

# PAJARO VALLEY HEALTHCARE DISTRICT PROJECT

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## PAJARO VALLEY HEALTHCARE DISTRICT PROJECT LAUNCHES FUNDRAISING CAMPAIGN

### *Efforts bolstered through generous donors*

The Pajaro Valley Healthcare District Project (PVHDP) is pleased to announce the launch of a community fundraising effort to secure support for the acquisition and future operations at Watsonville Community Hospital.

Watsonville-based berry company Driscoll's has pledged \$1.75 million to match all donations to the effort made by May 1<sup>st</sup>. As a community-based business, Driscoll's has a long-standing commitment to supporting local partners and initiatives that further their vision of building vibrant communities. Miles Reiter, Driscoll's Chair and CEO, recognizes the important role that PVHDP plays in providing quality health care services in the community.

"After an already tumultuous past two years, the last thing we want to see is disruption to our community's public health services when people need access to quality care most. We hope the community will join PVHDP's fundraising challenge," Reiter said.

The Community Foundation of Santa Cruz County has offered to support the fundraising effort. Interested community members should contact the Community Foundation or visit their fundraising site at [www.cfsc.org/PajaroValleyHealth](http://www.cfsc.org/PajaroValleyHealth). Donations can also be made through PVHDP's website at [PVHDP.org](http://PVHDP.org).

On February 23, 2022, U.S. Bankruptcy Judge M. Elaine Hammond awarded PVHDP the right to purchase the hospital and its assets. PVHDP is securing funding to complete the acquisition and provide transitional capital while the District implements hospital improvements on behalf of patients, staff and the community in order to establish a high-quality, community-serving hospital.

The State is expected to contribute up to \$20 million and an additional \$25 million has been committed through local governments, nonprofits and local health care partners. All donations are tax-deductible. While the deadline for Driscoll's community grant challenge is May 1, PVHDP will accept additional donations beyond that date.

In addition to Driscoll's, previous generous donations include the County of Santa Cruz (\$5 million), the County of Monterey (\$3 million), Community Health Trust of the Pajaro Valley (\$6 million), Central California Alliance for Health (\$3 million), Kaiser Foundation Health Plan (\$3 million), Stanford Children's Hospital (\$1.084 million), Dominican Hospital/Common Spirit (\$300,000) and the City of Watsonville (\$130,000).