

ANNUAL REPORT

EDEN HEALTH
DISTRICT
2021



**EDEN HEALTH
DISTRICT**
INVESTING IN THE HEALTH OF OUR COMMUNITY
SINCE 1948

STRATEGIC PLAN

EDEN HEALTH DISTRICT | 01



Eden Health District CEO Mark Friedman

Eden Health District Strategic Plan

During 2021, the District worked to implement a strategic plan with three goals:

Improve Health Outcomes for District Residents

The major challenge during 2021 continued to be the COVID-19 pandemic. The District worked with a wide variety of non-profit and public partners to provide access to COVID testing and vaccinations with an emphasis on those most vulnerable. Our COVID-19 Breaking News Bulletins continued to be well received as a vital link for critical and timely information.

Maximize Financial Sustainability

The District advanced this goal by initiating the process of District elections, which will ensure greater diversity and District-wide representation on the Board and save hundreds of thousands of dollars in election costs every two years. Additionally the District continued to explore restoring taxation authority and selling our interest in projects that can free up resources for community benefit.

Strengthen Community Partnerships

As a small public agency, Eden Health District benefits the residents of the District the most by partnering with many small and large agencies. To that end, the District regularly participated in and presented at regular community meetings and forums. A list of many of these agencies is included on page 2.

Eden Health District Board of Directors

Chair Mariellen Faria
Vice Chair Pam Russo
Secretary-Treasurer Roxann Lewis
Director Gordon Galvan
Director Ed Hernandez

COMMUNITY PARTNERS

EDEN HEALTH DISTRICT | 02

Community Agency/Organization Meetings Eden Health District CEO/Board Members Attended in 2021

- Alameda County Office of Education
- Fairview Municipal Advisory Committee (MAC)
- Castro Valley MAC
- Eden Area MAC
- Ashland Community Association
- Cherryland Community Association
- City of Hayward Juneteenth Freedom Celebration
- Hayward City Council
- Hayward Chamber of Commerce
- Alameda County Board of Supervisors Health Committee
- Alameda County Special Districts Association

Sponsorships and Grants Provided by Eden Health District in 2021

- La Familia
- San Leandro Chamber of Commerce, Business Awards Celebration
- Building Futures With Women & Children, Jazz It Up
- American Cancer Society, Relay for Life
- FESCO Shuffle
- United Seniors of Oakland & Alameda County, 30th Annual Convention, 18th Annual Healthy Living Festival and 35th Anniversary Luncheon
- Crisis Support Services, Mini Golf Tournament Fundraiser
- Hayward Area Recreation & Park District, Golf Fundraiser

Mia's Dream Come True Playground

Under the leadership of Board Vice Chair Pam Russo, the District participated in the 2021 Grand Opening of the Mia's Dream Come True Playground, and contributed \$200,000, over the course of three years, to support this all-abilities playground in South Hayward.

One of the most unique and universally accessible parks in the Bay Area, the facility was inspired by the courage, strength, and vision of Hayward's Vasquez-Lacayo family, whose daughter, Mia, was born with a severe form of cerebral palsy.



SUPPORTING LA FAMILIA

EDEN HEALTH DISTRICT | 03

Eden Health District Assists With La Familia Testing and Vaccination Services

La Familia was founded in 1975 with a mission to provide underserved communities with the tools and support necessary to build resilience, wellness, and economic power. For over 46 years, La Familia has served low-income, multicultural and multilingual families who are often facing high levels of trauma and stress in their daily lives. The rise of the COVID-19 pandemic in 2020 highlighted the need for La Familia to outreach and engage our community population in services, as infection rates were disproportionately higher for underserved communities while vaccination rates were at record lows.

La Familia secured funding to run two COVID-19 vaccination and test sites that have administered a total of 29,472 COVID-19 doses to date. In addition, La Familia has a dedicated Community Support line where bilingual staff are available to answer vaccine related questions and assist individuals in making COVID-19 tests or vaccine appointments. To address the fear and lack of information regarding the COVID-19 vaccine that La Familia's community population was facing, La Familia's Outreach Staff participated in door-to-door canvassing to inform individuals about the COVID-19 vaccine with educational materials and information regarding available vaccine appointments. Since March 2020, La Familia has increased accessibility to COVID-19 vaccine and test sites for underserved communities, which has allowed for a rise in administered COVID-19 doses and a shift in the community's perception of the vaccine being effective against contracting the COVID-19 virus.



