



# Hospice by the Bay

Your Non-Profit Community Hospice

ANNUAL REPORT  
2012 - 2013

**BOARD OF DIRECTORS**

Dennis A. Gilardi, *Chair*  
Kenneth Meislin, *Vice Chair*  
Michael R. Dailey, *Treasurer*  
Patricia Kendall, *Secretary*  
Helen L. Abe, CIMA®, CRPC®  
Daniel E. Cohn, J.D.  
Jo Ellen Hylind, RN, MNA  
Michael A. Kadel  
Robert P. Kowal  
Sandra Lew, LCSW, CEO  
William C. Mentzer, Jr., M.D.  
Gerald R. Peters, J.D.  
Robert J. Simon  
Linda B. Simpson  
Mary Taverna, *President Emeritus*  
L. Julius M. Turman, J.D.



**BOARD OPERATIONS COUNCIL**

William C. Mentzer, Jr., M.D., *Chair*  
David Lakes, M.D., *Vice Chair*  
Molly Bourne, M.D.  
Peadar Dalton, LCSW  
Francine Halberg, M.D.  
Bobbie Head, M.D.  
Jo Ellen Hylind, RN, MNA  
Robin Kramer, RN, MS, PNP  
Clinton Lane, M.D.  
Don Lazzaretto, Pharm.D.  
Sandra Lew, LCSW, CEO  
Nicole Lofholm, Pharm.D.  
Paul Lofholm, Pharm.D.  
Rev. Johnathan Logan  
Daniel Maloney, M.D.  
Alan Margolin, M.D.  
Jerry Peters, J.D.  
Linda B. Simpson



**FUNDRAISING BOARD**

Robert J. Simon, *Chair*  
Dennis A. Gilardi  
Tora D. Isi  
Michael A. Kadel  
Nicholas A. Kunst  
Sandra Lew, LCSW, CEO  
Kenneth Meislin

(as of 7/01/13)

As the leading non-profit hospice in the region, our commitment is to people, not profits.



**Placing your money where our mission is.**

That's a value we've held since we were founded in 1975 as the second hospice in America.

We served 2,359 hospice patients this year, 6 percent more than last year. Some patients had no coverage for care or were homeless or indigent.

We also invested more than \$1 million from your gifts and grants to fuel these compassionate programs:

- The first Hospice Care Room in the North Bay in partnership with Sonoma Valley Hospital. (See story page 7.)
- Free or reduced-fee care of nearly \$600,000 delivered to patients in need.
- Grant funding of \$80,000 used to augment care for 166 patients.
- A six percent increase in grief counseling clients, with pro bono care and support equivalent to \$384,000.
- The only Northern California hospice with a dedicated pediatric team caring for terminally ill children and teens.

This year, despite the loss of \$600,000 from congressional sequestration and other Medicare budget cuts, our strategies to contain patient care expenditures have been successful. We are dedicated to preserving our shared values – No one dies alone. No one is turned away.

**What about the future?** We need your support to meet the increasing demand for hospice care, competition from other hospices, and the potential for more government cuts on the horizon. Become a Hospice by the Bay advocate, spread the word about who we are, and give generously.

With your continuing partnership, we will be here to care for all those who need us – for generations to come.

With gratitude,



Sandra Lew, CEO



Dennis Gilardi, Chair, Board of Directors

## Revenue

Reimbursement for hospice care  
and other program revenue **\$32,693,235**

## Contributions

Donations	\$910,108
Planned Gifts	\$954,015
Grants	\$166,832
Events	\$309,262
Retail Sales	\$716,776
	<b>\$3,056,993</b>

## Other

Investment Earnings	\$572,462
Lease Income	\$453,630
Other revenue	\$124,442
	<b>\$1,150,534</b>

