



# CAMPAIGN VISION

## REACHING HIGHER TOGETHER

*The Cottage Health Campaign for Excellence*



This campaign begins  
from one simple,  
powerful vision:

We believe the people of Santa Barbara should have the best healthcare in the nation—right here at home—in our community. **That's why we are committed to being one of the best hospitals in the country.**



Consider what  
we have already  
achieved together...



Thanks to the investment of our community, **we now have unparalleled facilities.**

Cottage stands at a critical moment in its distinguished history. The last major fundraising campaign for Santa Barbara Cottage Hospital (2004-08) raised a remarkable \$110M to rebuild our state-of-the-art hospital. This support from our generous community has helped Cottage care for patients in ways never before possible. It has also allowed Cottage to respond to unexpected emergencies such as the Thomas Fire and debris flow, and the COVID-19 pandemic.

Our community's generosity raises our aspirations and enables us to envision bold new ways to promote excellence and innovation that will strengthen patient care, education, research and the health of our community today – and into the future.

Thanks to **extraordinary staff**, our quality of care already exceeds some of the best hospitals in the country.



“Delivering the highest level of quality and safety is job number one – every day. Cottage’s many national awards and specialty certifications are possible because of a culture that emphasizes collaboration, measures our outcomes against the best, embraces transparency, encourages research, and continually strives to improve. None of this is possible without our exceptional and engaged workforce and medical staff. This is how the leading hospitals care for their patients and communities.”

