

Committed to Our Community



Our Vision

All members of our community live and die with dignity.

Our Mission

Hospice of Santa Cruz County honors the choices of individuals and families by providing exemplary end-of-life care and grief support to our community.

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— (Ne are — Dedicated to Care

Board of Directors

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Vice President

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Cara DeSimone Secretary/Parliamentarian

Robert Kaswen Immediate Past President

Michael Allard **Holly Alexander Garry Crummer, MD Beth Hansman David Kluger Daisy Nuñez** Ed Sacks, MD Sharon Tapper, MD Kuntal Thaker, MD

Cathy Conway Chief Executive Officer 4,045

Volunteer Visitor Hours Supported Patients, **Caregivers & Families**

205

Veterans Served

1,735

Sessions Provided

129

Patients Received Transitional & Palliative Care

1,035

Hospice Patients Served

Music Therapy

550

Telehealth Sessions Provided

2,485

Community Grief Support Sessions

43

Children Attended Camp Erin[©]

1,514

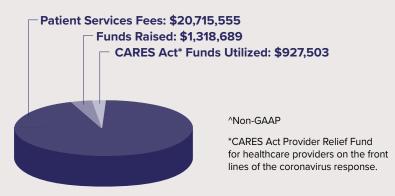
Community Education Event Attendees

True to Our Mission

Our work is guided by our nonprofit mission to serve all members of our community and encircle those facing the end of life with comfort, compassion, and expertise. We frame all decisions, strategies, personnel, and programs with the single focus on what is best for patients and families. Your extraordinary support continues to help us navigate the increasingly complex healthcare landscape, the ongoing COVID-19 pandemic and the impacts of recent area fires.

Key Financial Information[^] as of June 30, 2020

Revenue - \$22,961,747



Expense - \$22,941,793



We are Honored to Serve

Our team-oriented approach is tailored to the patient's needs and wishes, delivering medical care, pain management, emotional and spiritual support, as well as addressing family needs. This year we were recognized for the second year in a row as a Hospice Honors Recipient, a national award recognizing excellence in hospice care from the caregiver's point of view, scoring above the national average in every category.



2019 AND 2020 AWARD OF EXCELLENCE Caregivers have cast their votes and Hospice of Santa Cruz County remains the most recommended hospice provider in Santa Cruz County.

Key Caregiver Survey scores above 90%:

97.5%

felt patients were always treated with dignity & respect

91.8%

gave Hospice of Santa Cruz County a Patient Care rating of either 9/10 or 10/10 92%

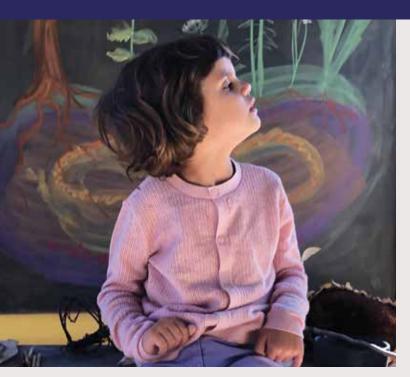
felt Hospice of Santa Cruz County really cared about patient

93.8%

would definitely recommend Hospice of Santa Cruz County

HEALTHCAREfirst's Consumer Assessment of Healthcare Providers and Systems (CAHPS®) Hospice Survey was created to measure the patient experience within Medicare-certified organizations. Evaluation period is October 2018 through September 2019.

Devoted to the Entire Family



Last fall we launched our Concurrent Care for Children program which supports children living with a life-limiting illness. Care is provided at home where each child can be surrounded by family and the things that are familiar and matter most to them. Our interdisciplinary care team includes a Pediatric Medical Director, Patient Care Manager, Nurse, Licensed Social Worker, Spiritual Care Counselor, and Music Therapist who work together to provide home-based pain and symptom management to assist with physical, emotional, and spiritual health issues.