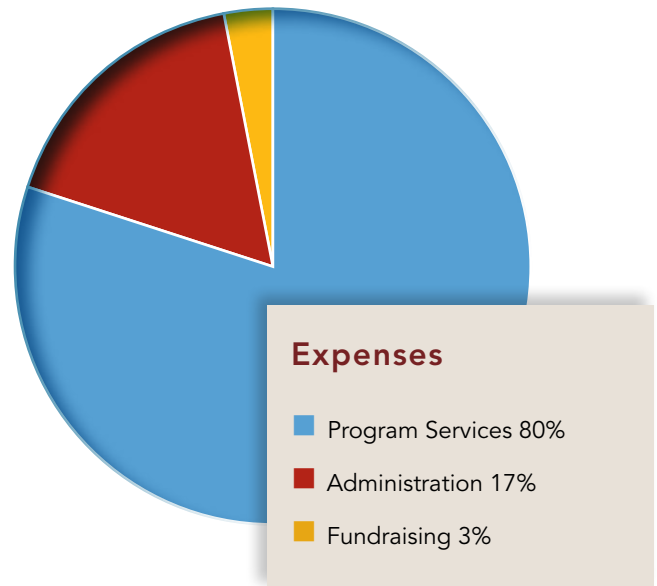
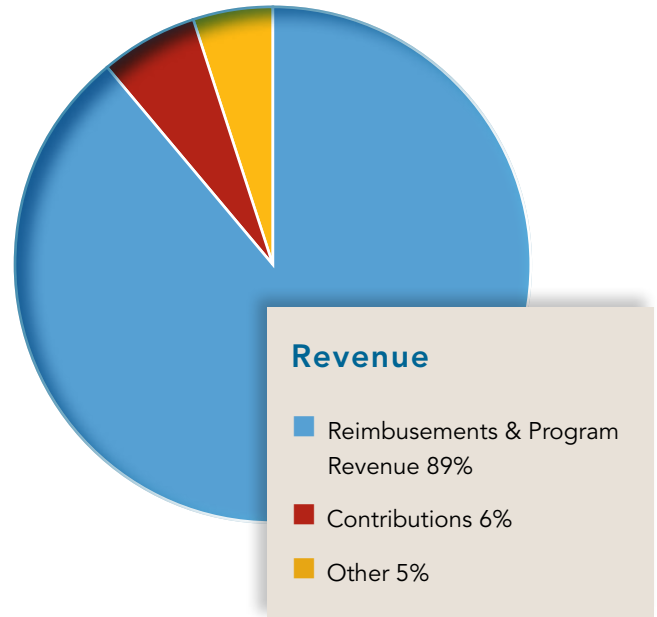
**Total Revenue \$36,900,762**

## Expenses

Program Services	\$25,270,244
Administration	\$5,308,348
Fundraising	\$986,593

**Total Expenses \$31,565,185**

**Change in Net Assets \$5,335,577**



## Volunteer Services

Community members who serve with us continue to be vital to our work. This year's total number of volunteers reached **500**, offering **27,879** hours of support. The dollar value equivalent of their generous gifts of time was **\$674,114**.

## Hospice Care – A Case Study

When someone chooses Hospice by the Bay, our team of compassionate professionals responds. This is what Susan discovered when she called us on behalf of her sister, Ellen, who was living with advanced heart disease.



Soon after the call, our **Admission Nurse** visited Ellen and listened to what her most pressing needs were and answered questions she and Susan had about hospice services.

Our **Medical Director** certified Ellen's eligibility to receive hospice care and worked with her primary physician and our Primary Nurse to immediately address the pain and anxiety she was experiencing.



Our **Primary Nurse** visited Ellen along with Susan who is the primary caregiver. By following Ellen's expressed goals, a care plan was put in place that ensured her comfort and safety.

Being a widow, Ellen was concerned for the emotional welfare of her five children. Our **Social Worker** provided help with final arrangements, a referral for legal assistance, counseling referrals for her children, and a respite care plan was put in place to give Susan a needed break.



A trained **Direct Care Volunteer** visited regularly to run errands and even helped Ellen make scrapbooks of photos that she wanted to leave for her children.

◀ **Dr. Alan Margolin and Dr. Molly Bourne, Hospice by the Bay Medical Directors.**



Our **Home Health Aide** came two to three times a week to assist Ellen with bathing and dressing, and to train Susan on how to reposition Ellen in bed so she would remain comfortable.

---

When Ellen's pain unexpectedly escalated on a Sunday, a worried Susan called Hospice by the Bay and reached a **Resource Nurse** who accessed Ellen's medical information and instructed Susan on how to bring Ellen's pain under control.

---

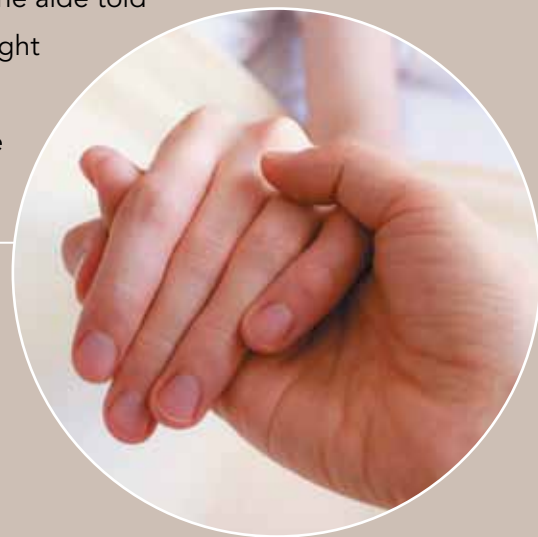
One day Ellen confided to the home health aide that she was feeling sad about her life and questioned her worth as a mother. The aide told Ellen that if she thought that a visit from an

**Interfaith Spiritual Support Counselor** might be helpful, all she needed to do was let Hospice know and it could be arranged.

