

Sonoma County Medical Association Alliance Foundation

Physician families connecting to create a healthier Sonoma County
by improving the lives of those in need



June, 2021

EXECUTIVE BOARD 2020-2021

John Gnam	President
Janet Lakshmanan	Co-Treasurers
Sally Ebrahim	Secretary
Liz Bauer	
Liz Restel	VPs Health Promotions
Margaret Peterson	VP Information Technology
Patty Lyn Tweten	VP Marketing & Membership
Virginia Merwin	Chair
	Health Careers Scholarship Committee
Joni Jacobs	Advisory Board
Pat Anderson	Member-at-Large

PROGRAMS

Foster Children's Give-a-Gift
Health Careers Scholarship

Dear Current and Previous Alliance Members,

This may be the most important letter you receive from the Alliance. Please read this.

The past two years have been filled with months of struggle for all of us; and especially for our beloved Alliance. While our program fundraising for Foster Children's Give-a-Gift and Health Careers Scholarships has continued—and even thrived—our membership has dropped by 42%. We currently have 89 active members whose dues support the administration of our programs. **The survival of the SCMAAF is in peril.**

There are many factors negatively affecting our Alliance:

- Devastating wildfires have scattered our membership and impacted our leadership.
- These fires also put a full-stop to organizing and hosting our regular Garden Tour—our primary fundraiser for many years.
- 16 Months of pandemic have eliminated the possibility to meet in person, hold face-to-face social events, and recruit new members.
- Members are disengaged from each other as they attend to the crises in their own spheres resulting from the chaos of social isolation. And in many cases, members are also rebuilding their homes and lives after fires.
- Members of the board have been in place a minimum of 4 years, and, some have returned to the board for a second term. As a result, the board will lose key members in the next year including: the President, Secretary and Treasurer. These three positions are necessary to maintain our 501(c) 3 status and to continue to fund our programs.

We are at a crossroads. Do we dissolve or do we evolve?

What happens if we dissolve? Dissolving the Alliance means cutting off our programs at the knees and spending precious funds on legal fees. Give-a-Gift would no longer have a non-profit under which to operate; and neither GAG or The Health Career Scholarship would have the SCMAAF's administrative support and website.

The truth is, without a President, Secretary or Treasurer, we cannot continue; and we cannot evolve without new leadership.

Why evolve? The Alliance, in all its iterations, has continually supported Sonoma County since 1929—over 90 years. Our two most successful programs have operated for over 50 years. This past year alone, amidst a worldwide disaster, the SCMAAF showed unprecedented support for our community:

SCMAA Foundation is a 501(c)3
non-profit organization
Tax ID # 02-0542304

www.scmaa.org
alliance@scmaa.org

Post Office Box 1388
Santa Rosa, CA 95402

- Give-a-Gift raised over \$43,000, and donated 800 gifts and 18 bicycles to 210 Foster Children.
- The Health Careers Scholarship fund raised \$36,500 in 2020 and awarded 12 scholarships. The HCS fundraiser was even more successful this Spring with \$37.5K in donations funding 14 scholarships.
- Members of the SCMAAF made multiple donations of food and goods to VOICES to support homeless Foster Youth during the pandemic. Last month, Give-a-Gift donated \$5,000 to VOICES for Foster Youth Scholarships.
- The SCMAAF purchased necessary materials to the Boys and Girls Club of Sonoma County to support their remote classrooms.
- The SCMAAF helped fund the startup of the Sonoma County Medical Alliance vaccination clinic.

Our Alliance accomplished this during a year of social isolation, with diminished membership and fatigued leadership. Imagine what we can do with a board infused with new energy and members who can show up safely?

Your membership supports us financially, and your donations support our programs, *but we need your participation*. The current board has many ideas of expansion and change, including opening up our membership to families of other board-certified professionals in the healthcare space such as Dentists and Podiatrists; and working with other California Alliances to share techniques for membership recruitment and fundraising.

The SCMAAF is and can continue to be relevant. We are looking for members who have approximately 5-10 hours a month to fill these upcoming board vacancies. You will have the support of the current board to ensure your success. The current positions we must fill are:

President - one year term **Secretary** - one year term **Treasurer**- one year term

If you have a love of our community, an organized personality and are willing to learn we would love to hear from you—please contact any board member below. We will provide you with details for each position and you will have our full support until you are comfortable on your own. For a complete list of board positions and descriptions, please visit scmaa.org/Board-Positions/.

We cannot do this without you and we won't be here for our 100th anniversary without your support.

Respectfully,

The 2020-2021 SCMAAF Board

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