

Giving Forward

Newsletter of the St. Vincent Hospital Foundation - March 2025



A MESSAGE FROM **MARCOS ZUBIA** CHIEF DEVELOPMENT OFFICER

Dear Friends,

As we reflect on the past year, we are filled with immense gratitude for your continued support. The holiday season provided a perfect moment to acknowledge all that we have accomplished together, and we want to express our heartfelt thanks for your dedication in supporting our mission. Your generosity has allowed us to continue *enabling the delivery of exceptional care* for our community with our support of CHRISTUS St. Vincent.

A Milestone Year for CHRISTUS St. Vincent and St. Vincent Hospital Foundation

2025 is a year of remarkable significance for both [CHRISTUS St. Vincent](#) and our Foundation. We are celebrating two major milestones that reflect our long-standing commitment to our community:

- **CHRISTUS St. Vincent** marks **160 years** of providing compassionate, high-quality care to our community. For over a century and a half, CHRISTUS St. Vincent is a trusted healthcare provider, and we are incredibly proud of the legacy that continues to be built for North Central and Northern New Mexico families for generations to come.
- Our **Foundation** celebrates **45 years** of supporting the delivery of exceptional healthcare for CHRISTUS St. Vincent. Your support has been integral in helping us strengthen our healthcare system and improve the lives of thousands of individuals each year.

These milestones are a testament to the work we've done together, and we are excited to honor these anniversaries by continuing to advance our mission and ensuring a healthy future for all. Please stay tuned for opportunities to celebrate our anniversaries throughout the year.

Capital Campaign Update and Team Growth

As we near the conclusion of our capital campaign, we are grateful for the progress we've made together. Thanks to your generosity, we are creating a solid foundation for the future of CHRISTUS St. Vincent Regional Cancer Center, enhancing our ability to bring comprehensive cancer care services closer to home, for generations to come.

Additionally, we have some exciting promotions and new faces to introduce within our team:

- **Brandon Casados** has been promoted to **Major Gift Officer**. With his dedication and expertise, Brandon will continue to strengthen our relationships with donors and further our fundraising efforts to support our mission.
- **Edwina Vargas** has stepped into the role of **Executive Assistant**, where she will continue to provide invaluable support to our team and Board of Directors.

We are also consolidating our **Gift Shop** operations under the Foundation, and we are thrilled to announce **Keith Lokey** was promoted to **Gift Shop Supervisor** with this transition. With Keith's leadership, we look forward to expanding the gift shop's offerings and enhancing the experience for our associates, patients and community.

Looking Ahead

As we move into this milestone year, we are more committed than ever to ensuring that we continue supporting CHRISTUS St. Vincent as the needs and evolution of healthcare is ever-changing. Your support is instrumental in making this possible, and we look forward to continuing this journey with you.

Thank you once again for your generosity and for being a vital part of our success. Together, we will continue to make a profound difference for healthcare in our community.

Gratefully,

A handwritten signature in black ink, appearing to read 'M. Zubia', with a long, sweeping horizontal stroke extending to the right.

Marcos Zubia
VP & Chief Development Officer

***Celebrating 45 Years of Dedication: The St. Vincent
Hospital Foundation's Legacy of Support***

ST VINCENT HOSPITAL FOUNDATION



For 45 years, the [St. Vincent Hospital Foundation](#) has been dedicated to enhancing healthcare in our community by supporting [CHRISTUS St. Vincent](#). Since our founding in 1980, the Foundation has worked tirelessly to improve patient care, expand hospital services, and provide vital resources to ensure the well-being of Northern New Mexico residents.

Through the generosity of donors, businesses, and volunteers, the Foundation has funded essential medical equipment, supported facility upgrades, and created programs that address the unique health needs of our region. From advancing cancer care services to improving maternity and pediatric care, our contributions have had a **lasting impact** on the lives of thousands of patients and their families.

As we celebrate this significant milestone, we extend our deepest gratitude to everyone who has supported our mission over the years. Your contributions have been instrumental in helping us build a healthier community and ensure that CHRISTUS St. Vincent remains a pillar of care in **Northern New Mexico**.

We invite you to join us in commemorating this achievement and continuing the work that has made such a difference in the lives of so many. **Together**, we can create an even brighter future for healthcare in our community.