Children may continue to seek life-sustaining and curative treatments while receiving home-based comfort care. Our goal is to optimize quality of life and center the child's and family's goals. Thank you to our donors who make this work possible for children in our community.

We are — Humbled by Your Generosity

March came in like a lion and stayed. Shelter in place, limited access to patients, families affected by job loss, and PPE shortages brought new meaning to patience and adaptability. When we asked for help, you were there every step of the way providing funds for telehealth, PPE, and our Employee Emergency Fund. Your investment in the safety of our clinical teams provided encouragement, confidence, and a safety net.

Thank you to all who gave to this initiative including:

Community Foundation Santa Cruz County
Hospice Giving Foundation
Kaiser Permanente Northern California Community Benefit Programs
Central California Alliance for Health
Sigma Alpha of Omega Nu of Santa Cruz
Pajaro Valley Community Health Trust
Pajaro Valley Quilters Association



One of the unsung heroes of Hospice of Santa Cruz County is an energetic group of volunteers who believe that all members of our community deserve to live and die with dignity. For nearly four decades, the Friends of Hospice have volunteered countless hours of their time and collaborated to raise over \$2,700,000 in support of Hospice of Santa Cruz County. The Friends of Hospice put the fun in fundraising, bringing the community together for events that support Music Therapy, Camp Erin®, Grief Support, Palliative Care, Concurrent Care for Children, and Community Education.

We look forward to continuing to partner with the Friends of Hospice and to the time when we can all get together at events as soon as it's safe to do so.





The Reason Extraordinary Things Happen

JULY 1, 2019 – JUNE 30, 2020

Jou are — Deeply Appreciated

\$75,000 or more

Caroline's Non Profit Thrift Shop Community Foundation Santa Cruz County

\$50,000 or more

Hospice Giving Foundation
Kaiser Permanente Northern California
Community Benefit Programs
L. Patrick & Marilyn Brennan
Kathryn Metz Trust
Monterey Peninsula Foundation, host
of the Pebble Beach Pro-Am

\$20,000-\$49,999

Central California Alliance for Health Mike & Bertie McElroy Ed Newman, Esq. Bright Horizons Fund Mary Solari Subaru of America, Inc

\$10,000-\$19,999

William & Lupe Burgstrom Andrea London (*) Newman's Own Foundation Frank & Zoe Ann Orr Fund Pajaro Valley Community Health Trust Physicians Medical Group of SCC Rowland & Pat Rebele Santa Cruz Cancer Benefit Group Gail & Edgar Thrift

\$5,000-\$9,999

Foundation

Jacquie S. Baker (*) Mark Chetkovich Michael E. Clark Joan Colonna Herb & Nancy Eder Eluna Judy Fredrickson Joyce & Vincent LoFranco (*) Pipkin Family Foundation **Brad Resetar** Sue Sogard Staff of Life TouchPoint Foundation United Way of Santa Cruz County Claire Vilhauer Mary & George Herbert Zimmerman

Angel Circle (\$1,000-\$2,499)

Holly Alexander (*)

Toby & Michael Alexander Michael & Kalena Allard (*) Judith Allen & Susan Seaburg Anonymous (P) Anonymous (*) Jacquie S. Baker (P) Linda Barsanti-Downing & Dwayne Downing Kimberlee & Aaron Bartley Barbara & James Black (*) Marilyn & Drew Calciano Camille Chase Dr. Agnes Chien & Dr. Howard Nelson (*) Ceil Cirillo Richard & Ginny Clark (P) Bud & Rebecca Colligan Cathy Conway & Soma Goresky (*) Freny Cooper Julia Muennich Cowell & Earl Cowell Mary Culley & Scott Smith James & Debra deDiego Cara DeSimone (P)(*) **Donald Dillingham** Mark Donovan

