



COVER STORY  
Adding Value Through  
Strategic Communications



The  
California Wellness  
Foundation

*Grantmaking for a Healthier California*

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*Images and quotes featured throughout this report reflect the diverse populations served by organizations funded by The California Wellness Foundation. We thank them all for their participation in the production of our annual report.*



Douglas X. Patiño  
*Chair*



Gary L. Yates  
*President and CEO*

## Board Chair and CEO's Message

**“For these reasons, communications for us is not simply an afterthought or a department established to support the needs of our grants program. Rather, we seek to weave communications into the very fabric of our organization so that we can speak with one voice – conveying messages that clearly and effectively represent the goals of our grantmaking, spotlight the work of our grantees, and share the lessons we learn with our colleagues.”**

As we look ahead to 2006 and beyond, California faces three major demographic trends: the state's population is growing, aging and becoming more diverse. Between 2000 and 2020, it is projected that the state's population will increase by approximately 10 million people. By 2020, Caucasians' share of the population is expected to shrink to 34%, while Latinos' share is projected to rise to 43% and Asians' share to 13%. The number of Californians age 65 and older is expected to increase by 71% over the same time period. Meeting the health care needs of this growing, aging and increasingly diverse population poses significant challenges for policymakers and funders like The California Wellness Foundation.

For the first time in several years, state revenues have gone up — resulting in a proposed budget for California's 2006-07 fiscal year with funding

increases in some important health care programs. However, the picture on the federal funding front is quite different. The recent budget passed by Congress, which cuts \$39.7 billion over five years on a range of entitlement programs will cost California several hundred million dollars annually and will take a significant toll on programs that assist low-income children and families. This good-news/bad-news scenario, when taken in the context of significant cuts to state-funded programs over the last three years, will result in more pressure on California's health and human service nonprofits to meet the needs of underserved populations.

With these challenges in mind, The California Wellness Foundation (TCWF) continues to pursue its mission to improve the health of the state's people by making grants for health promotion, wellness education and disease prevention. Our philanthropic



approach is a responsive grantmaking strategy that was approved by the Foundation's Board of Directors in December 2000. This past year has been a productive one, with staff reviewing 1,490 letters of interest and the Board awarding 393 grants totaling nearly \$47 million.

### **Grantmaking Highlights**

The Foundation has developed four goals that it intends to accomplish through its grantmaking:

- To address the particular health needs of traditionally underserved populations, including low-income individuals, people of color, youth and residents of rural areas;
- To support and strengthen nonprofit organizations that seek to improve the health of underserved populations;
- To recognize and encourage leaders who are working to increase health and wellness within their communities; and
- To inform the development of public policies that promote wellness and enhance access to preventive health care.

During the past year, grants that addressed the health needs of underserved populations underwrote a wide range of health services. Many of these grants support the health care safety net — community

clinics and health centers, public hospitals and clinic consortia. Other grants provide funding to programs that help to increase the diversity of the health workforce, while still others reach out to isolated populations and vulnerable youth.

Grants made to support and strengthen nonprofit organizations are characterized by the provision of core operating support. Of all TCWF grants awarded in the past year, more than 61 percent were for core operating support, which goes toward underwriting an organization's ongoing operational costs — including rent, salaries and uncompensated services — and by strengthening its infrastructure.

The year also marked the 13th annual TCWF California Peace Prize, established to publicly recognize the leadership of three “unsung heroes” working to prevent violence and promote peace in California communities; the third annual TCWF Champions of Health Professions Diversity Award, honoring leaders who have a significant track record of working to increase diversity in the health workforce; and the third annual TCWF Sabbatical Award, providing rest and rejuvenation for health-serving nonprofit executives.

Grants to nonprofits that focus on advancing public policies that improve the health of Californians are an important emphasis of the Foundation. Grantees have tackled policy change

with a diverse range of approaches — from raising awareness about new issues and solutions through research and analysis; to promoting those ideas through advocacy, grassroots organizing, policy analysis and public education; and, once policies are adopted, conducting oversight activities to ensure their effective implementation.

While most of our grants are the result of unsolicited letters of interest, we also use a Foundation-initiated approach, as needed. One such example is a \$1 million grant made to Ogilvy Public Relations Worldwide to implement a public education campaign promoting the benefits of increasing diversity in the California health care workforce. Findings of studies by the Sullivan Commission and the Institute of Medicine indicate that a workforce that more closely mirrors the people's racial and ethnic diversity will increase access to care and improve the quality of health care that is delivered. The goals of the campaign are: to promote understanding among policymakers, opinion leaders and the general public about increasing diversity in



the health professions as a key strategy for improving the health of Californians; and to inform underrepresented minority youth about opportunities to pursue careers in health. The campaign is

one component of TCWF's approach to addressing this issue. Over the past four years more than \$15 million in grants have also supported pipeline programs, scholarships, outreach and retention programs, fellowships and loan repayment programs for underrepresented ethnic populations.

Our annual Violence Prevention Conference was held in October in partnership with the World Health Organization (WHO).

Current and former TCWF grantees and international WHO delegates received an update on the WHO's Report on Violence and participated in workshops on promising practices and effective strategies that address violence prevention.

We encourage you to read the Grants Program section for a detailed description of our grantmaking program and to review the Grants Listing section for a comprehensive list of the past year's grants.



### The Cover Story

The cover story for this annual report centers on our use of strategic communications. At The California Wellness Foundation, our work revolves around our mission to improve the health of the people of California. Staying focused on our mission requires clarity of purpose among our Board and staff. If we are to be successful, it is also vital that our grantees and other key audiences have a clear understanding of our mission and how we work to achieve it.

For these reasons, communications for us is not simply an afterthought or a department established to support the needs of our grants program. Rather, we seek to weave communications into the very fabric of our organization so that we can speak with one voice — conveying messages that clearly and effectively represent the goals of our grantmaking, spotlight the work of our grantees, and share the lessons we learn with our colleagues.

Other foundations have used communications in myriad ways, including positioning themselves as the primary resource of information for media and policymakers and providing communications

technical assistance to grantees. These are appropriate approaches to achieving their goals and are tactics we have used as well. But for us, it comes down to using communications strategically as a common thread to further the work of the whole. The focus of our communications effort is on telling the stories of our grantees through our core publications, website, media relations and advertising.

We hope you will find the description of our strategic communications work informative and useful.

Sincerely,

**Douglas X. Patiño, Ph.D.**

*Chair*

**Gary L. Yates**

*President and CEO*

**Adding Value  
Through Strategic  
Communications**

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We've found that by telling our grantees' stories, we're able to place their messages in public forums.

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## Adding Value Through Strategic Communications

The California Wellness Foundation (TCWF) has a long history of using communications to advance its mission. From the beginning — in 1992 when TCWF was created — the founders understood the importance of using strategic communications to further its grantmaking. This is not to say that our communications program developed overnight.

Over a 10-year period since the Communications Department was created in 1996, our program has been centered on our grantees' work, relying on the best practices found in general and ethnic media newsrooms to highlight their stories. By using our varied resources and honing our storytelling skills, our Foundation has been able to play a role in helping grantees contribute to increasing awareness among policymakers, the news media and the public at large about ways in which Californians' health can be improved.

We have learned that to fulfill our grantmaking mission of improving the health of Californians, it is essential that our grantees, policymakers, colleagues and other key audiences understand what we do and

why we do it. For this reason, we integrate communications throughout our organization so that we can convey messages that clearly and effectively represent the goals of our grantmaking, spotlight the work of our grantees and share the lessons we have learned.



We have also learned that in order to achieve this level of integration, it is essential that communications be supported throughout the organization — from the Board of Directors and executive leadership through the communications, grants program and other departments' staff.

### Communications Philosophy

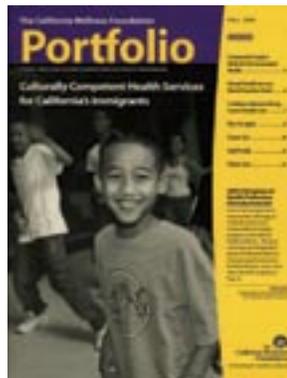
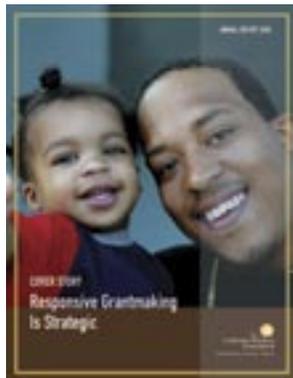
We recognize that our grantees — and the people they serve — have stories worth telling. We believe it is strategic to tell those stories. Why? Because the people most affected by a problem often have little or no opportunity to contribute to policy changes and to propose solutions to the issues that disproportionately affect their lives. Their informed perspectives and proposed solutions are there. However, policymakers and opinion leaders may not be hearing their voices.

**As the philanthropic sector finds itself under increased scrutiny, proactive communication activities that promote transparency are especially important.**

That's where our communications program comes in. Funded through the Foundation's operating budget and staffed by a team of writers, editors and project managers who are well-versed in journalistic storytelling, we use a diverse range of communications resources to bring more attention to the work of our grantees.

This communications philosophy goes beyond generating publicity or "branding" the Foundation. It's about being clear for whom a communications effort is generated and why. By integrating the

audiences while seeking to promote a greater understanding of the Foundation's mission and activities to readers. The *annual report* provides financial statements and shares grants awarded as well as listings of our Board of Directors and staff. It also provides an overview of the year's activities and an in-depth cover story that explores topics relevant to our work. The *Portfolio* newsletter presents feature stories on grantees' efforts to address local and statewide health issues. The *Reflections* series shares lessons we have learned on a wide range of topics such as our approach to grants evaluation and



use of publications, the website and other digital media, media relations, advertising and media and civic partnerships, our Foundation has been able to help strengthen our grantees' positions as public spokespersons who promote promising practices and advance public health policies in California.

**It Begins With Solid Writing**

Our publications form the core content of our communications program. The Foundation's printed materials are published regularly and serve distinct

public policy grantmaking. The *Information for Grantseekers* brochure provides in-depth application instructions for our grantmaking program.

At times, stories from our publications will be picked up and republished in small media markets or journals on philanthropy. In other cases, we will repackage or expand on information ourselves to help emphasize a particular health issue and the grantee's work. An example is a feature story on *Organización en California de Lideres Campesinas*, a grantee that



**We use today's ever-advancing technology in our communications. But that doesn't replace the role that publications – and solid writing and editing – play in disseminating information about our grantees.**

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The Foundation's communications resources work together – the publications are featured on our website and our website newsrooms are prominent in news releases and print advertisements.

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educates farmworkers about the dangers of pesticides. When the state of California commemorated its first Cesar Chavez holiday, we refreshed the story and disseminated it to English- and Spanish-language news media. The story was very timely and received great coverage about the grantee's work to protect farmworkers' health.

Sometimes our publications add value in unexpected ways. An annual report cover story about the Foundation's Children and Youth Community Health Initiative was used as a work sample by youth from a South Los Angeles housing project when going on interviews with prospective employers and college recruiters. A homeless client of a grantee said that being included in a *Portfolio* newsletter story made her feel like someone was "paying attention to her as an individual."

### Listening to Our Audiences

We use communications audits and surveys to get feedback from key audiences to help inform what we do. For example, we have learned that many policy-makers' aides prefer to access news and information electronically, while grassroots organizations typically rely on printed materials. Because we have made efforts to know our audiences, we've learned that it is important for us to use technology effectively while being conscious that there still exists a digital divide. The challenge is to produce high-quality, accurate and helpful material in an abundantly information-saturated world.

