# **Annual Report 2014**





When comfort and quality of life matter most

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## Dear Friends,

As 2014 comes to an end, we are pleased to report that this was a year of progress and opportunity for Hospice of Santa Cruz County. We set ambitious goals and with unwavering focus addressed the needs of our community by delivering innovative solutions. Our organization served more patients and families facing the end of life than ever before in our history. And we developed service promises that hold us accountable to our community and our medical partners so that, together, we may provide the highest quality of care.

Hospice of Santa Cruz County also embraced our organization's vision of developing innovative end-of-life programs by expanding our grief support offerings. We presented the first weekend-long bereavement camp for grieving children. Along with our expanded grief education in our schools, our children



are learning tools to process feelings of grief and loss in a healthy manner. Services for adults have also expanded to recognize the individual needs of the bereaved. An expressive arts group, cooking groups and a newly formed walking group are helping adults to move through their grief in their own unique way. As always, we continue to make these offerings available to anyone in our community experiencing the loss of someone special.

Our newly named Borina Family Center for Compassionate Care in Watsonville continues to be a great resource for community education and bereavement support. It also allows us to deploy our teams of hospice professionals more efficiently, resulting in the highest quality of care. Our outreach to the Pajaro Valley community, as well as our entire community, ensures that everyone who needs hospice care and grief support has access to the full range of services we offer.

In this annual report we recognize and thank our generous partners, friends, families, volunteers and donors who make our compassionate caring possible. We are mindful of the fact that much of our work would not be possible without your support. When you give to Hospice of Santa Cruz County, your gifts help to ensure personalized patient care and comfort and change to allow us to be innovative in exploring new ways to serve our community.

We look forward to deepening ties with you over the coming years. Thank you for partnering with us to ensure that our community has a vital and enduring hospice program.

Michael Milward
Chief Executive Officer

Martina O'Sullivan
President, Board of Directors

Nastina O'Sullivan

# 2014 Program Highlights & Accomplishments







Luminarias made by campers to honor their loved ones



Honoring our veterans

## **Hospice Care & Grief Support Services**

What's important to you is important to us. It's a simple statement that we commit to each and every day. We believe that quality of life is linked to what matters most to you and your loved ones. We are committed to serving those facing the end-of-life with compassion, expertise and presence. Bilingual and bicultural care teams ensure that all members of our community have access to the highest quality hospice care when it is needed most.

995 patients and their family members received professional medical attention and caring support from hospice care teams.

1,748 hospice family members and 781 community members were supported in their grieving.

1,128 bereavement sessions were provided for children and teens, helping them to process their feelings of grief and loss in a healthy manner.

4.002 visits to hospice patients and their families were provided by trained volunteers.

### **Community Programs that Make a Difference**

An extension of our hospice program, our community programs are a direct response to the needs of our community.

465 days of pro bono hospice care totaling \$99,527 were provided to sixteen patients. Our charity care ensures that all members of our community, regardless of their ability to pay, can access high quality care so they can live, and die, with dignity.

191 military veterans received compassionate hospice care, were connected with service benefits, and were honored and thanked for their service to our country.

106 vigils were provided to patients residing in skilled and residential facilities. Vigiling, or extended volunteer presence, helps to ensure that patients are not alone as the end of life approaches.

40 grieving children attended our first weekend-long bereavement camp. Completely free of charge to all campers, our Camp Erin® trained volunteers and bereavement professionals helped children process their grief in a healthy manner as they participated in traditional, fun camp activities with other children who have lost someone special.

# Gratitude for the Borina Family Center for Compassionate Care

In the fall of 2014, we were pleased to announce the naming of our Watsonville-based center, The Borina Family Center for Compassionate Care. The naming is the result of a generous grant awarded by the Community Foundation of Santa Cruz County. The gift was made possible by a recommendation from Rob Allen and Sheila Burke, the donor advisors of the Borina Foundation Non-endowed Donor Advised Fund at the Community Foundation.

The Borina family has a rich legacy in the Pajaro Valley. Nick and Lucy Borina came to the Pajaro Valley in the 1940s from Croatia, and their two daughters went on to achieve uncommon professional success for women of their time. June earned a law degree from Stanford and became the District Attorney of Santa Cruz County in 1947. Her sister, Mary Ann. took over the family farming operations and managed them through changing times in the apple industry.