*Step Up for Children's Literacy at the Trails & Tales 5k
Walk/Run*

TRAILS & TALES

5k walk/run for Children's Literacy

TICKETS
ON SALE
NOW



Saturday June 7th, 2025
Villa Linda Park | Tickets \$40

Help Support CHRISTUS St. Vincent's
Reach Out & Read Program

**There will be Live Musical Performances
Food Trucks • Local Vendor Booths • Much More**

[SVHF5K.GIVESMART.COM](https://svhf5k.givesmart.com)

Reach
Out
& Read®



CHRISTUS ST. VINCENT

150 YEARS



ST VINCENT
HOSPITAL FOUNDATION

Mark your calendars and get ready to move for a meaningful cause! The [Trails & Tales 5K Walk/Run](#) is set for **June 7th at Villa Linda Park**, and this year, every step you take will help **support childhood literacy** through the **CHRISTUS St. Vincent Reach Out and Read Program**.

This nationally recognized program makes a direct impact on children's futures by providing **free, age-appropriate books to our pediatric patients during their well-child visits**. Pediatricians also guide parents on the importance of reading aloud, helping to build strong language skills and a love for books from an early age. For many families, these are the first books they own—turning doctor's visits into opportunities for learning and bonding.

But the Trails & Tales 5K is more than just a walk or run—it's a **community celebration!** This year's event will feature **local vendor booths, delicious food trucks, live music, and exciting entertainment** for all ages. Whether you're participating in the 5K or simply coming out to enjoy the festivities, there will be plenty to see and do.

By joining us, you're helping to put books into the hands of local children and giving them the tools they need to succeed. Gather your friends, family, and colleagues, and let's take steps together toward a brighter future—one book at a time.

[Register Today!](#)

The Impact of Reach Out & Read



The [Reach Out and Read program](#) at [CHRISTUS St. Vincent](#) aims to build stronger families by fostering a love of reading and supporting early literacy. This initiative combines healthcare and literacy, offering families with young children the tools to help their little ones thrive. At every [CHRISTUS St. Vincent Pediatric well visit](#), children ages 6 months to 5 years receive a book, and our providers engage parents in conversations about the importance of reading aloud, from birth through the preschool years. Through this shared experience, we help families strengthen their bonds while setting the stage for a lifetime of learning.

In Northern New Mexico, where access to books is limited, the Reach Out and Read program is making a powerful impact. Our Foundation raises **\$20,000** annually to support this crucial service, reaching children from low-income families and promoting language development. Studies show that families participating in Reach Out and Read are more likely to read with their children regularly, **improving language skills and enhancing the clinic experience for both parents and providers**. This program not only nurtures the minds of young children but also empowers families to create lasting educational habits that will carry them into the future.

To learn more about the Reach Out and Read or explore ways to support the program, visit stvinfoundation.org today

Did You Know... That Smart Ways To Give Can Lower Your Taxes and Boost Your Impact?



**Did
you
know?**

**Planned
Giving Can
Lower
Your Taxes
& Boost
Your
Impact!**

As a nonprofit organization, [St. Vincent Hospital Foundation](#) is powered by your giving. And one type of giving, a **Planned Gift**, can have added benefits for you.

You see, making a Planned Gift isn't just about supporting the causes you care about—it can also be a powerful financial tool. When you make charitable contributions to St. Vincent Hospital Foundation through planned giving strategies, you may be able to reduce your taxable income, mitigate capital gains taxes, perhaps get estate tax benefits, or even receive a life income.

Here are some smart ways to give you might want to consider.

Use Your IRA: If you're over the age of 70 ½, you can use your IRA to make gifts up to \$108,000 to the Foundation with **qualified charitable distributions**. If you're 73 or older, you can use this type of gift to satisfy all or part of your required minimum distributions (RMDs). This will allow you to make a gift that will not be included in your taxable income.

Use Appreciated Stock and Receive a Life Income: If you're over the age of 65 and you'd like to create a gift that will pay you a life income, consider donating appreciated assets like stocks instead of cash to create a **charitable gift annuity** or a **charitable remainder trust** that can help you mitigate capital gains taxes while still receiving a charitable income tax deduction.

By incorporating **philanthropy** into your financial planning, you can maximize your gift's impact for the people and programs the Foundation serves at the same time you create a tax-wise benefit for yourself.



