When comfort and quality of life matter most
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
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.
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.

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.
Offerings for our Community when Support is Needed Most

- Individual Grief Support
- Memorial Services & Remembrances
- Pet Companion Visits
- Grief Support Groups
- In-School Grief Education
- Camp Erin Bereavement Camp
- Caregiver Support Groups
- Pro Bono Hospice Care
- Support for Veterans
- Expressive Art Bereavement Groups
- Aromatherapy
- Massage Therapy
- Music Therapy
- Transitional Care Support
- Community Education
- Volunteer Visits
- Vigil Support

These specialized programs, supported by your charitable giving, enhance the care and comfort of our patients, their families and 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

<table>
<thead>
<tr>
<th></th>
<th>$</th>
<th>%</th>
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<tbody>
<tr>
<td>Patient Service Fees</td>
<td>$17,307,834</td>
<td>95%</td>
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<tr>
<td>Fundraising Activities</td>
<td>$943,330</td>
<td>5%</td>
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<tr>
<td>Other Revenue</td>
<td>$55,027</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$18,306,191</strong></td>
<td>100%</td>
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### Agency Expenses

<table>
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<tr>
<th></th>
<th>$</th>
<th>%</th>
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<tbody>
<tr>
<td>Program</td>
<td>$13,584,813</td>
<td>79%</td>
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<tr>
<td>General &amp; Administrative</td>
<td>$2,977,089</td>
<td>17%</td>
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<tr>
<td>Regulatory/Compliance</td>
<td>$219,475</td>
<td>1%</td>
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<tr>
<td>Fund Development</td>
<td>$456,158</td>
<td>3%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$17,237,535</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>
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

American Golf Foundation
Anonymous Givers Charitable Foundation
Bright Horizon Fund
California HealthCare Foundation
Charles and Anna M. Pedrazzini Private Charitable Foundation
Community Foundation of Santa Cruz County
CVS Corporation
Dignity Health
Finkelman Family Charitable Foundation
Green Mountain Foundation/Maple House
Hospice Giving Foundation
Mathew & Josephine Birnbaum Foundation
Monterey Peninsula Foundation
Moyer Foundation
Nancy Buck Ransom Foundation
New York Life Foundation
Newman's Own Foundation
Nicholson Family Foundation
Palo Alto Foundation Medical Group
Pfizer Foundation Matching Gifts Program
Progressive Insurance Foundation
Safeway Foundation
Salinas Valley Memorial Hospital Foundation
Sharanam Foundation
Silicon Valley Bank Foundation
Silicon Valley Community Foundation
Stolp Family Foundation
Surf City/Santa Cruz Kiwanis Foundation
The Progressive Insurance Foundation
Touchpoint Foundation
Watsonville Rotary Foundation
Wells Fargo Foundation

Honoring our loved ones at the Tree of Lights
2014 Volunteer Visitor training graduates
We remember ... Redwood Grove Memorial Wall
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.

Richard & Lani Adams
Michael & Toby Alexander
Judith Allen & Susan Seaburg
Rosemary Anderson
Michael Barnett
Estate of Ralph H. Bailsford
Gerald & Anne Brown
Muriel R. Butler Living Trust
Lynne & John Caldwell
Dr. Agnes Chien & Dr. Howard Nelson
Leah Clark
Cathy Conaway
Carol Di Pietro
Sharon Dirnberger
Susan Donatelli
David & Baba Farrell
Ronaele Findley
Wilma Gawthrop
Margaret Gordon
Betty Jo Gouker Trust

Estate of Susan A. Groff
Estate of Mary Lou Grunsky
Ken Haber
Robert Jackson
Eugene F. Jensen Trust
Pam Kangas
Marcia Keith
Estate of William M. Kelly
David Kirk
Laurie Malatesta
Cynthia R. Margolin & Michael Bentzen
Ginny Solari Mazry
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Kate McGirr & Kathleen Rose Hughes
Sharon Parker
Ann Carney Pomper
Bud W. Rice
Eva Robinett Trust
Eliane Roe
Ed & Norma Sacks
Marjorie Secondo Trust
Kathie Sinoir
Gloria Jean Stefani Trust
Stephanie A. Suglan
Barbara Tosta
Ida Toth & Ann B. Hickman Trust
Monte Tudor-Long
Rachel Wedeen
The Estate of Robert Anton Wilson
George & Lois Wolfe