**Over the years, the Foundation's web-based audience has grown dramatically.**

### How do you access information about TCWF?

	1996	1999	2002
TCWF website	15%	61%	78%

Source: TCWF Grants Program Survey

### The Digital World

The Foundation's website, [www.tcwf.org](http://www.tcwf.org), has evolved over time to respond to the increasingly sophisticated usage patterns of our audiences. This means we pay attention to such details as making sure the site is easy to navigate and that the content gets refreshed weekly. In addition, detailed information is provided about the Foundation's history, grantmaking program, application information and financial statements. The website also features a Grantee News Line; a searchable database of the Foundation's grants; a library of publications; and English-, Spanish- and Chinese- (Mandarin/Cantonese) language newsrooms.

Why do we have Spanish- and Chinese-language newsrooms on our website? In the past, when news stories about our work appeared in ethnic media, sometimes words like "grantmaking" and "foundation" were mistranslated, which resulted in confusion



**As part of the Foundation's media and civic partnership program, grantees presented to Los Angeles Mayor Antonio Villaraigosa's Council of Education Advisors, which resulted in a series of TCWF-funded conferences for youth and adults to explore school-based violence prevention strategies.**

**We shy away from branding ads and other media strategies that focus solely on getting our Foundation's name recognized. Instead, we tell our grantees' stories about ways in which Californians' health can be improved.**

about what we do. To remedy this, we created the Spanish- and Chinese-language newsrooms on our website. This is important to us because California hosts the number-one Latino and Asian media markets in the country. The world of ethnic media continues to expand — especially in California. Experience has taught us that if we are to reach these target audiences, information about the Foundation's grantmaking needs to be provided in a culturally sensitive, multilingual format.

We encourage visitors to our website by sending out postcards announcing new postings and e-mail alerts that link readers directly to the sections on our website that contain updates. E-news releases are also issued to disseminate major Foundation news. The number of visitors to our website spikes after sending out our mailings, e-alerts and e-news releases.

Another form of digital media that we have explored is the creation of audio CDs. A good example is the Health Rhythms audio magazine that addressed the need for greater diversity in the health care workforce. We worked with the producers to underwrite the creation of the CDs, which feature interviews with several of TCWF's Champions of Health Professions Diversity Award honorees. We then disseminated it to key audiences by direct mail and at events that focused on the health issue.

### **Getting the Media To Care About Our Grantees**

We don't send out a lot of news releases each year. Yet many of our grantees receive significant news coverage. We believe this is because we are selective about the use of this communications tactic. Before

issuing a news release, we reflect on whether the information is likely to be of interest as a legitimate news item or a solid feature story. For example, we know that journalists generally do not perceive announcements about grants awarded as news unless they are for some extraordinary amount or purpose. Instead, we opt to disseminate the information using our own vehicles such as the *Portfolio* newsletter, on [www.tcdf.org](http://www.tcdf.org) and in our Foundation e-alerts, thereby reaching our target audiences directly.

**Although we don't send out a lot of news releases, media coverage remains consistently strong.**

Year	Stories on TCWF & Grantees*
2003	134
2004	184
2005	159
*In print, broadcast and Internet media Source: TCWF Executive Committee Reports	

When we reach out to journalists, we keep in mind the communications philosophy that guides our work — putting the grantee before the Foundation — as opposed to emphasizing our staff as the experts on health. But when opportunities arise or are cultivated by us to highlight grantees, we try to position grantees as the experts or the “authentic” voices affected by a particular health issue — using our communications program to give more “legs” to *their* work.

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A good example of this strategy is the work we do on the communications rollouts for the announcements of honorees of TCWF's California Peace Prize and Champions of Health Professions Diversity Award. Both of these leadership recognition



Foundation ads in Spanish and Cambodian.

programs provide cash grants to honor individuals who are largely “unsung” in terms of their work on preventing violence (the Peace Prize) or promoting a diverse health care workforce (the Champions). The Foundation's communications rollout represents an investment of resources to the effort that includes: disseminating news releases, electronic news releases and alerts; media kits; feature story “pitching”; paid advertisements in newspapers and web-based news sites; the creation of dedicated newsroom sections on our website; and sending letters to policymakers from our CEO with posters and other information about the honorees.

The advertisements include photos of the honorees and brief descriptions of their work and have been placed in leading newspapers throughout California — including the *Fresno Bee*, the *Los Angeles Times*, the *Orange County Register*, the *San Diego Union-Tribune*, the *San Francisco Chronicle* and the *San Jose Mercury News*.

Another important part of the advertising strategy is placement in ethnic news media that reflect the honorees' backgrounds and the communities they serve. *La Opinión*, *Nuevo Mundo*, *Vida en el Valle*, *Viet Merc*, *Rafu Shimpo*, *Indian Country Today* and the *Los Angeles Watts Times* are just a few of the ethnic outlets where we have placed ads.

In recent years, we have utilized the opportunities presented by some of the new Internet media. Examples include ad placements on *LA Observed* ([www.LAObserved.com](http://www.LAObserved.com)) — a blog and news site for Southern California journalists and policymakers; *Rough and Tumble* ([www.rtumble.com](http://www.rtumble.com)) — a web-based news site frequented by state policymakers, legislative aides and advocates; and in web-versions of traditional newspapers — such as the *Los Angeles Times* ([www.latimes.com](http://www.latimes.com)).

Placements of the advertisements are always carefully selected with the goal of raising awareness among policymakers and the general public of the honorees' accomplishments to affect change on the health issue addressed. For this reason, ad buys

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**Media outreach can help educate policymakers and others about important health issues affecting Californians. Another policy outreach strategy is sending letters from our CEO together with groundbreaking reports, research or other information that can help educate decision makers.**

**“I think the media attention I received as part of the award played a big part in making the work we do known,” said Brian Contreras, a California Peace Prize honoree and founder of Salinas-based 2nd Chance Youth and Family Services, a gang intervention agency.**



include periodicals likely to be read by policymakers such as *The Sacramento Bee* and *Capital Weekly* and — in the case of the Champions of Health Professions Diversity Award — in minority nursing and physician journals.

Another strategy used to reach policymakers is the mailing of a poster of the honorees, accompanied by a cover letter from our CEO, the news release and biographies of the honorees. CEO cover letters are also used to accompany mailings to policymakers about important research and polling data and other information that may be useful to educate decision makers.

The leadership award honorees consistently receive a great deal of media coverage. However, far more meaningful to us is learning how our efforts to highlight the honorees have helped them in their work. For example, policymakers have responded that they were previously unaware of these “heroes” and their important work, and many times honorees have received official commendations or been asked to participate on special committees to develop problem-solving strategies.



“I think the media attention I received as part of the award played a big part in making the work we do known,” said Brian Contreras, a California Peace Prize honoree and founder of Salinas-based 2nd Chance Youth and Family Services, a gang

intervention agency. The media coverage on Contreras that the Foundation helped to garner included three front-page articles in the *San Jose Mercury News*, the *Contra Costa Times* and the *Monterey County Herald*. Since receiving the award, Contreras — a former gang member himself — has been asked to participate on numerous panels to provide expertise on gangs and juvenile violence, including being elected chairman of the Monterey County Juvenile Justice Commission. He also was named a distin-

guished fellow by California State University (CSU), Monterey Bay, for community and public service.

#### **Case Study: Getting the Media To Cover a Little-Known Topic**

TCWF communications staff began working three years ago to help advance the Foundation’s grantmaking related to increasing health workforce diversity as an important strategy for improving the health of underserved populations — an emerging



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**Placements of advertisements are always carefully selected with the goal of raising awareness among policymakers and the general public.**

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**The Foundation's media and civic partnerships program proved an effective strategy to advance the emerging issue of the need for health workforce diversity.**

health issue that rarely receives the same media play that a topic such as violence does. Bringing to life the struggles and personal stories of the Foundation's Champions of Health Professions Diversity Awardees was one successful strategy to engage journalists. By framing the stories around these individuals, we provided an opening to convey the Foundation's important policy message that diversifying California's health care workforce is central to improving health access and quality of care.

An example is a story shared by 2004 Champions honoree, Priscilla Gonzalez. As a child, she would accompany her father to the clinic to be his interpreter. This sparked her desire to become a nurse. As she grew older, her understanding of the need for diverse, linguistically and culturally competent health care providers became keen — fueling her pioneering policy work in this health area. Priscilla Gonzalez and the other Champions clearly resonated with ethnic media, evidenced by interviews airing on Sacramento's affiliate of the national Spanish-language television network Univision, Radio Bilingüe and CNN-*en español*.

Our media and civic partnerships program has also proved an effective vehicle to advance this issue. The overarching goal of the media and civic partnerships program is to advance the Foundation's grantmaking

mission through partnerships with journalists, editors and media organizations. We underwrote a forum titled "The Role of Health Workforce Diversity in Improving Health Access" with Town Hall Los Angeles and arranged for our program director to moderate a panel, which included the president of the American Medical Association. TCWF grantees



working on this health issue were also spotlighted, and the event attracted a diverse mix of attendees including public officials; nonprofit health providers; and medical, nursing and dental school staff, along with young people contemplating careers in the health professions.

Prior to the event, a calendar alert was sent to local media and we placed ads designed to promote attendance. Local radio also promoted the event.

Following the event, an audio broadcast of the panel discussion aired on Town Hall's weekly radio broadcast carried on 14 stations throughout the state. Univision covered the event in its evening news broadcast and featured an interview with a grantee, Dr. Hector Flores. Newspapers also ran stories addressing this issue.

After three years of disseminating messages about the need for increased health workforce diversity, we have garnered 72 media stories in print, broadcast

and Internet media. When you factor in that these messages were not on the media's radar screen just a few short years ago, it's a solid accomplishment — and it has laid the foundation for more coverage in the future.

The Foundation will take communications related to this issue to the next level through its grants program. In December 2005, the Foundation made a \$1 million grant to implement a public education campaign promoting the benefits of increasing diversity in the California health care workforce. The goals of the campaign are: to promote understanding among policymakers, opinion leaders and the general public about increasing diversity in the health professions as a key strategy for improving the health of Californians; and to inform underrepresented minority youth about opportunities to pursue careers in health. Annual proposals may be requested by the Foundation for public education related to this issue for a total period of up to five years.

### **Putting Grantees Face to Face With Journalists**

The media and civic partnership program has supported a wide range of panels that have brought TCWF grantees face to face with journalists. Partnerships have included such news organizations as the Asian American Journalists Association, the Black Journalists Association of Southern California, the California Chicano News Media Association, the National Lesbian and Gay Journalists Association and the New America Media (formerly New California Media).

