



Rooted in
Belonging,
Branching out in Care



2024 ANNUAL REPORT



Mission

Our Mission

To improve the health status of our diverse communities by providing quality health care that is comprehensive, affordable, and culturally sensitive.

Our Vision

TrueCare will be the premier health care provider for diverse communities in San Diego County and the Inland Empire, characterized by an exceptional patient experience, comprehensive and integrated services, and innovative approaches to clinical care, patient service, and business operations.

Our Values

- Excellence
- Integrity
- Teamwork
- Quality of Care and Services
- Innovation
- Stewardship

Stephanie Galvez, DMD, with
TrueCare patient, Ayden



TRUECARE HEALTH CENTERS

TrueCare Carlsbad

1295 Carlsbad Village Drive, Suite 100
Carlsbad, CA 92008

TrueCare Encinitas

1130 2nd Street
Encinitas, CA 92024

TrueCare La Mision

3220 Mission Avenue, Unit 1
Oceanside, CA 92058

TrueCare Casa de Amparo Health Center

325 Buena Creek Road
San Marcos, CA 92069

TrueCare Mission Mesa Pediatrics

2210 Mesa Drive, Suite 300
Oceanside, CA 92054

TrueCare Mission Mesa Pediatric Dental

2210 Mesa Drive, Suite 100
Oceanside, CA 92054

TrueCare Mission Mesa Women's Health

2210 Mesa Drive, Suite 5
Oceanside, CA 92054

TrueCare Oceanside

605 Crouch Street
Oceanside, CA 92054

TrueCare Oceanside Specialty

619 Crouch Street, Suite 100
Oceanside, CA 92054

TRUECARE WIC OFFICES

TrueCare Encinitas WIC Office

1130 2nd Street
Encinitas, CA 92024

TrueCare Escondido WIC Office

649 West Mission Avenue, Suite 7
Escondido, CA 92025

TrueCare Oceanside WIC (Mission Mesa) Office

2210 Mesa Drive, Suite 100
Oceanside, CA 92054

TrueCare Ramona WIC Office

220 Rotanzi Street
Ramona, CA 92065

TrueCare San Marcos WIC Office

150 Valpreda Road, Suite 102
San Marcos, CA 92069

TrueCare Older Adult Health Center

1595 Grand Avenue, Suite 100
San Marcos, CA 92078

TrueCare Perris

1675 N Perris Blvd., Suite G1
Perris, CA 92571

TrueCare Ramona

220 Rotanzi Street
Ramona, CA 92065

TrueCare Rancho Santa Fe QuickCare NEW!

295 S Rancho Santa Fe Rd
San Marcos, CA 92078

TrueCare San Marcos

150 Valpreda Road
San Marcos, CA 92069

TrueCare Vista Way Acupuncture & Chiropractic NEW!

3998 Vista Way, Suite G
Oceanside, CA 92056

TrueCare Vista Way Dental NEW!

3998 Vista Way, Suite C
Oceanside, CA 92056

TrueCare Vista Way Primary Care - Adults NEW!

3998 Vista Way, Suite 204
Oceanside, CA 92056

TrueCare West San Marcos Family Medicine NEW!

1595 Grand Avenue, Suite 106
San Marcos, CA 92078



23 locations ready to serve our communities.

Health inside. Welcome in.

NEW LOCATIONS OPENING IN 2025!

TrueCare Richmar Behavioral Health

309 Richmar Ave, Suite 101
San Marcos, CA 92069

TrueCare Vista Way Primary Care

3998 Vista Way, Suite 202
Oceanside, CA 92056

TrueCare Vista Way QuickCare

3998 Vista Way, Suite 200
Oceanside, CA 92056

Planting Today, Thriving Tomorrow



Planting the Seeds of Care

To reach out in care, we must first be rooted in belonging. At TrueCare, our family tree is deep-rooted, intricately connecting nearly 70,000 patients to the heart of our mission. Since our founding over 50 years ago, what began as a small seed of advocacy has blossomed into a powerful force for community health. Guided by our mission to improve the health of our diverse communities, we continue to expand services, deepen our impact, and nurture relationships that promote long-term, life-changing well-being.

Primary and preventive care remain the cornerstone of our work, strengthening trust between patients and providers and laying the foundation for healthier communities. Over the past four years, we've seen a 10% increase in patients screened for hypertension who are controlled, a 53% increase in patients screened for depression, and 95% of babies born at TrueCare had a healthy birth weight. We foster trust in a compassionate health care system by addressing medical needs and empowering individuals in all areas of their health journey. Our programs and services illustrate our holistic approach to individual and community health.

