Honoring Your Journey Through Quality Care
Board of Directors
Richard J. Clark. *President*
Julia Muennich Cowell, PhD, RN, *Vice President*
Timothy Ulen, *Treasurer*
Cara DeSimone, *Secretary/Parliamentarian*
Michael Allard
Dale Bishop, MD
Katherine Gabriel-Cox, MD
Beth Hansman
David Kluger
Daisy Nuñez
Sigolène Ortega
Sharon Tapper, MD

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."
– ARISTOTLE
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.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospice patients</td>
<td>992</td>
</tr>
<tr>
<td>Transitional &amp; Palliative care</td>
<td>176</td>
</tr>
<tr>
<td>Palliative consultations</td>
<td>143</td>
</tr>
<tr>
<td>Palliative consultations</td>
<td>47</td>
</tr>
<tr>
<td>Concurrent care Pediatric patients</td>
<td>7</td>
</tr>
<tr>
<td>Music therapy sessions</td>
<td>1,280</td>
</tr>
<tr>
<td>People educated about AHP</td>
<td>2,269</td>
</tr>
<tr>
<td>Grief support sessions</td>
<td>3,620</td>
</tr>
<tr>
<td>Volunteer visitor hours</td>
<td>2,124</td>
</tr>
<tr>
<td>Youth at Camp Erin</td>
<td>67</td>
</tr>
<tr>
<td>Veterans served</td>
<td>170</td>
</tr>
</tbody>
</table>
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.

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

Quality means doing it right when no one is looking.” – HENRY FORD

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

Pictured at right is Hospice of Santa Cruz County board member Daisy Nuñez on stage at the Watsonville Film Festival’s Dia de los Muertos event.
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.

Fairways for Kids

Redwood Grove Memorial Wall Celebration
A few highlights from our year...

Camp Erin®

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
Sudhir Dass – Perfect Lotus Fund
Andrea London
Mike & Bertie McElroy
Don Mungai
The Nicholson Family Foundation
Frank & Zoe Ann Orr Fund
Pajaro Valley Community Health Trust
Santa Cruz Cancer Benefit Group
Seascape Women’s Golf Club
Subaru of America, Inc
Gail & Edgar Thrift
Karen Wallace

$5,000-$9,999
Anonymous
Anonymous
The Benevity Community Impact Fund
Mark Chetkovich
Barbara & Miguel Cisneros
Cara DeSimone
Jim Duffy
Eluna
Katie Essegian
Chuck & Susan Hawley
Aren Luo
Ned Nemacheck
Richard Novak
Pipkin Family Foundation
Diana Redfern & Bill Parro
Brad Resetar

Angel Circle ($1,000-$5,000)
Holly Alexander
Toby & Michael Alexander
Michael & Kalena Allard
Judith Allen & Susan Seaburg
Anonymous
Anonymous
Linda Barsanti-Downing & Dwayne Downing
Kimberlee & Aaron Bartley
Alice Benet
Dale Bishop, MD
Barbara 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
Mary Culley & Scott Smith
Jim & Deb deDiego
Donald Dillingham
Linda Donovan
Mark Donovan
Jennifer Drummond
Robbie Dunton
Courtney Faulkner
Alicia Flores
Lisa Flores
Katherine Gabriel-Cox, MD

“We make a living by what we get. We make a life by what we give.” – WINSTON CHURCHILL
Friends of Hospice Donors

**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)
Kiwanis Club of Surf City
Susan & Matt Kluger
Gordon Kobara
Harold LaFont
LaHaye Family Fund
Bonnie & Bob Lange
Jocelyn Levy
Michael & Kimarie Manfre
Andrew & Aimee Martin
Joe Marvin
Gary Meeker
Kathryn Metz Trust
Deborah Molea
Carole Moyer
Joyce Mullen
Linda Murphy & Douglas Lockwood
Robert & Joan Murphy
Pamela Nelson
Virginia Nelson
Kelly & Maria Nesheim
Network for Good
Martina & Will O’Sullivan
Inge Palmer
Cathy Parisie
Petrinovich Pugh & Co LLP
Zephyr Pfotenhauer
Pledgeling Foundation
Janice Ray
Philip Rice
Alan Ritch
Elio & Joy Rodoni
Carl Rom
Ms. Brigitta Ryle
Nhulan Salisian
Santa Cruz Rotary Foundation
SAR Enterprises