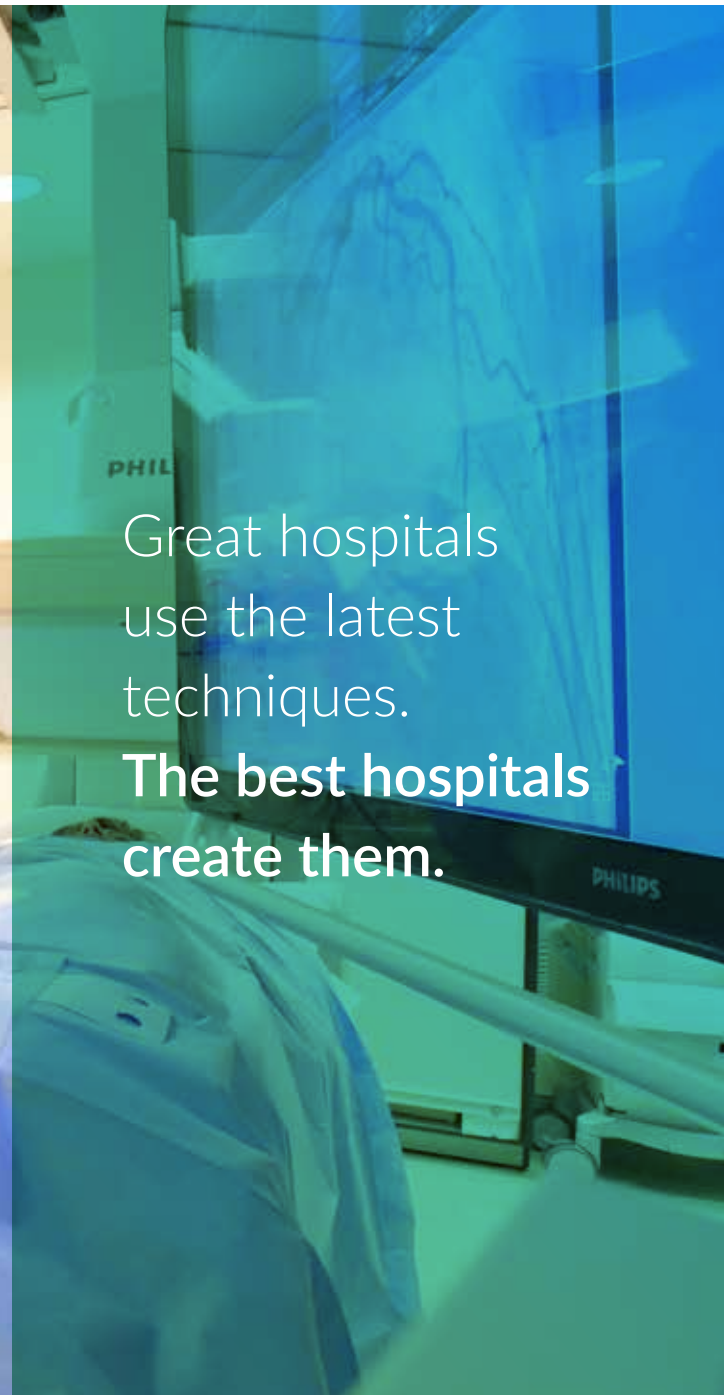
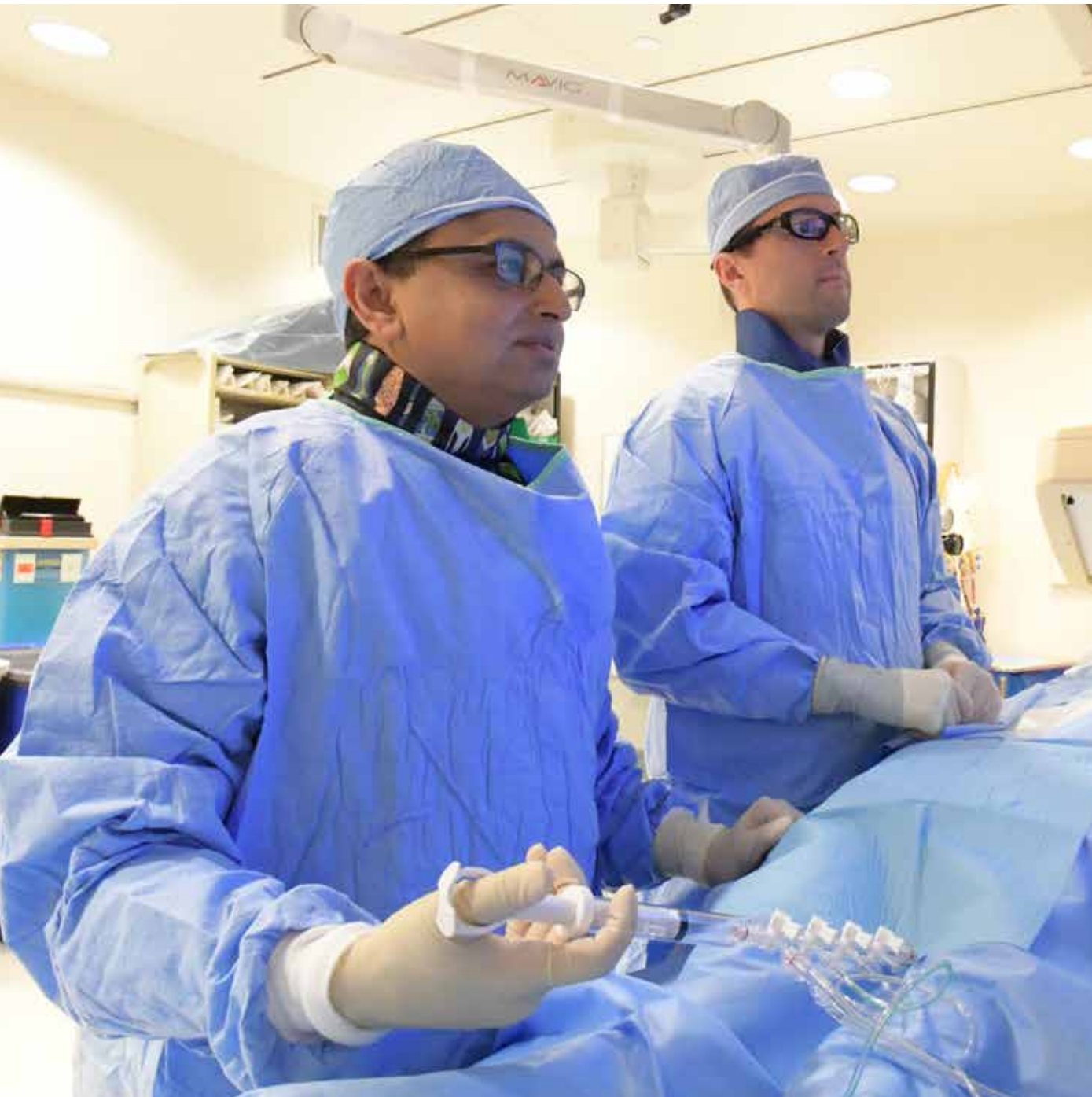
**Babji Mesipam, MD**  
Chief Quality Medical Officer

