still need our help because they still do not have insurance.

What other organizations have improved their capacity in this manner?

Not applicable

Future Program Sustainability:

We continue to reach out for grants and to increase our membership base. We hope that we will be able to do a fundraiser in October (breast-cancer awareness month). Avon did not give us any money for 2011 but invited us to reapply again in 2012 and we will do that. We will also be seeking other grant opportunities and 3rd party fundraisers. A local group in Palm Spring (PSLOD) just gave us \$2,000.

Results and Approach:

(What will the District get for its investment?)

Capacity – A description of current capacity and how this project/program will improve current capacity: From January 2010 through March 2011 we will have completed 12 clinics in the West Valley. DWE will be paying for its February and March 2011 clinics from our donations and reserve funds. During the new grant year we will complete 8 clinics in the West Valley--5 from April through December 2010 and 3 in January, February and March 2012. We anticipate screening 100+ women at every clinic.

The specific benefits and/or tangible effects to be achieved:

Preventive mammogram screenings will enable women to detect cancer in its early stages and get the necessary treatment that will enable them to live.

Milestones to be reached throughout program/project:

Hitting the 2000 mammogram milestone in early 2010 (we celebrated with a small party) and now hitting the 3000 mammogram milestone in 2011.

Cost Implications – if there are increased costs associated with this project/program, how they are to be covered:

Costs for our program have remained stable and we do not anticipate any major cost increase in 2011.

Organizational change required to successfully implement the project/program:

All of our policies are reviewed annually and changes are made when appropriate. Staffing remains a constant--if we lose a volunteer, we find a replacement or our Volunteer Coordinator or a member of our board takes the office shift of the resigning volunteer. We have two Spanish translators. We continually advertise for volunteers to come to our training sessions. We try to do regular press releases so that the community knows that our efforts to provide preventive medical treatment to our women continue and to attract volunteers.

Approved budgets are the basis for reporting all grant expenditures. Line items may not be added or changed without grant amendment. Prior authorization is required for transferring funds (<10%) between existing line items. Describe budget narrative in cell B38. You may insert rows or create additional worksheets if more space is needed to fully describe your budget.

PROGRAM OPERATIONS		Total Program Budget	Funds from Other Sources Detail on sheet 3	Amount Requested from DHCD
Total Labor Costs	Detail on sheet 2	0		0
Equipment (itemize)				
Office Tele Replace		200	200	
Cell Phone Purch		100	100	
Printer/Comp Serv		400	400	
Software		300	300	
Supplies (itemize)				
1	office supplies	1,200	1,200	
2				
3				
4	clinic expense, educational	1,400	260	1,140
Printing/Duplication		1,100		1,100
Mailing/Postage/Delivery		900		900
Accounting		500	500	
Miscellaneous/Educational		700	700	
Facilities (Detail)				
	Office/Rent/Mortgage	4,500		
	Meeting Room Rental	0		
	Telephone/Fax/Internet	2,280	80	2,200
	website	960	0	960
	Insurance	1,700		1,700
	Maintenance/Janitorial	0		
Other Facility costs (itemize)				
1	Volunteer Labor Costs	110000	110,000	
2	Printing Costs (In Kind)	7000	7,000	
3	Accounting Service (In Kind)	8000	8,000	
4	Rental Services Cost Share (In Kind)	2500	2,500	
Other Program Costs not described above (itemize)				
1	Advertising	1,200	1,200	
2	Outside Services/Radiology	108,000	36,000	72,000
3		0		
4		0		
Total Program Budget		252940	168440	80000

Budget Narrative

Operational costs include office supplies, anticipated equipment maintenance, printing and postage which is used in the notification-reminder process to alert women one-year has passed since her mammogram. In addition, operational costs include in-kind donations from our volunteers (\$110,000 annually) and printing of our flyers and brochures by Regional Access Project(\$7,000). The organization pays \$375 per month for rent which is inclusive of all normal utilities. Telephone costs include two telephone lines one of which can be used for faxing in our out-reach fax program to medical clinics. DWE is completely insured to cover its directors as well for liability at our clinics, insurance costs \$1,700 annually. We may have an additional insurance premium to cover secondary liability for automobiles (which are used very rarely). Our website is maintained at \$960 per year and provides viewers with a list of upcoming clinics, clinic activities and other items of interest for women who seek help. Advertising (\$1,200) is necessary to keep the community educated as to the locations and dates of clinics. Money is spent frugally because we are ever aware that every \$90 buys another mammogram for another woman. Outside services, which includes our Radiology expenses is 86.5% of the entire Operational Budget of this program. The 2011 budget provides for 1,200 mammograms at \$108,000. We anticipate completing 800 plus mammograms in the West Valley during the new Grant Period.

Staff Salaries			% of Time Allocated to Program	Actual Program Salary	Amount of Salary Paid by DHCD Grant
Employee Position/Title		Annual Salary			
1	none				
2					
3					
4					
5					
6					
7					
8					

Enter this amount in Section 1, Employee Salaries Total > 0

Budget Narrative	No labor costs
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Consultants/Contractors			Hours/Week	Monthly Fee	Amount of Salary Paid by DHCD Grant
Consultant/Contractor Name		Hourly Rate			
1					
2					
3					
4					
5					
6					
7					
8					

Enter this amount in Section 1, Professional Services/Consultants Total > 0

Budget Narrative	Fully describe costs listed above in this cell (B24).
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Funding for this program received from other sources		Amount
clinic donations		2,000
Donations-Multiple < \$1,000		5,000
Grants (List Organizations)		
1	RAP	15,000
2	Riverside County	5,000
3	Desert Aids Project	6,500
4	Bull Foundation	5,000
Fundraising (describe nature of fundraiser)		
Cathedral City	fundraising breast cancer	1,700
Kraft Nabisco	ticket sales	2,000
Other Income, e.g., bequests, membership dues, in-kind services, investment income, fees from other agencies, etc. (Itemize)		
1	RAP In Kind Services (printing)	7,000
2	Membership Dues	3,000
3	Desert Women for Equality	11,540
4	Desert Women for Equality In Kind Services	110,000
Total funding in addition to DHCD request		173740

Committed Funding- Regional Access Project- \$15,000; Riverside County Comm Development Funds \$5,000; Cathedral City \$1,700; DAP \$6,500; Bull Foundation \$5,000; DWE \$15,000

Projected Funding- Membership Dues- \$3,000; Ticket Sales Kraft Nabisco \$2,000; Monthly clinic donations \$2,000; Various donations <\$1,000- \$5,000 Desert Healthcare District- \$56,700