This year's achievements reflect the dedication of our staff, partners, and the patients who trust us. At the heart of this success is our investment in our team. Competitive compensation, robust benefits, and culturally-sensitive environments promote work-life balance and belonging. Our TrueBelonging initiatives, alongside our Wellness Within program, have yielded impressive retention rates: 85% for team members and 92% for providers. By investing in our team, we also invest in our patients and the communities we serve. Our efforts have been reflected on national stages, with TrueCare winning the **CSUSM Community Partner of the Year award** and **OCHIN Impact Award for Transforming Patient and Well-being**. Three TrueCare leaders were also named **Healthcare Heroes by the San Diego Business Journal**.

Our remarkable achievements in 2024 would not have been possible without support. We are excited to share that a new state-of-the-art center was under construction throughout 2024 and is opening early 2025, a feat impossible without your contributions. Looking ahead, we are setting our sights on youth development to best take care of our children and youth, from infancy through young adulthood, to support and advance the success of our communities' future.

TrueCare's annual report shares the heartbeat of our organization, highlighting the people behind our mission and the lives touched by their extraordinary efforts. Thank you for being a part of the TrueCare family. Together, we're planting the seeds for a healthier tomorrow — one community at a time.

Michelle D. Gonzalez, MPA
President and CEO, TrueCare



A MESSAGE FROM OUR BOARD CHAIR



With TrueCare's nurturing hand, the seeds of accessible health care have taken root. Growing into a network of support that uplifts our communities, TrueCare has expanded health care access and programming, continuing to ensure brighter and healthier generations to come.

Russell Riehl, MHA
TrueCare Board Chair
VP of Operations Support Services, Palomar Health



TrueCare's 2024 Gala, ILLUMINATION - Board Director, Katie Ramos; Board Secretary, Dulce Benetti; Board Directors, Adriana Andrés-Paulson and Karen Pearson; Board Chair, Russel Riehl; President and CEO, Michelle D. Gonzalez; Board Directors, Dr. Phil Yphantides and Walt Steffen; Board Treasurer, Desmond Young; Board Director, Jay Timacdog

2024 EXECUTIVES & SENIOR LEADERS

Our TrueCare Executive and Senior Leadership Team puts its diverse set of skills and talents to work each day to fulfill our mission.

Chief Executive Team

Michelle D. Gonzalez, President and CEO
 Andrea Lewiston, Chief Human Resources Officer
 Briana Cardoza, Chief Business Development Officer
 Cheryl Petersen Pine, Chief Financial Officer
 Dr. Marie Russell, Chief Medical Officer/Chief
 Operations Officer
 Tracy Elmer, Chief Innovation Officer

Senior Leadership Team

Anthony White, VP of Government & Community Affairs
 Ben Whitehill, VP of Information Technology
 Christina New, VP of Operations
 Dee Elliot, VP of Finance
 DeeAnn Green, VP of Operations
 Jennifer Ferrier, VP of Growth
 Dr. Jorge Otañez, Associate Chief Medical Officer
 Matthew Kosel, VP of Clinical Informatics

2024 BOARD OF DIRECTORS

This team of passionate Board members, of which 55% are TrueCare patients, share their unique perspectives to help guide our success.

Russell Riehl, Chair
 Andrés Ramos Martin, Vice-Chair
 Dulce Benetti, Secretary
 Desmond Young, Treasurer
 Carmen Huertero, Ex-Officio
 Adriana Andrés-Paulson
 Beatriz Palmer

Craig Jung
 Jay Timacdog
 Karen Pearson
 Katie Ramos
 Patricia Prado-Olmos
 Dr. Phil Yphantides
 Walt Steffen



Nurturing Healthy Outcomes

TrueCare is devoted to enhancing community health and well-being by providing access to equitable, compassionate, and trusted health care. Together, we create a foundation for equity in health for all.



Diabetes Control

At TrueCare, we're making significant strides in helping our patients manage their diabetes. In fact, 29% fewer patients now struggle with poor diabetes control, a clear reflection of our commitment to supporting healthier lifestyles and outcomes.



Behavioral Health

We've seen a steady rise in the number of patients being screened for depression and since 2020, we've achieved a remarkable 147% increase in patients who have reached relief from their depression.



OB/GYN

At TrueCare, we are dedicated to providing exceptional care for mothers and their babies. Our efforts are paying off—95% of babies born under our care had a healthy birth weight, surpassing both national and state benchmarks for maternal and infant health.



Hypertension

Managing high blood pressure is essential for long-term health, and TrueCare is helping patients take control. Today, 67% of our patients with hypertension have their condition under control—a 10% improvement since 2020, marking a significant step forward in preventing complications and improving lives.