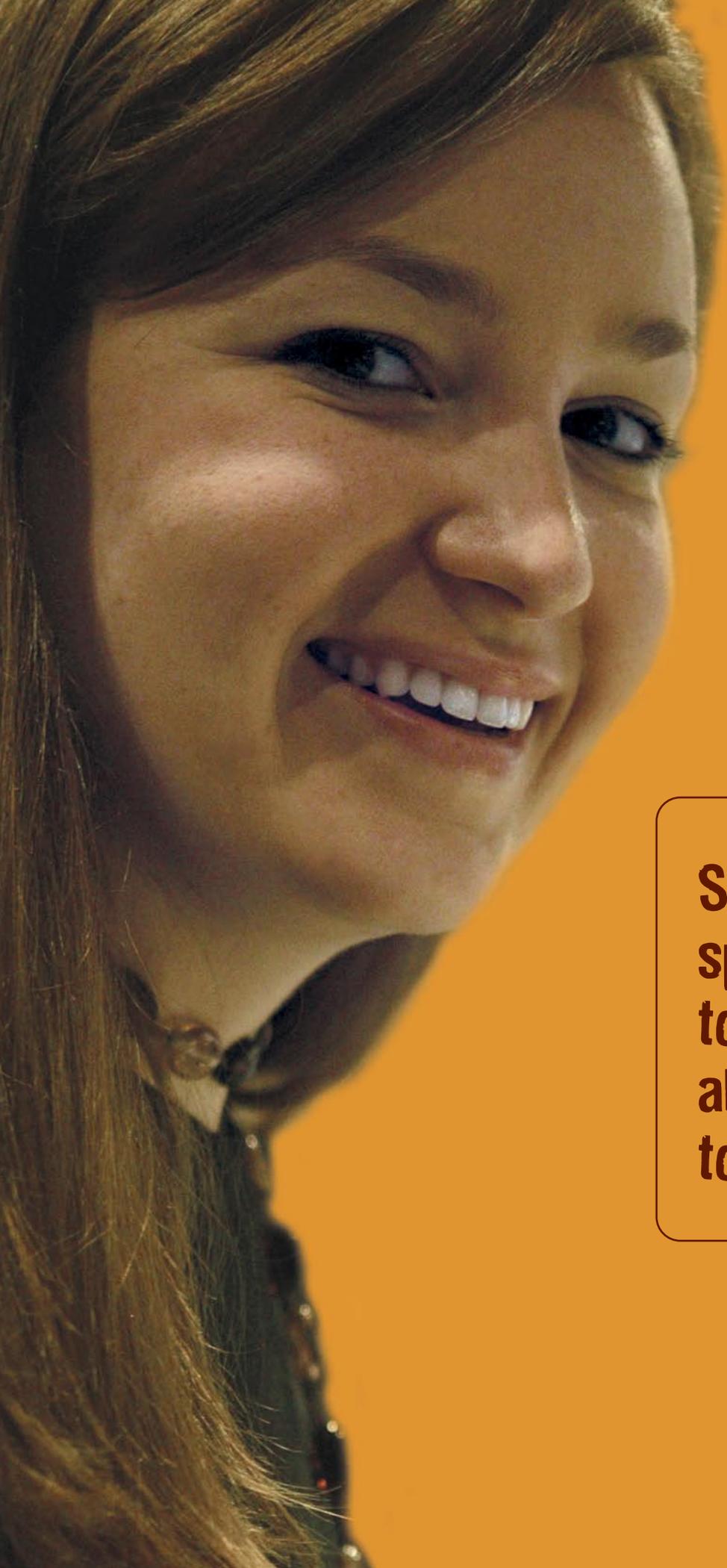
“The workshops we have done with The California Wellness Foundation helped us by identifying grantees who are experts in whatever the workshop topic is — for example, teen pregnancy or violence — which helps the journalists get the information they need to write an accurate story,” said Julio Moran, executive director of the California Chicano News Media Association.

Other partnerships have had the Foundation sponsoring the development of college-level, health-reporting classes with the journalism schools of California State University, Northridge, and the University of California, Berkeley, to foster the next generation of journalists and introduce a public health perspective to their health reporting that includes delving into the root causes of health problems as a path to discovering prevention strategies.

Beyond the classroom, we have sponsored two youth-focused news media. The Foundation sponsored an editorial briefing connecting high school journalists from *LA Youth* newspaper with local reporters from influential media outlets to raise awareness of health and other issues that impact youth. San Francisco-based Youth Radio was sponsored to help develop a Southern California news desk and to develop podcasts of the youth reporters' health-focused broadcasts. Podcasting, through which Internet radio broadcasts can be downloaded to iPods, represents an emerging dissemination vehicle for reaching young people.



**“After this course I am now considering seriously pursuing a health beat. It really broadened my perspective,”** said a UC Berkeley School of Journalism student about the health-reporting class underwritten by the Foundation as part of its strategic communications program.



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**Strategic communication is the process of developing specific messages and identifying the audience to whom you will convey them. It is about why you want to communicate and to your chosen audience.**

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TCWF sponsored a partnership with Youth Radio so that listeners could download the young reporters' health-focused news stories on iPods. These “podcasts” represent a new dissemination vehicle for reaching young people.

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Another media and civic partnership addressing youth was with Los Angeles Mayor Antonio Villaraigosa's Council of Education Advisors to formulate recommendations on issues related to school safety and violence prevention. TCWF violence prevention grantees presented experiences and promising practices in preventing violence against youth in area schools. As a result of the presentation, the Mayor's Council is organizing conferences in 2006 to help youth and adults come together to explore these violence prevention strategies.

### **It Didn't Happen Overnight**

Our communications resources — publications, the website and other digital media, media relations, advertising and media and civic partnerships — all come together to frame messages and spotlight the work of grantees.

For us, it comes down to using communications strategically as a common thread to further the work of the whole Foundation. Our grants program, finance, administration and communications departments are all united in their desire to provide health resources to the underserved through the work of our grantees.

Because of this, communications for us is not simply an afterthought or a department established to support the needs of our programs. Rather, we seek to weave communications into the very fabric

of our organization so that we can work in synergy, anchored by our commitment to our mission.

This unity did not develop overnight, and we have experienced periods when the working relationship between grants program and communications staff was fraught with tension. However, because our communications philosophy of putting the grantees' work "front and center" has consistently proved its effectiveness, it is now supported and embraced by grants program and other Foundation staff on up through the executive leadership and the Board of Directors.

We believe strategic communications adds significant value to our grantmaking and our mission. By bringing more attention to the work of grantees, we seek to strengthen *their* positions as spokespersons on health promotion, wellness education and disease prevention — and in the process, make philanthropy meaningful to diverse audiences.

Armed with so much information about our grantees and our grantmaking, we are prepared to respond effectively and quickly to media and other inquiries. In essence, it is about practicing transparency every day in the work we undertake to support our grantees. We will continue to use this approach — guided by our Foundation's mission — of relying on the work of our grantees to improve the health of Californians.

## Visit [tcwf.org](http://tcwf.org) for Resources on Communications and Social Marketing

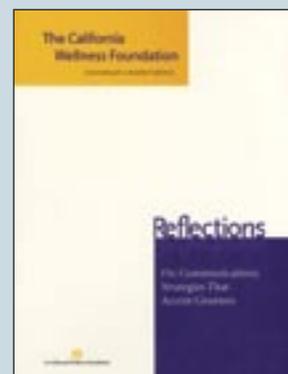
The cover story conveys the importance of integrating strategic communications in grantmaking. On this page – and on our website [www.tcwf.org](http://www.tcwf.org) – we have assembled information for those who wish to implement their own communications plans or projects.

### Communications-related TCWF Publications and Presentations

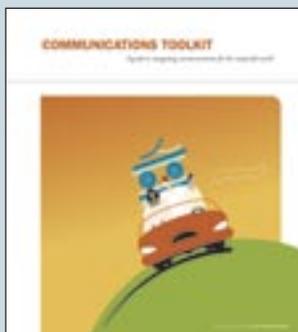
[www.tcwf.org/publications](http://www.tcwf.org/publications)

At The California Wellness Foundation, all our communications tactics work synergistically to frame messages and spotlight the work of grantees.

This section highlights issues from our *Reflections* series that share lessons learned about using communications to further the work of grantees and advance public policy issues. Also featured are presentations about how The California Wellness Foundation executes the various components of our communications plan.



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### Communications Resources for Grantees and Other Nonprofit Organizations

[www.tcwf.org/resource\\_center](http://www.tcwf.org/resource_center)

This section examines the role of communications in nonprofit organizations and recommends an array of communications tactics that can help further organizations' missions. Among the resources included is *Communications Toolkit – A guide to navigating communications for the nonprofit world*, by Cause Communications. This section also features resources on such topics as developing a strategic plan, advancing policy and advocacy issues, working with the media, creating advertisements and framing issues.

### Resources for Foundation Communications Programs

[www.tcwf.org/resource\\_center/communications](http://www.tcwf.org/resource_center/communications)

This section provides resources for funders interested in building or supporting the work of grantees. Traditional media relations and marketing tools are provided along with culturally-appropriate ethnic media information, tips on positioning grantees as public spokespersons and guidelines for communicating clear and concise messages. Organizations featured here include the Communications Network, an affinity group of The Council on Foundations, and the SPIN Project, a media technical assistance resource.



Our answer is  
summed up in  
two words:  
‘strategic com  
munications.’  
While it may  
sound like a  
jargon to som



Grantmaking Program

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The Foundation prioritizes eight health issues for funding and responds to timely issues or special projects outside the funding priorities.

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## Grantmaking Program

The Foundation prioritizes eight health issues for funding and responds to timely issues or special projects outside the funding priorities. We encourage requests for core operating support, but requests for project funding are also welcome. Core operating support can be used to help underwrite the regular, ongoing health care, health promotion and disease prevention activities



of your organization. Such funds can be used for ongoing organizational costs such as salaries for key administrative staff or operating expenses. Core support funds can also be used for strengthening organizational capacity through activities such as engaging in strategic planning, facilitating board development or developing information systems.

Each prioritized health issue is described below. For a list of recent grants and future updates, please visit our website at [www.tcfw.org](http://www.tcfw.org) or call the Foundation to request a copy of our newsletter, *Portfolio*.

### **Diversity in the Health Professions**

Grants that address the issue of diversity in the health professions are commonly given to organizations that provide pipeline programs, scholarships, outreach and retention programs, internships, fellowships and

loan repayment programs for ethnic minorities that are underrepresented in the health professions. Careers in medicine, nursing, public health and other allied health professions are included. Organizations that support leadership development for people of color in the health professions are also eligible for funding. In addition, the Foundation funds organizations that

educate policymakers and advocate for public and institutional policies that promote diversity in the health professions.

### **Environmental Health**

Grants that address the issue of environmental health are commonly given to organizations that provide environmental health education and awareness activities; community organizing to promote environmental health; screening and testing for exposure to environmental toxins; leadership development; and collaborations such as partnerships between public health departments and community-based health programs to improve environmental health. The Foundation also funds efforts to inform policymakers and advocate for policies that could improve environmental health among underserved populations.

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### **Healthy Aging**

Grants that address the issue of healthy aging are commonly given to organizations that provide clinical preventive services, falls prevention programs, food and nutrition programs and in-home support. Also funded are organizations that support relationships between youth and older adults through activities such as intergenerational volunteering and mentoring. In addition, the Foundation funds agencies that educate policymakers and advocate for policies that promote healthy aging, as well as organizations that provide leadership development programs for seniors.

### **Mental Health**

Grants that address the issue of mental health are commonly given to organizations that provide services for transition-age youth (ages 16-23) — with a focus on those in, or exiting from, foster care and on runaway/homeless youth. In addition, the Foundation funds organizations that provide leadership development programs for mental health professionals, as well as organizations that inform policymakers and advocate for effective mental health programs and policies for transition-age youth.

### **Teenage Pregnancy Prevention**

Grants that address the issue of teenage pregnancy prevention are commonly given to organizations that provide outreach activities for reproductive health care, access to contraceptive services, and comprehensive programs for pregnant teens. An

emphasis is placed on funding peer-provider clinics and other reproductive health organizations that work with high-risk, sexually active, underserved teen populations. The Foundation also funds organizations that provide leadership development activities for reproductive health care workers and organizations that inform policymakers and opinion leaders about effective policies and programs to prevent teen pregnancy.

### **Violence Prevention**

Grants that address the issue of violence prevention are commonly given to organizations that provide services for youth (ages 12–24) including mentoring programs, gang intervention programs, reentry programs, community-based violence prevention programs and after-school programs. An emphasis is placed on funding organizations that work with at-risk youth, including gang-affiliated and previously incarcerated youth. Grants are also made to organizations that provide leadership development activities to those working in the field of violence prevention, as well as organizations that inform policymakers and advocate for public policies that prevent violence against youth.