In Kind Donations- RAP-TAP Program Printing Services \$7,000; Doug Roper-Accounting Services \$8,000; DWE- labor for clinics, office, and program-\$110,000; Wessman Development (reduced rent)+ reception services \$2,500 annually

DESERT WOMEN FOR EQUALITY 2011 PROJECTED BUDGET

FINAL- 1/24/11

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
INCOME:													
CONTRIBUTIONS													
Grants	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	\$ 120,000
Other / Misc *	200	200	200	200	200	200	200	200	200	200	100	100	\$ 2,200
Other Donations													\$ -
TOTAL CONTRIB:	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,200	\$ 10,100	\$ 10,100	\$ 122,200
Events													\$ -
Interest Income													\$ -
MEMBERSHIPS													-
Business	100	100	100	100	100	100	100	100	100	100	100	100	\$ 1,200
Couples	50	50	50	50	50	50	50	50	50	50	50	50	\$ 600
Individuals	100	100	100	100	100	100	100	100	100	100	100	100	\$ 1,200
TOTAL MEMBERSHIPS:	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
Other Income	500		500				500					500	\$ 2,000
TOTAL INCOME:	\$ 10,950	\$ 10,450	\$ 10,950	\$ 10,450	\$ 10,450	\$ 10,450	\$ 10,950	\$ 10,450	\$ 10,450	\$ 10,450	\$ 10,350	\$ 10,850	\$ 127,200
EXPENSES:													
Advertising	200		200		200		200		200		200		\$ 1,200
Bank Charges													\$ -
Consulting & Outside Svcs	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	\$ 108,000
Education													\$ -
Events													\$ -
Gifts/Prof Relations													\$ -
Grants			FINALFFF										\$ -
Interest Exp / Late Fees													\$ -
INSURANCE:													
D & O							850						\$ 850
Property & Liability						850							\$ 850
TOTAL INSURANCE:													\$ 1,700
Legal & Accounting Fees					500								\$ 500
Licenses & Permits													\$ -
Marketing & Promotion													\$ -
Misc / Other Expense		200		200			200		100				\$ 700
OFFICE EXPENSE:													
Equipment													\$ -
Equipment Maint	250			250			250				250		\$ 1,000

DESERT WOMEN FOR EQUALITY 2011 PROJECTED BUDGET

FINAL- 1/24/11

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
Equipment Rental													\$ -
Furniture													\$ -
Other Office Exp	300	100	100	100	100	100	100	100	100	100	100	100	\$ 1,400
Postage & Delivery	75	75	75	75	75	75	75	75	75	75	75	75	\$ 900
Print & Copy	100		100		100		100	100		200	100	300	\$ 1,100
Rent	375	375	375	375	375	375	375	375	375	375	375	375	\$ 4,500
Repairs & Maint													\$ -
Software													\$ -
Office Supplies	100	100	100	100	100	100	100	100	100	100	100	100	\$ 1,200
Tenant Improvements													\$ -
TOTAL OFFICE EXP:	1200	650	750	900	750	650	1000	750	650	850	1000	950	\$ 10,100
Subscriptions/Pubs													\$ -
TAXES:													
Federal													\$ -
State													\$ -
Other													\$ -
TOTAL TAXES:	0	0	0	0	0	0	0	0	0	0	0	0	\$ -
UTILITIES/SVCS:													
Internet	50	50	50	50	50	50	50	50	50	50	50	50	\$ 600
Telephone-Fax	140	140	140	140	140	140	140	140	140	140	140	140	\$ 1,680
Website	80	80	80	80	80	80	80	80	80	80	80	80	\$ 960
TOTAL UTILITIES/SVCS:	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 270	\$ 3,240
TOTAL EXPENSES:	\$ 10,670.00	\$ 10,120.00	\$ 10,220.00	\$ 10,370.00	\$ 10,720.00	\$ 9,920.00	\$ 10,670.00	\$ 10,020.00	\$ 10,220.00	\$ 10,120.00	\$ 10,470.00	\$ 10,220.00	\$ 125,440.00
INCOME LESS EXPENSES:	\$ 280.00	\$ 330.00	\$ 730.00	\$ 80.00	\$ (270.00)	\$ 530.00	\$ 280.00	\$ 430.00	\$ 230.00	\$ 330.00	\$ (120.00)	\$ 630.00	\$ 1,760.00

USE ONLY

Program Committee
Grant Application Evaluation Form
(Achievement Building)

ORGANIZATION: Desert Women for Equality

COMMITTEE MEMBER:

GRANT #: 640

DATE:

PROJECT TITLE: We Care Mammogram Program (2011)

RESULTS BUYING:

1. Will new/added capacity lead to results in at least one of the four areas: reduced cost, increased revenue, increased results, or decreased time to get results?

1 2 3 4 5

2. Is relationship clear between project results and gains anticipated for participants with this new/added capacity?

1 2 3 4 5

Comments:

CHANCE AT RESULTS:

1. Do the characteristics of new staff or consultants clearly contribute to the project success?

1 2 3 4 5

2. Is there a clear commitment to implementing critical organization changes?

1 2 3 4 5

3. Is the description of three to four steps and related achievements predictive of success?

1 2 3 4 5

Comments:

Desert Healthcare District
Program Committee
Grant Application Evaluation Form
(Achievement Building)

BEST USE OF \$

1. Are the requested funds to create new or added capacity reasonable?

1 2 3 4 5

2. Is it clear what our funds are paying for and how these contribute to the organization's ability to achieve new or added capacity?

1 2 3 4 5

3. If operating costs increase, is it clear how these costs will be covered?

1 2 3 4 5

Comments:



Date: March 8, 2011

To: Program Committee

Subject: Grant #643 – CVEP/Pathways to Success – \$125,000

Staff recommendation: forward to the Board for consideration with the Committee's recommendation that an award of \$125,000 be approved for the Healthcare Professionals Scholarship Fund.

Purpose: \$100,000 for scholarship matching partnership support (\$100,000) plus \$25,000 for operating costs to manage the scholarship application, selection process and student support services to District students who are pursuing college degrees in healthcare related majors.

Strategic Plan Links: GOAL #2: FACILITATE ACCESS AND AVAILABILITY TO HEALTHCARE SERVICES FOR DISTRICT RESIDENTS

Objective #1 – Support efforts to alleviate local healthcare workforce shortage.