**CHRISTUS
ST. VINCENT**
ASSOCIATE
Spotlight

HEATHER RISING

Director - Physician Recruitment & Integration

“...Giving, in any form and at any level, to the mission of CSV can only bring good and I think that’s what each of us endeavors to do at the end of the day... leave things better off than how we found them...”



Heather Rising is the Director of Physician Recruitment and Integration at **CHRISTUS St. Vincent Hospital** (CSV), where she has dedicated the past 10 years to building and strengthening the hospital’s medical staff. A native New Mexican with deep family roots in northern New Mexico, Heather’s passion for healthcare began in high school. While she realized early on that direct patient care wasn’t her path, she found her calling in supporting those who provide it. Through provider recruitment and onboarding, she plays a vital role in ensuring high-quality care for her community—making her work both professional and deeply personal.

What do you enjoy most about working at CSV?

The people! We truly make magic happen here, in all departments, and getting to work alongside some of the kindest, smartest, most compassionate people in the state is truly an honor and a joy.

How does CSV compare to other health care systems you’ve worked for?

I’ve worked for three different health systems over the past 17 years and have found that the connectedness and system approach at CSV is one of the things I appreciate the most. When

the hospital, health plan, and medical group all are separate entities with separate leader teams it can be challenging to keep all priorities harmonized and it ends up being the employees and patience who feel the impact of that. At CSV I think that our associates and our patients benefit from a more integrated and matrixed approach to care, communication, and collaboration. I also believe that the way our senior leaders approach their roles with focus on the well-being of us as associates at the forefront is absolutely the right approach and it's tangible at CSV. They know that a well-supported and engaged workforce ultimately delivers better care and service, and with Lillian leading the way in this endeavor, I've experience such a positive shift and trajectory during my decade at CSV.

What inspired you to give biweekly to our Associate Assistance and Recognition Fund?

As a native New Mexican, and with family throughout Northern NM our hospital has cared for so many of my family members, friends, and neighbors through the years and I want to ensure that my loved ones continue to have access to great care for many years to come. Yes, CSV is my employer, but beyond that CSV is our safety net hospital in this part of the state, which is an area of true shortage and need. Contributing to the philanthropic efforts of CSV is just one small way that I can contribute to ensuring our legacy and the good work our amazing teams do here continues.

To learn more about the Associate Assistance and Recognition Fund and other funds or initiatives we support, please visit our [website](#).

Introducing Our New Corporate Partnership Program: Partners In Healing



PARTNERS IN HEALING

Dedicated to enabling the delivery of exceptional healthcare

At the [St. Vincent Hospital Foundation](#), we know that when businesses and nonprofits work together, communities thrive. That's why we're excited to introduce [Partners in Healing](#), a new initiative that provides local donors and businesses with unique opportunities to support our hospital and mission—while also strengthening their brand, visibility, and community impact. When your company or organization supports [CHRISTUS St. Vincent](#), you're making a direct investment in the health and well-being of our community. Because your contributions stay right here in Northern New Mexico, you're helping ensure better healthcare for residents while fostering a healthier workforce and a stronger local economy.

Supporting a local nonprofit isn't just about giving back—it's also a strategic business decision. Corporate social responsibility is more important than ever, and businesses that align with meaningful causes enjoy enhanced brand reputation, increased customer loyalty, and stronger community connections.

We offer a variety of customized partnership and sponsorship opportunities to help you meet your marketing, public relations, and philanthropic goals, all while making a lasting impact.

Support a Cause That Matters

Align your business with a healthcare initiative you're passionate about, whether it's pediatric care, cancer treatment, behavioral health, or a new hospital program.

Sponsorship Opportunities - Gain visibility and credibility while supporting local healthcare through event sponsorships, naming opportunities, or promotional partnerships.

Corporate Matching Gifts - Double your impact and inspire giving by matching employee or customer donations, reinforcing your company's commitment to the community.

Cause Marketing - Connect your brand with a meaningful cause through pin-up campaigns, checkout donations, or a percentage-of-sales program, strengthening customer loyalty.

Restaurant Partnerships - Restaurants can give back by hosting Dine to Donate nights or donating gift cards and in-kind items for fundraising events—while building goodwill with customers.

Businesses that support local causes enjoy greater public trust and recognition, and we'd love to help you find a way to get involved that makes sense for your goals.