“Health equity is about planting the seeds of care where they're needed most, nurturing growth, and cultivating well-being for all.”

Dr. Marie Russell, TrueCare Chief Medical Officer/
Chief Operations Officer

71%

patients enrolled
in Medi-Cal

12%

patients uninsured

95%

patients earn below 200% of
the Federal Poverty Line

68,089

lives impacted
through 366,665 visits

61%

patients of color

7,108

agricultural workers

PATIENT STATS

TrueCare is dedicated to cultivating a nurturing environment where everyone seeking a trusted health care partner can thrive. At TrueCare, we warmly welcome everyone and strive to inspire healthier, flourishing lives in every person we serve!




TrueCare patient, Andrew
with his mom, Brenda



Tech 101 Graduation

“ Learning to use MyChart and Zoom through Tech 101 made me realize how much easier it is to connect with my doctors. Now I can schedule my own appointments and even use telehealth. It’s made a big difference in how I manage my health.”

Tech 101 Pilot Member



67%
MyChart activation rate
for active patients
42% is the national benchmark

87
Percentile
Arch Collaborative EHR
Satisfaction Survey



PATIENT HEALTH & WELL-BEING
OCHIN
IMPACT
AWARD
WINNER
2024



nurturing



TrueCare patient, Joshua with his mom, Porsche

Seeding Ideas: Fostering Growth in the Digital Age

In today's tech-driven health care landscape, TrueCare is breaking technological barriers with digital literacy programs that aim to empower patients. Partnering with OCHIN Epic, TrueCare's electronic health record provider, TrueCare leverages the MyChart portal to offer features like direct scheduling, and telehealth. Yet, a critical insight emerged: patients needed guidance to maximize these tools and so much more.

“We recognized that we were implementing a lot of patient driven technology, and our patients needed some additional information,” shared Kelly Brown, RN BSN, Sr. Director, Clinical & Systems Informatics.

In response, TrueCare launched a Tech 101 pilot for senior, Spanish-speaking patients. The five-session series introduced basic digital skills, such as online searches, before advancing to practical applications like using Zoom and navigating MyChart. The program's success highlighted a powerful truth: **confidence in digital tools translates to empowerment beyond the health center.**

Building on this momentum, TrueCare is diving into data on MyChart activation and usage, analyzing trends across age, language, and devices. This tailored, data-driven approach ensures solutions meet the diverse needs of our patients and is informing the evolution of the Tech 101 program, aiming to make digital engagement as seamless as possible in 2025.

TrueCare's commitment goes beyond technology—it's **about inclusivity, access, and bridging gaps to better health, one click at a time.**



Nurturing Belonging at TrueCare

At TrueCare, fostering a culture of belonging isn't just an initiative—it's a core value woven into every part of the organization's mission. Within the leadership team, a critical conversation unfolds—one centered on creating a respectful, inclusive environment for all. Conversations like these aren't easy, but they are vital to ensuring that TrueCare continues to serve its diverse communities with compassion and dignity.

TrueCare understands that health disparities disproportionately affect minority and underserved populations. Chronic conditions such as heart disease, cancer, and mental health challenges are more prevalent in these communities. The LGBTQ+ community, in particular, faces unique barriers—discrimination, unwelcoming health care experiences, and a resulting reluctance to seek care. These realities drive TrueCare's unwavering commitment to equity.



"If someone feels like they belong at work, they will be well at work."

Mimi Mateo, CNM MSN CDE
TrueCare Director Wellness & DEIB

TrueCare's commitment to health equity isn't just aspirational—it's recognized on a national stage. In 2024, the organization earned the LGBTQ+ Healthcare Equality "High Performer" designation from the Human Rights Campaign Foundation (HRC). As the only Federally Qualified Health Center (FQHC) in San Diego and Riverside counties to receive this honor, TrueCare has solidified its role as a leader in serving diverse communities.

As the steward of employee wellness and Diversity, Equity, Inclusion, and Belonging (DEIB), Mimi Mateo leads the charge with a blend of resolve and empathy, helping TrueCare cultivate a workplace culture where diversity is not just recognized, but celebrated. With an established career as a midwife, Mimi understands the needs of those who work in our health centers. Her efforts have resonated across the organization, with an impressive 95% of team members affirming that TrueCare values and embraces diversity. Backed by both the TrueBelonging and Wellness committees, both led by Mimi, TrueCare continues to be a safe place for growth and togetherness. Every action, every conversation, and every effort reinforces the message: TrueCare is a place where everyone is valued. **You belong here. I belong here. Together, we make TrueCare stronger.**

TrueCare's mission is clear—to be a trusted partner in health and wellness for all, breaking down barriers and creating a future where every individual, no matter who they are, receives the care they need and deserve. It's not just about being a health care provider—it's about being a place where patients, staff, and communities alike feel seen, heard, and cared for.



