We are
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.

Contents
3 Board of Directors & Key Program Metrics
4 2020 Financial Results
5 Awards & Recognition
6 Concurrent Care for Children
7 COVID-19 Response
8 The Friends of Hospice
9 Donors: July 1, 2019 – June 30, 2020
### Board of Directors

- **Richard Clark**  
  President
- **Julia Muennich Cowell PhD, RN, FNASN, FAAN**  
  Vice President
- **Timothy Ulen**  
  Treasurer
- **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

### Key Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Visitor Hours</td>
<td>4,045</td>
</tr>
<tr>
<td>Supported Patients, Caregivers &amp; Families</td>
<td>4,045</td>
</tr>
<tr>
<td>Veterans Served</td>
<td>205</td>
</tr>
<tr>
<td>Hospice Patients Served</td>
<td>1,035</td>
</tr>
<tr>
<td>Children Attended Camp Erin ©</td>
<td>43</td>
</tr>
<tr>
<td>Music Therapy Sessions Provided</td>
<td>1,735</td>
</tr>
<tr>
<td>Telehealth Sessions Provided</td>
<td>550</td>
</tr>
<tr>
<td>Community Grief Support Sessions</td>
<td>2,485</td>
</tr>
<tr>
<td>Community Education Event Attendees</td>
<td>1,514</td>
</tr>
</tbody>
</table>
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**
- Patient Services Fees: $20,715,555
- Funds Raised: $1,318,689
- CARES Act* Funds Utilized: $927,503

**Expense – $22,941,793**
- Program: $18,515,248
- Administration: $3,588,142
- Regulatory/Compliance: $256,639
- Fund Development: $484,584
- Investment Loss: $97,180

^Non-GAAP

*CARES Act Provider Relief Fund for healthcare providers on the front lines of the coronavirus response.
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.

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
- 92% felt Hospice of Santa Cruz County really cared about patient
- 91.8% gave Hospice of Santa Cruz County a Patient Care rating of either 9/10 or 10/10
- 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.
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.
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.
You are
The Reason Extraordinary Things Happen
JULY 1, 2019 – JUNE 30, 2020
You 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

$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

$5,000-$9,999
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 Foundation

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 (*)
Judith & 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
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

Elizabeth Beitzel
The Benevity Community Impact Fund
Randy Bertsch
Mathew and Josephine Birnbaum Foundation
Janet Bleecker
Judy Boemer (*)
Ann Bornstein
Marilyn 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 Ebrahimian
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
Janie Gleghorn
Gary Gogol
William Gorson
Granite Construction Inc
Green Mountain Foundation/Maple House
Dean & Sadie Hamilton
Robert Hartmann
Carolyn & Clark Heinrich
Brian & Patti Herman
Alan Hiromura
Gary Hughes (*)
Ideal Homes
Roger Ingham
Jean and Ed Kelly Foundation
Susan & Matt Kluger
Akira Kodama
Pat Krueger
Betsy LaForge
Theresa Landino
James L Lewis
Anonymous (*)
Randy & Tiffani Maldonado (*)
Keith & Della McKenzie
Debra & Jason Merson (*)
Chuck Michaels
Fred Miller
George & Linda Moran
Linda Murphy
Emily & Chad Nahnsen
Diane Nelson
Pamela Nelson
Kelly & Maria Nesheim
Network for Good
Michael O’Boy
Steve Oneto
Palo Alto Medical Foundation (*)

$500-$999
Aldina Real Estate
Kate Alm
Anonymous
Anonymous (*)

Dorothy Peck (*)
Perfect Lotus Fund
Catherine & Karl Philipovitch
Shirley & Howard Pickle (*)
Randy & Sally Repass
Alan Ritch
Santa Cruz Mountains Winegrowers Association
Shadowbrook (*)
Andrew Shore
Sigma Alpha of Omega Nu of Santa Cruz
Barbara & Ron Sissom (*)
Sockshop & Shoe Company
St. John the Baptist Church
Gilbert & Mimi Stein (*)
Sweet Darline Sales, Inc. (*)
System Studies Incorporated
Nancy & Bob Tamaki
James Thompson (*)
Peter Vizzusi
Dee Vogel & Lin Marellick
Watsonville Coast Produce
Watsonville Rotary Foundation
Nancy & Hank Wempe
Charlotte Williams
Thomas Windsor (*)
George & Lois Wolfe (*)
Marian Zeidler

