We are

Committed to Our Community

2021 ANNUAL REPORT
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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Leading the Way in Compassionate Care

When we reflect on the year, it’s natural to focus on the many challenges we faced. And yet, we’re grateful for the urgent call to discover new ways of being, connecting, and delivering services. Creativity and courage continue to be essential to our ability to provide care, reduce isolation, and promote community wellbeing.

Donning full PPE, our clinical teams visited patients day and night, driven by their deep commitment to our vision that all people live and die with dignity. Music therapists offered familiar songs outside patients’ windows, and spiritual care counselors helped family members plan memorial services on Zoom.

Technology made a critical difference. We connected deeply and personally, using it to begin healing our grief and losses. Telehealth visits supplemented our patient and caregiver support, helping families gain confidence in caring for their loved ones. Throughout the year, we received letters from families expressing their gratitude. They buoyed our spirits, beautifully connecting us to the heart of our work.

We know that caring for people at the end of life is a team effort. Thank you for being a part of this care. With your support, we continue to be our community’s hospice of choice.

With gratitude,
Cathy Conway, CEO
### Board of Directors

- **Richard J. Clark**  
  President

- **Julia Muennich Cowell, PhD, RN, FNASN, FAAN**  
  Vice President

- **Cara DeSimone**  
  Secretary

- **Timothy Ulen**  
  Treasurer

- **Bob Kaswen**  
  Immediate Past President

- **Holly Alexander**  
- **Michael Allard**  
- **Dale Bishop, M.D.**  
- **Garry Crummer, M.D.**  
- **Katherine Gabriel-Cox, M.D.**  
- **Beth Hansman**  
- **David Kluger**  
- **Daisy Nuñez**  
- **Sigolène Ortega, MPH**  
- **Sharon Tapper, M.D.**

### Achievements

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospice Patients Served</td>
<td>1,049</td>
</tr>
<tr>
<td>Veterans Served</td>
<td>205</td>
</tr>
<tr>
<td>Telehealth Sessions Provided</td>
<td>1,996</td>
</tr>
<tr>
<td>Patients Received Transitional &amp; Palliative Care</td>
<td>207</td>
</tr>
<tr>
<td>Volunteer Visitor Hours Provided</td>
<td>1,448</td>
</tr>
<tr>
<td>Community Grief Support Sessions Provided</td>
<td>2,602</td>
</tr>
<tr>
<td>Community Education Event Attendees</td>
<td>758</td>
</tr>
<tr>
<td>Music Therapy Sessions Provided</td>
<td>1,161</td>
</tr>
<tr>
<td>Concurrent Care Provided</td>
<td>8</td>
</tr>
</tbody>
</table>

**HOSPICE OF SANTA CRUZ COUNTY**
Our work is guided by our nonprofit mission to serve all community members and encircle those facing the end of life with comfort, compassion, and expertise. All decisions, strategies, and programs have a singular focus: doing what’s best for patients and families by providing exceptional care and guidance. Your extraordinary support helps us navigate the increasingly complex healthcare landscape and provide patient-centered care.

Key Financial Information^ as of June 30, 2021

**Revenue – $19,967,153**
- Patient Services Fees: $17,775,822
- Funds Raised: $1,642,123
- CARES Act* Funds Utilized: $549,208

**Expense – $19,967,153**
- Patient Care: $15,456,146
- General & Administration: $3,174,717
- Community Programs: $1,336,290

^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. We provide medical care, pain management, emotional and spiritual support as well as address family needs. For the third year in a row, Hospice of Santa Cruz County has been named a Hospice Honors Recipient. This national award recognizes excellence in hospice care from the family/caregiver’s point of view. We scored above the average scores of all the national and California hospices in 22 of 24 quality indicators. Hospice of Santa Cruz County remains the most recommended hospice provider across our community.

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

- 96% felt patients were always treated with dignity & respect
- 91% always felt Hospice of Santa Cruz County really cared about patient
- 89% gave Hospice of Santa Cruz County a patient care rating of either 9/10 or 10/10
- 95% 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 2020 through September 2021.
What matters to you matters to us. We honor each patient as a unique human being. We focus on honoring the wishes and goals of care for each patient and their family. Beyond core hospice services, we’re here to help plan for future healthcare needs, providing palliative and comfort care, concurrent care for medically fragile children, music and pet therapies, and grief support for people of all ages. Your gifts make this work possible.

