



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



We are

Dedicated to Care

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
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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.

1,049

Hospice Patients Served

207

Patients Received
Transitional &
Palliative Care

2,602

Community Grief Support
Sessions Provided

205

Veterans Served

1,448

Volunteer Visitor Hours
Supported Patients,
Caregivers, and Families

1,161

Music Therapy
Sessions Provided

1,996

Telehealth Sessions
Provided

758

Community Education
Event Attendees

8

Children Received
Concurrent Care

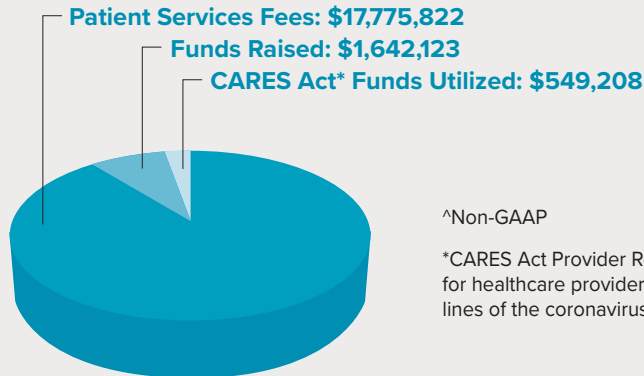
We are

True to Our Mission

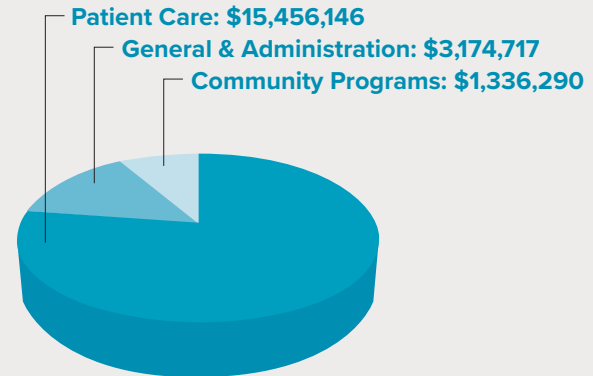
Our work is guided by our nonprofit mission to serve all community members and encircle those facing the end of life with comfort, compassion, and expertise. All decisions, strategies, and programs have a singular focus: doing what's best for patients and families by providing exceptional care and guidance. 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



Expense – \$19,967,153



^Non-GAAP

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

We are Honored to Serve

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.

HOSPICE
HONORS

**2019 2020 2021 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

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.

— We are — Devoted to the Entire Family

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



We are Humbled by Your Generosity

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


Michael K. McCawley
 Barbara McIntyre 
 Carolyn & PJ Mecozzi
 Leta Miller
 Marilyn Miller
 Julia Muennich Cowell & Earl Cowell
 Daisy Nuñez
 Ann Carney Pomper
 Susan Punches
 Donna Ramos & Douglas Brouwer 
 Gloria & Eric Reed
 Ed & Norma Sacks 
 Karl & Lisa Segnitz
 Adam & Adina Shore
 Susanne Short
 Ruth E. Smith
 Elaine-Maryse Solari
 Ginny Solari Mazry 
 Stephanie Suglian 
 Diane Syrcle & Susan Leo
 Sharon Tapper & James Spiegel
 Tim & Nicole Ulen
 Rachel Wedeen 
 Esther Wilson


\$1,000-\$4,999

Michael Abbett
 Anonymous Givers Charitable
 Foundation
 Anonymous
 Ave Maria Memorial Chapel

 **Friends of Hospice Donors**


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
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Sara & Tom Karn
 Jean & Ed Kelly Foundation
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 Lynn Knox 
 Randy Komisar & Debra Dunn
 Harold LaFont 
 LaHaye Family Fund
 Bonnie & Bob Lange
 Loewenstern Fund
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 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

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 Ehrirt & Don Gartner ♥
Geoff & Sandy Eisenberg
Dianne Field
Kelley Filbin
Kathy & Bill FitzGerald
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Susan Gorsky
Matt & Beth Hansman
William Henning
Ann & Bob Hestand
Sally & Frank Hewitt
Danny Hill
Sylvia Holderman
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
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Joe Marvin
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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 Pera
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 Standsbury
Lila Steiner
Lawrence Tartagliano
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
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Mary Bannister
Marilynn L. Bastian
Tandy Beal & Jon Scoville
James Bennett
Patricia Blanchette
Lillian Bombardieri
Gary Bonanno
Sue & Michael Brandy
Francie Brewster & Judy Galvan
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Dr. and Mrs. John C. Brokaw
Margaret Brose
Mindi & Paul Broughton
Michael & Elsie Brown
W Perry Bryant
John & Valerie Burke
Penelope Carless
Sara Cassidy
Brian Cayton
Teresa Chapman
Terryl Cleary
Tamyra Code Rice
Yvonne Coombs
Teresa Corwin
Michael & Theresa Coyle
Gerald Cummings
Cypress Ag Consulting
Kelly Davis

Deirdre Devlin
Laura Diem
Nancy Dilloughery
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Steven & Laurie Dobler
Larry & Kathleen Dubia
Susana Dutro
Jennifer Eisele
Ann English
Michele & Peter Estrin-Gelblum
Daniel Facciola
Bonnie Faraola
Jack Farr
Renne 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 Slymen
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 Suchevis
Nancy Talley
Vicky Tamashiro
Stan & Fran Taylor
Jan & Fred Tomlinson
Judy Treuge
Irma 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 Pfothenhauer
Susan Lisa Winblad Nelson ♥
Mike Wittmann
Robert Woodruff
Donna Ziel

Circle of Care

Leslie & Richard Andrews
Gerald Brown
Mary Carvalho
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
Ronaee 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 Panches
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.**



We are Grateful for You

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.

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










HOSPICE
OF SANTA CRUZ COUNTY

940 Disc Drive
Scotts Valley, CA 95066
831 430 3000
www.hospicesantacruz.org

Non-Profit Org
U.S. Postage
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Santa Cruz, CA
Permit #142

Address Service Requested

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

Name
Address
State, City Zip