Linda Donovan (P) Jennifer Drummond (*) Robbie Dunton (*) Herb & Nancy Eder Tom & Barbi Evenson Courtney Faulkner Alicia Flores (*) Margaret Gordon (P) Ken Haber Matt & Beth Hansman Susanne Harris Kathleen Hughes & Kate McGirr (*) Judi & Phil Humble Marilyn & Keith Humphrey Tim & Pam Humphreys Carolyn Hyatt Fred & JoLynne Jones Susan Kamprath Pamela Kangas Robert Kaswen Bob Katz & Leola Lapides-Katz David & Sharon Kluger (*) Rachel Kuo Joyce & Vincent LoFranco (*) Rose Machado Dr. Charlea T. Massion Michael K. McCawley

Barbara McIntvre Carolyn & PJ Mecozzi Ruth & Michael Mehr (*) Renee Mello Fred & Marilyn Miller Leta Miller Michael Milward & Ellen Vogt Ann Carney Pomper Susan Punches (*) Donna Ramos & Douglas Brouwer Gloria & Fric Reed Ed & Norma Sacks (P)(*) Karl & Lisa Segnitz Kieran & Coriander Shah Adam & Adina Shore Susanne Short Ruth E. Smith Elaine-Maryse Solari Ginny Solari Mazry (*) Stephanie Suglian (P) Diane Syrcle & Susan Leo (*) Sharon Tapper & James Spiegel (*) Tim & Nicole Ulen (*) Rachel Wedeen Esther Wilson (*)

Angel Circle donors commit to an annual gift of at least \$1,000 per year for three years. Perpetual Angels commit to an annual gift of at least \$1,000 in perpetuity.

\$1,000-\$4,999

Anonymous Givers Charitable Foundation Anonymous Anonymous

Flizabeth Beitzel The Benevity Community Impact Fund Randy Bertsch Mathew and Josephine Birnbaum Foundation Janet Bleecker Judy Boemer (*) Ann Bornstein Marilvn Cahn Care from the Heart In Home Services (*) Janice M. Cockren William & Cloy Codiga Congregational Church of Soquel Women's Fellowship Tammy Connelly (*) Mr. & Mrs. Alex Conserva Cypress Ag Consulting Susan Donatelli (*) Bob Early Suzanne & Mike Fhrahimian Howard & Catherine Essegian Faith Community Church Falcon Trading Company, Inc. The Finkelman Family Charitable Foundation Paula Fischer (*) Michael & Sharon Flaherty (*) Rachel Fontaine Sudhir Dass, Perfect Lotus Fund Frontstream Jerry Fryhling Curtis Galloway Olaf Geffken (*) Shelley Gill

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Catherine Smith Gary & Barbara Smith Emma Solden Shirley & Jim Spain Joanne & Dean Storkan (*) Desiree Stuart-Alexander

Stan & Fran Taylor Jim Thompson (*) Jana Thomsen Stan & Dorothy Thues Adelle Tomash

Patti & Mark Traugott

Truist

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\$250-\$499

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Joan Hamilton Christen Hanson

Mr. & Mrs. William H. Harmon Jr.

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Marianne Houle Jaclyn Housner Marilyn Hyde

Stephen & Barbara Jackel

Tim Jackson Antoinette Jeffery

Elizabeth & Peter Jeffery-Johnson

Paul Jensen
Gertie M. Johnson
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Sarah & Tom Karn (*)
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Lisa Kaufman

Marge & David Kiff (*) Deborah Kleffer (*)

Mary Klein

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Thomas & Barbara Lemmer (*)

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Robert Nelson

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Jesse Bregman RI Engineering Inc (*) Deb Rider Jim & Barbara Rider Roy & Arlene Roberg

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Maria Shanle Cheryl Smelt Rod & Carolyn Smith Archie J. Snider Paige Sohren

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Jan Spichtig

Thomas & Bonnie Sprague (*)

Malio Stagnaro

Cathy Stefanki & Don Iglesias (*)

Al Stevens James Stuart

(Continued)

\$250-\$499 (Continued)

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Superior Alarm Co (*)

Nancy Talley

Maureen & Fernando Tapiz (*)

Shana Taylor

Jerry Thomas

Jan & Fred Tomlinson (*)

Judy Treuge

Michael Van Lienden

Mary Warren Mary Wells

William B. Weston, Jr.