“One of the most wonderful aspects of Hospice is that we know that mom is being watched after and cared for. I don’t think I can put into words the sense of relief and happiness that it gives me to know that mom is safe, and all is well.” —Silvia
What a year. When the pandemic surge overwhelmed our community, we never stopped. We evolved. Because you were there for us, we were able to be there for the community in these most uncertain times. Like you, we learned new ways to work, live, and thrive. We brought people out of isolation to safely share and receive support through our Virtual Interfaith Memorial. We gathered for virtual movie nights and book discussions and offered caregivers a music meditation and relaxation session. We shifted our practices to provide care and essential support via Zoom. Your gifts of time, money, and trust made it possible for us to meet each patient and their family’s changing needs. Thank you.

“Hospice was an unbelievable support to both my parents this year. Without your assistance we would have been lost.”
—Grateful Family Member
You are
Part of Our Circle of Care
JULY 1, 2020 – JUNE 30, 2021
You are
Deeply Appreciated

$100,000 or more
Jacquie S. Baker Estate
William Joy, 2015 Revocable Living Trust

$50,000-$99,999
Community Foundation Santa Cruz County
Monterey Peninsula Foundation, host of the Pebble Beach Pro-Am

$20,000-$49,999
Anonymous
Caroline’s Non Profit Thrift Shop
Hospice Giving Foundation
Mike & Bertie McElroy
Quality of Life Publishing Company
Mary Solari

$10,000-$19,999
William & Lupe Burgstrom
Marian Christensen
Chris & Lisa Cook
James Doane
John & Jerri Hammond
Randy & Janet Krassow
Edward Newman Family Charitable Fund
Newman’s Own Foundation
Frank & Zoe Ann Orr Fund
Rowland & Pat Rebele
Scott Roseman & Jasmine Berke
Subaru of America, Inc.
Gail & Edgar Thrift
Edwin Wood

$5,000-$9,999
Anonymous
Mark Chetkovich
William J. Codiga Family Foundation
Cara DeSimone
Eluna
Cindy & James Ericksen
Chuck & Susan Hawley
Leslie Karst
Ali & Ellen Khayat
John Larse
Ned Nemacheck
Joan Parker
Monica Pielage
Pipkin Family Foundation c/o California Community Foundation

Penelope Rich
Sue Sogard
Ginny Solari Mazry
TouchPoint Foundation
United Way of Santa Cruz County

Angel Circle ($1,000-$5,000)
Holly Alexander
Toby & Michael Alexander
Michael & Kalena Allard
Judith Allen & Susan Seaburg
Anonymous
Linda Barsanti-Downing & Dwayne Downing
Kimberlee & Aaron Bartley
Alice Benet
Dale Bishop, M.D.
Barbara & Jim Black
Marilyn & Drew Calciano
Camille Chase
Dr. Agnes Chien & Dr. Howard Nelson
Ceil Cirillo
Richard & Ginny Clark
Bud & Rebecca Colligan
Cathy Conway & Soma Goresky
Freny Cooper
Jim & Deb deDiego
Cara DeSimone
Donald Dillingham
Linda Donovan
Mark Donovan
Robbie Dunton
Herb & Nancy Eder
Courtney Faulkner
Alicia Flores
Katherine Gabriel-Cox, M.D.
Margaret Gordon
Ken Haber
Susanne Harris
Kathleen Hughes & Kate McGirr
Judi & Philip 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

HOSPICE OF SANTA CRUZ COUNTY
10
The Benevity Community Impact Fund
Randy Bertsch
Shondeya Beteri
Raoul & Celesta Birnbaum
Joan Borkowski
Lisa Burgstrom
Marilyn Cahn
Jennifer Cobas
Janice M. Cockren
William & Cloy Codiga
Julie & Alex Conserva
Michelle Della Penna
Susan Donatelli
Jeff & Kim DuFour
Diane Edwards
Nancy Erickson
Katie Essegian
Falcon Trading Company, Inc.
The Finkelman Family Charitable Foundation
Paula Fischer
Florence Kuo Home Care, LLC
Deborah A. Fontaine
Joyce Franzman
Frontstream
Jerry Fryhling
E & J Gallo Winery
Mary Gaukel Forster
Gary Gogol
Carolyn & Clark Heinrich
JD & Donna Hoye
Robert S. Hunter
Cesar Imeri
Sara & Tom Karn
Jean & Ed Kelly Foundation
Susan & Matt Kluger
Lynn Knox
Randy Komisar & Debra Dunn
Harold LaFont
LaHaye Family Fund
Bonnie & Bob Lange
Loewenstern Fund
David Longshore
Merrilyn Marker
Claudia Marshall
Mary Maselli
Carol Maynard
Mary Ann McCamant
Linda Moore
George & Linda Moran
Glenda Murray
Native Daughters of the Golden West
Pamela E. Nelson
Network for Good
Richard Palm
Les & Nini Pelio
Janet Perry
Shirley & Howard Pickle
Anne Rogers
Andy & Gary Rowe
Harry Rowe
Ray Rowell
Santa Cruz County Bank
James Scalsas
Scotts Valley Host Lions Club
Sharanam Foundation

Friends of Hospice Donors

Our Angel Circle program generates a reliable funding stream vital to our community programs. There are many ways to be a part of it.

