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### **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.

Quality is not an act; it is a habit."

### **Leading our Region with Quality Care**

As we look back on this last year, I am so proud of how our staff was able to deliver the highest quality hospice and palliative care in our region.

As part of the Hospice Medicare Benefit, all hospices are rated by family caregivers on things like timeliness of care, pain management, teaching family members to care for their loved one, and emotional support. We are proud to have higher quality scores than any other hospice in our region. This year, we received HEALTHCAREfirst's prestigious Hospice Honors award for quality for the fourth year in a row.

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We believe it's important that all people have access to exceptional end-of-life care. This past year we partnered with Watsonville Community Hospital to provide palliative consultations so families could make informed healthcare decisions as the end of life drew near. We expanded our reach within the Latino community by launching a Spanish-language website, participating in interviews on Spanish-language radio stations, partnering with the Watsonville Film Festival's Dia de los Muertos events, and co-hosting a Spanish-language webinar with the Hospice Giving Foundation to support Latina caregivers.

While it's important to celebrate these successes, we will continue to look for innovative ways to meet the needs of all people facing serious illness and end of life. I am moved by the importance of this human connection. We continue to be thankful for your support.

With gratitude,

Cathy Conway, CEO

### **Our Year in Numbers**



992
HOSPICE patients



conncurrent care PEDIATRIC patients



1,280
MUSIC
THERAPY
sessions



2,269
people
educated
about
ADVANCED
HEALTHCARE
PLANNING



176
TRANSITIONAL & PALLIATIVE care patients



2,124
VOLUNTEER visitor hours



3,620
GRIEF
SUPPORT



143
PALLIATIVE consultations



47
new
VOLUNTEERS
trained



youth at CAMP ERIN



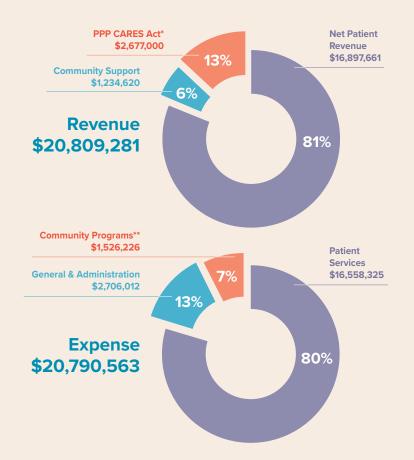
**170**VETERANS served

# Putting our money where our mission is

As a nonprofit hospice, being careful stewards of our revenue is imperative so we can achieve our mission to support those facing end of life and grief with comfort, compassion, and expertise.

For more than 40 years we have been afforded the opportunity to provide community programs—like palliative care, grief support, music therapy, and community education—because of the generosity of our community. Together, we can continue this work to help ease the burden on families during some of life's most difficult moments.

- \* CARES Act Provider Relief Fund for healthcare providers on the front lines of the COVID response
- \*\* Grief support, Camp Erin, palliative care, music therapy, and community education
- ^ Non-GAAP Financial Report July 1, 2021-June 30, 2022



# **Driven by Quality**

Our most important goal is to provide the very best care to our patients and their families, with consistency and compassion.

For the fourth year in a row, we have received the Hospice Honors award from HEALTHCAREfirst, awarded to hospices who continuously provide the highest level of quality, as measured from the caregiver's point of view, and score above the national average in at least 20 of 24 questions. We exceeded every other hospice serving Santa Cruz and Monterey counties as well.

# **HOSPICE**

**HONORS** 

2019 2020 2021 2022 AWARD OF EXCELLENCE



Use this QR code to see how we compare to other hospices.

# Quality means doing it right when no one is looking." - HENRY FORD

Highlights	Hospice of Santa Cruz County	National average	All other hospices in SC and Monterey counties— average
Overall rating	89%	81%	<b>75</b> %
Getting timely help	82%	78%	69%
Willing to recommend this hospice	95%	84%	80%

**Quality Scores as reported by Medicare** 

# **Making community connections**

We are committed to creating equity in end-of-life care for all members of our community. This year deepened our relationships in the Latino community through listening groups, partnerships, media interviews, community events, and strengthening bilingual/bicultural staff and board membership. Through Spanish-language webinars we were able to connect with family caregivers to explore cultural misperceptions about what hospice is and beliefs and expectations that prevent families from seeking support while caring for loved ones with serious illness.