Rose White (*) Steve Willeke

Larry & Farnie Williams (*)

Richard Winner

Lori Yee

Abby Young Wayne Yurtin

Circle of Care

Leslie & Richard Andrews
Mary Caravalho
Barbara Collins
Christen Hanson
Ken Helms & Kimberly Hallinan
Cynthia Margolin & Michael Bentzen
Barbara J. Pedemonte
Al Stevens
Jana Thomsen

Members of the Circle of Care participate in the convenience of monthly giving.

Legacy Circle

Richard & Lani (Snyder) Adams Michael & Toby Alexander Judith Allen & Susan Seaburg Rosemary L. Anderson

Anonymous

Lynne Caldwell Richard & Ginny Clark

Leah Clark

Cathy Conway & Soma Goresky

Mary Culley & Scott Smith Cara DeSimone

Carol Di Pietro Sharon Dirnberger Susan Donatelli Linda Donovan

Herb & Nancy Eder David & Babs Farrell Ronaele Findley Wilma Gawthrop Margaret Gordon Kathleen & Kent Grave

Ken Haber

Ann & Bob Hestand

Kathleen Hughes & Kate McGirr

Pamela Kangas Marcia Keith

David & Sharon Kluger

Cynthia Margolin Louise McKenna Pamela E. Nelson

Anonymous Sharon Parker

Ann Carney Pomper Susan Punches

Alan Ritch

Ed & Norma Sacks Anonymous Kathie Sinor Ginny Solari Mazry Stephanie A. Suglian Trust Diane Syrcle Monte Tudor-Long Rachel Wedeen

Members of the Legacy Circle have named Hospice of Santa Cruz County in their will or estate plans to ensure exceptional care for generations to come.

- (*) Friends of Hospice donors
- (P) Perpetual Angel

George & Lois Wolfe

Concurrent Care for Children Campaign

Champions

L. Patrick & Marilyn Brennan Caroline's Non Profit Thrift Shop Mary Solari

Pediatric Angels

Nancy & Herb Eder

Advocates Janice M. Cockren

Eli Cohen Mary Culley & Scott Smith Joyce & Vincent LoFranco Ginny Solari Mazry

Ginny Solari Mazry Pamela Nelson Perfect Lotus Fund

We're so fortunate to have Concurrent Care for Children in our County. We hope it adds a bit of ease to families during difficult times. —Bob & Bonnie Lange

Companions

Cathy Conway & Soma Goresky Susan Donatelli Linda Donovan & Jack Hain Courtney Faulkner Margaret Gordon Ann & Bob Hestand Judi & Phil Humble Robert Kaswen Bonnie & Bob Lange Ed & Norma Sacks

Thankful for Your Support

Thank you! Hospice of Santa Cruz County is filled with appreciation and gratitude for you. Your generosity allows us to care for community members who have serious and life-limiting illness; to support them through the end of life and to comfort their grieving families. We are grateful for the compassionate, expert care our teams provide and the courage and professionalism they

demonstrate each and every day. We are thankful for the healthcare community and their partnership in referring patients to us for their end-of-life care needs, allowing us to provide dignity and respect when it's needed most. And, we are so appreciative your thoughtfulness. We couldn't do this work without your ongoing support and contributions.

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

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

(831) 430-3000 www.hospicesantacruz.org



940 Disc Drive Scotts Valley, CA 95066

831 430 3000 www.hospicesantacruz.org

Ways to Give

- **♡** Make a One-time Contribution
- Make a Tribute Gift
- O Join our Circle of Care
- Join the Angel Circle
- **K** Leave Your Legacy
- **☑** IRA Distribution

For information about giving contact: Diane Syrcle, Director of Development dsyrcle@hospicesantacruz.org

2020 Annual Report