95%

team members feel TrueCare values and embraces diversity



Pride by the Beach - Mobile Medical Assistant Float, Annie Ortiz; Mobile Receptionist Float, Ana Jaramillo; Community Health Outreach Worker, Miriam Torres

WOMEN, INFANTS, AND CHILDREN SERVICES



50 YEARS

TrueCare WIC: A Blossoming Legacy of Care

This year marks an incredible milestone for the Women, Infants, and Children (WIC) program, celebrating 50 years of serving as a lifeline for women and children. Since its launch in 1974, TrueCare has been a vital part of this journey, partnering with WIC to support families across North County San Diego with resources to ensure health and wellness for pregnant individuals, new mothers, and children up to age five—all at no cost.



over
6,850
families per month relied
on the fruits and vegetable
monthly stipend in 2024



over
10,600
women and children
served per month

flourishing

WIC Manager, Cecile Cerillo,
with WIC participant, Jessica



TrueCare WIC started as a small pilot program and, with the backing of Congress, blossomed into a thriving agency with five locations in Encinitas, Escondido, Oceanside, Ramona, and San Marcos. Over the decades, WIC has evolved into a community cornerstone, introducing groundbreaking initiatives such as nutrition education, breastfeeding programs, and culturally-inclusive food options.

TrueCare WIC's dedication to promoting breastfeeding through peer counseling, lactation services, and the Breastfeeding Peer Counselor Initiative has been transformative. In fact, 33% of TrueCare WIC babies are still breastfeeding exclusively at 6 months old, compared to 23% statewide. Additionally, its commitment to innovation has made it a national leader, serving over 10,600 women and children each month.

WIC participants consistently experience improved health outcomes, including reduced premature births, healthier birth weights, and lower rates of anemia. Beyond the numbers, WIC provides crucial support through nutrition education, breastfeeding consultations, and monthly stipends for healthy food like fruits, vegetables, and whole grains.

As TrueCare WIC celebrates 50 years of success, it remains deeply grateful for its dedicated staff and collaborative partnerships. The team is committed to continuing this impactful work for decades to come, ensuring families have access to the resources and support they need for a healthy start.

TrueCare WIC's story is one of hope, innovation, and unwavering care—a legacy worth celebrating!



“ TrueCare WIC has been making breastfeeding a real option for families for decades, setting moms, babies, and families on a path to good nutrition.”

Mary P. Sammer, MS, RD
VP Nutrition Services

Scan to read Mary Sammer's Op Ed in The San Diego Union Tribune.



“

She's taken the time to help me with just about everything.”

Elaine, Chloe's grandmother

Elaine and her granddaughter and TrueCare patient, Chloe, with Dr. Carmel Murphy

PATIENT STORY

Blooming Bright: A Journey of Growth and Care

The seeds of a healthy life are planted early, often beginning with the care and support we provide to our children. For some, access to quality health care can shape not only their childhood but their future, marking the difference between thriving development and chronic struggles. When children have access to nurturing care, they are set on a path to grow and reach their fullest potential.

Elaine knows this all too well. As the kinship grandmother and legal guardian of her granddaughter Chloe, Elaine has taken on a role she never anticipated but embraces with unconditional love. Now five years old, Chloe has faced challenges that required specialized resources and referrals. Navigating this path could have been overwhelming, but Elaine found a steadfast partner in Dr. Carmel Murphy.

Dr. Murphy, a dedicated TrueCare pediatrician, has been by their side since Chloe's infancy. Her compassionate care and personalized approach have been a lifeline for Elaine, turning what could have been a daunting experience into one filled with trust, growth, and support.

"She's very hands-on," Elaine shares. "She takes the time to work with my granddaughter directly. It's not just an in-and-out checkup. She really makes an effort. She's taken the time to help me with just about everything."

Whether finding the right specialist for Chloe's physical health needs or addressing emotional

challenges, Dr. Murphy's service goes beyond the clinical realm. Her referrals are timely and effective, but it's her warmth and dedication that stand out most. She doesn't just provide answers—she walks Elaine through the process, ensuring she feels supported every step of the way. This personalized approach has helped Chloe overcome obstacles and shine.

For Elaine, this kind of care has been transformative. Dr. Murphy's attention to detail and willingness to go the extra mile have not only helped Chloe thrive but have also brought peace of mind to Elaine in her vital role as a caregiver. Together, they've cultivated a foundation for Chloe's ongoing growth and well-being.