Achievement Building – Request Summary

Coachella Valley Economic Partnership, Grant #643

Tel: (760)340-1575
 Fax: (760) 863-2540
 73-710 Fred Waring Drive Suite 106
 Palm Desert, CA 92260
<http://www.cvep.com>

Contact:

Sheila Thornton
 Tel: (760) 799-4137
 Fax: (760) 863-2540
sthornton@cvep.com

Historical (approved Requests)

Grant Year	Project Title	Grant Amount	Type	Disposition Date	Fund
2004	Career Pathway Initiative	\$10,000	Grant	5/24/2005	Grant budget
2006	Career Pathway Initiative	\$5,786	Grant	10/24/2006	Grant budget
2006	Healthcare Industry Council Implementation and Development of Sustainability Structure (2 YEARS)	\$227,236	Grant	5/22/2007	Grant budget
2008	Pathways to Success - DHCD Scholarship	\$118,000	Grant	11/18/2008	Grant budget
2009	Healthcare Industry Council 2009-2011	\$311,552	Achievement Building	9/22/2009	Grant budget
2009	Pathways to Success: Mentors Advising Students in Healthcare Related Majors	\$105,000	Achievement Building	10/27/2009	Grant budget
2009	Healthcare Professionals Scholarship Program	\$120,000	Improving Lives	2/23/2010	Grant budget

About the Organization

Organization Type: Direct Service Provider\Childrens Services

Background:

CVEP was established in 1994 as a non-profit corporation dedicated to expanding the economy of the desert region while maintaining the quality of life attributes necessary to retain a resort environment. CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade and, more recently, has focused attention and planning on the issue of identifying and nurturing

the growth of new industry clusters that can help diversify the local economy which has largely been dominated by hospitality/tourism and agriculture. These clusters include:

- Healthcare and Life Sciences
- Clean Technology/Energy
- Supply Chain Management/Logistics
- Creative Arts & Design

CVEP is led by a board comprised of business leaders from a cross section of industries represented in the region, civic leaders of the nine cities in the Coachella Valley, Riverside County, educators, and representatives from the Cahuilla Indians Tribes who have become a major economic force. This broad based organization is the ideal vehicle in which to explore regional issues and strategies related to the area's economy, workforce training needs, and the relationship between business and education in the Coachella Valley.

In order to create the educated workforce needed for expanding industry clusters that are knowledge based, CVEP embarked upon two companion initiatives designed to create a pipeline of local students who enter college with a goal of becoming professionals in careers such as those related to the healthcare industry.

One initiative (Pathway to Success) is a regional collaborative that seeks to provide scholarships and student support services for local low income students attending college, by assisting them in completing their academic goals and later linking them to employment opportunities in the region. Recently, Pathways to Success has broadened its scope of work by merging with CVEP's Career Pathways Initiative, which builds linkages between education, business and industry to create an educated workforce seeking careers in healthcare, clean technologies, and the arts.

Proposal

Type of Request: District initiatives\Healthcare workforce\Scholarships

Strategic Plan Link: GOAL #2: Facilitate access & availability to healthcare services\2.1 - Healthcare workforce shortage

Project Title: Healthcare Professionals Scholarship Fund

Total Project Cost: \$250,000

Requested from DHCD: \$125,000

Length of Project: 26 months

Start Date: 4/10/2011

End Date: 6/21/2013

Project Description:

Pathways to Success is proposing to renew its partnership with the DHCD to award financial support in the form of scholarships to District residents pursuing healthcare related majors. The program is titled the DHCD Healthcare Professionals Scholarship and Pathways to Success would be responsible for managing the scholarship application and selection process on behalf of the District along with providing support services to scholarship recipients in addition to providing quarterly reports on their progress. From 2009-2010, the partnership has provided fifty two-year scholarships.

PTS seeks support to provide 25 healthcare students with two-year scholarships in the amount of \$2,500 for community college per year and \$5,000 for four year colleges/universities per year (\$100k total). In addition to the scholarships, PTS is seeking funding to help provide the students with one-to-one counseling/advising, mentoring, internships, web-based interactions with academic linkages to support systems, college readiness workshops, study skills workshops, and involvement in a college success tracking program (The PTS Orange and Gray Program). Through partial funding by the DHCD, PTS will

also increase its measurement ability to track student's success rates and the impact in which they are being served. The total requested funds for student support services and tracking is \$25,000.

The specific challenge and/or opportunity to be addressed:

1-The DHCD Healthcare Professionals Scholarship program would help address the low college going rate among low income students that plagues the Coachella Valley, by supporting students that are pursuing healthcare related majors in college.

2- This proposal seeks to build on that relationship by providing the next level of commitment to building a locally trained healthcare workforce. The Desert Healthcare District and Pathways to Success created a collaborative partnership in 2009 toward the common goal of building an educated healthcare workforce through the provision of scholarships and student support services to students who are pursuing college degrees in healthcare related majors.

Core know-how as it pertains to this request:

The Pathways to Success program is managed under the umbrella of the Coachella Valley Economic Partnership which has been in existence for 14 years. This program follows the highly successful Career Pathways Initiative (now PTS) developed and implemented by CVEP. The Pathways to Success program is under the direct supervision of Terry Green who has a combined 32 years of successful educational administration at College of the Desert and the University of California, Riverside. Green has authored and managed over \$25 million in successful grant funded programs in his career.

Past Achievements as they relate to this request:

Pathways to Success has made great strides in gaining access for our students in multiple healthcare opportunities including the establishment of the Healthcare Career Connection (HCC) internship program in the Coachella Valley, the development of a Pre-Med Mentorship Program, coordination with the College of the Desert and CSUSB Palm Desert campus which has fostered special relationships between faculty, staff and our students, and partnering with several scholarship organizations focused on selecting scholarship recipients in health related fields.

What other organizations have improved their capacity in this manner?

Our local colleges and universities along with other matching partners have been able to assist students with some financial aid. However, the degree in which PTS is able to assist our historically underserved populations both financially, through counseling, and workshops has not been seen in one entity in our region.

Future Program Sustainability:

The College Access Foundation of California has indicated its desire to Fund \$1 million per year in scholarships and an additional \$300k-\$400k for operations in the first several years. During the next ten years, we will engage in a diversified strategy of development and network support building which includes:

- Creating a stable funding stream of operating support to enable PTS to effectively manage a broad based scholarship program along with student support systems for low income college students.
- Creating annual scholarship fund and collaborative scholarship networks that will together generate approximately one million dollars annually in scholarship awards.

Results and Approach:

(What will the District get for its investment?)