To learn more about quality care at Cottage, visit [cottagehealth.org/quality](http://cottagehealth.org/quality)



Great hospitals  
care for patients.  
**The best hospitals  
also care for  
communities.**





Great hospitals  
use the latest  
techniques.  
**The best hospitals  
create them.**

Great hospitals hire  
the best people.  
**The best hospitals  
invest in the next  
generation of  
healers.**







Great hospitals provide quality care. **The best hospitals are prepared to respond to unprecedented challenges impacting entire communities.**



The best hospitals never stop  
**REACHING HIGHER**  
for their patients and for their communities.

# REACHING HIGHER TOGETHER

*The Cottage Health Campaign for Excellence*

2016 – 2022





# WHY NOW?

- » Recent events demonstrate that our community depends on Cottage in times of both joy and vulnerability.
- » Now – more than ever – we are focused on strengthening our ability to respond to each formidable new challenge.
- » We must use every opportunity to put our knowledge, training, and compassion to work for our patients.
- » For 130 years, Cottage has provided our community the highest levels of healthcare –  
**but we can't remain the best by standing still.**



VISION »

The people of Santa Barbara will have the  
**BEST HEALTHCARE**  
in the nation.

GOAL »

**\$130 million**

The Reaching Higher Together Campaign will invest in four pillars of excellence that touch every area of Cottage and every person and family in our community – fueling innovation, advancing new treatments, protecting and improving lives throughout our region and beyond.

» **EXCELLENCE AND INNOVATION**

» **EMERGENCY, TRAUMA, AND CRITICAL CARE**

» **COTTAGE CHILDREN'S MEDICAL CENTER**

» **HEALTH OF THE COMMUNITY**

## » EXCELLENCE & INNOVATION



VISION »

To ensure that the best healthcare in the country is close to home for everyone on the Central Coast.

GOAL »

<b>SUSTAINING THE FUTURE</b>	<b>\$20M</b>
<b>ACCELERATING CLINICAL CARE</b>	<b>\$6.5M</b>
<b>EDUCATION &amp; LEADERSHIP</b>	<b>\$25M</b>
<b>RESEARCH</b>	<b>\$6M</b>

**\$57.5**  
million

# » EXCELLENCE & INNOVATION: SUSTAINING THE FUTURE

VISION »

We will meet the community's immediate health and healthcare needs, and invest in the future to assure that medical excellence, innovation, and our ability to respond to the unexpected will continue to thrive on the Central Coast.

GOAL »

\$20 million

This campaign empowers strategic investments in technology, innovation, and facilities, and will assure that Cottage continues as a center of healthcare excellence for generations to come on the Central Coast.



# » EXCELLENCE & INNOVATION: ACCELERATING CLINICAL CARE

VISION »

We will enhance and expand vital healthcare services in our community that lead to medical advances and the best possible patient outcomes in heart and vascular medicine, the neurosciences, cancer, and other specialties.

GOAL »

\$6.5 million

The campaign will enable Cottage to continue to invest in essential clinical programs that will improve the care and quality of life for people on the Central Coast.