### **Women's Health**

Grants that address the issue of women's health are commonly given to organizations that provide reproductive health care, prenatal care, community-based comprehensive health care services, HIV/AIDS

programs for women of color, case management, and supportive housing for homeless women. Priority is given to organizations that create welcoming environments for women in underserved communities.

The Foundation also funds organizations that provide leadership development activities for women and those that educate policymakers and advocate for effective policies and programs that promote women's health.

### **Work and Health**

Grants that address the issue of work and health are commonly given to nonprofit organizations that provide health care services to farm workers, in-home health workers, garment workers, day laborers and other low-income workers. Worker centers that provide culturally sensitive and linguistically appropriate services such as health education and access to health care for low-wage workers are also prioritized for funding. In addition, the Foundation funds organizations that provide



leadership development programs for low-wage workers. Organizations that educate policymakers about the connections between work and health and advocate for policies that could improve the health of low-income workers are funded as well.

### **Special Projects**

Each year, the Foundation sets aside a pool of dollars to respond in a timely fashion to opportunities that fit our mission but are outside the eight health issues prioritized for funding. The Foundation places an emphasis on grants to support and strengthen safety net providers of health care, to help low-income consumers understand and navigate the health care system, and to inform public

decision making through policy analysis and advocacy. The Foundation also provides funding to address the health care needs of the Cal/Mex border population, the urban homeless, and culturally appropriate programs for underserved ethnic populations.

## How To Apply for a Grant

### **A** Application Process

To present The California Wellness Foundation with a grant request, an organization should first write a one- to two-page letter of interest that describes the organization's mission, activities and operating budget, the region and population(s) served, the total funds requested from the Foundation and how the funds will be used. If you are requesting project funding, please include the project's goals, leadership and duration. Your letter will be processed most accurately if you clearly indicate the TCWF funding priority for which you want your request considered (for example, healthy aging, mental health). No application form is needed, and formal proposals are not accepted at this preliminary stage.

Foundation staff will review letters of interest on an ongoing basis and notify prospective applicants of the results normally within three months. Those encouraged to submit a proposal will receive further guidance at that time.

### Eligibility Criteria

With rare exception, the Foundation funds nonprofit organizations that are exempt under Section 501(c)(3) of the Internal Revenue Code and that are not private foundations as defined in IRC Section 509(a) or are public charities as defined in IRC Section 170(b)(A)(vi). The Foundation also funds government agencies.

Grants are not generally awarded for annual fund drives, building campaigns, major equipment or biomedical research. Activities that exclusively benefit the members of sectarian or religious organizations are not considered. The Foundation does not provide international funding or fund organizations located outside the United States.

### Letters of interest should be directed to:

Director of Grants Management  
The California Wellness Foundation  
6320 Canoga Avenue, Suite 1700  
Woodland Hills, CA 91367

For us, it is simply “telling a good story.” Telling our story in ways that not only appeal to our audiences but also enoa



Grants List

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We encourage you to review the Grants List section for a comprehensive listing of the past year's grants.

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## Grants List

### Agape Foundation/Exhale

San Francisco, CA

*\$120,000 over three years*

For core operating support for Exhale to continue to provide a free, multilingual, after-abortion talkline throughout California.

### Alameda County Meals on Wheels, Inc.

Oakland, CA

*\$150,000 over three years*

For core operating support to continue to provide home-delivered meals for low-income homebound seniors who are unable to purchase or prepare food for themselves, as a health promotion strategy.

### Alliance for Rural Community Health

Ukiah, CA

*\$250,000 over three years*

For core operating support to strengthen the consortium's infrastructure and sustain member clinics' provision of primary and preventive health services.

### API Wellness Center

San Francisco, CA

*\$235,000 over three years*

For core operating support for the A&PI Transgender Empowerment Program to continue to provide health education and support services to transgender sex workers in San Francisco and San Mateo Counties.

### Arc Ecology

San Francisco, CA

*\$225,000 over three years*

For core operating support to continue to provide environmental health education and technical assistance targeting communities affected by environmental hazards caused by military bases.

### Asian & Pacific Islander American Health Forum

San Francisco, CA

*\$150,000 over three years*

For core operating support to strengthen health policy infrastructure and to continue to educate policymakers about the health issues and concerns affecting California's Asian-American and Pacific Islander communities.

### Asian American Educational & Cultural Center, Inc.

San Bernardino, CA

*\$100,000 over two years*

To conduct a needs assessment, outreach and health education for senior immigrants and refugees — primarily from Cambodia, Laos and Vietnam — in San Bernardino and Riverside Counties.

### Asian Health Services

Oakland, CA

*\$250,000 over three years*

For core operating support to continue to provide comprehensive patient education about chronic diseases to Asian immigrants in Alameda County.

### Asian Pacific

#### Environmental Network

Oakland, CA

*\$230,000 over three years*

For core operating support to continue to provide environmental health education and leadership development to Asian and Pacific Islanders in the Bay Area.

### Bear Valley Unified School District/ Bear Valley Healthy Start

Big Bear Lake, CA

*\$150,000 over three years*

For core operating support for the Bear Valley Healthy Start program to continue to provide school-based health screenings and outreach services, linking children and families to local health, mental health and social services.

### Behavioral Health Services, Inc.

Gardena, CA

*\$300,000 over three years*

To continue support for Senior Services Programs to increase awareness of diabetes and hypertension and encourage healthier lifestyles by Latino immigrant seniors in the Inglewood and West Los Angeles areas.

### Bethany Services

Bakersfield, CA

*\$150,000 over three years*

For core operating support to sustain the Bakersfield Homeless Center Medical and Dental Program providing preventive health services for homeless families in Kern County.



**Boat People S.O.S., Inc./  
Boat People SOS-Sacramento**  
Falls Church, VA  
*\$105,000 over three years*  
To provide cancer prevention case management services to Vietnamese immigrant and refugee women in the Sacramento and Central Valley areas.

**Brothers Against Guns Inc.**  
San Francisco, CA  
*\$225,000 over three years*  
For core operating support to continue to provide education, intervention and comprehensive support services for youth in San Francisco as a violence prevention strategy.

**Business Healthcare Connection**  
San Diego, CA  
*\$225,000 over three years*  
To expand outreach and education efforts targeting low-wage workers and their employers about health coverage and increase their access to affordable health care services in San Diego.

**Cabrillo College Foundation/Cabrillo College, Allied Health Program**  
Aptos, CA  
*\$210,000 over three years*  
To provide customized academic, mentoring and social supports for Latino health professions students in Santa Cruz County as a strategy to improve the health of underserved populations in California.

**Cal Poly Pomona Foundation, Inc./  
California State Polytechnic University, Pomona, Science Educational Enhancement Services**  
Pomona, CA  
*\$210,000 over three years*  
For core operating support for the Science Educational Enhancement Services program to continue to support minority students in becoming competitive applicants for health professions schools.

**Calexico New River Committee, Inc.**  
Calexico, CA  
*\$125,000 over three years*  
For core operating support to continue to educate community members and policymakers about the health hazards related to the pollution in the New River.

**California Assembly on School-Based Health Care**  
Oakland, CA  
*\$150,000 over three years*  
For core operating support to strengthen infrastructure and advocacy capacity to educate policymakers about school health centers.

**California Black Health Network**  
San Diego, CA  
*\$150,000 over three years*  
For core operating support to strengthen public policy infrastructure and continue to educate policymakers about health issues affecting Africans and African-Americans in California.

**California Budget Project**  
Sacramento, CA  
*\$100,000 over two years*  
For core operating support to continue to educate policymakers and opinion leaders about the impact of state fiscal policies on the health and well-being of low- and middle-income Californians.

**California Coalition for Youth**  
Sacramento, CA  
*\$300,000 over two years*  
For core operating support for the California Youth Crisis Line, a statewide crisis counseling and referral hotline serving homeless, runaway and other at-risk youth.

**California Family Health Council, Inc.**  
Los Angeles, CA  
*\$1,000,000 over one year*  
To continue support for the Peer Provider Program providing reproductive health services for the prevention of teenage pregnancy.

**California Institute for Mental Health**  
Sacramento, CA  
*\$300,000 over two years*  
To provide statewide training and technical assistance about the Mental Health Services Act as it relates to transition-age youth.

## Grants List

**California Planned Parenthood Education Fund Incorporated**  
Sacramento, CA  
*\$200,000 over three years*  
For core operating support to continue to enhance public awareness and policy advocacy on adolescent reproductive health issues through communications and media outreach in California.

**California State Rural Health Association**  
Sacramento, CA  
*\$100,000 over two years*  
For core operating support to continue to educate policymakers about rural health issues in California and strengthen the advocacy capacity of the association's membership.

**California State University, Sacramento Trust Foundation/ California State University, Sacramento, Science Educational Equity Program**  
Sacramento, CA  
*\$225,000 over three years*  
For core operating support to prepare a diverse pool of students to enter the health professions as a strategy to improve the health of underserved populations in California.

**Campaign for College Opportunity**  
Oakland, CA  
*\$210,000 over three years*  
To address health professions education and health workforce needs through a campaign to preserve access and enhance success in California community colleges and public universities, as a strategy to improve the health of underserved populations in California.

**The Center for Community Health and Well-Being, Inc.**  
Sacramento, CA  
*\$210,000 over three years*  
For core operating support to continue to provide prenatal care to underserved women in the Sacramento area.

**Center for Governmental Studies/ Insure the Uninsured Project**  
Los Angeles, CA  
*\$225,000 over three years*  
For core operating support to continue to educate policymakers about health coverage options and provide technical assistance to state and local efforts to increase health care coverage for the uninsured.

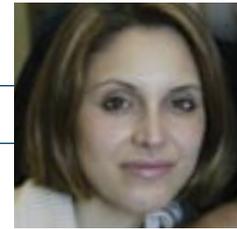
**Center for Health Improvement Inc.**  
Sacramento, CA  
*\$145,000 over one year and six months*  
For the California Health Policy Forum to educate policymakers and their staffs about key health issues facing the state.

**Center on Juvenile and Criminal Justice**  
San Francisco, CA  
*\$225,000 over three years*  
For support to implement the New Options Initiative, a mental health strategy to reduce the number of youth in residential placements in the child welfare and juvenile justice systems.

**Centro Binacional para el Desarrollo Indígena Oaxaqueño**  
Fresno, CA  
*\$200,000 over three years*  
For core operating support for Proyecto de Salud Indígena to continue to provide health education and support for indigenous Mexican migrants residing in Kern, Tulare, Fresno and Merced Counties.

**Centro De Salud-HEW 1 San Ysidro Health Center**  
San Ysidro, CA  
*\$250,000 over three years*  
For core operating support to continue to provide primary health care services for underserved residents of San Ysidro, located in the South Bay region of San Diego County.

**Centro Legal De La Raza/Oakland Worker Center Consortium**  
Oakland, CA  
*\$235,000 over three years*  
To support the Oakland Worker Center Consortium's Health Program to provide health education and health care services to low-wage workers.



**Chico Feminist Women's Health Center**

Chico, CA

*\$210,000 over three years*

For core operating support to continue to provide reproductive health care to women in rural Northern California.

**Chinese for Affirmative Action/ Asian Americans for Civil Rights and Equality**

San Francisco, CA

*\$150,000 over three years*

To support Asian Americans for Civil Rights and Equality, which advocates for policies that promote health and safety in the workplace among low-wage immigrant workers.

**CHOC Foundation for Children/ CHOC Breathmobile**

Orange, CA

*\$120,000 over three years*

For core operating support to continue to provide environmental health and asthma prevention education through the Breathmobile project, a mobile health van.

**Choice USA**

Washington, DC

*\$225,000 over three years*

To build a sustained base of young Asian and Pacific Islander women to advocate for women's health issues in California.