**ANGELS** contribute $1,000+ annually for three years

**GUARDIAN ANGELS** contribute $2,500+ annually for three years

**PEDIATRIC ANGELS** invest $5,000+ annually for three years to support our Concurrent Care for Children program

**PERPETUAL ANGELS** are all-in with an annual $1,000+ gift in perpetuity

**PERPETUAL GUARDIAN ANGELS** donate $2,500+ each year in perpetuity

If you’re inspired to give in this way, contact Sigfrid Garman
sgarman@hospicesantacruz.org

(Continued)
$1,000-$4,999 (continued)
Sigma Alpha of Omega Nu of Santa Cruz
Carolyn Stephensen
Robert Stolich
Lynda Streeter
Sutter Health ♥
Keri Swenson
Mark Tarantino
Michael Ulwelling
April Vollmer
Nancy & Hank Wempe
Suzanne Wilson
George & Lois Wolfe ♥
Marian Zeidler ♥

$500-$999
Aromas Bible Church
Dean Austin
Yong Bai
Clifford Barrett
Theresa Bush
Ann Butler
Karen & Joe Calcagno
Frank & Susan Capurro
Debby Carroll
City of Capitola
Congregational Church of Soquel Women’s Fellowship
John Cook
Tom Cooper
Renwick Curry & Nancy Knudegard
Sudhir Dass – Perfect Lotus Fund
Beverly Douglas
Bob Early
Donelle Ehritt & Don Gartner ♥
Geoff & Sandy Eisenberg
Dianne Field
Kelley Filbin
Kathy & Bill FitzGerald
Anne Friscia
Susan Gorsky
Matt & Beth Hansman
William Henning
Ann & Bob Hestand
Sally & Frank Hewitt
Danny Hill
Sylvia Holdeman
Thomas Holland
Laurie & Peter Hunkel
Darrell Johnson
Glenn Joy & Kathy Willott
Terry Karima
Patrick Kelleher
Pat Krueger
Karen Kulvin
Camille & Bruce Laclergue
Jane Lear-Myers
Thomas A. Lehrer
Betty Leonard Trust
Richard Linzer
Eleanor Littman
David Logan
Gerry & Bonnie Lund ♥
Joe Marvin
Maureen McLean
Dee McRobie
Michael W. Milward & Ellen Vogt
Helen Mitchell
Pam Moriarty
Linda Murphy ♥
Kelly & Maria Nesheim
Ms. Amy R. Newell
Rebecca Nolan
Vincent & Anna Oberst
Martina & Will O’Sullivan
Tom Patten
Helen Pere
Rhonda Peters Murray
Plumbers, Steamfitters & Refrigeration Fitters
Ann Carney Pomper
James Poth
Cindy Ranii & Shelly James
Philip Rice
Elio & Joy Rodoni
Dorothy Ruby
Cherri Rupert-Canfield
Frank & Carol Saveria ♥
Ruth & Walter Schillinger
David Searle-White
Bill & Brigid Simpkins
Barbara & Ron Sissom ♥
Brian Standbury
Lila Steiner
Lawrence Tartaglino
Jan Taylor
Kent Thompson, M.D.
Donald D. Wacks
Nicholas West
Thomas Windsor