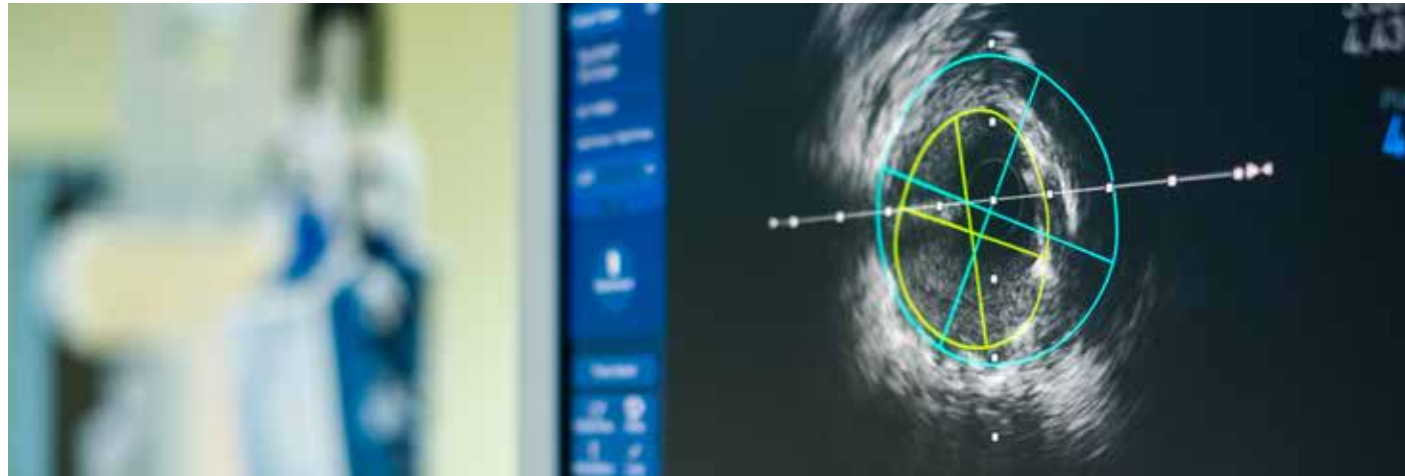




# » EXCELLENCE & INNOVATION: ACCELERATING CLINICAL CARE

## PRIORITIES »

Innovations in Cardiology	\$2.5M
Innovations in Neurology	\$2.5M
Emerging Clinical Priorities	\$1.5M



### **Innovations in Cardiology**

Empowers cardiologists, surgeons, and vascular specialists at Cottage's nationally recognized Heart & Vascular Center to continue to bring the most advanced and minimally invasive care options for patients on the Central Coast. (\$2.5M)

### **Innovations in Neurology**

Already among an elite group of medical centers to achieve national certification as a Comprehensive Stroke Center, philanthropic support allows us to deliver ground-breaking treatments and the very best outcomes for patients with neurological disease. (\$2.5M)

### **Emerging Clinical Priorities**

As medical needs in our community evolve, these resources help Cottage continually improve patient care with new services ranging from improving access to specialized medical programs that provide the best care close to home. (\$1.5M)

# » EXCELLENCE & INNOVATION: EDUCATION & LEADERSHIP

VISION »

We will cultivate and train the best and brightest physicians and nurses that Santa Barbara needs to care for our community today, and who will lead us into the future.

GOAL »

\$25 million

The campaign will enable Cottage to attract and train the best and brightest caregivers – the physicians, nurses, innovators, and healthcare leaders who will care for the residents of the Central Coast today and for future generations.