**City of Los Angeles**

Los Angeles, CA

*\$100,000 over one year*

To support the LA Connects initiative to promote violence prevention in the public schools through the provision of two citywide summits.

**City of Stockton/Peacekeeper Gang Outreach Program**

Stockton, CA

*\$225,000 over three years*

To support the Peacekeeper Gang Outreach Program to reduce gang-related violence in Stockton and the surrounding communities of Lodi, Manteca and Tracy.

**Clean Water Fund**

San Francisco, CA

*\$200,000 over three years*

For core operating support to continue advocating for protective public policies related to cleaner and safer drinking water.

**Clinica Monsignor Oscar A. Romero**

Los Angeles, CA

*\$250,000 over three years*

For core operating support to continue to provide primary health care services for underserved residents in Los Angeles.

**Coastside Medical Dental Clinics, Inc.**

Half Moon Bay, CA

*\$208,000 over three years*

For core operating support to sustain the Sonrisas Community Dental Clinic, which provides dental care services to low-income residents of the coastal area of San Mateo County.

**Collective SPACE**

Los Angeles, CA

*\$225,000 over three years*

To continue to provide environmental health education and leadership development to residents of substandard housing in the MacArthur Park community in Los Angeles.

**Common Ground-The Westside HIV Community Center**

Santa Monica, CA

*\$225,000 over three years*

For core operating support to sustain the Homeless Youth Peer Education program to provide mental health and other support services for runaway and homeless youth in Santa Monica and surrounding Westside communities.

**Commonweal**

Bolinas, CA

*\$225,000 over three years*

For core operating support for production and dissemination of a report on California spending for youth violence prevention programs.

**CommuniCare Health Centers**

Davis, CA

*\$220,000 over two years*

For core operating support to provide health services to low-wage workers in Knights Landing.

## Grants List

### **Communities in Schools of San Fernando Valley, Inc.**

North Hills, CA

*\$225,000 over three years*

For core operating support to continue the provision of violence prevention and youth development services as a health promotion strategy for at-risk youth in the San Fernando Valley, Venice, Hollywood and the Santa Clarita Valley.

### **Community Action Partnership of Sonoma County**

Santa Rosa, CA

*\$340,000 over three years*

For core operating support for the Wellness for Women program to continue to provide health-related intensive case management to homeless women in Sonoma County.

### **Community Clinic Association of Los Angeles County**

Los Angeles, CA

*\$500,000 over three years*

To support the Skid Row Homeless Healthcare Initiative to develop and implement a chronic disease healthcare model.

### **Community Coalition for Substance Abuse Prevention & Treatment**

Los Angeles, CA

*\$200,000 over one year and six months*

To organize and educate community members, policymakers and opinion leaders regarding the necessity of keeping Charles R. Drew University of Medicine and Science in Los Angeles open and available to train minority health professionals.

### **Community Partners/California Latinas for Reproductive Justice**

Los Angeles, CA

*\$150,000 over three years*

For core operating support for California Latinas for Reproductive Justice to conduct reproductive and sexuality health policy advocacy focused specifically on Latinas' health needs in Los Angeles.

### **Community Partners**

Los Angeles, CA

*\$250,000 over two years*

To coordinate annual conferences for TCWF grantees to promote networking and sharing of best practices in the area of work and health.

### **Community Partners**

Los Angeles, CA

*\$90,000 over one year*

To coordinate a retreat for TCWF grantees advocating for improved public policies on environmental health.

### **Community Partners/ Khmer Girls in Action**

Los Angeles, CA

*\$175,000 over three years*

For core operating support for Khmer Girls in Action to continue the provision of a youth leadership training program to reinforce positive adolescent reproductive health as a teen pregnancy prevention strategy.

### **CompassPoint Nonprofit Services**

San Francisco, CA

*\$350,000 over two years*

To develop, implement and evaluate two annual conferences for organizations funded by TCWF to work on the issue of violence prevention.

### **Conejo Valley Senior Concerns**

Thousand Oaks, CA

*\$150,000 over three years*

For core operating support for the Adult Day Center to provide adult daycare services to physically and mentally frail seniors and respite services to their senior caregivers in Ventura County.

### **Congregations Building Community**

Modesto, CA

*\$150,000 over three years*

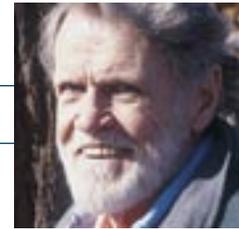
For core operating support to continue to strengthen and build the community capacity to advocate for the preservation and expansion of health care services for low-income residents of Stanislaus County.

### **Costa Mesa Senior Citizens Corporation**

Costa Mesa, CA

*\$150,000 over three years*

For core operating support for the fall prevention program to increase the strength, stamina and flexibility of low-income seniors in the Costa Mesa area.



**County of Alameda/Alameda County Health Care Services Agency Public Health Department**  
Oakland, CA  
*\$200,000 over three years*  
For core operating support to sustain the diabetes self-management program for seniors.

**Creating Healthy Lives, Inc.**  
Ridgecrest, CA  
*\$165,000 over three years*  
For core operating support to continue to provide workplace wellness programs, health education, information and referrals to low-wage workers in the Indian Wells Valley.

**Critical Learning Systems**  
Rancho Cucamonga, CA  
*\$35,000 over one year*  
For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**CRLA Foundation**  
Sacramento, CA  
*\$180,000 over three years*  
For core operating support to sustain the Pesticide and Work Safety Project, which advocates for improved enforcement of existing regulations and increased regulatory protection of California farmworkers from pesticides and other work safety hazards.

**Data Center**  
Oakland, CA  
*\$150,000 over three years*  
For core operating support to continue to conduct research and provide research training and technical assistance to California organizations working to improve the health of low-wage workers.

**Desert Healthcare Foundation**  
Palm Springs, CA  
*\$200,000 over two years*  
To reorganize as a regional support entity serving nonprofit health organizations in the Coachella Valley.

**Dominican Santa Cruz Hospital Foundation/TagAway Tattoo Removal Program**  
Santa Cruz, CA  
*\$175,000 over three years*  
To support the TagAway Tattoo Removal Program to provide tattoo removal and counseling services for gang-affiliated and at-risk youth as a violence prevention strategy.

**East Valley Community Health Center, Inc.**  
West Covina, CA  
*\$200,000 over three years*  
For core operating support to continue to provide primary health care services for underserved residents in the East San Gabriel Valley.

**Episcopal Community Service of San Francisco**  
San Francisco, CA  
*\$150,000 over three years*  
For core operating support to continue to provide health services to homeless residents in supportive housing sites in the city of San Francisco.

**Esperanza Community Housing Corporation**  
Los Angeles, CA  
*\$200,000 over three years*  
For core operating support to continue education, outreach and prevention efforts to promote environmental health.

**Family Health Care Network**  
Visalia, CA  
*\$225,000 over three years*  
To provide reproductive health services for teens at the Hanford Clinic.

**Family Solutions, Inc.**  
Santa Ana, CA  
*\$225,000 over three years*  
For core operating support to sustain the provision of mental health services for youth in the foster care system in Orange and Los Angeles Counties.

## Grants List

### **The Foundation for Taxpayer and Consumer Rights**

Santa Monica, CA

*\$100,000 over two years*

For the California Health Consensus Project to build broad-based support through media advocacy and an e-advocacy campaign for cost-effective solutions for universal health care coverage.

### **Free Clinic of Simi Valley**

Simi Valley, CA

*\$150,000 over three years*

For core operating support to continue to provide primary health care services for underserved residents in eastern Ventura County.

### **The Freedom Bound Center**

Sacramento, CA

*\$140,000 over three years*

For core operating support to continue to strengthen youth health advocacy efforts and fund development capacity.

### **Fresno Center for New Americans**

Fresno, CA

*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

### **Fresno Metropolitan Ministry**

Fresno, CA

*\$100,000 over two years*

For core operating support to continue public policy advocacy efforts to improve health care and health access for low-income residents of the Central Valley.

### **Friends for Youth, Inc.**

Redwood City, CA

*\$150,000 over three years*

For core operating support to continue the provision of mentoring services as a violence prevention strategy for at-risk youth in San Mateo and Santa Clara Counties.

### **Gallardo, Elia**

Sacramento, CA

*\$25,000 over one year*

For the 2005 Champions of Health Professions Diversity Award to recognize and acknowledge individuals who have made substantial contributions to the diversity of California's health professions.

### **Good Samaritan Hospital**

Los Angeles, CA

*\$250,000 over three years*

For core operating support for Healthy Mothers Healthy Babies to continue to provide perinatal case management services to low-income women in the Pico Union and MacArthur Park areas of Los Angeles.

### **Grandparents as Parents Inc.**

Lakewood, CA

*\$100,000 over two years*

For core operating support to continue to provide crisis counseling, support groups, respite and other kinship caregiving services in Los Angeles County for grandparents and other relatives who are raising children.

### **Great Beginnings for Black Babies, Inc.**

Inglewood, CA

*\$175,000 over three years*

For core operating support to continue to improve pregnancy outcomes among underserved women in South Los Angeles and the surrounding areas.

### **Greenlining Institute**

Berkeley, CA

*\$150,000 over three years*

To develop and expand a Bay Area collaborative working to increase diversity in the health professions as a strategy to improve the health of underserved populations in California.

### **Grossmont-Cuyamaca Community College Auxiliary Organization/ San Diego Welcome Back Center**

El Cajon, CA

*\$250,000 over three years*

To support the San Diego Welcome Back Center to provide opportunities for internationally trained workers in the Imperial Valley to enter the health care workforce as a strategy to improve the health of underserved Californians.

**Health Access Foundation**

Oakland, CA

*\$500,000 over two years*

For the Medicare Drug Implementation Collaborative to advocate for effective implementation of the federal Medicare Prescription Drug, Improvement, and Modernization Act in California.

**Health Access Foundation**

Oakland, CA

*\$150,000 over three years*

For core operating support to continue policy analysis, community organizing and coalition-building efforts to advocate for access to quality health care for uninsured and underinsured Californians.

**Health Care Council of Orange County**

Santa Ana, CA

*\$100,000 over three years*

For core operating support to continue to provide education and engage in advocacy to improve health care and access for Orange County residents.

**Health Care Council of Orange County**

Santa Ana, CA

*\$60,000 over six months*

For core operating support for the Minority Nursing Education Program to continue to provide internship opportunities and interest-free loans to minority nurses.

**Health Professions****Education Foundation**

Sacramento, CA

*\$250,000 over three years*

For core operating support to continue to provide scholarship and loan repayment awards to Licensed Vocational Nurse students from economically disadvantaged communities in the state as a strategy to improve the health of underserved Californians.

**Hirota, Sherry**

Oakland, CA

*\$25,000 over one year*

For the 2005 Champions of Health Professions Diversity Award to recognize and acknowledge individuals who have made substantial contributions to the diversity of California's health professions.

**Homeboy Industries**

Los Angeles, CA

*\$450,000 over three years*

For core operating support to continue to provide employment training and support services to assist at-risk and formerly gang-involved youth as a violence prevention strategy.

**Homeless Children's Network**

San Francisco, CA

*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**Humboldt Community Breast Health Project**

Arcata, CA

*\$150,000 over three years*

For core operating support to continue to provide breast and gynecological cancer education and support to Native American and Latina women in Humboldt and Del Norte Counties.

**Imperial Valley Health and Housing Coalition**

Calexico, CA

*\$150,000 over three years*

For core operating support to continue to provide health education and information and referral services to farmworkers and other low-wage workers and their families in Calexico.

**Independent Sector**

Washington, DC

*\$150,000 over two years*

For core operating support to sustain work to educate policymakers and opinion leaders about policies that affect health nonprofits and health foundations in California.