Anonymous
Michael & Toby Alexander
Judith Allen & Susan Seaburg
Rita Alves
Jacquie S. Baker
Glenn D. Bartz
Adrienne Biliske-Meier
Judy Boemer
Donna Ramos & Douglas Brouwer
Lillian Burton
Marilyn & Drew Calciano
Dr. Agnes Chien & Dr. Howard Nelson
Richard & Ginny Clark
Cathy Conway
Diane & Don Cooley
Mary Culley
James & Debra DeDiego
Cara DeSimone
Lenore Doler
Linda Donovan
Linda Barsanti-Downing & Dwayne Downing
Roberta Dunton
Eve Eden
Nancy & Herb Eder
Tom Evenson

Ron Fisher
Friends of Hospice
Roger & Norma Gintert
Margaret Gordon
Ken Haber
Kathleen “Kay” Haile
The Healthy Way
Nancy & Don Houseman
Judi & Phil Humble
Marilyn & Keith Humphrey
Carolyn Hyatt
Fred & Jo Lynne Jones
Susan Kamprath
Pam Kangas
Knights of Columbus - Aptos #9580
Don Little
Dr. Vanessa Little & Dr. Nathan Donaldson
Jim & Mary Love
Radha J. Mallery
Ginny Solari Mazry
Kate McGirr & Kathleen R. Hughes
Carolyn & PJ Mecozzi
Fred & Marilyn Miller
Donna Milward
Michael W. Milward & Ellen Vogt
Kelly & Maria Nesheim
Paul & Allison Niday
Joan Osborne
Martina & Will O’Sullivan
Roland & Nancy Pascal
Ann Carney Pomper

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.

Hospice Angels

LEGACY CIRCLE DONORS

HOSPICE ANGELS

Dolly is ready to serve

System Studies present a generous donation

Pajaro Valley Quilters display quilts for Camp Erin kids
Our Generous Community of Donors

$100,000+

The Borina Foundation Fund
Friends of Hospice

$50,000+

Newman’s Own Foundation

$20,000-$49,999

Anonymous
Jacquie S. Baker
Bright Horizon Fund
Caroline’s Non Profit Thrift Shop
Community Foundation of Santa Cruz County (CFSCC)

$10,000-$19,999

Cathleen & Terry Eckhardt
Deborah A. Fontaine
Rocky & Judy Franich Donor Advised Fund, CFSCC
Bob Jackson & Family
Rodney & Rachel Lowe
Mike & Birdie McElroy
Frank & Zoe Ann Orr Fund, CFSCC
Bud W. Rice
Santa Cruz Cancer Benefit Group
 Sue M. Sagard
Richard & Mary Solari Charitable Trust

$5,000-$9,999

Anonymous
George & Judy Marcus
Ginny Solari Mazry
Estate of Mary Parker
United Way of Santa Cruz County
Wells Fargo Bank, N.A.

$1,000-$4,999

Anonymous
Michael & Toby Alexander
Rita G. Alves
American General Life Insurance Company
Anonymous Givers Charitable Foundation
Ardath Fugate Revocable Trust
Ave Maria Memorial Chapel
Kenneth Averrill
Patricia A. Barr
Glenn D. Bartz
Battery Ventures

