

Sequoia Hospital Foundation
170 Alameda de las Pulgas
Redwood City, CA 94062

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Alex Wright
Development Associate
Alex.Wright@CHW.edu
(650) 367-5676

SEQUOIA HOSPITAL FOUNDATION LAUNCHES \$20 MILLION CAMPAIGN
Bartaldo, Burns and Kennett to Lead Sequoia Campaign

REDWOOD CITY, CA- May 28, 2009 - Sequoia Hospital Foundation, the fundraising arm of Sequoia Hospital, is announcing a \$20 million, community-wide campaign to help pay to construct and equip the new Sequoia Hospital project currently underway.

"As a result of population growth in Sequoia's service area, changes in the way health care is delivered and advances in medical diagnosis and treatment, the existing Sequoia Hospital facility is no longer adequate. Most of Sequoia's facilities are too old, too small or improperly designed to serve the future health needs of area residents and businesses," said Glenna Vaskelis, Chief Executive Officer of Sequoia Hospital.

According to Art Faro, chairman of the Sequoia Hospital Community Board of Directors, *"In seeking a solution to the many challenges presented by the existing hospital facility, the Sequoia Hospital Board of Directors and management team considered a number of options. These options were evaluated by cost, business disruption and long-term impact on the Sequoia community. After months of rigorous review, the Sequoia Hospital Board of Directors determined that the best way to provide for the community's future health care needs is to build a new state-of-the-art hospital facility on Sequoia's current site and substantially renovate major portions of the existing hospital facility."*

Sequoia plans to build a new hospital at its historic site in Redwood City, at the intersection of Alameda de las Pulgas and Whipple Avenue. The new hospital will be a full-service, 148,000 square foot, four-story building located in the center of the Sequoia campus adjacent to the existing hospital facility.

Two floors of the new hospital, approximately 50% of the entire new hospital, will be dedicated to cardiac and vascular services. Plans for the new hospital also include an inpatient surgery center with two suites designed to accommodate open-heart surgery and a 16-bed

intensive care unit. Virtually all of the patient rooms will be private rooms and they will have sleeping accommodations for family members. Key areas of the existing Sequoia Hospital facility will be renovated as part of the new hospital project such as the Emergency Department, the Birthing Center, food services and imaging. When complete, the new Emergency Department will be significantly larger and will feature a separate entrance for trauma and ambulance arrivals.

The plans also call for the relocation of the hospital's main entrance to Whipple Avenue which will create a readily identifiable entrance to the Sequoia campus and greatly improve traffic flow in the surrounding neighborhoods. During construction of the new hospital, there will be no disruption of medical services to the community. Site work began in late 2007 and the new Sequoia Hospital will be completed in 2012.

The projected total cost to build the new Sequoia hospital is \$240 million. This total cost will be met by a collaborative financing plan that calls for \$75 million funded by Catholic Healthcare West, \$75 million from Sequoia Hospital, \$75 million from the Sequoia Healthcare District and \$15 million from philanthropic contributions raised by the Sequoia Hospital Foundation.

"In order to raise \$15 million in philanthropy, the Sequoia Hospital Foundation is conducting an area-wide fundraising campaign with a minimum goal of \$20 million - \$15 for the new building and a minimum of \$5 million for cutting-edge medical equipment and technology," said Deanna Dooley, chair of the Sequoia Hospital Foundation.

According to Dooley, the Foundation is in the process of completing the internal phase of the campaign in which members of the hospital and foundation boards, employees, physicians and people close to the institution are being approached for gifts. On May 28, 2009, the Foundation will launch the community-wide, external phase of the campaign approaching families, corporations and foundations in the area for support. To date, more than \$7 million in private philanthropic support has been raised toward the \$20 million campaign goal.

"This is one of the most important capital campaigns in our community's history," said Dooley, *"and we are immensely pleased that Frank Bartaldo, Sue Burns and Gloria Kennett have agreed to lead the effort as the campaign's co-chairs."*

Bartaldo, Burns and Kennett will serve as co-chairs of the campaign cabinet which governs the campaign. Cabinet members include Edward Anderson, M.D., Alpio Barbara, Audrey Beeger, Polly Bredt, Tom Bredt, Denise Brown, M.D., Deanna Dooley, Rosanne Foust, Bob Franceschini, Andy Frisch, Jean Gillon, M.D., Joe Greenbach, Nancy Greenbach, Frank Hannig, Jr., Jim Hartnett, Ed Katz, M.D., Sylvia Nelson, Nancy Parker, Steve San Filippo, Frank Sinnott, Raymond "Dee" Tolles, Paula Uccelli, Joan Ulibarri, Letha Wertheimer and Marie Zahn.

“I have been involved in many fundraising activities and campaigns,” said Frank Bartaldo, “but none is more important than this. Sequoia is such a vital part of our community. I feel privileged to have been asked to be a co-chair of the Campaign.”

“Sequoia has provided outstanding medical care to this community for a very long time,” adds Gloria Kennett. “Now we need the community’s support in order to maintain this legacy. We hope everyone will join us in making this a very successful capital campaign.”

In a separate statement, campaign co-chair Sue Burns said: *“Our community – all of us together – need to raise a minimum of \$20 million in private funds for the new hospital. When we do that, we will have an outstanding new hospital that will be here for ourselves, our loved ones and neighbors for many years to come.”*

About the Sequoia Hospital Foundation

Now in its 25th year, the Sequoia Hospital Foundation is a 501(c)3 not-for-profit organization dedicated to supporting the life-saving mission of Sequoia Hospital. Financial support from individuals, families, foundations and organizations is essential to maintain Sequoia's ability to offer excellent, state-of-the-art services and programs. The Foundation is proud to use 100% of every dollar donated to support patient care and outreach services, programs and facilities to keep our hospital strong and our community healthy. To learn more, please visit www.sequoiahospitalfoundation.org

About Sequoia Hospital

Sequoia Hospital is an accredited, not-for-profit community hospital providing innovative and exceptional healthcare to Bay Area residents. With a nationwide reputation for pioneering advanced cardiac care, Sequoia is designated as a 2009 Blue Distinction Center for Cardiac Care by Anthem-Blue Cross of California and Blue Shield of California. Sequoia also excels in the areas of stroke care, emergency services, and birth center services. Voted “A Family Favorite 2008 Best Hospital” by readers of Bay Area Parent magazine, Sequoia ranks in the top percentile of U.S. hospitals for patient satisfaction and is a leader in quality and safety initiatives. To learn more, please visit: www.sequoiahospital.org