## Grants List

**Inglewood Coalition for Drug and Violence Prevention/Commission for the Study of Homicide Prevention**  
Inglewood, CA  
*\$150,000 over three years*  
To support the development of the Commission for the Study of Homicide Prevention to document and disseminate best practices for violence prevention programs statewide.

**Instituto de Educación Popular del Sur de California**  
Los Angeles, CA  
*\$235,000 over three years*  
For core operating support for the Worker Health Program to provide health education and referrals to health care services for day laborers and domestic workers in the Los Angeles region.

**Interface Children Family Services**  
Camarillo, CA  
*\$150,000 over three years*  
For core operating support to continue to provide crisis intervention, counseling and shelter services for homeless, runaway or abused youth in Ventura County.

**Iris Center Womens Counseling and Recovery Services**  
San Francisco, CA  
*\$150,000 over three years*  
For core operating support to continue to provide culturally appropriate health education, substance abuse treatment, and behavioral health services to low-income women in San Francisco.

**Japanese Community Youth Council**  
San Francisco, CA  
*\$150,000 over three years*  
For core operating support to continue the provision of violence prevention and substance abuse prevention services for at-risk Asian youth in San Francisco.

**Jewish Community Free Clinic**  
Sebastopol, CA  
*\$200,000 over three years*  
For core operating support to continue to provide health care to low-wage workers and their families in Cotati and nearby cities in Sonoma County.

**John Muir Foundation/  
John Muir Mt. Diablo Health System, Community Health Alliance**  
Walnut Creek, CA  
*\$150,000 over three years*  
For core operating support for the John Muir Mt. Diablo Health System's Dental Collaborative of Contra Costa Mobile Dental Clinic to provide access to oral health services and education for underserved children and youth.

**Kern County Department of Public Health/Public Health Nursing Program, Nurse Family Partnership**  
Bakersfield, CA  
*\$330,000 over three years*  
To support the Nurse Family Partnership to provide high-risk, low-income mothers with assistance to foster healthy pregnancies and raise healthy infants.

**Kinship Center**  
Salinas, CA  
*\$225,000 over three years*  
For core operating support to continue to provide a comprehensive range of kinship caregiver health promotion/support services in rural Monterey County for seniors who are raising children.

**KQED Inc.**  
San Francisco, CA  
*\$130,000 over three years*  
For core operating support to strengthen and integrate health programming across television, radio and Internet platforms.

**La Raza Centro Legal-San Francisco**  
San Francisco, CA  
*\$235,000 over three years*  
For core operating support for the Jornaleros Unidos Project, which promotes the health and well-being of day laborers and domestic workers through health education, leadership development and occupational health and safety interventions.

**Latino Center for Prevention & Action in Health & Welfare**  
Santa Ana, CA  
*\$200,000 over three years*  
For core operating support to continue to provide health promotion and disease prevention services in Orange County.

**Liberty Hill Foundation**

Santa Monica, CA

*\$225,000 over two years*

To sustain the provision of environmental health education and leadership training through the Environmental Justice Fund.

**Lifeline Community Services**

Vista, CA

*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**LifeLong Medical Care**

Berkeley, CA

*\$300,000 over three years*

For core operating support to continue to provide high quality health and social services to low-income seniors in Oakland and Berkeley.

**Los Angeles Free Clinic**

Los Angeles, CA

*\$300,000 over three years*

For core operating support to continue to provide health services to medically indigent women in Los Angeles.

**Los Angeles Gay and Lesbian Community Services Center, Inc.**

Los Angeles, CA

*\$300,000 over three years*

For core operating support for the Youth Services Department to continue to provide transitional living and emergency services, including case management and psychological counseling, for homeless gay, lesbian, bisexual and transgender youth.

**Los Angeles Indigenous Peoples' Alliance**

Los Angeles, CA

*\$120,000 over three years*

For core operating support to continue to provide holistic health education to low-income indigenous women and girls in the Highland Park area of Los Angeles.

**The Los Angeles United Methodist Urban Foundation**

Los Angeles, CA

*\$200,000 over three years*

To address health and wellness issues in underserved neighborhoods in Los Angeles.

**LTSC Community Development Corporation**

Los Angeles, CA

*\$200,000 over three years*

For core operating support for the Senior Services Program to continue to provide case management, caregiver and transportation services to linguistically appropriate medical providers for limited English-speaking seniors in the Los Angeles area.

**The Mar Vista Institute**

Culver City, CA

*\$300,000 over three years*

For core operating support to continue the provision of the By Youth For Youth project as a violence prevention strategy.

**MayView Community Health Center**

Palo Alto, CA

*\$150,000 over three years*

For core operating support to continue to provide primary care services for residents in Santa Clara and San Mateo Counties.

**Mental Health Association of San Mateo County**

Redwood City, CA

*\$100,000 over three years*

To provide critical health services and education to low-income adults with severe mental and physical disabilities.

**Ms. Foundation for Women, Inc./ Women and AIDS Fund**

New York, NY

*\$150,000 over three years*

To support the Women and AIDS Fund to support organizations led by and for HIV-positive women in California.

## Grants List

### **National Health Law Program, Inc.**

Los Angeles, CA

*\$150,000 over three years*

For core operating support to continue to provide legal and policy expertise to policymakers, advocates and providers working to improve the health of low-income Californians.

### **National Indian Justice Center, Inc.**

Santa Rosa, CA

*\$110,000 over three years*

To support a violence prevention and youth development project targeting Indian youth in Sonoma, Mendocino and Lake Counties.

### **Neighborhood Partnership**

#### **Housing Services, Inc.**

Ontario, CA

*\$150,000 over three years*

To support the Safe Homes for Seniors program to provide falls-prevention programs for low-income seniors in western San Bernardino County.

### **North Coast Clinics Network**

Eureka, CA

*\$250,000 over three years*

For core operating support to strengthen the network's infrastructure and sustain member clinics' provision of primary and preventive health services.

### **North County Interfaith Council, Inc.**

Escondido, CA

*\$232,000 over three years*

For core operating support for the Confia en Ti program, which provides health services and case management to migrant workers and day laborers and their families in north inland San Diego County.

### **North County Rape Crisis and Child Protection Center**

Lompoc, CA

*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

### **Northern Sierra Rural Health Network**

Nevada City, CA

*\$300,000 over three years*

For core operating support to strengthen the network's infrastructure and sustain member clinics' provision of primary and preventive health services.

### **Ogilvy Public Relations Worldwide**

Sacramento, CA

*\$1,000,000 over one year*

To conduct a public education campaign to increase understanding among policymakers, opinion leaders and the general public about the need to increase diversity in the health professions as a key strategy for improving the health of Californians.

### **Ogilvy Public Relations Worldwide**

Sacramento, CA

*\$250,000 over three months*

To conduct and disseminate a survey of adults to assess attitudes about teen pregnancy in order to educate policymakers and opinion leaders about policies and programs to prevent teen pregnancy.

### **Ogilvy Public Relations Worldwide**

Sacramento, CA

*\$600,000 over one year*

To develop and implement a public education campaign to inform policymakers, opinion leaders and the public about effective policies and programs to prevent teenage pregnancy.

### **Partners for Youth Vision, Inc.**

Visalia, CA

*\$150,000 over three years*

For core operating support for ongoing case management, counseling and outreach services for youth who are homeless or at high risk for homelessness in Visalia and Tulare County.

**Pasadena Children's Training Society**

Pasadena, CA

*\$250,000 over three years*

For core operating support for the Transitional Independent Living Program to help youth aging out of foster care to successfully transition into an independent living environment, as a mental health strategy.

**Peninsula Interfaith Action**

San Carlos, CA

*\$150,000 over three years*

For core operating support to continue to strengthen advocacy efforts to protect and expand health care access for low-income residents in San Mateo and Santa Clara Counties.

**People Assisting the Homeless**

Los Angeles, CA

*\$200,000 over three years*

For core operating support to sustain essential health care and support services at the PathMall, a service center for homeless individuals and families.

**Physicians for Social Responsibility, Inc.**

Los Angeles, CA

*\$200,000 over three years*

For core operating support for the Healthy Homes Collaborative, which advocates for improvements in housing conditions to protect children and their families from environmental hazards.

**Pilipino Workers' Center of Southern California**

Los Angeles, CA

*\$200,000 over three years*

For core operating support to continue providing health education and public policy advocacy to improve the health and well-being of low-wage Pilipino immigrant workers in Los Angeles.

**Planned Parenthood****Shasta Diablo, Inc.**

Concord, CA

*\$300,000 over three years*

For core operating support to continue to provide clinical services and health education for low-income and underserved women in Richmond and Vallejo.

**PolicyLink**

Oakland, CA

*\$60,000 over six months*

To explore the feasibility of, and develop a plan for, a multiyear effort to generate public support and build political will for fiscal reforms that enable the state to meet the health needs of Californians.

**Portals House, Inc.**

Los Angeles, CA

*\$150,000 over three years*

For core operating support for the Transition Age Youth Program to provide a range of mental health treatment and supportive services to youth who are exiting the child social services system of Los Angeles County.

**Prevention Institute**

Oakland, CA

*\$150,000 over three years*

For core operating support to continue to develop policy solutions and advance strategies that integrate prevention as a key element of health care reform.

**Project HOPE-The People to People Health Foundation, Inc.**

Millwood, VA

*\$50,000 over two years*

To support coverage of foundation grants related to California health policy in the Health Affairs' GrantWatch section.

**Project Open Hand**

San Francisco, CA

*\$150,000 over three years*

For core operating support for the Senior Lunch Program to continue to provide nutritious lunches in congregate settings to seniors in San Francisco and Alameda Counties.

**Public Health Institute**

Oakland, CA

*\$150,000 over one year*

To support the procurement of a series of commissioned research papers to provide information on the health issues TCWF prioritizes for funding.

## Grants List

**Public Health Institute/  
Center for Civic Partnerships**  
Oakland, CA

*\$400,000 over two years*

To develop and implement a program to improve the capacity of TCWF grantees to evaluate their programs and health services.

**Public Health Institute/  
Center for Collaborative Planning**  
Oakland, CA

*\$120,000 over three years*

To continue to provide leadership training for grassroots women's health leaders in California.

**Public Health Institute/  
Center for Collaborative Planning**  
Oakland, CA

*\$220,000 over one year*

To provide planning and logistics services for three one-day health care policy training sessions for TCWF grantees.

**Public Health Institute/  
Center for Collaborative Planning**  
Oakland, CA

*\$200,000 over two years*

For the Center for Collaborative Planning to provide logistics support for TCWF's annual state health advocates retreat to discuss strategies and policies to improve the health of the people of California.

**Public Health Institute/  
Center for Collaborative Planning**  
Oakland, CA

*\$420,000 over two years*

To provide logistics and content support for TCWF's annual Increasing Diversity in the Health Professions conference.

**Public Health Institute/  
Center for Research on Adolescent  
Health & Development**  
Oakland, CA

*\$409,000 over two years*

To support production and dissemination of reports on teenage pregnancy prevention issues to policymakers and opinion leaders.

**Quintero, Otilio**

Santa Cruz, CA

*\$25,000 over one year*

For the 2005 California Peace Prize, which acknowledges the past violence prevention activities of this individual working to address the root causes of violence in his community.

**Rainbow Services, Ltd.**

San Pedro, CA

*\$150,000 over three years*

For core operating support to continue to provide health and wellness services to limited English-speaking, low-income women in the South Bay/Harbor area of Los Angeles County.

**Redwood Children's Services**  
Ukiah, CA

*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**Redwood Community Action Agency**  
Eureka, CA

*\$225,000 over three years*

For core operating support to sustain the Youth Services Bureau's case management, mental health and outreach services for the emergency shelter and transitional living programs serving runaway and homeless youth in Humboldt County.