---

With her pain and anxiety under control and her medical condition stabilized, Ellen was feeling calmer and more at peace. She shared with Susan that she was feeling comforted knowing that her children had the support of Hospice by the Bay and a **Grief Counselor** would continue to support them through the inevitable loss of their mother.

---



Ellen's story is just one example of the thousands of patients that we take care of every year – we strive to meet their unique needs and are honored to bring our very best to every patient.

## “She who gives while she lives knows where it goes.”

When Barbara Meislin lost her seven-year-old daughter in 1967, no hospice services existed to support her. And her feeling of isolation became more devastating when a close friend crossed



the street to avoid talking to her because she felt so frightened by what happened. When Barbara’s brother died in New Jersey in 1988, the hospice movement had started, but was not really a formal organization. She received some support during his illness, which made it easier to cope, but when she suggested comfort measures such as music or therapeutic massage, his nurses could focus only on medical intervention.

When Barbara’s mother died 10 years later in the care of

Hospice by the Bay, she found what she refers to as her “bridge over troubled water.” Knowing her mother was in very skilled and caring hands enabled Barbara to be fully present for her mother emotionally. It was then that Barbara, affectionately known as the Purple Lady of Tiburon, promised herself she would always be present to lend support to others travelling alone on the painful journey of losing a loved one.

Barbara established the **Purple Lady Compassionate Caring Endowment** at Hospice by the Bay to support hospice services benefiting children and patients residing in skilled nursing facilities. When an endowed gift is received, an annual distribution is made for the purpose the donor designates. Because the principal remains intact, the fund will generate support in perpetuity. Barbara’s exceptionally generous gift ensures that programs for hospice care will be here for many generations to come. But, she adds, perhaps her most valuable gift has been Kenneth Meislin, her son who has served on the Hospice by the Bay Board with genuine dedication for many years.

## Why Ongoing Support is Needed

**2359**

The number of patients cared for in the last fiscal year – a 6% increase.

**0**

No one is turned away due to their inability to pay for hospice services.

**61%**

The increase in patients served through our *Charity Care* program in the 2012-13 fiscal year. The cost of their care was covered entirely by Hospice by the Bay.

**65+**

83% of patients receiving hospice care in the U.S. were 65 or older in 2012. This age group will comprise our largest population segment in the future.

**5**

The average age of children with life-threatening illness cared for by our dedicated pediatric team.

**\$14.6 million**

Six months of operating expenses. Sufficient cash reserves ensure continuity of Hospice by the Bay’s patient services.

# Community and Corporate Donors Make All the Difference

We are deeply grateful for our community's financial support. The following individuals and businesses were especially supportive during the Fiscal Year July 1, 2012 – June 30, 2013. **\*\*Legacy Gift**

Mr. and Mrs. Ted Abe  
Mrs. Corinne W. Abel  
Ms. Aloha Ailes\*\*  
Mrs. Jane Allen  
Mr. Donald Alt  
Mrs. Shirley J. Alvey\*\*  
Anonymous  
Mrs. Mildred Antrobus\*\*  
Mr. Mario Aquilino  
Arcadia Home Care and Staffing  
Autodesk, Inc.  
Ms. Anne Bakar  
Bank of America Merrill Lynch  
Bank of the West  
Mr. and Mrs. Robert K. Battaglia  
Ms. Ida Baugh and  
Mr. John Harrington  
Bay Area Cremation & Funeral  
Service  
Bay Street Helping Hands  
Ms. Katherine M. Beacock  
Ms. Virginia A. Behm  
Mr. and Mrs. David H. Berg  
Theodore C. Bernard\*\*  
Mr. and Mrs. Robert L. Bilger  
Mr. and Mrs. Steve J. Blumenthal  
Mrs. Shelley K. Bolick  
Bon Air Center  
Dr. Margaret Bourne, M.D.  
Mr. and Mrs. Andrew V. Bradley, Jr.  
Mr. and Mrs. Bill Brinton  
Brown & Brown Insurance Services  
of California, Inc.  
Brownrigg Charitable Trust  
Mr. Daniel R. Burke and  
Dr. Deidre Burke  
Bunker & Company LLP  
Mr. Donald F. Casey\*\*  
Mrs. Ellen Caulfield  
Mr. and Mrs. Romain Cherbero  
Mr. and Mrs. Randy Cherner  
Mr. and Mrs. Thomas J. Coates  
Mr. John T. Collins  
Dr. and Mrs. John Compton  
Mr. Stone D. Coxhead  
Ms. Rosemary Cozzo  
C.P.A. Valet  
CMI  
Mr. and Mrs. Peter L. Crudo  
Mr. Michael R. Dailey and  
Ms. Liz Marks  
Rev. and Mrs. Peadar Dalton  
Mrs. Judith Davis  
Ms. Lana Davis  
Mr. and Mrs. Michael Dean  
Mr. Paul H. Debes\*\*  
Ms. Carol M. Del Sarto  
Mrs. Eva M. Deleuze  
Mr. Edward W. Dennin\*\*  
Mr. Clifford Detz  
Diageo Chateau & Estate Wines  
Mr. and Mrs. James P. Donahue  
Eldercare Specialists, LLC  
Enterprise Fleet Management  
Mr. John H. Erdmann  
Janet and Del Evans  
Dr. and Mrs. Richard Evans  
Mrs. Barbara J. Farley  
Ms. Lynn Fey

