



We envision a **community**
where all people **live** and **die**
with **dignity**



HOSPICE
OF SANTA CRUZ COUNTY

2015 **ANNUAL**
REPORT

ONWARD, EVER ONWARD



Because of you, Hospice of Santa Cruz County is thriving. Last year we served more people than ever. Our Volunteer Visitors, Pet Companions, and Grief Support Volunteers help us meet people where they are and honor their choices. We show up in times of crisis offering grief support in schools and in the community. Youth have a safe place to grieve at Camp Erin. Your investment in these programs turns exemplary hospice care into transformative holistic support.

We crafted a dynamic strategic plan that includes an Outpatient Palliative Care Pilot, a commitment to leading conversations that will change the way we talk about death and dying, and deepened engagement with our board as thinkers, advocates, and resource developers. The plan helped us distill the vision that has driven our work for nearly 40 years – that all people in our community live and die with dignity.

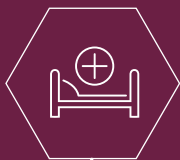
The future is exciting and ripe with opportunity. We need your help to answer the call for end-of-life care. We'd love to talk with you and welcome the opportunity to hear about what is important to you. Meet us for coffee, attend a Hospice outreach event, and talk with your friends about why you care about Hospice. Let's keep the conversation going!

Thank you for being an essential part of our circle of care. Your commitment of time, money, and heart is among our greatest assets.

Michael Milward
Chief Executive Officer

Marilyn Calciano
President, Board of Directors

WHAT YOU MADE POSSIBLE



1024

people received
hospice care



299

people received Transitional
Care Services, connecting
them to advance care
planning, social services,
and practical support



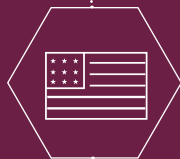
3081

Volunteer Visits
supported patients, their
caregivers, and family



1344

community
members learned
about the value of
hospice and advance
care planning



171

veterans were supported
through our We Honor
Veterans program



1577

family, caregivers, and
community members
received support in
their grieving



614

children received
in-school grief
education



PET COMPANION

Bella Luna wiggles her way into the hearts of all she visits. Pet Companions like her have the remarkable power to reach people in ways no one else can. Without words they gently create connections with life before end of life. In the second year of this program, six of our furry friends (and their people) brought hours of relaxation, love, and light through 231 visits to people in our care.

“There’s this look that comes over people when they pet her. It’s this sense of comfort and being loved.”

—Naomi, Volunteer Visitor since 2015

“The biggest thing you can do is just be with someone. You never know what’s going to unlock that door and help a person with their grief.”

—Irma, Grief Support Volunteer since 2008

GRIEF SUPPORT

No one should have to grieve alone. In partnership with Grief Support Volunteers like Irma, we’re helping folks walk, talk, create, and even cook through the many phases of grief. Counseling, support groups, school visits, and Camp Erin are available to those in our community who are grieving the loss of an important person in their life. Providing a place of solace, refuge, and release, we accompanied over 1,500 community members in their grief last year.





FAITH OUTREACH

Faith and spiritual communities provide essential comfort to people facing serious illness. Our new Partners in Caring workshop series engages faith & spiritual leaders in conversations about illness, advance care planning, and hospice care so they can support their congregants as end of life nears. Our ongoing education & outreach efforts helped 1,344 community members consider their future healthcare needs and make related decisions with confidence.

“As a result of these workshops I feel more equipped to help members of my community plan for and respond to end-of-life decisions.”

—Rabbi Paula, Temple Beth El

“When someone gets to the end of their journey, we’re all brothers and sisters. I’m happy to keep them company.”

