



COMMUNITY HEALTH
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GIFT OF HEALTH ADVISORY COMMITTEE
Meeting Minutes
April 27, 2010
10:00 – 11:30 am
CHIP / HASDIC Offices
5575 Ruffin Road, Suite 225
San Diego, CA 92123
(858) 614-1543

In Attendance:

Ruth Covell, M.D., UCSD School of Medicine	Vanessa Sincock Watkins, Sharp HealthCare
Kristin Garrett, CHIP	Katie Shultz, CHIP
Kym Hodge, County of San Diego, SD-KHAN	Maria Valdivia, 2-1-1 San Diego
Beth Ruland, CHIP	

I. <u>Welcome / Introductions:</u>	10:00 am	All
All members introduced themselves.		
II. <u>Meeting Purpose:</u> Program Updates, Current Landscape Related to Children’s Health Insurance Coverage, Fundraising Plan	10:05 am	B. Ruland
The purpose of the April 27 th Meeting is to discuss program updates, the current landscape of health care as it relates to children’s health insurance coverage and to create a sustainable fundraising plan.		
III. <u>2009 Gift of Health Program Statistics:</u>	10:10 am	B. Ruland
<p>The Committee discussed 2009 statistics from the Gift of Health Program; please see (Full GOH Stats_FINAL.pdf) for details. Highlights from this discussion include:</p> <ul style="list-style-type: none"> • A total of 69 children were enrolled in 2009; this number exceeds the number of children sponsored in 2007 and 2008 combined. • 67 children were selected for Healthy Families; two children were selected for California Kids. • CHIP conducted community outreach at Home Start, Inc. in November 2009; Home Start, Inc. submitted six applications between November and December 2009. • CHIP was involved in several fundraising activities throughout the community, including individual donations, cell phone donations, Ralph’s and Albertson’s grocery store contribution programs, and a raffle at the SOHL Annual Conference. However, the amount of premiums sponsored (\$9,066.00) exceeds the amount of funds raised (\$1,310.00). 		
IV. <u>Fundraising Plan</u>	10:30 am	All
<p>The Committee discussed 2009 fundraising efforts:</p> <ul style="list-style-type: none"> • In 2009, \$1,310.00 was raised through the following sources: <ul style="list-style-type: none"> ○ Albertson’s Community Partners Program: \$92.72 (program ended in Fall 2009) ○ Ralph’s Community Contribution Program: \$73.28 ○ Pace-Butler Cell Phone Donations: \$34.00 ○ SOHL Annual Conference Raffle: \$525.00 ○ Individual Donations: \$585.00 • It was noted that the Albertson’s Community Partner’s Program ended in 2009. Additionally, Pace-Butler cell phone recycling programs are not as lucrative as they have been in the past. The Committee suggested that: (1) we continue to participate in and promote the Ralph’s 		

Community Contribution Program; and (2) we consider using Re-Cellular for future cell phone donations.

- We are looking forward to two fundraising opportunities: donations from the Mental Health America Luncheon on May 4th and the Sharp Earth Week cell phone drive in mid- April.
- Additionally, B Ruland is in process of completing a grant application for the Rest Haven Children’s Health Fund. The Committee suggested including Letters of Support from a sponsored family and the Access to Care Co-Chairs in the application.

Action Item: B Ruland and K Shultz to draft Letters of Support and send to Access to Care Co-Chairs and a sponsored family to include in the Rest Haven Children’s Fund Grant Application.

The Program has experienced a dramatic increase in applications and may continue to do so as a result of changes in healthcare reform. Considering the potential for a growing application pool and changes to former fundraising efforts, the Committee agreed that a new and sustainable fundraising plan is needed.

This new plan will include:

1. Rebranding the Gift of Health Program:
 - a) Creating a new logo (through Committee’s connections or by hosting a logo contest)
 - b) Creating Merchandise (e.g. first aid kits and/or coffee tumblers/cups) to use as donation incentives and/or to donate to sponsored families.
2. Hosting a Press Event to unveil the new logo and promote the Gift of Health through press venues.
3. Establishing new relationships with social and philanthropic organizations for promotion and fundraising purposes (e.g. Employee Assistance Programs, Restaurants and the Thursday Club).

Additionally, B Ruland will continue to apply to grants and conduct community outreach (including Medi-Cal Outreach workers) as appropriate for the program.

Action Item: B Ruland to look into merchandise price points and options.

Action Item: K Garrett to approach S Spafford (Suzy Zoo) regarding re-designing the Gift of Health Logo.

Action Item: B Ruland and K Shultz to coordinate logo re-design process, including creating a contest and specifications, if necessary.

Action Item: B Ruland will look into local social and philanthropic organizations to determine partnership opportunities.

Action Item: M Valdivia to approach restaurant contacts for restaurant kick-back days.

It was noted that grant applications and fundraising efforts should address the effects of healthcare reform to explain that the Gift of Health Program is needed now more than ever.

V. <u>Next Steps:</u>	11:10 am	B. Ruland / All
The Advisory Committee will reconvene in June to determine next steps in the logo redesign process the next phase of the fundraising plan.		
VI. <u>Adjournment</u>	11:30 am	All