



Rebuild and Renew

The Campaign for the new Cottage Rehabilitation
Hospital at Cottage Goleta Valley Campus

Rebuilding lives

Restoring hope

Renewing strengths

We help each patient find their way forward



CASE FOR SUPPORT

Healing the Whole Individual

Our focus remains the same. To preserve, enhance and restore the quality of life for our patients, their families and our community.

We are building a new home for extraordinary patient care but for more than 60 years, Cottage Rehabilitation Hospital (CRH) has been trusted to restore the lives of individuals and their families throughout Santa Barbara County and beyond.

Exciting plans are underway to relocate CRH to the vibrant Cottage Goleta Valley Campus. The new CRH at the Cottage Goleta Valley Campus will expand services, advance technology, and maximize our ability to help patients recover and thrive so they can return home prepared to resume their lives as independently and productively as possible.

Much progress has already been made thanks to generous donor support from this giving community. Construction is underway, and soon the Center for Outpatient Services will open its doors, with expanded and enhanced services, including a state-of-the-art therapeutic gym and outdoor therapy space.

Moving the hospital to the Cottage Goleta Valley Campus opens the door for collaboration with our local community of top research and science-based organizations. More than a facility, the new CRH will be a place of hope, innovation, inspiration, and empowerment.



“We are building an outstanding patient-centered rehabilitation hospital to meet the needs of our community into the future. This campaign will help bring our physical plant up to the exceptional standard of care we are known for.”

— Arie Dejong

VP, Goleta Valley Cottage Hospital,
Cottage Rehabilitation Hospital &
Therapy Services

“At the darkest moment in my life, I chose to move forward, and Cottage Rehabilitation Hospital was the perfect place to help me.”

— Keith Severson, CRH Patient





The Need

Our current hospital is rapidly outgrowing its existing footprint.

- Capacity: The growing need for outpatient care and services exceeds our current physical capacity
- Structural Regulations: The current CRH building will not be seismically compliant by 2030
- Physical Environment: We've run out of room to expand services, improve room design and comfort; and to provide sufficient therapy and accessible outdoor spaces

Highlights of the New CRH

Empowering patients during every stage of their recoveries drove the design, keeping the patient-experience at the forefront, and creating an environment in which the healing process includes not just the body but the mind and the spirit.

- Individual, private, and modern patient rooms with individualized controls
- State-of-the-art aquatic center
- Comprehensive scope of medical and patient services including imaging and emergency care
- Onsite nutrition and dining, including on-demand room service
- Expanded space and comfort for families and visitors



“The new CRH will offer a world-class healing and therapeutic environment; a hub for healing, restoration, recreation, and healthy living.”

— Dr. Sharon Basham
Medical Director,
Cottage Rehabilitation Hospital

COTTAGE REHABILITATION HOSPITAL



CRH is a leader in patient care and exceeds national benchmarks in clinical outcomes — including a 92% return to community rate and a 98% positive patient experience. Cottage Health also ranks among the very best places to work in health care. Patients are met with highly trained, multidisciplinary teams of doctors, nurses, therapists and other healthcare specialists.

Why Move CRH to the Cottage Goleta Valley Campus?

Moving CRH to the Goleta campus will help bring our physical plant up to the exceptional standard of care we are already known for.

The Cottage Goleta Valley Campus was designed for expansion. From emergency care to imaging to surgery to acute care to in-patient and out-patient rehabilitation; patients will experience seamless care that is fully accessible and promotes healing and recovery. When complete, CRH will be part of the vibrant Goleta medical campus which includes a hospital with 24/7 emergency services, imaging, renowned orthopedic and wound care centers, two medical office buildings and ample outdoor spaces for therapy.



Cottage Health provides the best rehab care between LA and the Bay Area.

CRHF is the only facility between LA and the Bay Area to be accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF), in Brain Injury Specialty Programs, Spinal Cord Specialty Programs, Comprehensive Integrated Inpatient Rehabilitation Programs and Stroke Specialty Programs.

60 Years of Excellence, Integrity and Compassion

A New Hospital for Rebuilding and Renewing Lives

Partnering with top healthcare architects, building engineers and design firms; together with input from our clinical staff, patients and community members, the new CRH will incorporate the most advanced technology and delivery of rehabilitative care today.

- Community support will be essential
- The project is projected to cost at least \$41 million and is scheduled to be completed in 2025
- A campaign to raise a minimum of \$15 million has been launched and is in the leadership phase
- High impact giving opportunities to support building construction, equipment and technology, and people and programs within the new facility are available
- The campaign is led by the Foundation for Cottage Rehabilitation & Goleta Valley Cottage Hospitals and spearheaded by a dedicated group of community leaders



“This move is the vital next step in our mission to fulfill a decades-long promise to provide the very best care for our patients and our community.”

— Ron Werft
President & CEO, Cottage Health

We Change Lives Every Day, Please Join Us

Opportunities to Make a Difference

- Contributions of all kinds are welcome
 - > Outright gifts including contributions of cash, securities, written pledges (up to five years)
 - > Planned gifts including bequests, gift annuities, various types of trusts and some life-insurance
 - > Gifts of real estate (approved by the Foundations)
- Attractive naming opportunities are available
 - > Hollister and Patterson Pavilions
 - > Main Lobby
 - > Outpatient Center
 - > Outpatient Entrance
 - > Aquatic Center
 - > Inpatient Gym
 - > Second Floor Patio
 - > Inpatient Rooms



We are grateful for the following volunteers who have stepped forward to lead and improve the lives of the patients and families we serve.

Campaign Steering Committee

Sharon Basham, MD
Robin Cederlof
Lori Daffron
Valerie Fuelle
Paul Graziano
Jim Knight
Lynda Nahra
Ashley Parker-Snyder
Eric Seale
Katina Zaninovich

VP, GVCH, CRH & Therapy Services

Arie Dejong

VP for Advancement

Andrew Brown

Director of Development

Magda Stayton



A Once in a Generation Opportunity to Improve the Health of Our Community

Our generous community always has been one of our greatest assets, ensuring the best care is available close to home. To learn more about giving opportunities and how you can help create a place that will touch the lives of so many of our fellow citizens, please contact:

Dani Kent

dkent@sbch.org | (805) 660-2496

“I knew I’d have the best chance of recovery being close to home where people cared about me. I was right, Cottage provided outstanding care and my care team felt like family.”

— David Reynoso, CRH Patient