# » EXCELLENCE & INNOVATION: EDUCATION & LEADERSHIP

## PRIORITIES »

New Simulation Training Center	\$10M
Endowed Chairs (3)	\$7.5M
Medical Residency Programs	\$3M
Endowed Nursing Scholarships	\$2M
SAGE Medical Library	\$1.5M
Critical Care Nursing Education	\$1M



### **New Simulation Training Center**

A new 9,400-square-foot, high-tech, interactive learning facility will provide a true-life learning environment using simulation to improve safety, quality and continuing education for physicians, nurses and other healthcare professionals, and first responders. (\$10M)

### **Endowed Chairs for Physician Leaders (3)**

Endowed chairs assist in the recruitment and retention of distinguished leaders in medical education who excel in teaching, patient care and research. Supported by funds from endowed chairs, our talented physicians are empowered to improve treatments and expand their areas of specialty. (\$2.5M ea.)

### **Medical Residency Programs**

Support will expand Cottage's renowned graduate medical education (GME) program to include a new residency in Pediatrics and a Primary Care track within the Internal Medicine Residency program. Our highly competitive residencies attract some of the best young physicians in the nation and play a key role in providing outstanding care for people throughout the Central Coast. (\$3M)

### **Endowed Nursing Scholarships**

In the face of rising tuition and fees, scholarships help offer rewarding and enriching educational experiences to qualified students who will strengthen Cottage, the profession and improve care for our patients and the community. (\$2M)

### **SAGE Medical Library**

Support will enable the library to purchase texts and journals, sustain costly online subscriptions and make important additions to its collections so physicians and health professionals have access to the latest biomedical information. (\$1.5M)

### **Critical Care Nursing Education**

Advanced training opportunities are vital for nurses who work with patients of all ages who are suffering from immediately life-threatening conditions in the emergency, trauma and intensive care units. (\$1M)

# » EXCELLENCE & INNOVATION: RESEARCH

VISION »

We will advance research driven by the needs of our patients, the ingenuity of our professionals, and the promise of new treatments and interventions to improve health.

GOAL »

\$6 million

The campaign will catalyze research and inspire novel partnerships with UCSB and other academic centers, and with industry and other research ventures to find new treatments and improve patient care for residents of our community and beyond.



# » EXCELLENCE & INNOVATION: RESEARCH

## PRIORITIES »

Research Excellence Fund	\$2.5M
Endowed Research Fellowship	\$1.5M
Endowed Research Symposium	\$1M
Nursing Research	\$1M
Pediatric Research*	



### Research Excellence Fund

Improves patient care and advances treatment options by supporting studies to develop innovative new therapies, drugs, medical devices, and clinical and surgical methods. (\$2.5M)

### Endowed Research Fellowship

Allows outstanding medical residents to gain advanced research experience while training in one of our highly competitive graduate medical education programs. (\$1.5M)

### Endowed Research Symposium

Provides resources to bring together thought leaders from Cottage, UCSB, industry and other academic institutions to identify translational research opportunities and develop solutions for contemporary challenges in healthcare. (\$1M)

### Nursing Research

Supports research that promotes and improves the health of individuals, families, and communities; and that identifies interventions and policies to remove barriers to health equity. (\$1M)

### Pediatric Research\*

Allows Cottage physicians and nurses to conduct clinical research for the purpose of discovering innovative therapies for childhood diseases and improving the lives of children. (\$1M)

\*Indicates priorities that span the organization and appear in multiple campaign categories.

## » EMERGENCY, TRAUMA, AND CRITICAL CARE

VISION »

We will save lives by providing the best emergency, trauma and critical care and the highest levels of preparedness for our community – from everyday emergencies and injuries to complex public health crises and natural disasters.

GOAL »

\$31 million

This campaign will allow Santa Barbara Cottage Hospital – the only Level I Trauma Center on the Central Coast – to continue to innovate and advance new models of treatment, ensuring our community gets the best care during emergencies, close to home.