Caring for our community means meeting each family where they are and walking with them on their health journey. With providers like Dr. Murphy, families like Elaine and Chloe's don't just receive care—they receive the tools and support they need to truly flourish.



Carmel Murphy, MD
Encinitas Pediatrics



Plush Petals: A Hug You Can

The holiday season can be a time of difficulty for families, especially those dealing with serious medical issues. This can be particularly rough on the kids, a situation that birthed one of TrueCare's most beloved traditions. Each year the Philanthropy Department spearheads the Holiday TrueHero Giving Campaign, delivering a moment of joy to children at their doctor's visit in the form of a soft plushie.

What began in 2020 as a simple gesture of kindness has since evolved into a heartwarming display of community spirit.

Entirely funded by TrueCare team members, this internal initiative highlights the deep connection between staff and the patients they serve. Every donation is a testament to the dedication and compassion of those who walk through the health center doors—not just to work, but to make a meaningful impact.

In 2024, team members' generosity exceeded expectations, surpassing the goal and providing plushies to hundreds of children. These contributions allowed for the purchase of hundreds of adorable husky plushies, a new addition to the collection that has previously featured a bear, elephant, panda, and cow. With each cuddly companion,



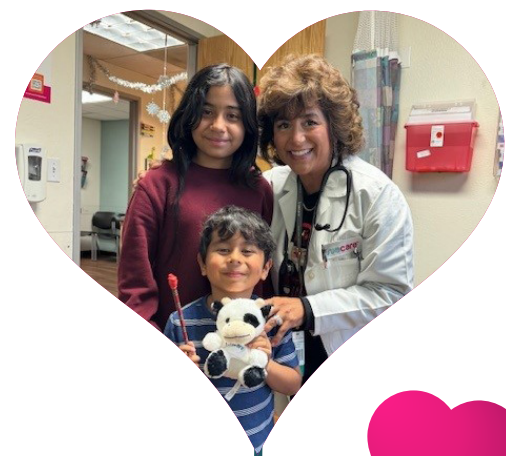
Hold

Dr. Rachel Lum Ho with TrueCare pediatric patients

children experience a moment of warmth and reassurance, a small but powerful reminder that they are valued and loved.

“TrueCare’s plushie campaign is more than a holiday tradition—it reflects an unwavering commitment to the communities we serve,” shared Briana Cardoza, Chief Business Development Officer.

With every stuffed animal placed in the hands of a child, TrueCare continues to weave a story of care, compassion, and connection.



PARTNERSHIPS



Words!
Alive!

Turning the Page on Literacy

Every story opens a doorway to adventure and every book offers a chance to connect – not just with the world, but with the heart and mind. That's the essence of Words Alive, a family literacy program dedicated to nurturing a lifelong love of reading, while promoting mental and emotional well-being.

At TrueCare, we know that literacy is a vital determinant of health. Children who grow up reading are more likely to develop cognitive resilience, emotional intelligence, and critical thinking skills—key components of a healthy life. TrueCare embraces this connection through Words Alive, made possible by the San Diego Foundation which has awarded TrueCare the funding for this program for three years in a row.

cultivating



Words Alive invites children and their parents and caregivers to explore stories together, transforming reading from a challenge into a joyful, shared experience for families. Over the course of six weeks, parents work with their kids to read new books, building skills and memories along the way. Best of all, every child gets to take home a copy of each cherished book, deepening the bond between literacy and well-being.

The stakes are clear, in San Diego County, nearly half of 3rd graders fail to meet language arts standards. Countywide, 23% of adults lack basic literacy skills, according to the San Diego Council on Literacy. The stakes are even higher for children of parents with low literacy, who face a 72% likelihood of struggling with reading themselves.

Words Alive targets these challenges with bilingual, developmentally appropriate workshops in English and Spanish, tailored for children aged 0–5. The results are remarkable. After participating in the program’s pilot workshops, families reported a 29% increase in positive literacy behaviors at home. Children’s requests to be read to grew by 44%, and parents’ understanding of the importance of reading rose by 45%.

Through a partnership with Words Alive, TrueCare is breaking down barriers to literacy and health, empowering families to nurture a culture of reading that strengthens the foundation for lifelong learning and wellness—one page at a time.



Reach Out & Read

Through the funding of the Dr. Seuss Foundation and the San Diego Foundation’s Early Child Initiative, TrueCare has partnered with Reach Out & Read’s Beginning at Birth Initiative, training the pediatric offices who now offer books at well-child visits.



Peer2Peer Program

TrueCare built the Peer2Peer program at Palomar College in 2021 supported by Sierra Health Foundation, empowering youth leaders to promote mental health awareness, reduce stigma, and advocate suicide prevention. Together they implement innovative strategies, organize pro-social events, share best practices, and improve access to Behavioral Health services on campus.