Alan Savat
Jim Scalsas
Gayle Scarlette
Sharanam Foundation
Sigma Alpha of Omega Nu of Santa Cruz
Silicon Valley Community Foundation
Barbara & Ron Sissom
Sockshop & Shoe Company
St. John the Baptist Church
Dana Stern
Robert Stolich
Sweet Darling Sales, Inc.
Kent Thompson, MD
United Way of Santa Cruz County
Connie Vasquez
Leon Ventura
Nancy & Hank Wempe
William J Codiga Family Foundation
Esther Woodbridge
Rich & Kathy Woodward

$500-$999
A & A Organic Farms
AmazonSmile Foundation
Aromas Bible Church
Dean Austin
Marcus Bannon
Nancy Bareilles
Shelly Barker
Daniel & Sophie Boel
Margaret Brose
Henrietta Brown
John Bull
Karen & Joe Calcagno
Margaret Campodonico
Frank & Susan Capurro
Paul & Teresa Carrubba
Sandra Chung
Mabel Cole
Terra Collier-Young
Congregational Church of Soquel
Women's Fellowship
Tom Cooper
Kay & Gordon Cumming
Christopher & Nancy Currier
Renwick Curry & Nancy Knudegard
Dermatology Surgical and
Medical Group
Susan Donatelli
Lee & Emily Duffus
Cathleen & Terry Eckhardt
Richard Egelhofer
Cecilia Espinola
Paula & Duf Fischer
Don Fong
Lillian Forcier
Terry Forman
Carla Freccero
Mimi French
Lenny Garcia
Mary Gaukel Forster
Susan Gorsky
Jeffry Havenga
Matt & Beth Hansman
Ann & Bob Hestand
Sally & Frank Hewitt
Sylvia Holderman
Thomas Holland
Laurie & Peter Hunkel
Saundra Isaak
Patrick Jagger
Eva Jamrus

Bob Johnson
Darrell Johnson
Elaine & Frank Kamian
Terrie Landini
Jane Lear-Myers
Gil & Rose Lee
Sandy Lehmkuhl
Donna Lehnhoff
Thomas A. Lehrer
Lowell Family Fund
Dave Mack
James McCamant
Maureen McLean
Chuck Michaelis
Janice Mitchell
Martin Morey
The Moriarty Family Fund
Gary Nelson
Bruce & Kris Neustadter
Nunes Vegetables
Steve Oneto
Randy Parker
Helen Pera
Dianne & Stephen Pereira
Plumbers, Steamfitters &
Refrigeration Fitters
Ann Carney Pomper
James Quist
Diane Resetar
RI Engineering Inc
Donald & Andrea Rich
Rieber-Fohs Accountancy
Robert & Sharon Rittenhouse
Roy & Arlene Roberg
Dorothy Ruby
Debra Ruff

10 HOSPICE OF SANTA CRUZ COUNTY
Santa Cruz County Bank
Santa Cruz Grand Jury
Jessica Schattenberg
Ruth & Walter Schillinger
Marti Selman
Robert Selvi
Sherman and Boone Real Estate
Kathie & Dale Siro
Cheryl Smelt
Brett Smith
Sheila Smith
Archie J. Snider
Shirley & Jim Spain
Jan Spichtig
Gilbert & Mimi Stein
Andrew Sterbenz
Samuel & Patricia Stevens
SWCA Environmental Consultants
Mark Tarantino
Lawrence Tartaglino
Daniel Temple
Jim Thompson
Adelle Tomash
Toyon Research Corp
Judy Treuge
Valley Convalescent Hospital
Gary & Janice Vilhauer
Jacqueline Visher
Jane Ward
Nicholas West
William B. Weston, Jr.
Dr. Thomas and Rosie Windsor
Robert Wolaver
Helene S. Woolsey
Chris Yeh
Judy Zolezzi