Capacity – A description of current capacity and how this project/program will improve current capacity:

In conjunction with the Desert Healthcare District, Pathways to Success has been able to provide scholarships to 50 students pursuing a healthcare related degree. Along with these scholarships, the Desert Healthcare District has allowed for Pathways to Success to provide the supportive services needed to ensure a higher rate of college access and success for all 25 students. We are expecting a minimum of 75 District students pursuing healthcare majors to apply for our scholarship for the 2011-2012 academic school year. The majority of these students will be from low-income families. Without any scholarship or student support services in place, national research shows that more than 50% of low-income college students fail to complete a four-year degree within five years. In addition, the factors that affect academic performance outweigh a student's capability to overcome all the barriers that they can face while in college.

Pathways to Success will be able to continue developing and improving its student support services to accommodate all of its scholarship recipients. Over the next year, an additional 25 students will receive a two-year scholarship. Our capacity to provide supportive services like one-on-one counseling and educational and professional workshops will also be increased. Through special events, healthcare students will have the opportunity to engage with professionals and leaders in the industry while learning about career pathways. Future scholarship recipients will be given the chance to work and meet with other students in our program that have the same passion for the healthcare field. In addition to the scholarships and supportive services, PTS will expand its ability to measure and determine outcomes of scholarship dollars and services provided to students. Currently, we use Microsoft SharePoint, which is a document sharing program. Although we are able to track some data it does not give us the capability to track most of the data which is key in proving our success. The essential data that the Efforts to Outcome (ETO) software program will provide includes built in case management reports that we will be able to run upon request. This resource will serve as a stepping stone in the tracking and measuring of outcomes.

The specific benefits and/or tangible effects to be achieved:

The purpose of the Desert Healthcare District Healthcare Professionals Scholarship program is to increase the number of students in the Coachella Valley who pursue and successfully complete academic degree programs in healthcare related fields of study. It is our combined intent to provide financial and student support services to these students while they are enrolled in college and for them to seek employment at healthcare facilities in the Coachella Valley, preferably within the Desert Healthcare District.

- A minimum of 75 District students will apply for scholarships to the Desert Healthcare District scholarship program.
- A minimum of 25 students will be selected for two-year scholarships either to the local community college, local CSUSB or to a university outside the valley.
- 90% of these students will persist at least through the two year scholarship period and maintain a GPA of 2.0 or above.

Milestones to be reached throughout program/project:

- Pathways to Success has developed an online scholarship application for the Desert Healthcare District Scholarship Program that is acceptable to the District. The application has been restricted to students who reside within the Desert Healthcare District geographical boundaries.
- Pathways to Success has developed and implemented a marketing program designed to create public awareness on the availability of scholarships from the Desert Healthcare District.
- Pathways to Success has identified and screened all applications for scholarships from the Desert Healthcare District program and selected 25 students who have received two-year scholarships.

- Pathways to Success monitors, tracks and provides student services to all Desert Healthcare District scholarship students for the duration of their scholarship awards.

Cost Implications – if there are increased costs associated with this project/program, how they are to be covered:

As a regional collaborative comprised of 19 scholarship granting organizations in the Coachella Valley, Pathways to Success is working towards leveraging local resources to help meet the programmatic needs required to sustain our college access initiative. Equally important is the support of local civic and business leaders working through the Coachella Valley Economic Partnership, that are actively engaging with Pathways to Success to provide additional resources and opportunities via scholarships, mentoring support and internships.

Organizational change required to successfully implement the project/program:

The most critical change required, from previous years, to successfully implement the project involves the implementation of a new student case management system to more effectively track student progress and success. Drawing upon learning opportunities in working with students pursuing healthcare related majors, it has been documented that the course and academic workload is often more rigorous due to the number of lab and clinical hours that are associated with healthcare programs. Consequently, students pursuing healthcare related majors require a more focused level of support and students tracking. To more effectively track student progress and efficiently provide support services, Pathways to Success is planning on purchasing and integrating a case management software system. The software program, Efforts To Outcomes (ETO), will allow Pathways to Success staff to not only capture student data more efficiently, but to generate reports that will help identify the needs of students in addition to better gauging which program services are helping increase their level of success.

Line Item Budget - Sheet 1 Operational Costs

Approved budgets are the basis for reporting all grant expenditures. Line items may not be added or changed without grant amendment. Prior authorization is required for transferring funds (<10%) between existing line items. Describe budget narrative in cell B38. You may insert rows or create additional worksheets if more space is needed to fully describe your budget.

PROGRAM OPERATIONS		Total Program Budget	Funds from Other Sources Detail on sheet 3	Amount Requested from DHCD
Total Labor Costs	Detail on sheet 2	457,000	439,639	17,361
Equipment (itemize)				
1	Computer/Printer	3,200	3,200	
2				
3				
4				
Supplies (itemize)				
1	Office Supplies	3,800	3,800	
2				
3				
4				
Printing/Duplication		5,544	4,744	800
Mailing/Postage/Delivery		0		
Travel		8,577	8,577	
Education/Training/Workshops		5,900	3,900	2,000
Facilities (Detail)				
	Office/Rent/Mortgage	15,000	15,000	
	Meeting Room Rental			
	Telephone/Fax/Internet	4,000	4,000	
	Utilities			
	Insurance			
	Maintenance/Janitorial			
	Other Facility costs (itemize)			
1	Hospitality	6000	6000	
2	Events	5000	5000	
3	Staff Development	10000	10000	
4				
Other Program Costs not described above (itemize)				
1	Efforts to Outcome (ETO) system	10,000	6,161	3,839
2	Marketing/Promotions/Advertising/Website	15,000	14,000	1,000
3	Fiscal Accounting	12,000	12,000	
4	Evaluation	25,000	25,000	
5	Indirect	30,000	30,000	
6	Web-Site	10000	10000	
7	Scholarship Awards	1,498,750	1,398,750	100,000
Total Program Budget		2,124,771	1,999,771	125,000

