



March 4, 2008
Volume 3, Issue 2

CMOAR Launches Capital Campaign

Facts about Clinica Romero

- Annually, Clinica Romero provides over 65,000 health related encounters to children, adolescents and adults regardless of ability to pay.
- An average family of four receiving services at Clinica Romero earns less than \$16,000 per year, many much less.
- The vast majority of patients are the working poor who have jobs in the restaurant, garment, and other service industries that make up the back bone of the Los Angeles economy, but have no insurance for themselves or their families.
- Over 11,000 children, youth and adults receive health education per year on the issues of HIV, tobacco, and alcohol and drug use prevention.

Clinica Msr. Oscar A. Romero

is a 501(C)3 non-profit community health center and contributions are tax-deductible.

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On January 11, 2008, Clinica Romero kicked off its Capital Campaign: A Permanent Medical Home — A Dream in the Making at an evening reception held at the City Club on Bunker Hill in downtown Los Angeles. The event was generously hosted by PROMERICA Bank, PhRMA, SEIU 721 and Kaiser Permanente. Approximately one hundred supporters celebrated the launch of this public phase of the campaign.

Clinica Romero began its capital campaign over one year ago with the goal of raising \$5 million in order to buy its 123 South Alvarado Street site and to make capital improvements to the facility. To date, Clinica Romero has raised \$4 million from a collection of government sources, corporate sponsors and private foundations. The City of Los Angeles awarded Clinica Romero its first grant of \$1.5 million through its Community Development Block Grants program for the land acquisition of 123 South Alvarado Street.



Mayor Antonio Villaraigosa delivers the keynote address

Los Angeles Mayor Antonio Villaraigosa voiced his ardent support of the capital campaign and stressed the successful public-private partnership Clinica Romero has with the City in providing primary healthcare to indigent men, women and children. The mayor was joined in his support of Clinica Romero by such dignitaries as Los Angeles City Council President Eric Garcetti, California State Senator Mark Ridley-Thomas and Los

Angeles City Councilmember Wendy Gruel.

At the time of purchasing the 123 South Alvarado Street site for \$2.6 million last year, the S. Mark Taper Foundation awarded Clinica Romero \$850,000 toward the capital campaign, which constituted the largest single private donation in the history of Clinica Romero. Ray Reisler, Executive Director of the S. Mark Taper Foundation addressed the importance to the community of local health care providers such as Clinica Romero and the need to support them.



City Council President Eric Garcetti discusses Clinica Romero's impact in Los Angeles

Additional speakers who lent their support and also generously contributed to Clinica Romero's capital campaign included Sara Montrose, Program Associate of the Weingart Foundation, Elizabeth Downs, Assistant Director of the Ralph M. Parsons Foundation and Roland Palencia, Director of Community Benefit Programs of L.A. Care Health Plan.

Clinica Romero is very grateful for all those who attended the

launch of our Capital Campaign: A Permanent Home — A Dream in the Making. It was a wonderful evening that celebrated all the progress Clinica Romero has made with its capital campaign and set the stage for future success.

Eduardo A. Gonzalez, Executive Director of Clinica Romero encouragingly spoke, "We can now say that we have successfully purchased the 123 South Alvarado Street building and will begin the initial phase of capital improvements in the months ahead. While there is still more work to do, I would like to thank everyone who has contributed to Clinica Romero's capital campaign because without your generosity I would not be able to say that Clinica Romero now has its own building to provide a permanent medical home to our underserved clients — truly it is a dream in the making. Thank you."



Ray Reisler, The S. Mark Taper Foundation, Roland Palencia, L.A. Care Health Plan, Jose Arturo Rubalcava, Board Member, Sara Montrose, Weingart Foundation, Elizabeth Downs, The Ralph M. Parsons Foundation, Norma Vega, L.A. Mayor's Office, Eduardo A. Gonzalez, Clinica Romero, Kai Tramiel, Board Member, Roberto Corea, Board Member, and Delmy Ruiz, Board Member.

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