## » EMERGENCY, TRAUMA, AND CRITICAL CARE

# PRIORITIES »

New and Expanded Hospitality House	\$6M
Emergency Care Initiation Center	\$5M
Emergency Preparedness	\$5M
Endowed Chairs (2)	\$5M
Equipment and Technology	\$3M
Emergency, Trauma, Critical Care Research	\$2.5M
Excellence in Emergency, Trauma, Critical Care	\$2.5M
Endowed Trauma/Critical Care Symposium	\$1M
Injury Prevention Center	\$1M
Critical Care Nursing Education*	

### **New and Expanded Hospitality House**

Spacious 12-apartment center will support more out-of-the area families in need of free housing while loved ones are hospitalized or receiving treatment. (\$6M)

### **Emergency Care Initiation Center**

Innovative approach to caring for patients in the Emergency Department improves outcomes by reducing wait times, increasing patient privacy and satisfaction and maximizing our capacity to care for the community. (\$5M)

### **Emergency Preparedness**

Ensures our hospital is prepared with vital equipment and supplies needed to care for patients, to protect and support healthcare workers and our community, and to provide maximum flexibility when responding to large-scale disasters including pandemics. (\$5M)

### **Endowed Chairs for Physician Leaders (2)**

Endowed chairs assist in the recruitment and retention of accomplished and distinguished leaders in Emergency and Trauma Medicine who excel in patient care, research and teaching. Resources empower our world-class physicians to improve treatments and programs to save and improve patients' lives. (\$2.5M ea.)

### **Equipment and Technology**

Allows Cottage to acquire and maintain the costly and constantly evolving lifesaving equipment essential to sustain a Level I Trauma Center for our region. (\$2.5M)

### **Emergency/Trauma/Critical Care Research**

Advances multidisciplinary lifesaving 'bench to bedside' research between Cottage clinicians and scientists at top universities, research centers and industry. (\$2.5M)

### **Excellence in Emergency/Trauma/Critical Care**

Ensures we have the expertise, support, technology and resources needed to advance and sustain the highest levels of care – so we can care for patients with the most complicated illnesses and injuries, as well as those with routine emergencies. (\$2.5M)

### **Endowed Trauma/Critical Care Symposium**

Expands and sustains our nationally renowned educational conference where expert faculty share their knowledge and the latest clinical information with emergency care providers to support the delivery of fast and accurate diagnoses, and treatment decisions that save lives in emergencies. (\$1M)

### **Injury Prevention Center**

Supports essential research, education and intervention to keep residents of the Central Coast safe from preventable injuries. (\$1M)

### **Critical Care Nursing Education\***

Provides vital advanced training opportunities for nurses who work with patients suffering from immediately life-threatening conditions in emergency, trauma and intensive care settings. (\$1M)

\*Indicates priorities that span the organization and appear in multiple campaign categories.

## » COTTAGE CHILDREN'S MEDICAL CENTER

VISION »

We will be the center for pediatric excellence in the region, providing lifesaving care to children and helping families thrive.

GOAL »

\$25.5 million

The campaign will ensure that all children on the Central Coast have access to the highest level of lifesaving medical care, including acute and intensive care and a broad scope of outpatient specialties, so every child can live the healthiest and most fulfilling life possible.





# » COTTAGE CHILDREN'S MEDICAL CENTER

## PRIORITIES »

Expanded Outpatient Clinic	\$11M
Pediatric Excellence	\$6M
Equipment & Technology	\$3M
Endowed Chair - Pediatrics	\$2.5M
Child Life Program	\$1M
Family Assistance Fund	\$1M
Pediatric Research	\$1M
New and Expanded Hospitality House*	
Pediatric Residency Program*	

### Expand and Sustain Outpatient Clinics

Supports the building and programs within a new 14,000-square-foot, child-centered clinic adjacent to the hospital. Consolidating vital pediatric specialties, from diabetes and endocrinology to pediatric oncology, heart disorders, and infectious diseases – the new space will increase access, capacity and services to meet the needs of our region's children and families. (\$11M)

### Pediatric Excellence

Provides physician and nursing leaders critical resources needed to catalyze new programs and keep Cottage at the forefront of patient care. (\$6M)

### Pediatric Equipment & Technology

Ensures CCMC can acquire and maintain the most advanced specialized technology essential for the care of our youngest patients. (\$3M)