Fresh Start Surgical Gifts

TrueCare is proud to continue its partnership with Fresh Start Surgical Gifts, providing life-changing surgeries at absolutely no cost to children in the San Diego vicinity that need medical reconstructive surgery. This program provides significant opportunities for those in need who don’t have insurance or are experiencing financial hardship.



The Fruits of Mission-Driven Leadership

2024 was a landmark year for TrueCare with our President and CEO, Michelle D. Gonzalez, recognized with the **Nonprofit and Corporate Citizenship Award** and named one of **San Diego's Most Influential Leaders** by the *San Diego Business Journal*. Michelle's accolades reflect her transformative impact on health care and leadership.

At the heart of her success lies a deep commitment to TrueCare's mission: providing quality, compassionate, and culturally sensitive health care to all. But Michelle's efforts begin within TrueCare itself, fostering an inclusive environment where every team member feels valued, empowered, and inspired. She believes organization satisfaction is the foundation of delivering exceptional care.

Her leadership prioritizes collaboration and equity, creating a culture where innovation thrives and patients reap the benefits. Michelle's visionary approach ensures TrueCare not only meets the needs of underserved communities but also becomes a model of how inclusion drives transformative health care outcomes.

Organizational Awards Highlights

California State University San Marcos Community Partner of the Year

OCHIN Impact Award for Transforming Patient and Well-being

Many other awards were received!

Leadership Awards Highlights

San Diego Business Journal Healthcare Heroes: Matthew Kosel, PA-C, MSHIP, Leon Altamirano, Psy.D., and Sonia Gonzalez



"At TrueCare, our dream of a brighter tomorrow is rooted in our vision of providing broader access to health care in the pursuit of health equity; we believe health care is a right, not a privilege."

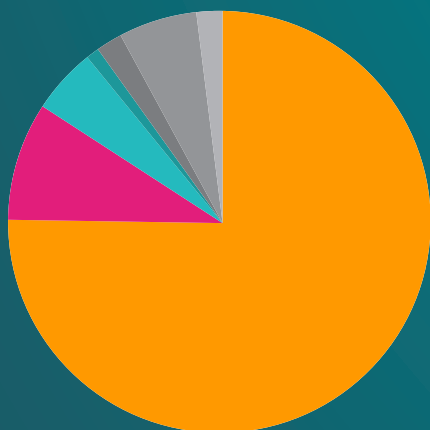
- Michelle D. Gonzalez, TrueCare President and CEO

Sonia Gonzalez, Leon Altamirano, Psy.D., Michelle D. Gonzalez, and Matthew Kosel, PA-C, MSHIP at the San Diego Business Journal Healthcare Heroes Awards

Growing: Cultivating Strong Financial Roots

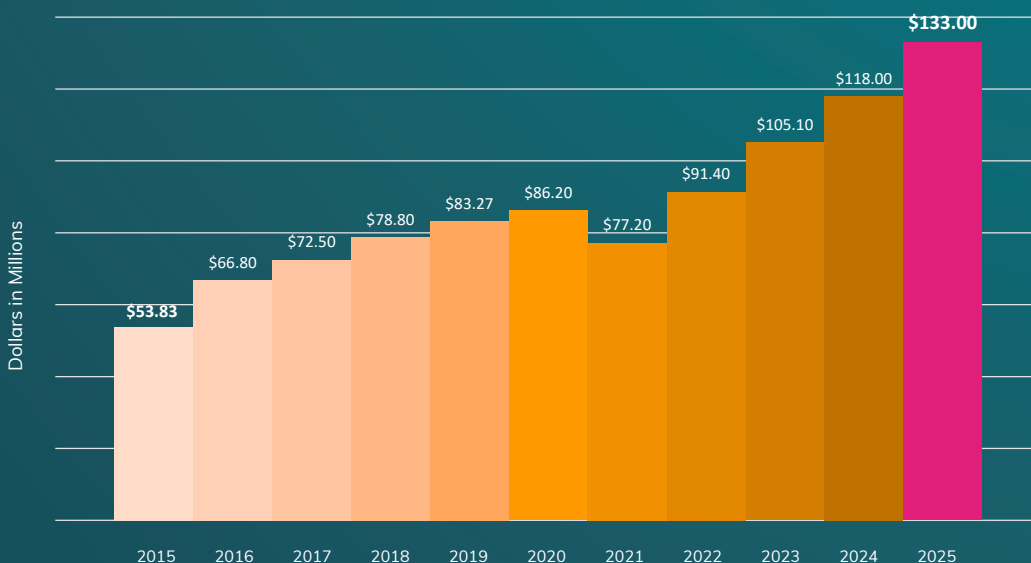
TrueCare's commitment to being a premier community health center is reflected in the number of lives touched, which translates to a healthier organization that then pours resources back into the communities we serve. With thoughtful financial stewardship, we promote lasting growth to serve our diverse communities' evolving needs.