#Line Item Budget - Sheet 1 Operational Costs

Budget Narrative	<p>Printing / Duplication is estimated based on the expected number of scholarship applications to be printed and collateral material to be issued to all academic institutions within the District boundaries, which will include all correspondence with students, as well as correspondence with parents, counselors, and mentors. Budget: \$800</p> <p>Education/Training/Workshops is budgeted on a basis of \$500 x 7 professional counselor/advisors and \$400 x 1 clerical staff. It is the intent of Pathways to Success to provide as much training and staff development as possible for the Desert Healthcare District Scholarship program. We will engage all Desert Healthcare District eligible academic institutions and work with their counselor/advisors to promote the DHD scholarship program and identify eligible students. Training workshops may be offered at individual campuses or at the UCR Palm Desert Graduate Center. Budget: \$2,000</p> <p>Efforts to Outcomes data system will be used to track and monitor the success of our constituents as they are pursuing careers in health care. Currently we are using Sharepoint which is not able to track all of the information that is needed to determine outcomes. The essential data that Efforts to Outcome (ETO) will provide includes built in case management reports that we will be able to run upon request. Budget: \$3,839</p> <p>Benefits/Taxes A proportion of funding has been allocated to pay the necessary amounts fees associated within this category and the requested amount is based on mandatory fees incurred for the cost of labor. Budget \$2,200</p> <p>Marketing / Advertising / Promotions is estimated based on the cost to provide press releases and other public information materials to local media outlets, which will include brochures and press kits. Additionally, Pathways to Success will advertise the Desert Healthcare Scholarship program through paid advertising (radio & print). Budget: \$1,000</p> <p>Scholarship Awards for 25 district residents pursuing college majors in healthcare related careers at an accredited college or university in the U.S. Scholarship awards are estimated at up to \$2,500 per year to students attending a community college and up to \$5,000 per year to students attending a four year college/university. Scholarships are awarded for two years, and matched one-to-one by Pathways to Success to create a total scholarship pool of \$200,000 in scholarship award funds for the 2011-2013 academic years.</p>
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Line Item Budget
Sheet 2 - Labor Costs

Staff Salaries					
Employee Position/Title		Annual Salary	% of Time Allocated to Program	Actual Program Salary	Amount of Salary Paid by DHCD Grant
1	Executive Director	78,000	5		
2	Program Director	75,500	5		
3	Student Service Coordinator	62,000	15		10000
4	MAS Program Coordinator	62,000	100		
5	Student Support Specialist	52,000	15		1161
6	Office Manager	45,000	10		4000
7	Data Management	15,000	15		
8	Benefits / Taxes	67,500			2,200
<i>Enter this amount in Section 1, Employee Salaries</i>				Total >	17361
Budget Narrative	The student service coordinator and student support specialist will provide one-on-one counseling, workshops, email & phone calls as needed, orange and grey form evaluations, and events pertaining to the health care field and college readiness. They will also monitor and track the progress of students using a data management system (Efforts To Outcomes). The office manager will provide administrative assistance to both the student service coordinator and the student support specialist during the development of workshops and events as well as the coordination of data management, reporting and budget allocation. In addition, some funds have been allocated to support a portion of the necessary costs of benefit and taxes. Budget: \$17,361				
Consultants/Contractors					
Consultant/Contractor Name		Hourly Rate	Hours/Week	Monthly Fee	Amount of Salary Paid by DHCD Grant
1					
2					
3					
4					
5					
6					
7					
8					
<i>Enter this amount in Section 1, Professional Services/Consultants</i>				Total >	0
Budget Narrative	Fully describe costs listed above in this cell (B24).				

Line Item Budget - Other Program Funds

Funding for this program received from other sources		Amount	
Fees			
Donations			
Grants (List Organizations)			
	1	College Access Foundation of California	467,000
	2	College of the Desert Alumni Association	25,000
	3	Tom Martin	25,000
	4	Anderson Children's Foundation	9,400
Fundraising (describe nature of fundraiser)			
Other Income, e.g., bequests, membership dues, in-kind services, investment income, fees from other agencies, etc. (Itemize)			
	1	In Kind	
	2		
	3		
	4		
Total funding in addition to DHCD request			526,400
Budget Narrative	<p>Pathways to Success is committed to continue to design and develop support services for scholarship recipients that will help increase their level of persistence and retention while in college. To help support these services PTS staff are working with public and private partners to leverage resources that can help provide the needed support for continued sustainability and growth. In 2011, PTS staff have secured a total of \$526,400 in funding towards the operations of PTS.</p>		

Pathways to Success

Operations Year Two (2010) Budget-- Revised

CODE	Acct #	Description	Total Budget	CAF Grant (3121)	Local Match	Tom Martin (3140)	COD AA (3180)	DCHD (3190)	DCHD-MAS (3171)	Wal-Mart (3160)	Wells Fargo (3191)	CAF Carry Over-2009 (3120)	CAF Carry Over-2008 (#)
0.21	6355	Executive Director (contract w/o benefits)	48,000.00	24,000.00	24,000.00	24,000.00							
0.22	6355	Program Director (1.0 FTE, w/ benefits)	72,000.00	70,000.00	2,000.00	2,000.00							
0.23	6355	Student Support Coordinator (contract w/benefits)	53,000.00	45,000.00	8,000.00		5,000.00	2,600.00	400.00				
0.47	6355	Student Support Specialist (contract w/benefits)	52,000.00	45,000.00	7,000.00		2,000.00	5,000.00					
0.24	6355	MAS Mentoring/Internship Coordinator (1.0 FTE, w/ benefits)	52,000.00	15,600.00	36,400.00				36,400.00				
0.25	6355	Administravtive Assistant	39,000.00	39,000.00	-								
0.26	6360	Benefits (estimate as of February 16, 2010)	67,486.07	38,000.00	19,000.00		11,800.00		7,200.00			10,486.07	
0.27	6520	Committee Support/Advisory/Scholarship/Guest Speakers	2,000.00		2,000.00				2,000.00				
0.48	6520	Data Management & Research (Variable Time, Hourly)	22,000.00	14,400.00	7,600.00		2,200.00	3,900.00	1,500.00				
0.49	6520	Student Help (Variable Time, Hourly)	5,000.00	5,000.00	-								
0.50	6520	Pathways to Success Documentarian (contract w/o benefits)	9,000.00	9,000.00	-								
0.28	6525	Fiscal Accounting (Variable Time, Hourly Services w/ RAP)	12,000.00	12,000.00	-								
0.53	6510	Legal Services (@ 50 Hourly)	5,000.00	5,000.00	-								
0.29	6550	Office Lease	13,183.00	10,000.00	-								3,183.00
0.46	6550	Room Rental	-		-								
0.30	6800	Phone/Internet (@300 Monthly)	6,600.00	3,600.00	3,000.00		2,500.00		500.00				
0.31	6300	Office Supplies	3,800.00	3,000.00	800.00				800.00				
0.52	6120	Video Equipment	8,286.00	6,286.00	2,000.00					1,000.00	1,000.00		
0.33	6120	Office Equipment	6,522.00	2,522.00	4,000.00		4,000.00						
0.51	6530	Training & Professional Development	4,500.00	3,000.00	1,500.00		1,500.00						
0.34	6140	Hospitality	2,500.00	1,500.00	1,000.00		1,000.00						
0.35	6850	Travel/Local Mileage/Conferences	8,026.00	5,326.00	2,700.00			1,500.00	1,200.00				
0.36	6000	Print/Media/Advertising	16,500.00	10,000.00	6,500.00			4,000.00	2,500.00				
0.37	6400	Printing/Copying	5,000.00	4,000.00	1,000.00			1,000.00					
0.38	6000	Brouchures/Printed Materials	2,800.00	2,800.00	-								
0.39	6125	Events (Awards Ceremony, Student Events)	9,000.00	4,000.00	5,000.00		5,000.00						
0.41	6920	Website Maintenance	8,000.00	8,000.00	-								
0.42	6150	Workshops (12 Workshops @ 350)	-		-								
0.43	6150	Volunteer Support Services	-		-								
0.44	6525	Evaluation	25,000.00	15,000.00	10,000.00		10,000.00						
		Subtotal	558,203.07	401,034.00	143,500.00								
0.45	6175	Indirect (5%) (Excludes Fiscal/Eval.Contracts)	16,966.00	16,966.00									
		Total Operations Expenses	575,169.07	418,000.00	143,500.00	26,000.00	45,000.00	18,000.00	52,500.00	1,000.00	1,000.00	10,486.07	3,183.00