Let's work together to build a healthier community while growing your impact.

[Contact Us Today to Learn More!](#)



Physician Spotlight

Dr. Dominic DiDomenico
Physician
Emergency Services



***"I believe that
medicine is the
ultimate team
sport, and
CHRISTUS St.
Vincent has an
amazing team."***



For more than five years, **Dr. Dominic DiDomenico** has been a dedicated physician in the **Emergency Room** at **CHRISTUS St. Vincent**, bringing his expertise and commitment to patient care. A board-certified Emergency Medicine Physician, Dr. DiDomenico relocated to New Mexico from Tampa, Florida. Originally from La Junta, Colorado, he earned his medical degree from the West Virginia School of Osteopathic Medicine in Lewisburg, WV, and completed his Emergency

Medicine residency at the University of South Florida at Tampa General Hospital. Before attending medical school, Dr. DiDomenico earned a Bachelor of Arts in Psychology from the University of Tampa and later completed his pre-medical studies at the University of Colorado in Denver.

What inspired you to become a physician?

My journey to becoming a physician began as a psychology major in college. After graduation I started working at a juvenile detention facility. This is where I started to understand that the human condition encompasses the mind and body. I decided that by going to medical school I would be able to help care for patients in the most comprehensive way. I completed a post-bachelorette program to obtain the pre-requisites for medical school; during this time, I become involved in type 1 diabetes research at the University of Colorado before starting medical school. My journey gives me a unique perspective about the human condition and continues to be my inspiration to be a physician today.

What do you enjoy most about being a physician?

I love to learn, teach and practice medicine. Even though my interactions are usually brief with patients in the emergency room, every patient teaches me something new. Being a physician has also allowed me to give back to the community in other ways – as the medical director for the City of Santa Fe EMS/Fire and Santa Fe Community College Paramedic Program.

Why did you choose to work at CHRISTUS St. Vincent?

My wife and I wanted to raise our family in a community that offers diversity, culture and access to the outdoors; nothing compares to Santa Fe! I grew up in La Junta, CO (southern Colorado) – I can make quick trips home to visit my parents and our family gets to enjoy all of the things Santa Fe has to offer. There are other hospitals in Northern New Mexico, but CSV allows me to practice emergency medicine at a high level considering the large geographic area served and the volume of acuity we see. We are unique in that we are able to manage and handle just about any patient need with the variety of specialists on service 24/7. We see on average 125-130 patients per day in the ED and that allows us to stay sharp in our skills. Christus also lives up to its mission of ministry and patient centered care that aligns my values as a physician and a human being.

What inspires you to give back to the hospital?

My wife and I have always been passionate about being active in giving back to our community and to see that everyone has access to high quality medical care.

***Celebrating Edwina Vargas: Living Our Values
Award Honoree***

Living our Values



Award Honoree

We are beyond proud to announce that **Edwina Vargas, Executive Assistant - St. Vincent Hospital Foundation** has received the Living Our Values Award for her outstanding demonstration of **Compassion**. This prestigious honor recognizes individuals who embody one of our core values, and Edwina's dedication to compassionate care truly sets her apart.

Edwina was chosen as the CHRISTUS St. Vincent representative alongside four other outstanding individuals from across St. Vincent. She is among the honorees from all of our ministries, and this award celebrates those who truly live out the heart of our values. Edwina is a shining example of what it means to care for others with **compassion, integrity, dignity, excellence, and stewardship**.

Through her compassionate approach, Edwina has not only made a profound impact on the lives of our patients but has also elevated the work of the **St. Vincent Hospital Foundation**. Her efforts have been instrumental in helping us expand our reach and deepen our community connections, allowing us to do more for those who rely on our care.

We are incredibly proud of you, Edwina, and we are deeply grateful for the compassionate leadership you bring to the Foundation and beyond. Thank you for always embodying our values and making such a lasting difference in the lives of others.

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Website

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Today!

Platinum
Transparency
2024

Candid.

We've earned the Candid Platinum Seal of Transparency

Awarded to less than 1% of U.S. nonprofits,
recognizing our commitment to financial
transparency, program impact, and community
involvement.

Learn more about our impact [today!](#)



Contact us

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Our office is open Monday through Friday, 9:00am - 5:00pm

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