

# Cottage Hospital Invites the Public on Board Public Capital Campaign Launched

By Kerry Methner / CASA

**F**ROM THE TIME 50 women decided that Santa Barbara needed an institution to provide health care to the community in 1888, Cottage Hospital has been serving the people of the greater Santa Barbara area. Now the volunteer Board of Directors is asking the community to do their part in supporting a new and improved Cottage Hospital.

"I'm so excited to go public and get the whole community involved... to get all the nickels and dimes," shared Campaign Co-Chair Lady Leslie Ridley-Tree. The hospital "serves in so many ways." Last week, at an early morning breakfast event at Fess Parker's Doubletree Resort attended by more than 175 community leaders



The original Cottage Hospital, built of redwood, opened December 8th, 1891.

and press, Cottage Health System's Board began their appeal to the general public to support their Capital Campaign for reconstruction.

In response to community needs and a requirement for the retrofitting of all California hospitals to withstand a major earthquake, Santa Barbara Cottage Hospital is in the process of replacing all of its inpatient care facilities at an estimated cost of \$700 million plus. The not-for-profit Cottage Health System has resources to cover approximately \$600 million of the total construction costs. This funding is coming from three sources: hospital operations; current Santa Barbara Cottage Hospital Foundation assets; and tax-exempt bonds.

The Capital Campaign was organized to call upon the community to raise the remaining \$100 million dollars to pay for physical facilities improvements. Through gifts from individuals, foundations, and businesses, the Board has already raised \$85 million. The hope is that the community will offer the remaining \$15 million in support of an institution that keeps on giving to the community.

Along with the Campaign Committee, most of the Cottage Board of Trustees, local government representatives including Santa Barbara Mayor Marty Blum, Santa Barbara City Council Member Helene Schneider, Eric Friedman, a representative from County Supervisor Salud Carbajal's

office, and Goleta Council Member Roger Acevas were present.

In the first year Cottage served the community, the hospital, situated in a redwood building on the outskirts of town, provided care for 50 individuals. This last year Cottage provided services to over 50,000. As demand has grown with the Central coast's population and as technology continues to become more sophisticated, the community's need for a wider range of services has also grown. The 20 member volunteer Board of Directors has responded to these needs with a vision for a state-of-the-art facility where the staff of Cottage Hospital can provide quality care to the community.

The new facility will offer more beds (337), all situated in private rooms that are family friendly; an emergency department and Trauma Center that is double the size of the current facility; a helipad for patient transport; an expanded surgery department; state-of-the-art technology in imaging, robotic surgery, and wireless technology; a Children's Hospital; a more healing environment including meditation gardens, a spiritual center, and more parking.

For information on donating to The Campaign for Cottage Health System, call 879-8980 or write to: SBCH Foundation, P.O. Box 689, SB, CA 93102.

## The New Cottage Hospital

- The Emergency Depart. and its Level 2 Trauma Center will double in size
- All 337 patient beds will be in private rooms
- Every patient room will have a family area with furniture that converts to beds to allow guests to stay overnight
- A helipad for air ambulance transport of patients
- Significant expansion of the Surgery Department, with room for new technologies such as robotic surgery to offer less invasive procedures and improved outcomes
- Substantial investment in state-of-the-art technology, including imaging services and wireless technology
- All children's medical services will be consolidated on the third floor to create a hospital within the hospital -- Cottage Children's Hospital
- The design will focus on creating a healing environment, with more space for gardens, meditation areas, a spiritual center and even a "River of Life" flowing through the interior courtyard
- Two new parking structures (completed)



Campaign Co-Chairs **Michael Towbes**, **Lady Leslie Ridley-Tree** and **J. Robert Andrews**, Chair of the Board, Cottage Health System. (Co-Chair Palmer Jackson not pictured.)



**Chuck Slosser**, President & CEO SB Foundation; **Donna Kell**, MD, Cottage Chief of Staff; and **Chris Copuz**



**Ben Romo**; **Paul Didier**, United Way; and **Peter MacDougall**, Cottage Health System Chair Campaign Cabinet

## Largest gifts as of January 2008

- \$10 million - Lord Paul (deceased) and Lady Leslie Ridley-Tree
- \$5 million - The Orfalet Fund for the Orfalet Children's Center (childcare facility) at Santa Barbara Cottage Hospital
- \$3.2 million - Mr. & Mrs. John Lea
- \$2.5 million - The Harold McAlister Charitable Foundation
- Mr. & Mrs. Stephen A. Haselton - Kommerstadt Family Trust
- SAGE Publications



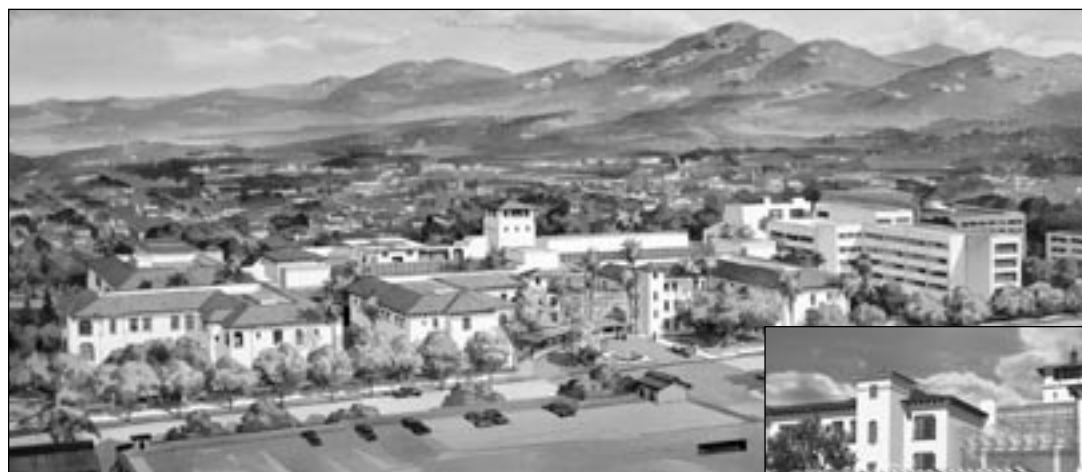
**Barbara Bartolome**, SB Scrapbooks



SB Mayor **Marty Blum** and **Ron Wertf**, Cottage President and CEO



Board Members **Margaret Baker** and **Dr. Alex Koper**, and **Rebecca M. Wilson**, of the SB Rescue Mission



Renderings of the new Cottage Hospital