Revenue



- Government Insurance (e.g. Medi-Cal, CoveredCA, Medicare)
- Patient Service Programs + Grants for Uncompensated Care
- WIC + Health Education Grants
- Self Pay
- Private Insurance
- Contracted Pharmacy
- Miscellaneous

Operational Budget



NEW SERVICE

Tiny Seeds, Bright Futures

Launching the Doula Program

In 2024, TrueCare launched a new doula program with a simple yet powerful goal: to bridge gaps in maternal care for women of color, offering personalized support during one of life's most intimate journeys. For Hannia and Savannah, two women with different stories but similar hopes, the doulas they met through this program transformed their birth experiences, offering guidance, comfort, and the sense of empowerment they needed to bring their babies into the world.

Hannia, a first-time mother, had been looking forward to a natural birth, envisioning an empowering entry into motherhood. But her plans took an unexpected turn when she was diagnosed with preeclampsia, a condition that could make labor far more complicated and even life-threatening without careful management. This diagnosis meant an immediate shift from her original birth plan, and as Hannia recalls, her doulas became indispensable in helping her make that shift. "I would have been so lost without them," Hannia shared, noting how they walked her through new pre-birth techniques, adapted labor tools, and laid out each medical step.

Hannia with her newborn
and doula, Karina



With their encouragement, Hannia felt equipped to navigate hospital protocols, understand what each procedure entailed, and find ways to manage her fears and pain. Her doulas not only guided her through the physical challenges but also became her advocates, helping her find her voice and ask for what she needed from her care team. For Hannia, the doula program transformed what could have been an overwhelming experience into a comfortable, informed journey toward becoming a mother.

“The whole experience, from before the hospital visit to the labor and then recovery, was amazing. The breathing techniques, in particular, were very helpful!” – Hannia

In contrast, Savannah, a seasoned mom expecting her third child, initially wondered if a doula was necessary. However, this pregnancy was different—she knew it would be her last, and she wanted it to be her best experience yet. Encouraged by her midwife, she met Elena, a doula with TrueCare. That meeting sparked a new journey, one where Savannah felt encouraged to make her birth experience uniquely hers. Savannah wanted to have a natural birth and Elena was able to step in and support her wish with invaluable techniques for breathing, labor positioning, and mental preparation. Together, they mapped out a birth plan that truly reflected Savannah’s desires, allowing her to feel more in control than ever.

“
My doula
experience
was
life-changing!”

Hannia, TrueCare doula
program patient

“I credit [the doulas] that I did it unmedicated as I wanted, and for the amazing experience that I had – I really am so thankful and grateful for Elena and for the fact that they have the doula program here.” - Savannah

For both Hannia and Savannah, TrueCare’s doula program became more than just support—it was a source of strength, wisdom, and compassionate guidance that carried them through. Their stories reflect the heart of what the doula program stands for: helping every woman feel seen, supported, and empowered in the moments that matter most.



Savannah and doula, Elena

prouriting



Expanding Access. Nurturing Care.

In 2024, TrueCare took a significant step toward addressing health care accessibility by preparing for the opening of TrueCare Vista Way in Oceanside, a true health care campus. TrueCare's robust expansion initiative is the culmination of TrueCare's ongoing vision to nurture a culture of care in underserved communities.

On March 14, 2024, we celebrated a new chapter in our mission to bring health care closer to those who need it most. The Oceanside location at 3998 Vista Way introduced primary care, acupuncture and chiropractic services, with more services to come in 2025 and 2026. This step underscores our belief that holistic care is vital to breaking down barriers and helping individuals thrive.

Growth has always been a cornerstone of our vision to serve as a premier health care provider. Each new location is thoughtfully designed with families in mind, creating welcoming spaces that prioritize comfort, accessibility, and care. At TrueCare, we know that health care is more than just a service—it's about building connections and fostering a sense of belonging. That's why, whenever we expand, we invest in understanding the people and the heart of the community. Part of that intentionality is to purchase a campus big enough to allow for the expansion of comprehensive services, allowing patients to receive all their care in one place.

This dedication is reflected in the opening of TrueCare's Rancho Santa Fe QuickCare in San Marcos. Conveniently located near the 78 highway, this spacious 4,000-square-foot facility offers seven exam rooms, an x-ray, and a lab, providing everything from routine check-ups to urgent care services. Together with the specialty-focused Vista Way location, these centers expand TrueCare's reach and create safe, welcoming spaces where diverse communities can access the high-quality, personalized care they deserve.