(Continued)
$500-$999 (Continued)
Stan & Irene Antranikian
Aromas Bible Church
Cynthia Bartlett
Stephen Bogner
Sally Bookman (*)
Robert Bourke
Mary Braham
Maia Cahill
Frank & Susan Capurro
City of Capitola
City of Scotts Valley
Margaret Cordoza
John & Lisa Cottle
Jerry Cummings
Renwick Curry & Nancy Knudegard
De Mattei Construction (*)
Caitlin Deck
Joan Delfino
Joel Di Mauro
George & Meredith Dies (*)
Digital Dynamics, Inc
Mary & Thomas Dillenbeck
Sue Draper (*)
Lee Duffus
Sue Dunn
Rob Elmore (*)
Catherine Essegian
Jim and Susan Farrar
Lillian Forcier
Patti Foster
Pamela Freitas
Margaret Ann Garrison
Mary Gaukel Forster
Ellen & Eric Gil
Ann Haberkorn
Todd Hager
John Hall
Dennis Hamada
Ann & Bob Hestand
Elisabet Hiatt
Tom & Mary Ann Hogan (*)
Sylvia Holderman
Thomas Holland
Laurie & Peter Hunkel
Robert S. Hunter
Shannon Hurley
Harold Hyde
IBM Employee Services Center
Ed Kuerzel
Harold LaFont
Jane Lear-Myers
Thomas A. Lehrer
Cornell & Bill Littell (*)
Macy Family (*)
Merrilyn Marker (*)
Maureen McLean
Connie McMeekin
Nancy McNulty
Mehl’s Colonial Chapel (*)
Rick & Ruth Moe (*)
Kathleen Moniz
Martin Morey
Pam Moriarty
Glenda Murray
Marianne Musitelli
Gary Nelson
Bruce & Kris Neustadter
Ms. Amy R. Newell
Jay Noble
Nordic Naturals (*)
Luisa Odermann
Elizabeth & Donald Olsen
Pacific Gardens Chapel (*)
Randall Parker
Cynthia Pensinger
Robin Petrie
Plumbers, Steamfitters & Refrigeration Fitters
The Progressive Insurance Foundation
Philip Rice
Michael Robles
Elio & Joy Rodoni
Dorothy Ruby
David Saldivar
Janet Samson
Santa Cruz Rotary Foundation (*)
Sante Arcangeli Family Wines
Mark & Robyn Setzen
Sherman and Boone Real Estate (*)
Susan Singer
Kathie & Dale Sinor (*)
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
William Wittmer (*)
Sally Territo Wong
Judy Zolezzi (*)

$250-$499
David & Carla Adams
Colleen Alley
ALZA
Peggy Anastasi
Yong Bai
Edward & Kathleen Banks
Linda Bates
Tandy Beal & Jon Scoville
David & Kristin Beccaria
Marianne Beckwith
Paul Bellina
Stephen Bennett
James Berg
Carol Berman (*)
Kelly Bermudez-Deutsch (*)
Bridget Binko
Pattie Blade
Dina Blair (*)
Steve Bontadelli
David Brockmann (*)
Dr. & Mrs. John C. Brokaw
Mindi & Paul Broughton
W Perry Bryant
Karl Buchner
John Bull
Anthony & Sarah Butterfield (*)
Cabrillo Host Lions Club
Bruce Canepa
Mary Carvalho
Penelope Carless
Paul & Teresa Carrubba (*)
Patrick & Pamela Cerruti
Stanley P. Chen
Diane Comstock
Barbara Corrigan
$250-$499 (Continued)
Ellen Stuck
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 Syrle
Monte Tudor-Long
Rachel Wedeen
George & Lois Wolfe

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

Concurrent Care for Children Campaign

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

Advocates
Janice M. Cockren
Eli Cohen
Mary Culley & Scott Smith
Joyce & Vincent LoFranco
Ginny Solari Mazry
Pamela Nelson
Perfect Lotus Fund

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

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.

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
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
Ways to Give

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

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

2020 Annual Report