$250-$499
David & Carla Adams
Mahlon Aldridge
Don & Lynne Allegri
AmazonSmile Foundation
Ed & Kathy Banks
Mary Bannister
Marilynn L. Bastian
Tandy Beal & Jon Scoville
James Bennett
Patricia Blanchette
Lillian Bombardieri
Gary Bonanno
Sue & Michael Brandy
Francie Brewster & Judy Galvan
Bright Funds Member Donation
Ann & Jerry Brohmer
Dr. and Mrs. John C. Brokaw
Margaret Brose
Mindi & Paul Broughton
Michael & Eslie Brown
W Perry Bryant
John & Valerie Burke
Penelope Carless
Sara Cassady
Brian Cayton
Teresa Chapman
Terry Cleary
Tamyra Code Rice
Yvonne Coombs
Teresa Corwin
Michael & Theresa Coyle
Gerald Cummings
Cypress Ag Consulting
Kelly Davis
Deirdre Devlin
Laura Diem
Nancy Dilloughery
Sharon Dirnberger
Steven & Laurie Dobler
Larry & Kathleen Dubia
Susana Duto
Jennifer Eisele
Ann English
Michele & Peter Estrin-Gelblum
Daniel Facciola
Bonnie Faraola
Jack Farr
René Fleming
Elizabeth Fohs
Deo Frutuoso
Jean & Pete Gergen
Steven Goldblatt
Green Mountain Foundation/Maple House
Kathilie Gruggett
Paul T. Hanson
Harper Street Ink
Amy Harrington
Marla Henry
Richard M. Hough
Dorothy Hyde
Marilyn Hyde
IBM Employee Services Center
Mary Ellen Irons
Matt Jackson
Chris & Karen Johnson
Joy Family Foundation
Mark & Sharon Jurach
Susan Kerr
Janet King
Lynn Krueger
Karen Kurokawa
Terrie Landini
Sam Lazarakis
Cornell & Bill Littell
Benjamin & Ilse Lopes
Merrill J. Malvini
Michael & Kimarie Manfre
Frank McGuire
Nancy McNulty
Chuck Michaelis
Deborah Milner
Janice Mitchell
Monterey County Regional Fire District
John & Judy Moore
Martin Morey
Susan Mullin
Joyce Muse
Aryeh Nanas
Gary Nelson
Robert Nelson
Bruce & Kris Neustadter
Lisa Noble
Lance Nottle
Steve Oneto
Nancy Orr-Depner
Zane & Holly Ota
Randy Parker
Greg Pavlovich
Elizabeth Payne
Glenn & Joyce Pearce
Dianne & Stephen Pereira
Florence Perry
Peter Pozanski
Carl Primavera
The Progressive Insurance Foundation
Patricia Quinn-Williams
Chris Rector
Patricia Reinecke
Ziggy Rendler-Bregman & Jesse Bregman
Robert Ridder
Sylvia Rogers
Lucy Romero
Mark & Karen Sambrailo
Judy Scarabello
Rhonda Schlosser
Seascape Women’s Golf Club
Alison Lynn Slynmen
Cheryl Smelt
Gary & Barbara Smith
Sheila Smith
Shirley & Jim Spain
Berdell & Mike Spellman
Sherri Spencer
Howard Spruit
Malio Stagnaro
Arlene Steele
Samuel & Patricia Stevens
Ellen Stuck
Tom & Sally Suchevits
Nancy Talley
Vicky Tamashiro
Stan & Fran Taylor
Jan & Fred Tomlinson
Judy Treuge
Irina R. Vega
Leon Ventura
Claire Vilhauer
Vilhauer Family Trust
Mark & Nancy Wainer
Tim Wainer
Dick & Phyllis Wasserstrom
William B. Weston, Jr.
Sheila Wickens & Roger Bach
Linda J. Wilshusen & Rock Pfotenhauer
Susan Lisa Winblad Nelson
Mike Wittmann
Robert Woodruff
Donna Ziel

Circle of Care
Leslie & Richard Andrews
Gerald Brown
Mary Caravalho
Barbara Collins
Carol Ferris
Ken Helms & Kimberly Hallinan
Mary James
Lynne Lundy
Cynthia Margolin & Michael Bentzen
Kerry Njust
Sigolène Ortega
Ann Russell
Jana Thomsen
Earl White

Members of the Circle of Care participate in the convenience of monthly giving.
Legacy Circle
Richard & Lani (Snyder) Adams
Toby & Michael Alexander
Judith Allen & Susan Seaburg
Rosemary L. Anderson
Anonymous
Anonymous
Anonymous
Susan Brooks
Lynne Caldwell
Dr. Agnes Chien & Dr. Howard Nelson
Leah Clark
Richard & Ginny Clark
Cathy Conway & Soma Goresky
Mary Culley & Scott Smith
Cara DeSimone
Sharon D. Dirnberger
Susan Donatelli
Linda Donovan
Herb & Nancy Eder
David & Babs Farrell
Ronaele Findley
Wilma Gawthrop
Margaret Gordon
Kathleen & Kent Grave
Ken Haber
Amy & David Harrington
Ann & Bob Hestand
Kathleen Hughes & Kate McGirr
Pamela Kangas
Marcia Keith
David & Sharon Kluger
Cynthia Margolin
Louise McKenna
Pamela E. Nelson
Sharon Parker
Ann Carney Pomper
Susan Punches
Alan Ritch
Ed & Norma Sacks
Kathie Sinor
Ginny Solari Mazry
Stephanie A. Suglian Trust
Diane Syrcle
Gail Thrift
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.
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 proud of 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. We couldn’t do this work without your ongoing support and contributions.

We are Grateful for You

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
- Donate Your Vehicle

For information about giving, contact:
Jennifer Drummond,
Director of Development
jdrummond@hospicesantacruz.org