Article and photo contributed by
La Familia

Eden Health District On The Front Lines With La Familia

Eden Health District worked closely with La Familia and other partners to sustain two COVID testing sites: Skywest and Cherryland in Hayward.

Additionally, Directors Mariellen Faria, Pam Russo and Roxann Lewis volunteered throughout the year to assist with testing and vaccination of community members at these sites.

The two La Familia sites administered **43,003 tests** in 2021 (with a 9.46% positivity rate). The San Leandro Marina Community Center, another site supported by Eden Health District, administered **25,335 tests** (with a 5.60% positivity rate) in 2021.

FINANCIAL REPORT

EDEN HEALTH DISTRICT | 04

Statement of Net Assets as of June 30, 2021

Assets

Current	\$1,298,739
Invested	3,382,185
Property	34,006,573
<u>Other</u>	<u>634,174</u>
Total	\$39,321,671

Liabilities & Fund Balance

Liabilities	\$18,443,200
<u>Fund Balance</u>	<u>20,878,473</u>
Total	\$39,321,671

Notes:

1) The District does not receive any tax revenue. The bulk of its revenue comes from lease payments by health care professionals and medical groups for office space at two buildings the District owns.

2) The District's principal liabilities are a mortgage on one office building and a debt owed to Sutter Health. The debt arose from litigation the District initiated to prevent Sutter from closing San Leandro Hospital. While the District did not prevail, the lawsuit saved lives and protected the health of the community by keeping San Leandro Hospital open. The hospital remains open today under public ownership by the Alameda Health System.

The District's annual budget and audit reports are posted online at www.ethd.org/financials.

State Special District Grant

Eden Health District applied for a portion of the Independent Special Districts Relief Fund, which was created from the Budget Act in 2021.

The fund was established to provide fiscal relief to independent Special Districts who reported revenue loss and unanticipated expenditures from March 4, 2020 to June 2021.

Qualifying Districts with approved applications received a share of the funds based on a proportionate share of revenue loss reported by all qualifying districts. The District's application was approved and EHD was awarded \$1,250,663.

COVID-19 BULLETIN

EDEN HEALTH DISTRICT | 05

120

**ISSUES PUBLISHED
IN 2021**

55,000

**NUMBER OF TIMES
BULLETIN READ IN 2021**

"Thank you for taking the time to compile the most relevant and useful information each week. Of all the COVID-related newsletters I receive, yours is the one that I read consistently."

Allison Pratt
Chief Partnership and Strategy Officer
Alameda County Community Food Bank

STAY INFORMED, STAY SAFE

Launched in March 2020, the Eden Health District COVID-19 Bulletin remains a trusted community resource for timely and accurate information about the coronavirus pandemic.

Published twice weekly, the Bulletin features the latest local, state, national and international coronavirus-related news, as well as practical information regarding District area COVID testing and vaccination sites, statistics on local cases, deaths, hospitalizations, and positivity rates. Additionally, local residents have been featured in the Bulletin, sharing the personal impact the pandemic has had on their lives.



**USE YOUR SMARTPHONE TO SCAN THE QR CODE ABOVE AND YOU'LL
BE TAKEN TO A PAGE WHERE YOU CAN SIGN UP FOR THE EDEN
HEALTH DISTRICT COVID-19 BULLETIN**

SOCIAL MEDIA

FOLLOW EDEN HEALTH DISTRICT ON SOCIAL MEDIA

Eden Health District increased its social media presence in 2021, regularly posting essential pandemic-related news, as well as key information on other health-related topics, on its Facebook, Twitter, Instagram and LinkedIn channels.

The goal of this initiative was to generate broader awareness of Eden Health District and increase engagement with the COVID-19 Bulletin.

Follow us on these platforms:

Facebook - Eden Health District -

<https://www.facebook.com/ethdorg/>

Twitter - @ethdorg - <https://twitter.com/ethdorg>

Instagram - edenhealthdistrict -

<https://www.instagram.com/edenhealthdistrict/>

LinkedIn - Eden Health District -

<https://www.linkedin.com/company/eden-health-district>