Employee Positions with Grant Allocations

Acct #	Description	Employee	Total Budget	CAF Grant (3121)	Tom Martin (3140)	COD AA (3180)	DCHD (3190)	DCHD-MAS (3171)	HOME GRANT
6355	Executive Director (contract w/o benefits)	Terry Green	\$ 48,000.00	24,000.00	24,000.00				3121/3140
				50.00%	50.00%				
6355	Program Director (1.0 FTE, w/ benefits)	Ernesto Rios	\$ 72,000.00	70,000.00	2,000.00				3121
				97.22%	2.78%				
6355	Student Support Coordinator (contract w/benefits)	Angel Meraz	\$ 53,000.00	45,000.00		5,000.00	2,600.00	400.00	3121
				84.91%		9.43%	4.91%	0.75%	
6355	Student Support Specialist (contract w/benefits)	Alex Bleza	\$ 52,000.00	45,000.00		2,000.00	5,000.00		3121
				86.54%		3.85%	9.62%		
6355	MAS Mentoring/Internship Coordinator (1.0 FTE, w/ benefits)	Chris Thompson	\$ 52,000.00	15,600.00				36,400.00	3171
				30.00%				70.00%	
6355	Administrative Assistant	Nubia Madrigal	\$ 39,000.00	39,000.00					3121
				100.00%					

Desert Healthcare District
Program Committee
Grant Application Evaluation Form
(Achievement Building)

ORGANIZATION: CVEP/Pathways to Success

COMMITTEE MEMBER:

GRANT #: 643

DATE:

PROJECT TITLE: Healthcare Professionals Scholarship Fund

RESULTS BUYING:

1. Will new/added capacity lead to results in at least one of the four areas: reduced cost, increased revenue, increased results, or decreased time to get results?

1 2 3 4 5

2. Is relationship clear between project results and gains anticipated for participants with this new/added capacity?

1 2 3 4 5

Comments:

CHANCE AT RESULTS:

1. Do the characteristics of new staff or consultants clearly contribute to the project success?

1 2 3 4 5

2. Is there a clear commitment to implementing critical organization changes?

1 2 3 4 5

3. Is the description of three to four steps and related achievements predictive of success?

1 2 3 4 5

Comments:

Desert Healthcare District
Program Committee
Grant Application Evaluation Form
(Achievement Building)

BEST USE OF \$

1. Are the requested funds to create new or added capacity reasonable?

1 2 3 4 5

2. Is it clear what our funds are paying for and how these contribute to the organization's ability to achieve new or added capacity?

1 2 3 4 5

3. If operating costs increase, is it clear how these costs will be covered?

1 2 3 4 5

Comments:

Program Committee

March 8, 2011

PENDING GRANTS UNDER REVIEW/
DISCUSSIONS WITH COMMUNITY-BASED ORGANIZATIONS

Pending Grants Under Review.

1. Health Career Connections (HCC) – \$35,000 towards Undergraduate Summer Internship Program in partnership with Pathways to Success (PTS) healthcare scholarship recipients. HCC and CVEP-PTS are partnering to address workforce shortages within the region by providing paid summer internships back in the Coachella Valley to DHCD funded organizations. Interns will gain exposure and experience in a variety of health leadership careers in administration, allied health and public health. Interns will be at sites full time for 10 weeks, participate in workshops, be linked to a mentor from the site while working on projects to address key health initiatives for the District. Economic development is a key component of the internship program and interns will receive a stipend. Interns will develop goals, midterm reports, and final reports in addition to project deliverables as part of their internship.

HCC is requesting District funding for internship program fee to sponsor interns in at least 5 sites not to exceed \$35,000. The program fee includes the intern stipend and program costs. Interns will be Pathways to Success scholarship students who are from the District, interested in a career in health, are from underrepresented and ethnic, social and or economic backgrounds, and are good fit with the organizations hosting the intern.

STATUS: PENDING – Grantee unable to provide audited financial report as required by the District.

2. Desert Women for Equality – \$80,000 request to continue the We Care program that will offer 720 free mammograms through mobile clinics within the District for underinsured and uninsured District residents.

STATUS: March Program Committee agenda item

3. Pathways to Success Scholarship Program – request for continued scholarship matching partnership support and operating costs to manage the scholarship application and selection process. Approximate request amount – \$125,000 (\$100,000 for scholarships; \$25,000 for operating costs).

STATUS: March Program Committee agenda item

4. Piranha Swim Team – Fit Fish program specific to non-competitive children that will enroll in a 12 month fitness and nutrition program that will measure progress utilizing MaxVO2 (maximum volume of oxygen intake) and the percentage against the height/weight growth chart. Request amount – \$43,000

STATUS: The application is in the process of being reviewed by staff – at this time, the application itself does not satisfactorily describe the program’s specifics or measureable outcomes. Once all mandatory documents have been received and reviewed, staff will meet with grantee to address concerns and assist with the application.

CBOs invited to submit an application – applications not yet received.

1. Healthy Families Foundation – expansion of the Home Visitation Program to include nutrition education, obesity prevention and reduction through their one-on-one, in-home parenting education services. Request amount unknown at this time.

2. CSUSB/Coachella Valley Health Collaborative – Part 2 of the Physical Fitness Challenge – grant request to pay for the salaries of the Project Director and Part-time Administrative Assistant to maintain and run the program. In a meeting with Program staff and Program Committee Chair Sid Rubenstein, it was emphasized that this request must include a definite statement of outcomes; how these outcomes will be measured; funding is contingent upon receiving mental health funding (Riverside County Prevention and Early Intervention) that will pay for ½ of the salaries; type of reporting; a definite correlation to HEALNet; and a threshold to be set with a cut-off project date if not met. Approximate request amount – \$65,000

3. Eisenhower Medical Center – Luci Curci Cancer Center – request for funding a physician-referred exercise program for cancer patients through the Center’s Cancer Support Services program. Best practice models and recommendations for program follow up and guidelines from Institute of Medicine and National Cancer Institute. Approximate request amount \$25,000.