### Endowed Chair for Physician Leader

Assists in the recruitment and retention of a distinguished leader in pediatrics who excels in patient care, teaching and research. Resources empower physician leaders to improve treatments and programs to save and improve the lives of patients and families. (\$2.5M)

### Child Life Program

Supports services that help children and families navigate hospital and clinic visits and eases the stress of illness, injury, disability, trauma, or hospitalization. (\$1M)

### Pediatric Family Assistance Fund

Helps families facing financial crisis due to a child's illness or injury by providing short-term support for rent, transportation, food and other essential needs. (\$1M)

### Pediatric Research

Allows Cottage physicians and nurses to conduct clinical research for the purpose of discovering innovative therapies for childhood diseases and improving the lives of children. (\$1M)

### New and Expanded Hospitality House\*

New 12-apartment center will support more out-of-the-area families in need of free housing while loved ones are hospitalized or receiving treatment. (\$6M)

### Pediatric Residency Program\*

Brings a new pediatric residency program to Cottage's renowned graduate medical education (GME) program which attracts some of the best young physicians in the nation and plays a key role in providing outstanding care for children and families. (\$3M)

\*Indicates priorities that span the organization and appear in multiple campaign categories.

## » HEALTH OF THE COMMUNITY

VISION »

We will improve the health of our community by tackling the unique and pressing challenges and needs of our population including the most vulnerable, so that all residents of the Central Coast can live the healthiest and most fulfilling lives possible.

GOAL »

\$16 million

The campaign will catalyze innovative and collaborative strategies to improve the health and wellbeing of residents – including programs and partnerships to break the cycle of homelessness, improve access to care for the underserved, and reduce the long-term impacts of childhood trauma.



## » HEALTH OF THE COMMUNITY

# PRIORITIES »

Center for Population Health	\$5M
Behavioral Health	\$5M
Building Healthy Environments	\$5M
Population Health Research	\$1M
Injury Prevention Center*	



### **Center for Population Health**

Creates new community partnerships and hospital-based interventions to tackle obstacles to optimal health including equity and access to care, chronic disease, mental health, housing and food insecurity. (\$5M)

### **Behavioral Health**

An unprecedented community effort to develop innovative strategies to understand, prevent, and treat the mental health needs of children and adults to alleviate suffering and help residents of the Central Coast lead happier, more productive lives. (\$5M)

### **Building Healthy Environments**

Brings together the talents and expertise of physicians, nurses, social workers, community partners, and public health officials to develop programs and services that promote life choices and environments leading to greater levels of long-term wellness and wellbeing. (\$5M)

### **Population Health Research**

Inspires studies to identify and understand the unique health needs of our diverse community and inspires collaborations that will address health determinants and lead to interventions that improve health, wellbeing and quality of life for all. (\$1M)

### **Injury Prevention Center\***

Supports essential research, education and intervention to keep residents of the Central Coast safe from preventable injuries. (\$1M)

\*Indicates priorities that span the organization and appear in multiple campaign categories.