$250-$499
Karlyn & Eric Aasen
David & Carla Adams
Cathy Ann Allen
Pat Alvarez
Frank & Kathleen Alviso
Richard Andre
Mel Angel
Rodney R. Atchison
Patricia Aviles
Ed & Kathy Banks
Antoinette Barker
Don & Rita Barker
Marilu L. Bastian
Tandy Beal & Jon Scoville
Bright Funds Member Donation
Gerald Brown
Natascha J. Bruckner
Sarah Burkhart
Penelope Carless
Nancy Cavanaugh
Brian Cayton
Lance & Janet Chisholm
Nancy & Bill Condon
John Cook
Anny & Mark Corley
Gerald Cummings
Dairy CSI Inc
Grace Davis-Marcellino
Robert & Diana Deacon
Sharon D. Dinberger
Helena Dixon
Anne & Ken Dobler
Robin Draper
Steven Edwards
Richard Egelhofer
Geoff & Sandy Eisenberg
Susan & Andy Eshkar
Michele & Peter Estrin-Gelblum
Bonnie Faraola
Jack Farr
Amy & Bert Fleriss
Blu Forman
Janyce Geistdorfer
Jean & Pete Gergen
Roger & Norma Ginter
The Glass Jar, Inc
Charles Gonzales
Green Mountain
Foundation/Maple House
Andrew Griffin
Joan Griffiths
Tim & Lupe Hammill
Harbor Investors
David & Bette Harken
Amy Harrington
Marla Henry
Dorothy Hyde
Marilu Hyde
IBM Employee Services Center
Marcie Ide
Elizabeth Imlay
Robert Imlay
Matt Jackson
Harald Jensen
Gertie M. Johnson
Mabel Kehl
Patricia Kelban
Susan Kerr
Karen Kessinger
Marge & David Kiff
Bethany Klizer
Linda Krassow
Lifespan Care Management Agency
Rachel Limon
Cornell & Bill Littell
Terry Locke-Paddon
Benjamin & Ilse Lopes
Hubert Meike
John Mel
Chris & Doris Melville
Francesco Miraglia
Mission Hill Creamery
Cynthia Mitchell Estate
Thoma & Thomas Mitchell
Ruth Mooney
Katherine Moore
Charlotte Morrison
Lori Munoz
Murcison Giving Fund
Glenda Murray
Pat Namba
Richard Nanas
Matt Nathanson
Robert Nelson
Ms. Amy R. Newell
Lisa Nissim
Sandi & Tim Oliver
Amanda Pancho
Thomas & Katherine Parker
Greg Pavlovich
Laura Pease
Denise Perston
Rhonda Peters Murray
Denise Peterson
Robin Petrie

(Continued)
Shirley & Howard Pickle
Ralph Pike
Elizabeth Porter
Peter Pozanski
Jonathan Prince
The Progressive Insurance Foundation
Bruce Reiss
Ziggy Rendler-Bregman & Jesse Bregman
Scott Roseman & Jasmine Berke
Suzi Rossi
Dennis & Marian Rupp
Safe at Home Senior Care
Santa Cruz County Republican Party
Judy Scarabello
Diane Shaver
Phyllis Shedroff
Nicklaus Smiley
Gary & Barbara Smith
George Smith
Steven & Kris Smith
Susie Southwood
Howard Spruit
Cathy Stefanki & Don Iglesias
Jacci & Tad Sterling
Linda Stone
Superior Alarm Co
Angela Thalls & Neil McKenzie
Richard Thomsen
Annemarie Tomafsky
Jan & Fred Tomlinson
Patti Traugott
David Trumper
Sherman M. Unell
Vakharia-Yeager Fund
Nazario Valdivia
Michael Van Lienden
Carri Wagner
Mark & Nancy Wainer
Tim Wainer
John & Laura Walther
Watsonville Community Hospital
Elizabeth Wee
Peggy Weeden
Mary Wells
Earl White
David Ladd Wilson
Richard Winner
Rita Witmer
Robert Woodruff
Lisa World
Marian Zeidler

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
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
Bonnie & Bob Lange
Cynthia Margolin
Louise McKenna
Gary & Donna Moro
Pamela Nelson
Sharon Parker
Ann Carney Pomper
Susan Punches
Philip Rice
Alan Ritch
Ed & Norma Sacks
Kathie Sinor
Ginny Solari Mazry
Stephanie A. Suglian
Diane Syrle
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.
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
Ways to Give

❤️ Make a One-time Contribution
عباده Make a Tribute Gift
✈️ Join Our Circle of Care
 SQLITE Join the Angel Circle
🚀 Leave Your Legacy
☐ IRA Distribution
🚗 Donate Your Vehicle
 Цена Donate Cryptocurrency

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