**Redwood Community  
Health Coalition**

Santa Rosa, CA

*\$300,000 over three years*

For core operating support to strengthen the consortium's infrastructure and sustain member clinics' provision of primary and preventive health services.

**Regents of the University  
of California, Los Angeles/Center  
for Health Policy Research**

Los Angeles, CA

*\$200,000 over two years*

To build the capacity of Spanish-speaking, community-based health organizations to access and use health data in their program development and advocacy work.



**Regents of the University of California, Riverside/University of California, Riverside, Division of Biomedical Sciences**  
Riverside, CA  
*\$240,000 over three years*  
To continue to provide academic and social support programming for disadvantaged students from the Inland area interested in health careers.

**Regents of the University of California, San Francisco/Center for the Health Professions**  
San Francisco, CA  
*\$300,000 over three years*  
To collect and disseminate information on efforts to address health care workforce shortages and health professions education, training and regulation as a strategy to improve the health of underserved populations in California.

**Regents of the University of California, San Francisco/Latino Center for Medical Education and Research**  
San Francisco, CA  
*\$225,000 over three years*  
For core operating support to strengthen academic skills and increase awareness of health careers among economically and educationally disadvantaged students in Fresno as a strategy to improve the health of underserved populations in California.

**Resources Legacy Fund**  
Sacramento, CA  
*\$60,000 over six months*  
To explore the feasibility of and develop a plan for a multiyear effort to generate public support and build political will for fiscal reforms that enable the state to meet the health needs of Californians.

**Riverside County Physicians' Memorial Foundation/Project K.I.N.D.**  
Riverside, CA  
*\$150,000 over three years*  
For core operating support for Project Kids in Need of Doctors to continue to provide access to health care services to children in Riverside County.

**Rose Foundation for Communities and the Environment/Northern California Environmental Grassroots Fund**  
Oakland, CA  
*\$175,000 over three years*  
For core operating support to sustain the Northern California Environmental Grassroots Fund project, which provides environmental health education to underserved populations in Northern California.

**SAC Health System**  
Loma Linda, CA  
*\$200,000 over three years*  
For core operating support to continue to provide primary health care services for underserved residents of San Bernardino.

**Sacramento Hearing Services Center, Inc.**  
Sacramento, CA  
*\$150,000 over three years*  
For core operating support to continue to provide a full range of quality hearing services for low-income seniors of Sacramento County and surrounding areas.

**Sacramento Mutual Housing Association**  
Sacramento, CA  
*\$100,000 over two years*  
For the Healthy@Home project to empower residents of SMHA's housing developments to identify and address health issues in their communities.

**SAJE**  
Los Angeles, CA  
*\$225,000 over three years*  
For core operating support to continue environmental health education and policy advocacy efforts to improve environmental health conditions in low-income housing in Los Angeles.

**Salvadoran American Leadership and Educational Fund**  
Los Angeles, CA  
*\$250,000 over three years*  
For core operating support for the Health Careers Scholars Program to continue to support Central American and Latino students in the greater Los Angeles area pursuing public health, nursing, medicine and other health careers.

## Grants List

**Salvation Army  
a California Corporation**

Los Angeles, CA  
*\$200,000 over three years*

For core operating support for the Oxnard/Port Hueneme Corps Medical and Dental Clinic to continue to provide primary health care services for underserved residents of Ventura County.

**Samuel Dixon Family  
Health Center, Inc.**

Val Verde, CA  
*\$250,000 over three years*

For core operating support to continue to provide primary health care services for underserved residents in the Santa Clarita Valley area of Los Angeles County.

**San Diego Family Care**

San Diego, CA  
*\$250,000 over three years*

For core operating support to continue to provide primary health care services for underserved children in San Diego.

**San Diego Youth &  
Community Services, Inc.**

San Diego, CA  
*\$250,000 over three years*

To support the strengthening of comprehensive mental health services for homeless, runaway or throwaway youth in San Diego County.

**San Francisco Foundation  
Community Initiative Funds/  
Foundation Consortium for  
California's Children & Youth**

San Francisco, CA  
*\$300,000 over six months*

For core operating support for the phase-down of health-related activities of the Foundation Consortium for California's Children & Youth.

**Santa Barbara Neighborhood Clinics**

Isla Vista, CA  
*\$200,000 over three years*

For core operating support to continue to provide primary health care services for underserved residents in Santa Barbara.

**Santa Cruz Women's Health Center**

Santa Cruz, CA  
*\$300,000 over three years*

For core operating support to continue to provide primary care services to low-income women and girls.

**Senior Community Centers  
of San Diego**

San Diego, CA  
*\$375,000 over three years*

For core operating support to continue to provide case management, mental health, nutrition, transitional and supportive housing, and other critical health-related services for homeless and near-homeless seniors of San Diego.

**Shasta Consortium of  
Community Health Centers**

Redding, CA  
*\$250,000 over three years*

For core operating support to strengthen the consortium's infrastructure and sustain member clinics' provision of primary and preventive health services.

**South Asian Network, Inc.**

Artesia, CA  
*\$175,000 over three years*

For core operating support to sustain the work of the Community Health Action Initiative program, a comprehensive effort to promote health and health care access for underserved South Asians in Southern California.

**South Bay Community Services, Inc.**

Chula Vista, CA  
*\$150,000 over three years*

For core operating support to sustain a violence prevention program for at-risk youth in Chula Vista and surrounding South Bay communities in San Diego County.

**South Central Family Health Center**

Los Angeles, CA  
*\$300,000 over three years*

To provide support for the Southside Coalition for Community Health Centers to build infrastructure and capacity to strengthen the safety net of primary preventive health care services in South Los Angeles.



**Southern Sierra  
Boys and Girls Club**

Ridgecrest, CA  
*\$225,000 over three years*

To support the development of after-school programs for youth ages 12 to 18, in Ridgecrest, as a violence prevention strategy.

**St. Francis Medical Center of  
Lynwood Foundation**

Lynwood, CA  
*\$180,000 over three years*

To provide scholarships to low-income students pursuing health career training in the Los Angeles area.

**St. Jude Medical Center**

Fullerton, CA  
*\$200,000 over three years*

To provide primary health care services to low-income residents in the Richman Park area of Fullerton.

**Strategic Concepts in Organizing  
and Policy Education**

Los Angeles, CA  
*\$120,000 over two years*

To provide leadership and advocacy to further the training of low-income people of color in Los Angeles for health careers, as a strategy to improve the health of underserved Californians.

**Suicide Prevention of Yolo County**

Davis, CA  
*\$35,000 over one year*

For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**Sweatshop Watch/  
Garment Worker Center**

Oakland, CA  
*\$225,000 over three years*

For core operating support for the Garment Worker Center project to continue to provide occupational health and safety education to garment workers and to engage in policy advocacy to improve health and well-being in the workplace.

**Sweatshop Watch**

Oakland, CA  
*\$150,000 over three years*

For core operating support to sustain policy advocacy efforts aimed at improving the health and well-being of garment workers.

**Swords to Plowshares Veterans  
Rights Organization**

San Francisco, CA  
*\$250,000 over three years*

For core operating support to continue to provide case management, health referrals and assistance to secure entitled health benefits to veterans in San Francisco.

**Tides Center/Center for  
Ethics and Toxics**

San Francisco, CA  
*\$120,000 over three years*

For core operating support for the Center for Ethics and Toxics project to continue to provide environmental health education in Mendocino County and policy advocacy services.

**Tides Center/  
The Children's Partnership**

San Francisco, CA  
*\$120,000 over two years*

To advance the use of technology to increase access to, and the quality of, health care for underserved communities in California.

**Tides Center/Greenaction for  
Health and Environmental Justice**

San Francisco, CA  
*\$140,000 over three years*

For core operating support to continue to provide environmental health education, technical assistance and environmental justice organizing.

**Tides Center/Latino Coalition  
for a Healthy California**

San Francisco, CA  
*\$150,000 over three years*

To convene stakeholders in order to inform policymakers and opinion leaders regarding the shortage of Latino health professionals, as a strategy to improve the health of underserved populations in California.

## Grants List

### **Tides Center/ Women's Leadership Circles**

San Francisco, CA  
*\$120,000 over three years*  
 For the Women's Leadership Circles project to continue to support women's health leaders.

### **Tides Center/Youth United for Community Action**

San Francisco, CA  
*\$275,000 over three years*  
 For core operating support for Youth United for Community Action to continue the provision of environmental health education and leadership development for youth.

### **The Tomas Rivera Policy Institute**

Los Angeles, CA  
*\$130,000 over one year and six months*  
 To expand on previous research to examine the effects of barriers on Latino participation in the Los Angeles nursing workforce.

### **Transitional Living & Community Support**

Sacramento, CA  
*\$200,000 over three years*  
 For core operating support for transition-age youth programs to provide case management, life skills training, mental health rehabilitation, supportive housing, and other independent living services for homeless or former foster youth in Sacramento.

### **Tri-City Homeless Coalition**

Fremont, CA  
*\$150,000 over three years*  
 To support Project Independence to provide mental health services, within the context of comprehensive supportive housing, to emancipated foster care youth in southern and eastern Alameda County.

### **Tri-City Hospital Foundation/ Tri-City Medical Center, Cardiac Wellness Center**

Oceanside, CA  
*\$150,000 over three years*  
 To support a program to improve endurance and wellness among seniors living with congestive heart failure in North San Diego County.

### **Tri-Counties Association for the Developmentally Disabled Inc.**

Santa Barbara, CA  
*\$150,000 over two years*  
 To support the Health Liaison Project, a pilot program designed to provide education, training and advocacy services for individuals with developmental disabilities to better access and navigate health care systems.

### **Tulare District Hospital**

Tulare, CA  
*\$150,000 over three years*  
 For core operating support for the Senior Care Links program to continue to provide in-home primary health care for low-income seniors in Tulare and surrounding rural areas.

### **Turtle Island Restoration Network**

Forest Knolls, CA  
*\$95,000 over three years*  
 For core operating support of a public education and action campaign to alert Californians of health risks associated with consumption of mercury-contaminated seafood.

### **Union of Concerned Scientists, Inc.**

Cambridge, MA  
*\$275,000 over three years*  
 For core operating support to continue the California Diesel Clean-Up Campaign to build strong public and grassroots support at the local level for policies and technologies that reduce diesel pollution, as a health promotion strategy.

### **United Friends of the Children**

Los Angeles, CA  
*\$300,000 over three years*  
 For core operating support for the Pathways to Independence transitional living program to continue to provide a full spectrum of support, including mental health services, for youth emancipated from the Los Angeles County foster care system.

### **United Way of Orange County/Right Trak**

Irvine, CA  
*\$225,000 over three years*  
 To support the Right Trak program, a violence prevention program of local Boys and Girls Clubs, law enforcement agencies and other community-based organizations in Tustin, Anaheim and Santa Ana.



**University of San Diego/  
Children's Advocacy Institute**  
San Diego, CA  
*\$450,000 over three years*  
To support the School of Law's Children's Advocacy Institute to engage in research, analysis, public education, collaboration and advocacy to extend foster care benefits in California from the current age limit of 18 to between 21 and 23 years, as a health promotion strategy.

**University of Southern California/  
University of Southern California,  
School of Dentistry**  
Los Angeles, CA  
*\$240,000 over three years*  
To provide summer activities, academic enrichment, test preparation and scholarships to underserved college students in the Los Angeles area interested in pursuing dental careers.

**Vanguard Public Foundation**  
San Francisco, CA  
*\$175,000 over two years*  
To provide environmental health education through a regranting and technical assistance program targeting environmental health organizations and projects in the Central Valley.