—Carlos, Volunteer Visitor since 2015



VOLUNTEER VISITORS

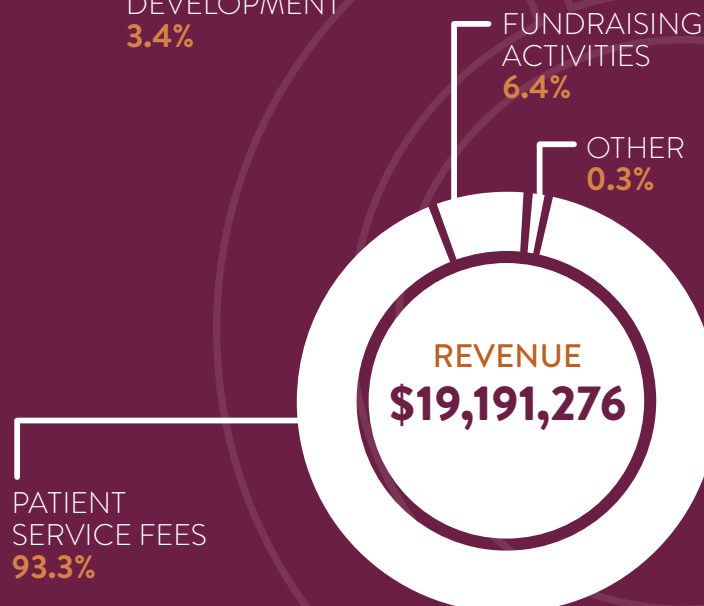
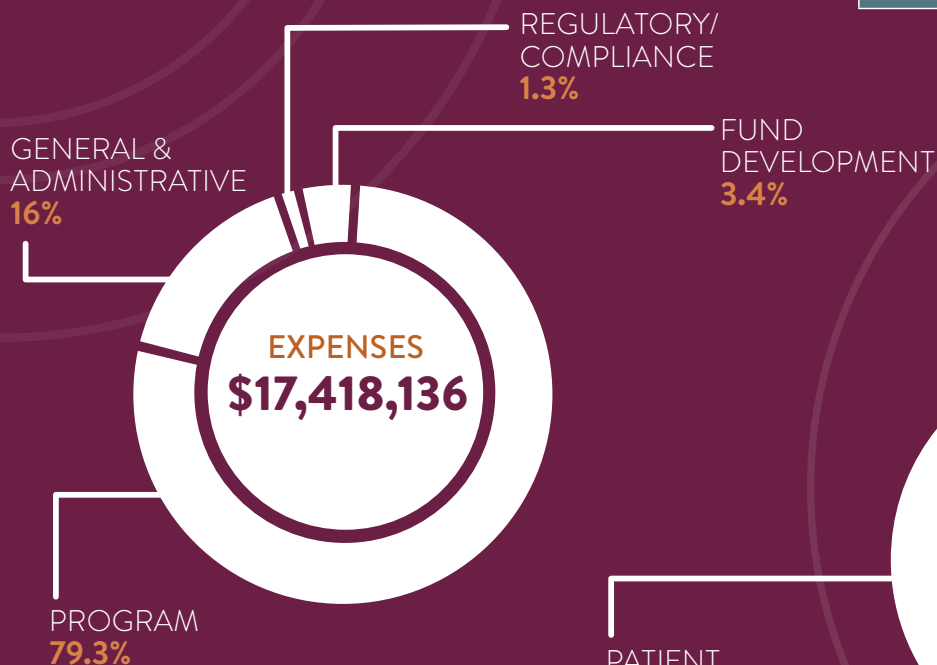
Volunteer Visitors like Carlos hold hands, run errands, listen, and are simply there for people and their families at life’s end. Their care touches life’s elemental and everyday - from grocery shopping and meal preparation to holding bedside vigil, they show up to offer respite, relief, and practical support. Last year, 85 Volunteer Visitors supported many families, creating the time for them to focus on what mattered most.

FINANCIAL REPORT

It's All About Choice

We're committed to responsible stewardship of the resources entrusted to us. With providing exceptional care and financial sustainability as our top priorities, we ended fiscal year 2014-15 with a surplus. Years like this represent choice. Surplus years create opportunities to invest more deeply in the vitality of this community and our long-term viability. In 2015-16, we're investing in a new music therapy program and a palliative care pilot program and building financial reserves to secure our future in the ever-changing Medicare reimbursement landscape.

EXPENSES	
Program	\$13,810,665
General & Administrative	\$2,780,758
Regulatory/Compliance	\$228,738
Fund Development	\$597,975
	\$17,418,136
REVENUE	
Patient Service Fees	\$17,912,376
Fundraising Activities	\$1,228,807
Other	\$50,093
	\$19,191,276



OUR DONORS

July 1, 2014 – June 30, 2015

We are deeply grateful for all of our donors.

ANGEL CIRCLE

Generous gifts of \$1,000+ annually for three years give us the dependable support that ensures the consistent availability of compassionate community programs.

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Provides the resources that allow us to dream big, respond compassionately, and innovate responsibly to meet this community's needs.

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YOUR GIFTS MATTER

We are here for the community because you are here for us. Your commitment to Hospice of Santa Cruz County is transformed into meaningful moments and expert care. Thank you!

Inspired to renew your support? Here are some ways to put your money where your heart is.

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Angel Giving Circle

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OF SANTA CRUZ COUNTY

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