4. Palm Springs Mounted Police Search and Rescue – a phone call and follow-up email inquiring about a possible funding request for air support for helicopter rescue operations or replacement of outdated medical bags or replacement of ropes and equipment. Palm Springs Search and Rescue received District funding in the year 2000 for the purchase of a truck. This preliminary request was brought forward to the Program Committee and feedback indicated

this request may have merit, but also that helicopter rescue/transport may be considered Public Safety and could lead to requests from Fire Departments, etc. District legal counsel was consulted for advice regarding a direct health nexus. After review, (please see separate document describing Section 32121 of the Health and Safety Code) PS S&R was invited to apply for funding for the replacement of outdated medical equipment and bags, as this would be a better fit within the statutory framework of Section 32121 of the Health and Safety Code.

5. Coachella Valley Community Trails Alliance – The organization is requesting funds to cover the set-up and production cost of the first run of their new and improved Coachella Valley Bikeways Map. The estimated cost is \$1 per map with a 10,000 to 20,000 run. Suggestions by staff included a possible small grant of \$5,000 to cover the production of 5,000 maps that would be given away to nonprofit organizations and/or District residents. This map could also be used as a prototype to solicit paid advertisers for a second production with businesses listed.

6. Desert AIDS Project – telephone conversation with Executive Director David Brinkman (and subsequent email sent of an executive summary of proposed project) seeking an invitation to apply for a two-year grant in the amount of \$150,000 to fund the purchase, installation and initial implementation of a new Electronic Health Record (EHR).

Preliminary conversations with CBOs.

1. UCR/Desert Regional Medical Center partnership – staff met with Craig Beam of MDS Consulting, who has been retained jointly by UCR and DRMC to explore the District's interest in a capital investment to repurpose/refit the current UCR Palm Desert education center to include a clinic for a practice residency program. This clinic would be ambulatory and encompass both teaching and clinical space servicing pediatrics to geriatrics. No dollar amount was discussed.

2. CVAG – continued funding support for the Public Health Nurse(s) position at Roy's Desert Resource Center. It is unclear if the request will be made by CVAG or Riverside County Dept. of Public Health. It is anticipated that they will be requesting two year funding for an approximate dollar amount of \$230,000.

3. Borrego Community Health Foundation – telephone conversation with Peggy Smith, CFO, asking for the District's consideration in partial funding towards the build-out of an additional

9,100 square feet at the Cathedral City clinic. The dollar amount tentatively requested from the District is \$300,000. She did not know the total budget of the build-out. Peggy will be sending an email to staff outlining the intent of services planned for this newly acquired leased space.

4. Mizell Senior Center – staff will be meeting with Jack Newby, Director of Development, on Wednesday, March 9, 2011, at his request, to discuss ideas for future grant proposals.

Health and Safety Code Section 32121

The Health & Safety Code authorizes Health Care districts to provide support for health related services and health facilities and programs. The specific mandate for these is found in part of Section 32121. The relevant parts of that section authorize a Health Care District to do the following:

“(j) To establish, maintain, and operate, or provide assistance in the operation of, one or more health facilities or health services, including, but not limited to, outpatient programs, services, and facilities; retirement programs, services, and facilities; chemical dependency programs, services, and facilities; or other health care programs, services, and facilities and activities at any location within or without the district for the benefit of the district and the people served by the district.

‘Health care facilities,’ as used in this subdivision, means those facilities defined in subdivision (b) of Section 32000.1 and specifically includes freestanding chemical dependency recovery units. "Health facilities," as used in this subdivision, may also include those facilities defined in subdivision (d) of [Section 15432 of the Government Code](#). . . .

. . . (m) To establish, maintain, and operate, or provide assistance in the operation of, free clinics, diagnostic and testing centers, health education programs, wellness and prevention programs, rehabilitation, aftercare, and any other health care services provider, groups, and organizations that are necessary for the maintenance of good physical and mental health in the communities served by the district.”

This statutory framework is part of the analysis which must be used to ensure that District grant expenditures are properly made, and avoid being characterized as “gifts of public funds.” The goal is to ensure that the expenditures are (1) *for a valid public purpose*, which (2) *shares a nexus between the purpose and the recognized purposes of the particular agency*.



MEMORANDUM

DATE: February 16, 2011

TO: Donna Craig & Peter Young – Desert Healthcare District

FROM: Tim O'Bayley

RE: Summary of Public Relations activities for 2010

Summary:

Overall, we've generated a large amount of media coverage for the District over the last year. All of the coverage has been positive. Under your direction, we have prepared and distributed 24 News Releases – primarily regarding grants awarded by the District. The dates and topics of these News Releases are listed below. Following that is a breakdown of the media coverage/results that were obtained on your behalf. This list (106 news items) only represents those news stories or mentions of the District that we were able to personally observe.

News Releases:

January: Bridges of Hope grant
February: Alzheimer's Association grant
February: Bridges of Hope Backpack program grant
March: Desert AIDS Project grant
March: McCarthy Center grant
April: Borrego Community Health Foundation grant
April: Shelter from the Storm grant
May: Coachella Valley Economic Partnership grant
May: San Geronio Memorial Hospital grant
May: Palm Springs Wellness Park dedication announcement
June: Desert Women for Equality grant
June: United Cerebral Palsy of the Inland Empire grant
June: DRMC Farmers' Market announcement
July: Family Services of the Desert grant
August: Angel View grant
August: Christopher's Clubhouse grant
August: Desert Horizon grant

O'BAYLEY COMMUNICATIONS

August: Ramon Alternative Center grant
September: HEALnet announcement
September: Program Committee Openings announcement
October: Desert Cancer Foundation grant
October: Visiting Nurses Association of the Inland Counties grant
November: Family YMCA of the Desert grant
December: Pegasus Riding Academy grant

News Coverage:

The Desert Sun/mydesert.com & affiliated publications:

January:

1/10/10 Article - Pegasus Grant
1/16/10 Article - DCF Grant
1/30/10 Article – CVHC grant
1/31/10 Article - DCF grant

February:

2/19/10 Article - Backpack Program grant
2/20/10 Article - Backpack Program grant
2/20/10 Opinion - Backpack Program grant
2/22/10 Article - Backpack Program grant
2/22/10 Article - Backpack Program grant
2/22/10 Article - Glen Grayman
2/26/10 Article – Alzheimer's Association grant
2/28/10 Article – Alzheimer's Association grant

March:

3/1/10 Article – Alzheimer's Association grant
3/3/10 Article – Alzheimer's Association grant
3/10/10 Article – CVEP grant
3/12/10 Article – CVEP grant
3/12/10 Article – CVEP grant
3/14/10 Article – Alzheimer's Association grant
3/16/10 Article – CVEP grant
3/23/10 Quote from Glen
3/30/10 Article – Desert AIDS Project grant

April:

4/3/10 Article - COD grant
4/27/10 Article - DHS Clinic grant
4/28/10 Cover story - DHS clinic grant
4/30/10 Our Voice - DHS clinic grant

O'BAYLEY COMMUNICATIONS

May:

5/3/10 Opinion Page - DHS clinic grant
5/9/10 Article – Desert AIDS Project hygienist grant
5/12/10 mentioned in front page story about childhood obesity
5/13/10 DHCD and Foundation mentioned in article about Dr. Ercoli & Hanson House
5/13/10 DHS Clinic grant
5/18/10 CVEP grant
5/24/10 Article - Y Be Fit grant
5/27/10 Article - DHS Clinic grant

June:

6/5/10 Article - San Gorgonio Hospital grant
6/11/10 Article - Free Mammogram Clinic
6/14/10 Valley Business Briefs - San Gorgonio Hospital grant

July:

7/10/10 Family Services of the Desert grant
7/10/10 Desert Women For Equality grant

August:

8/6/10 Gary Jeandron editorial on FIND
8/8/10 Business Brief-Jewish Family Service grant
8/8/10 Business Brief-Christopher's Clubhouse grant
8/19/10 Coachella Valley Healthcare Initiative
8/24/10 Angel View grant
8/25/10 Angel View grant
8/27/10 Our City-Angel View grant
8/28/10 Angel View grant
8/29/10 Business Brief-Angel View grant
8/31/10 Desert Hot Springs Clinic grant

September:

9/8/10 Angel View grant
9/12/10 Business Brief-Christopher's Clubhouse grant
9/15/10 Groundbreaking for Desert Hot Springs Family Care Center
9/19/10 Funding for F.I.N.D. Food Bank
9/20/10 Ramon Alternative Grant
9/20/10 Program Committee member search
9/23/10 Mecca Health Care event
9/26/10 Program Committee member search
9/26/10 Ramon Alternative Grant
9/28/10 Ramon Alternative Grant

O'BAYLEY COMMUNICATIONS

October:

10/3/10 ad for Program Committee vacancies
10/8/10 ad for Program Committee vacancies
10/9/10 feature on El Paseo Breast Cancer Walk (District mentioned re: Desert Cancer Foundation support)
10/15/10 listing for Program Committee openings
10/17/10 Business section: Desert Cancer Foundation grant
10/23/10 Valley Business Brief: Visiting Nurses grant
10/24/10 Program Committee ad
10/24/10 Your Business, Your News: VNAIE grant

November:

11/1/10 City News: DCF grant
11/21/10 City News: YMCA grant
11/28/10 Donations Rescue Mizell Senior Center holiday basket program
11/28/10 Business Plus: Panel Addresses Changes to Medicare

December:

12/9/10 Valley: Pegasus Riding Academy grant
12/10/10 Business: Community Health/Tenet Healthcare
12/11/10 Business: Pegasus Riding Academy grant
12/18/10 Experts Mull New Healthcare District
12/19/10 Business: "Y Be Fit" grant

The Public Record:

January:

1/19/10 Article - DCF Grant

March:

3/1/10 Article – Alzheimer's Association grant
3/16/10 Article – grants

April:

4/6/10 Article – Desert AIDS Project hygienist
4/13/10 Article - Shelter

May:

5/4/10 Article - DHS Clinic
5/11/10 article - memorial @ Wellness Park
5/18/10 mental health/San Gorgonio
5/25/10 Article - CVEP

July:

O'BAYLEY COMMUNICATIONS

7/13/10 Desert Women For Equality grant
7/20/10 Family Services of the Desert grant

August:

8/10/10 Public Sector News-Jewish Family Service grant
8/10/10 Public Sector News-Christopher's Clubhouse grant
8/17/10 Public Sector News-Christopher's Clubhouse grant
8/24/10 Public Sector News-Ramon Alternative Center grant
8/31/10 Public Sector News-Angel View Grant

September:

9/7/10 Public Sector news-Desert Hot Springs Clinic
9/28/10 Program Committee member search

October:

10/19/10 Public Sector News: DCF grant
10/26/10 Public Sector News: VNAIE grant

TV/Radio News:

February:

2/24/10 KPSP.com: Backpack Program

March:

3/2/10 knewsradio.com: Alzheimer's story

April:

4/27/10 KMIR 6 News: Interview with DHCD on DHS Clinic

August:

8/2/10 KMIR 6 News: Evening news story on FSSOD- Desert Horizon

September:

9/1/10 KESQ.com: Desert Hot Springs Clinic
9/20/10 KESQ TV & KMIR TV; Check presentation to PSUSD project running
9/7/10 KESQ.com: Desert Hot Springs Clinic
9/28/10 KPSPlocal2.com Hunger & Health

December:

12/20/10 KESQ.com Healthcare Summit Draws Attention to Lack of Healthcare

Miscellaneous Publications:

2/1/10 DCF Perspectives Article - DCF grant
2/14/10 Afterschool Snack Article - Backpack Program

O'BAYLEY COMMUNICATIONS

Future Efforts:

If approved by the board, we will next be working on news releases concerning grants for Hidden Harvest's *Fresh & Healthy* program, FIND Food Bank's District-wide food distribution program, and an announcement concerning the solar parking structure to be built at DRMC. In addition to those news releases, we have been working on creating a partnership with DHCD, Palm Springs Unified School District (PSUSD) and The Desert Sun for an ongoing news series on the groundbreaking nutrition and fitness programs that the District is helping to fund. The grants allocated to PSUSD and Cielo Vista Charter School (CVCS) are designed to encourage parent involvement and spur development of healthy lifestyles for nearly 3,000 Valley students.

In addition, we continue to attend Program Committee meetings to gain a better understanding of the rationale behind each of the grants that are ultimately approved.

Under the direction of staff, we continue to look ahead to plan appropriate communications to the general public and the media regarding any news or initiatives that the District wishes to highlight.

We are proud to represent the District and hope to continue to do so.