# CAMPAIGN GOAL AND SUMMARY »

EXCELLENCE & INNOVATION	EMERGENCY, TRAUMA, AND CRITICAL CARE	COTTAGE CHILDREN'S MEDICAL CENTER	HEALTH OF THE COMMUNITY
<p><b>Sustaining the Future</b></p> <p><b>Accelerating Clinical Care</b>                      Innovations in Cardiology                      Innovations in Neurology                      Emerging Clinical Priorities</p> <p><b>Education &amp; Leadership</b>                      New Simulation Training Center                      Endowed Chairs (3)                      Medical Residency Programs                      Endowed Nursing Scholarships                      SAGE Medical Library                      Critical Care Nursing Education</p> <p><b>Research</b>                      Research Excellence Fund                      Endowed Research Fellowship                      Endowed Research Symposium                      Nursing Research                      Pediatric Research*</p>	<p>New and Expanded Hospitality House                      Emergency Care Initiation Center                      Emergency Preparedness                      Endowed Chairs (2)                      Equipment and Technology                      Emergency, Trauma, Critical Care Research                      Excellence in Emergency, Trauma, Critical Care                      Endowed Trauma/Critical Care Symposium                      Injury Prevention Center                      Critical Care Nursing Education*</p>	<p>Expanded Outpatient Clinic                      Pediatric Excellence                      Equipment &amp; Technology                      Endowed Chair                      Child Life Program                      Family Assistance Fund                      Pediatric Research                      New and Expanded Hospitality House*                      Pediatric Residency Program*</p>	<p>Center for Population Health                      Behavioral Health                      Building Healthy Environments                      Population Health Research                      Injury Prevention Center*</p>
<p>Goal \$57.5M</p>	<p>Goal \$31M</p>	<p>Goal \$25.5M</p>	<p>Goal \$16M</p>

\*Indicates priorities that span the organization and appear in multiple campaign categories.

CAMPAIGN GOAL » \$130 million

# LEGACY INITIATIVES

Legacy Initiatives represent one-time, permanent naming opportunities for special benefactors. These are transformational gifts in which both donors and program beneficiaries gain unprecedented recognition and impact. Legacy initiatives address our greatest needs in a truly extraordinary way.

## Naming Opportunities

Children's Medical Center	\$30M
Simulation Training Center	\$15M
Emergency/Trauma Center	\$15M
Center for Behavioral Health	\$15M
Cardiovascular Institute	\$10M
Neurosciences Institute	\$10M
Cottage Research Institute	\$10M
Center for Population Health	\$10M
Hospitality House	\$5M

## Endowed Giving Opportunities

Funding an endowed chair, symposia, sustaining or scholarship fund allows donors to make a permanent mark on Cottage Health. These gifts provide a perpetual source of strength for the organization and bring with them the opportunity to pay lasting tribute to the donor or to honor a loved one, a friend or a colleague.

**Donors may name endowments created at these levels:**

Endowed Excellence & Innovation Funds for Priority Clinical Programs and Services	\$2.5M+
Endowed Chairs for Extraordinary Medical Leaders	\$2.5M
Endowed Medical Symposia	\$1M
Endowed Medical Residency Support Funds	\$500K
Endowed Research Funds	\$250K
Endowed Nursing Scholarships	\$100K



Thank you for  
reaching higher with  
us to ensure that  
extraordinary care is  
always available for  
everyone – right here  
on the Central Coast.



# PLEASE JOIN US »

Support the Future of Cottage  
and the Health of our Community

Your gift to the Reaching Higher Together Campaign expands and sustains excellent healthcare for Central Coast residents, increasing access and underscoring Cottage's unique role in providing innovative and compassionate healthcare to our community.

## Make a Gift

Contributions of all kinds are welcome—

- » Outright gifts including contributions of cash, securities, written pledges (up to five years)
- » Planned gifts including bequests, gift annuities, various types of trusts and some life-insurance
- » Gifts of real estate (approved by the Foundation)

## Contact us Today

To learn more about giving opportunities and how the campaign will strengthen Cottage's ability to care for our community, please call 805.879.8980.





## REACHING HIGHER TOGETHER CAMPAIGN TASK FORCE

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Babji Mesipam, MD

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Ginger Salazar

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Steven C. Zola

## COTTAGE HEALTH PRESIDENT & CHIEF EXECUTIVE OFFICER

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Bhupi Singh

Yulun Wang, PhD

On behalf of everyone at Cottage and the patients and families we serve, we offer our sincere appreciation to those volunteers who have stepped forward to lead and improve the health of our community.



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To learn more about how  
you can REACH HIGHER  
TOGETHER with us,  
please contact us:

**REACHING  
HIGHER  
TOGETHER**

*The Cottage Health Campaign for Excellence*







# REACHING HIGHER TOGETHER

*The Cottage Health Campaign for Excellence*

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