These centers were intentionally chosen near key transit routes and within close proximity to neighborhoods as TrueCare aims to provide a one-stop-shop for patients. These expansions aren't just about new buildings—they're about planting seeds of equitable health care and creating thriving communities for generations to come.

growing



Philanthropy Specialist, Dinh Bui, Chief Business Development Officer, Briana Cardoza, and Public Information and Philanthropy Officer, Lance Evans

The Giving Garden: Redefining Philanthropy

TrueCare's approach to philanthropy is deeply personal. Many of its team members have firsthand experience with the power of giving, shaping their dedication to serving the community.

Lance Evans, TrueCare's Public Information and Philanthropy Officer, grew up with service as a core value. "My father was a minister, and my mother a teacher. Community work was just part of life. But as I got older, I realized how life-changing those efforts were for others."

For Dinh Bui, Philanthropy Specialist, service started with his family's journey. "As refugees from the Vietnam War, my parents faced immense challenges. But they always gave back. That taught me to do the same, even as a child."

Briana Cardoza, now TrueCare's Chief Business Development Officer, shares a different perspective. "Growing up on the receiving end of food drives, I never thought I'd be giving back."

“

Philanthropy has always been the act of helping another person.”

Dinh Bui, Philanthropy Specialist



Employee Giving



↑ **22%**

Employees Giving for 2024 Backpack Campaign



↑ **25%**

Increase in 2024 Holiday Plush Funds Raised

Campaigns team members have contributed to:

2024 Gala

Backpack Giving

Giving Tuesday

End of Year Giving

Holiday Plush Giving

But TrueCare showed me that philanthropy is about more than money. It's about having an impact where you genuinely feel a difference.”

This shared commitment drives TrueCare's mission. From health education to wellness programs, TrueCare provides holistic care that bridges critical gaps. While TrueCare may not be the largest Federally Qualified Health Center (FQHC) in its area, it dreams the biggest—and those dreams are fueled by understanding and a connection to the communities served.

“We live in and serve the same communities,” Lance emphasizes, highlighting the unique power of a philanthropy team entirely composed of minorities. “This deep-rooted connection fosters trust, inspires action, and enables relationship building.”

“Philanthropy isn't just about dollars,” Briana explains. “It's about time, talent, relationships—and following where your heart leads.” TrueCare's story proves that impact, not wealth, defines philanthropy. By leveraging relationships, sharing lived experiences, and contributing resources, everyone plays a vital role. Together, these efforts spark a ripple effect that transforms lives.

“To me, philanthropy has always been the act of helping another person.” Dinh reinforced.

While philanthropy often conjures images of large donations and extravagant fundraisers, at TrueCare, the message is clear: **We are all philanthropists.**

The Thriving Impact of Your Generosity

At TrueCare, every dollar, every hour, and every act of kindness nurtures a brighter tomorrow. This past year, our community's generosity enabled us to provide life-changing health care, resources, and compassion to nearly 70,000 individuals in need. Families who once faced impossible choices—between rent and medicine, food and treatment—found hope within our doors. From prenatal care for new mothers to critical interventions for chronic illnesses, your support has been a critical lifeline, allowing patients to find support to grow and thrive.



TrueCare Stakeholder Appreciation Mixer at Coomber Craft Wines in Oceanside



flowering

New TrueCare Vista
Way Dental rendering



As we reflect on this success, we also look ahead toward the future. This year, our fundraising goal is centered around youth development, expanding how our pediatric services are presented to ensure all ages have a sense of belonging, not just in their community, but also in the pediatrics department.

None of this is possible without you. Your support today helps us create healthier tomorrows for thousands more. Together, we can eliminate disparities, heal families, and help a stronger, healthier future blossom for all.

We invite you to join us on this journey. Through donations and advocacy, your contribution is a powerful act of hope. Let's continue turning compassion into action—because everyone deserves a chance to thrive.

“ Staying connected through your time, talent, and treasure means investing in TrueCare—and in the well-being of our shared communities.”

Briana Cardoza, Chief Business Development Officer

Giving Impact

\$470,896

2024 Philanthropy Revenue

↑ 33%

Increase in Revenue
2024 vs. 2023



Get Involved!

- Attend our 2026 Gala
- Connect at one of our mixers
- Take a tour of TrueCare
- Volunteer at our events
- Join our Board
- Become an advisory member
- Be a part of our special events

Give Today!

Please visit truecare.org



Email philanthropy@truecare.org for more information!



Planting today, thriving tomorrow.