**Velasquez, Maria**  
Shingletown, CA  
*\$25,000 over one year*  
For the 2005 California Peace Prize, which acknowledges the past violence prevention activities of this individual working to address the root causes of violence in her community.

**Venice Community  
Housing Corporation**  
Venice, CA  
*\$150,000 over three years*  
To continue a job training program and youth counseling program as a violence prevention strategy.

**The Wall-Las Memorias**  
Los Angeles, CA  
*\$35,000 over one year*  
For the 2005 TCWF Sabbatical Award to provide a sabbatical, as a mental health/health promotion strategy, for the executive director and to sustain the organization's effectiveness in providing health services to the underserved in California.

**Waukazoo, Martin**  
Oakland, CA  
*\$25,000 over one year*  
For the 2005 Champions of Health Professions Diversity Award to recognize and acknowledge individuals who have made substantial contributions to the diversity of California's health professions.

**Weaver, Sayre**  
Brea, CA  
*\$25,000 over one year*  
For the 2005 California Peace Prize, which acknowledges the past violence prevention activities of this individual working to address the root causes of violence in her community.

**Welcome Door Foundation**  
San Diego, CA  
*\$105,000 over three years*  
To continue to provide case management and health education to homeless women in the San Diego area.

**West Angeles Community  
Development Corporation**  
Los Angeles, CA  
*\$175,000 over three years*  
For core operating support to continue a school-based peer mediation training and multicultural awareness program in South Los Angeles, as a violence prevention strategy.

**West End YMCA**  
Rancho Cucamonga, CA  
*\$225,000 over three years*  
To support fitness and nutrition programs for seniors of Western San Bernardino County.

**West Fresno Health Care Coalition**  
Fresno, CA  
*\$150,000 over three years*  
For core operating support to continue to provide health outreach, promotion and education for residents in West Fresno.

**Western Center on Law and Poverty**  
Los Angeles, CA  
*\$150,000 over three years*  
For core operating support to continue advocacy efforts to protect and improve low-income Californians' access to health care.

CONTINUED

## Grants List

### Western Sierra Medical Clinic, Inc.

Downieville, CA

*\$375,000 over three years*

For core operating support to provide clinical preventive health care, in-home care and injury prevention services to rural resident seniors of Downieville and western Sierra County.

### Wildcoast

Imperial Beach, CA

*\$120,000 over three years*

To implement new environmental health education efforts to reduce the exposure of children and their families to toxic sewage from the Tijuana River in southwestern San Diego County, along the U.S.-Mexico Border.

### Wishtoyo Foundation

Ventura, CA

*\$150,000 over three years*

For core operating support to continue environmental health education work.

### WomanHaven

El Centro, CA

*\$225,000 over three years*

For core operating support to continue a school-based violence prevention education program at middle and high schools from six school districts throughout Imperial County.

### Women's Action to Gain

#### Economic Security

Oakland, CA

*\$150,000 over three years*

For core operating support to continue to train low-income women in housecleaning methods that use non-toxic cleaning materials, as a health promotion strategy.

### Women's Foundation of California/ Mujeres Unidas y Activas

San Francisco, CA

*\$150,000 over three years*

For core operating support for Mujeres Unidas y Activas, which provides leadership development and health education to Latina domestic workers through the Caring Hands Workers' Association.

### Women's Foundation of California

San Francisco, CA

*\$210,000 over three years*

For core operating support for the Environmental Health and Justice Program, a grantmaking and technical assistance program that seeks to address the disproportionate impact of environmental degradation on women's health.

### Woodland Memorial

#### Hospital Foundation

Woodland, CA

*\$150,000 over three years*

To support the Occupational Health Department and the health education and screening program, Your Life...Your Health, which targets farmworkers.

### World Institute on Disability

Oakland, CA

*\$200,000 over three years*

For core operating support to sustain policy advocacy efforts to improve the health of low-wage workers with disabilities through employment-related approaches.

### YMCA of San Diego County/ YMCA Youth & Family Services

San Diego, CA

*\$225,000 over three years*

To support the Youth & Family Services division to provide mental health services at three transitional living program sites throughout San Diego County.

### Youth Radio

Berkeley, CA

*\$275,000 over three years*

To support the new "environmental desk" for increased coverage of environmental health and justice stories.



Financial Statements

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The California Wellness Foundation's condensed statements of financial position and activities for the years ended December 31, 2005 and 2004 are presented in this section.

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**Additional information about the Foundation can be found in its 2004 Form 990-PF, Return of Private Foundation, which is available by visiting [www.tcwf.org](http://www.tcwf.org) in the “About the Foundation” section.**

## Introduction to Financial Statements

The California Wellness Foundation's condensed statements of financial position and activities for the years ended December 31, 2005 and 2004 are presented in this section.

To present a clearer picture of the endowment balance available for charitable purposes, the Foundation has provided condensed financial statement information that departs from generally accepted accounting principles (GAAP) in two ways. First, the accompanying condensed financial statements report only the statements of financial position on December 31, 2005 and 2004 and statements of activities for the years ended December 31, 2005 and 2004 and do not include statements of cash flow or the accompanying notes to financial statements. Second, the Foundation has captured under the term "investments," investments loaned under secured lending transactions, liabilities under investment loan agreements, investment sale receivables and investment purchases payable.

The Foundation's financial statements undergo an annual audit, which was performed by Bregante + Company LLP for the year ended December 31, 2005 and performed by KPMG LLP for the year ended December 31, 2004. The Foundation's audited financial statements for the years ended December 31, 2005 and 2004 are presented in conformity with GAAP, and the respective auditor expressed an unqualified opinion on these financial statements. A copy of Bregante + Company's audit report dated February 17, 2006 may be viewed on the Foundation's website at [www.tcwf.org](http://www.tcwf.org).

Additional information about the Foundation can be found in its 2004 Form 990-PF, Return of Private Foundation, which is available by visiting [www.tcwf.org](http://www.tcwf.org) in the "About the Foundation" section.

## Financial Statements

### Condensed Statements of Financial Position December 31, 2005 and 2004

<b>ASSETS</b>	<b>2005</b>	<b>2004</b>
Cash and cash equivalents	\$ 89,583	\$ 53,160
Interest and dividends receivable	2,733,812	3,250,895
Investments	1,064,514,753	1,048,735,651
Other assets	213,574	85,662
Property, plant, and equipment, net	187,402	193,001
Total assets <sup>1</sup>	<u>\$ 1,067,739,124</u>	<u>\$ 1,052,318,369</u>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued expenses	\$ 2,025,482	\$ 2,164,024
Grants payable, net	12,402,832	13,797,183
Deferred tax liability	1,117,637	2,414,500
Total liabilities <sup>1</sup>	<u>15,545,951</u>	<u>18,375,707</u>
Commitments and contingencies		
Unrestricted net assets	<u>1,052,193,173</u>	<u>1,033,942,662</u>
Total liabilities and net assets <sup>1</sup>	<u>\$ 1,067,739,124</u>	<u>\$ 1,052,318,369</u>

Investments reflected at market value; all other assets shown at cost.

<sup>1</sup>For purposes of this presentation, the Foundation has departed from the presentation required under accounting principles generally accepted in the United States of America by netting amounts loaned and payable under security lending agreements and by netting investment sales receivable and investment purchases payable. Had these amounts not been netted, total assets for 2005 and 2004 would be \$1,195,983,773 and \$1,309,055,738, respectively; total liabilities for 2005 and 2004 would be \$143,790,600 and \$275,113,076, respectively; and total liabilities and net assets for 2005 and 2004 would be \$1,195,983,773 and \$1,309,055,738, respectively.

**Condensed Statements of Activities**  
**For the Years Ended December 31, 2005 and 2004**

	<b>2005</b>	<b>2004</b>
Changes in unrestricted net assets:		
Revenue and other gains:		
Net realized and unrealized gain (loss) on investments	\$ 53,460,133	\$ 113,843,209
Dividends and interest	22,117,157	22,091,208
Other income	32,511	56,273
	<u>75,609,801</u>	<u>135,990,690</u>
Expenses:		
Program services:		
Direct charitable	6,957,703	6,700,230
Grants	46,709,187	34,603,877
Other:		
Investment	3,459,662	2,865,980
Management and general	665,313	649,494
Provision for federal excise tax	(432,575)	3,153,497
	<u>57,359,290</u>	<u>47,973,078</u>
Increase in unrestricted net assets	18,250,511	88,017,612
Unrestricted net assets, beginning of year	1,033,942,662	945,925,050
Unrestricted net assets, end of year	<u>\$ 1,052,193,173</u>	<u>\$ 1,033,942,662</u>

## Current Board & Staff List

### BOARD OF DIRECTORS

Douglas X. Patiño, Ph.D.  
*Chair*

Stewart Kwoh, J.D.  
*Vice Chair*

Gary L. Yates  
*President and CEO*

David S. Barlow

Ezra C. Davidson, Jr., M.D.

Elizabeth M. Gomez

Barbara S. Marshall, R.N.

Earl G. Mink

Peggy Saika

Barbara C. Staggers, M.D.

Luz A. Vega-Marquis

### EXECUTIVE STAFF

Gary L. Yates  
*President & CEO*

Peggy Ericson Graham  
*Executive Assistant*

### COMMUNICATIONS STAFF

Magdalena Beltrán-del Olmo  
*Vice President of Communications*

Bruce Minnich  
*Information Systems Manager*

Cecilia Laiché  
*Communications Officer*

David B. Littlefield  
*Communications Officer*

Julio Marcial  
*Communications Officer*

Sean Frazier  
*Network/Database Administrator*

Adriana Godoy Leiss  
*Communications Associate*

Yvette Ayala  
*IIS Technical Support Specialist*

### FINANCE & ADMINISTRATION STAFF

Margaret W. Minnich  
*Vice President of Finance  
& Administration*

Hailing M. Wang  
*Assistant Treasurer*

Hsiau-Lu (Cheryl) Lau  
*Senior Financial Analyst*

Taryn Lee  
*Human Resources Manager*

Joanne J. Williams  
*Accounting Manager*

Linda D. Albala  
*Accountant*

Julie Malcolm  
*Senior Accounting Assistant*

Peter Mancina  
*Office Services Coordinator*

Melody Slotchin  
*Office Services Coordinator*

Nicole Carpenter  
*Office Clerk*

### GRANTS MANAGEMENT STAFF

Joan C. Hurley  
*Director of Grants Management*

Kay R. Dawson  
*Grants Management Database  
Administrator*

Amy B. Scop  
*Grants Management Associate*

Laura Ascencio Real  
*Senior Grants Management Assistant*

### GRANTS PROGRAM STAFF

Cristina M. Regalado  
*Vice President of Programs*

Ruth Tebbets Brousseau  
*Director of Evaluation and  
Organizational Learning*

Ruth Holton-Hodson  
*Director of Public Policy*

Fatima Angeles  
*Program Director*

Saba S. Brelvi  
*Program Director*

Nicole J. Jones  
*Program Director*

Jeffrey Seungkyu Kim  
*Program Director*

Sandra J. Martínez  
*Program Director*

Ron Aggabao  
*Executive Assistant*

Brooke Atherton  
*Assistant to the Director  
of Public Policy*

Adriane E. Gamble  
*Assistant to the Director of Evaluation  
and Organizational Learning*

Eloisa E. Andal  
*Senior Program Assistant*

Fikre Asmamaw  
*Senior Program Assistant*

Caitlin McShane  
*Program Assistant*

Jamie Schenker  
*Program Assistant*



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**“The California Wellness Foundation is an independent, private foundation, created in 1992, whose mission is to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention.”**

**THE CALIFORNIA WELLNESS FOUNDATION**

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*Grantmaking for a Healthier California*