Bay Photo
Bay Federal Credit Union
Carole & Thomas Beckett
Judy C. Beghtol
Benito & Azzaro Pacific Gardens Chapel
Mario De Bernardo & Family
Adrienne Biliske-Meier
Bittersweet Bistro
Judy Boemer
Joan Boffa-Detone, Thomas & John Boffa
Doug Brady
Lillian Burton
Cabrillo Host Lions Club
Marilyn & Drew Calciano
California Giant Berry Farms
Nancy J. Campeau
Frank Capurro
Camille M. Chase
Dr. Agnes Chien & Dr. Howard Nelson
Richard & Ginny Clark
Leah Clark
Janice M. Cockren
Diane & Don Cooley
Robin L. Combs
Community Foundation Santa Cruz County
Compass Manufacturing
Mr. & Mrs. Alex Conserva
Cathy Conway
Sarah & Ted Goyette
Jack W. Cross
Mary Culley
CVS Corporation
Cypress Ag Consulting
James F. & Debra DeDiego
Del Mar Food Products Corporation
Cara DeSimone
Grace D. Diess Trust
Lenore Doler
Linda Donovan
Linda Barsanti-Downing & Dwayne Downing
Robert O. Dunton

Eve Eden
Nancy & Herb Eder
Marilyn Cahn  & Marq Elliott
Tom Evenson
Falcon Trading Company, Inc.
Fidelity Charitable Gift Fund
Ron Fisher
Sudhir Dass Frankenber
Ardath A. Fugate Revocable Trust
Curtis Galloway
Roger D. & Norma Gintert
Gary Gogol
Margaret Gordon
Grocery Outlet - Watsonville
Ken Haber
Kathleen J. Haile
Patricia Hayes
Carolyn & Clark Heinrich
Trish & Eric Hildinger
Judi B. Hill
Alan J. Hiromura
Brenda Holquin
Nancy & Don Houseman
Judi & Phil Humble
Marilyn & Keith Humphrey
Carolyn Hyatt
Jewish Federation of Metropolitan Chicago
Harland & Therese Johnson
Susan L. Kamprath
Pam Kangas
Ralph & Julie Kimball
Knights of Columbus - Aptos #9580
Thank you, Friends of Hospice
for another successful Oktoberfest

WCM Investment Management
Rachel Wedeen
Wells Fargo Bank, N.A.
Sally Green & Lucas Willey
Esther Wilson
Sally Territo Wong
Jacquelyn Yonemura
YourCause, LLC Trustee for PG&E

$250-$999
Anonymous
Asayo Akiyoshi
Alzheimer’s Association
G. A. Anastasi
Robert Anderson
Doris Andrade
Mel Angel
Dr. & Mrs. Arcangeli
George & Anita Arthur
Mary Ann Ashjian
Anne Young-Barrington & James Barrington
Kathryn & Barry Atsatt
Bay Shore L.D.S. Church
Tandy Beal & Jon Scoville
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Central Coast Oncology & Hematology, Inc.
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Chevron Humankind
Margaret & Katie Chilton
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Lin Florinda Colavin

Donna Wills Colson
Congregational Church of Soquel
Mr. & Mrs. Alex Conserva
Earle Cowell
Nance Cronin
Liza Culick & Geri Migielicz
Karen Darocy
Patricia A. Darrough
Donald & Nancy Davies
Candace Dekker
Delaveaga Nifty Niners
Joan M. Delfino
Patricia Denny
Daryl V. Dichek
Digital Dynamics, Inc
Jennifer Dole Special Needs Trust
Lon & Annamarie Dugger
Chas Eldridge
Victor Espinoza
Amanda Ewig
Falcon Trading Company, Inc.
Bonnie Farala, Mike Petti & Families
Jim & Susan Farrar
Alice Ford & Family
Freedom Lions Club
David Garretson
Jennifer U. Gavin
Jean & Pete Gergen
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Melanie Gilmour
Elena Goldstein
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Paul & Irene Hashfield
Patricia Haskin
Lavyrne Hatton
John Heal
Janet M. Heien
Shoshana Helman M.D.
Brian & Patti Herman
Pamela Hernandez
Frank Hewitt, Jr.
Richard A. Hill
Kris Hoover
Robert S. Hunter
Stephen & Barbara Jackel

Celebrating their success
Due to space limitations, gifts made to HSCC between July 1, 2013, and November 30, 2014, in the amount of $250 and above are listed. We remain grateful for all who made a gift of support of any amount. Every effort has been made to ensure the accuracy of the names listed. Please accept our apologies for any errors or admissions and call us at 430-3000 with any corrections.
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