Michael Milward and Rob Allen



Guests celebrate at the Borina Family Center

Before her death in 2000, June set up the framework for the Borina Foundation, which has taken measures to permanently protect the family's rich farm lands and has distributed millions of dollars to local nonprofit organizations. In April 2014, with the passing of the Borina Foundation's trustee and president, Bill Locke-Paddon, the Borina Foundation assets transferred to the Community Foundation of Santa Cruz County, as was intended in June's will. The majority of the Borina funds are directed toward five major areas of support for our community; youth, education, historic preservation, aid to the dying, and seniors.

We are so fortunate to be the recipients of the Borina's foresight and planning. Our community will be a better place for many years to come because of their generosity. Having a physical presence for hospice education, grief support and our clinical teams in Watsonville is meaningful for our community. Along with our Mary & Richard Solari Center for Compassionate Care in Scotts Valley, we are meeting our agency's mission of providing the highest quality end-of-life care and support to all members of our community.

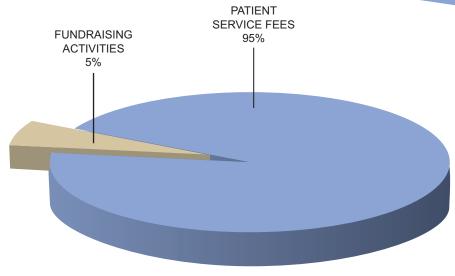


# Financial Report

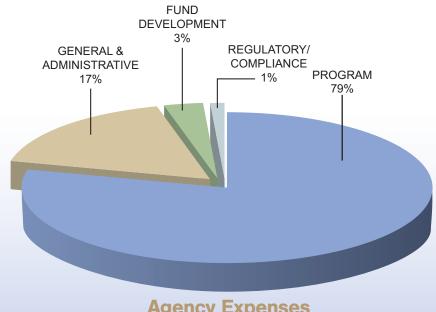
## **Investing in our Future**

Hospice of Santa Cruz County is committed to providing the highest quality patient care and support services possible while keeping our internal costs low and ensuring financial sustainability. During this fiscal year, our average daily patient census remained at the same record levels that we experienced the prior year. Our year-end surplus allows us to invest in future programs and necessary technology for excellent patient-centered coordination. It also creates greater stability within our environment of regulatory changes, sequestration, and impending changes to Medicare reimbursement rates.

| Agency Revenue           | \$           | %    |
|--------------------------|--------------|------|
| Patient Service Fees     | \$17,307,834 | 95%  |
| Fundraising Activities   | \$943,330    | 5%   |
| Other Revenue            | \$55,027     | -    |
|                          | \$18,306,191 | 100% |
| Agency Expenses          |              |      |
| Program                  | \$13,584,813 | 79%  |
| General & Administrative | \$2,977,089  | 17%  |
| Regulatory/Compliance    | \$219,475    | 1%   |
| Fund Development         | \$456,158    | 3%   |
|                          | \$17,237,535 | 100% |



**Agency Revenue** 



**Agency Expenses** 

## Together, We Make a Difference

We realize that you have many choices when making your charitable gifts, and we remain deeply grateful for your support. We thank our Legacy Circle members, Hospice Angels, Dr. Richard M. Shapiro endowment donors, philanthropic foundations, hospice family members, and community members who give so generously so that we may continue to serve our community.

#### **FOUNDATION DONORS**

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Honoring our loved ones at the Tree of Lights



2014 Volunteer Visitor training graduates



We remember ... Redwood Grove Memorial Wall







Pajaro Valley Quilters display quilts for Camp Erin kids

System Studies present a generous donation

Dolly is ready to serve

Ron Fisher

#### LEGACY CIRCLE DONORS

We would like to extend special appreciation to these generous individuals who have included HSCC in their estate plans, helping to ensure that quality, compassionate hospice care will be available for future generations.

If you have included HSCC in your estate, please contact Kathleen Rose Hughes, 831.430.3033 khughes@hospicesantacruz.org so we can thank you too.

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#### **HOSPICE ANGELS**

Hospice Angels generously pledge \$1,000 or more for three years, creating a dependable source of financial support and ensuring compassionate programs for years to come.

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#### **Our Generous Community of Donors**

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The Borina Foundation Fund Friends of Hospice

#### \$50.000+

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## Serving our community from two locations:

The Mary & Richard Solari Center for Compassionate Care 940 Disc Drive Scotts Valley, CA 95066

The Borina Family Center for Compassionate Care 65 Nielson Street, Suite 121 Watsonville, CA 95076

831-430-3000 www.hospicesantacruz.org