

At **Hospice of Santa Cruz County** we believe that wellbeing is important at every stage of life.



**2** Locations Providing Bilingual Services Across the County  
Offices in Scotts Valley and Watsonville

## Meeting people where they are and when they need us the most.

It all started in 1978. One person wanted to die at home, and a few nurses and a group of volunteers formed the Hospice Caring Project. In 2008 we recognized that we were no longer a “project” but deeply rooted in the heart of the community and changed our name to Hospice of Santa Cruz County. **Our 40<sup>th</sup> Anniversary** celebration was a collective affirmation of our mission, a remembrance of all the people we have served, and an opportunity to reflect on how proud we are to be your community-based nonprofit hospice as we look toward the future.

The **Bright Horizons Fund** provided a \$100,000 challenge grant in support of our Palliative Care Services, which offers an extra layer of support for people, and their families who are navigating serious illness, and who are not yet ready for Hospice care. The grant was fully matched by other generous members of our community, ensuring that this vital care is available for those in need.

## Our Finances

Fiscal Year July 1, 2017 – June 30, 2018

### Revenue

**Patient Service Fees**  
\$20,862,992 (93%)

**Fundraising Activities**  
\$1,493,726 (6.75%)

**Other**  
\$103,134 (<1%)

**Total: \$22,459,852**

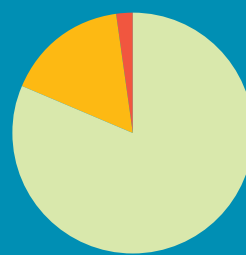
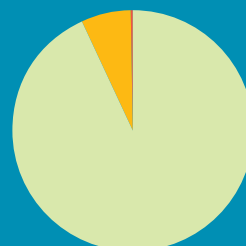
### Expense

**Program**  
\$18,227,144 (81%)

**Administration**  
\$3,673,464 (16%)

**Fund Development**  
\$479,076 (2%)

**Total: \$22,379,684**



**“Life is meaningful because it is a story....In stories, endings matter.”**  
– Atul Gawande, MD

Between December 2017 and March 2018, over 40,000 people experienced **Spoken/Unspoken**, a sound installation & collaboration with the Santa Cruz Museum of Art & History that featured stories from our patients. The exhibition created a safe place for the community to hear stories about death and dying while providing the opportunity to explore how each of us can live a meaningful life. We appreciate our partnership with the MAH and all those who participated.

**Kuumbwa Jazz Center** hosted a benefit concert in April which raised \$21,000 in new support of **The Bob and Joey Jackson Music Therapy Program**. The concert featured Keith Greeninger, Ginny Mitchell & Friends, and Bennett Jackson in an intimate and poignant performance that was entertaining and educational.

Please visit our new website to learn how we empower and inspire wellbeing through the end of life.

**940 Disc Drive  
Scotts Valley, CA 95066**

## Ways to Give

Your gifts provide comfort, care, and community



### Make a One-time Contribution



**Make a Tribute Gift** Your loved one's memory lives on through your action. Donating takes less than five minutes, and changes lives forever.



**Join our Circle of Care** Put your money where your heart is with an ongoing monthly donation.



**Join the Angel Circle** Help to sustain our community programs by committing to an annual gift of \$1,000+ for three years.



**Leave Your Legacy** Include Hospice of Santa Cruz County in your will, life insurance, IRA, or estate plan.



**IRA Distribution** If you are 70½, taking a mandatory distribution from your IRA and directing a gift to Hospice of Santa Cruz County can ease your tax burden.

For more information contact **Diane Syrcle**,  
Director of Development: **831 430 3033**,  
[dsyrcle@hospicesantacruz.org](mailto:dsyrcle@hospicesantacruz.org)

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Thank you to our generous donors; we are grateful for your contributions.

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### \$50,000 and More

Bright Horizons Fund  
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Monterey Peninsula Foundation, host of the  
AT&T Pebble Beach Pro-Am

### \$20,000-\$49,999

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