# We appreciate you now more than ever!

One of the best parts of this year was the return to in-person events. Perhaps one silver lining of the pandemic is a newfound appreciation for one of life's simplest pleasures—human interaction and the feeling of well-being it can bring.



**Redwood Grove Memorial Wall Celebration** 



## We extend our most heartfelt thanks to each and every one of you

#### \$50,000 or more

Community Foundation Santa Cruz County Estate of Donald & Diana Cooper Hospice Giving Foundation

### \$25.000-\$49.999

Anonymous Caroline's Non Profit Thrift Shop Kaiser Permanente Northern California Community Benefit Programs Monterey Peninsula Foundation, host of the Pebble Beach Pro-Am Rowland & Pat Rebele Mary Solari

#### \$10.000-\$24.999 Linda Donovan

Andrea London Mike & Bertie McElrov Don Mungai The Nicholson Family Foundation Frank & Zoe Ann Orr Fund Paiaro Valley Community Health Trust Santa Cruz Cancer Benefit Group Seascape Women's Golf Club Subaru of America, Inc. Gail & Edgar Thrift Karen Wallace

Sudhir Dass - Perfect Lotus Fund

### \$5,000-\$9,999

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### Angel Circle (\$1,000-\$5,000)

Holly Alexander Toby & Michael Alexander Michael & Kalena Allard Judith Allen & Susan Seaburg Anonymous > Anonymous Linda Barsanti-Downing & Dwavne Downing Kimberlee & Aaron Bartlev Alice Benet Dale Bishop, MD Barbara Black V Marilyn & Drew Calciano V Camille Chase Dr. Agnes Chien & Dr. Howard Nelson V Ceil Cirillo Richard & Ginny Clark

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We make a living by what we get. We make a life by what we give." - WINSTON CHURCHILL Margaret Gordon ♥ ► Ken Haber W Kathleen R. Hughes & Kate McGirr Judi & Philip Humble Marilyn & Keith Humphrey Tim & Pam Humphreys Carolyn Hyatt < Fred & JoLvnne Jones Susan Kamprath Pam Kangas Robert Kaswen Bob Katz & Leola Lapides-Katz David & Sharon Kluger Lvnn Knox Rachel Kuo Bob & Bonnie Lange Joyce & Vincent LoFranco Mary Maselli Michael McCawley Barbara McIntvre Leta Miller Marilvn Miller Julia Muennich Cowell & Earl Cowell > Daisy Nuñez Susan Punches W Donna Ramos & Douglas Brouwer > Gloria & Fric Reed Fd & Norma Sacks Karl & Lisa Segnitz Adam & Adina Shore Susanne Short Ruth F Smith Ginny Solari Mazry V

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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

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Mary Caravalho Barbara Collins Carol Ferris Mary James Lynne Lundy Cynthia Margolin & Michael Bentzen Francesco Miraglia Ann Russell Ann T Russell Jana Thomsen Cramer Toth

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

### **Legacy Circle**

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Anonymous Anonymous Susan Brooks Lvnne Caldwell

Dr. Agnes Chien & Dr. Howard Nelson V Leah Clark

Richard & Ginny Clark V Cathy Conway & Soma Goresky V Mary Culley & Scott Smith Cara DeSimone Sharon D. Dirnberger Susan Donatelli Linda Donovan Herb & Nancy Eder Babs Farrell Ronaele Findley Wilma Gawthrop

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Pamela Kangas

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George & Lois Wolfe V

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.

Patti Traugott

David Trumper

Sherman M. Unell

### Your gifts matter

Your generosity makes incredible things happen. When you give, you enable us to walk alongside each patient, each family, each loved one as they face their own unique journey. Because of you, we provide music therapy, pet companions and volunteer visitor programs, grief support, charity hospice care, the We Honor Veterans program, and transitional and palliative care services to thousands of people each year. These programs directly impact the quality of our care, because patients and caregivers feel supported.

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

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### **Ways to Give**





O Join Our Circle of Care

Join the Angel Circle

**拠 Leave Your Legacy** 

**☑** IRA Distribution

Donate Your Vehicle

Donate Cryptocurrency

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