Mr. Richard M. Fisch\*\*  
Dr. J. Ronald Fisher  
Mr. Eric C. Forbes  
Mrs. Marilynne Forgonson and  
Ms. Carolynne Knoles  
Mr. and Mrs. John Murray Fox  
Freeman, Sullivan & Co.  
Friends of Hospice  
Mr. and Mrs. Thibault Fulconis  
Mr. Eugene A. Fuller, Jr.\*\*  
Dr. and Mrs. Richard E. Geist  
Mr. and Mrs. Stephen S. George  
Dennis and Susan Gilardi  
Gilardi & Company  
Mr. and Mrs. Steve Giandomenica  
Mr. Thomas Given  
Ms. Joanne Golas  
Mr. and Mrs. Charles Goodman  
Mr. Kenith A. Goodman  
Dr. Lenore J. Gordon-Kokjer  
Ms. Astrea Gorin\*\*  
Mr. and Mrs. Kenneth Gosliner  
Mr. John Gouldthorpe  
Ms. Lorene Greenblat\*\*  
Mr. and Mrs. Frank P. Greene  
Mr. and Mrs. Holt Greene  
Hanson Bridgett LLP  
Ms. Nicole Harris  
Mr. Larry Harrison  
The Hartford  
Mr. Timothy D. Hayes  
Ms. Wanda Headrick  
Mr. James B. Henderson  
Mr. Robert C. Herring  
Dr. Leo A. Hoefler and  
Mrs. Eleanor Werner  
Mr. Kenneth Howard\*\*  
Mrs. Sandra Howard  
Mr. and Mrs. William D. Hutchinson  
Estate of Arlene A. Hynes\*\*  
Ms. Lillian A. Jackson  
Mr. John J. Jeffrey  
Jerry Thompson & Sons Painting  
**Jewish Community Endowment  
Fund, Donor Advised Fund of The  
Jewish Community Federation  
of San Francisco, the Peninsula,  
Marin and Sonoma Counties  
Bacharach-Arnone Philanthropic  
Fund**  
Mr. and Mrs. Melvyn I. Mark  
Ron and Sydney Bushman  
Philanthropic Fund  
Mr. and Mrs. Michael John  
Mr. and Mrs. Stephen P. Johnson  
Ms. Judith Jonas and  
Mr. Arthur Barlow  
Mr. and Mrs. Wayne E. Jones  
Mr. Shiraz R. Kaderali  
Kaiser Permanente San Rafael  
Col. and Mrs. Robert V. Kane  
Mr. and Mrs. Donald J. Kelleher  
Ms. Patricia Kendall  
Mr. and Mrs. James R. Kennedy  
Mr. Peter C. Kerner  
Mr. Morton D. Kirsch  
Mr. and Mrs. Jeffrey D. Kirshbaum  
Mrs. Maria Kivel  
Mrs. Nina Kjellson

The Klinger Family  
Ms. Esther R. Klippel\*\*  
Mr. Robert P. Kowal and  
Mr. Mark E. Sipes  
Kunst Bros. Painting Contractor, Inc.  
Mr. Paul O. Lamphere  
Mrs. Jackie Langsam  
Mr. and Mrs. Richard Lawrence  
Ms. Mei Yung Lee and  
Mr. Ralph Maiano  
Dr. and Mrs. Donald E. Leisey  
Ms. Sandra Lew and Mr. Ira Pollack  
Ms. Jessica Lewin  
Mr. and Mrs. Stuart D. Lum  
Ms. Susan N. Malone  
**Marin Community Foundation,  
Donor Advised Funds**  
John E. and Helen K. Cahill Fund  
Lynn Woodward Fund  
Margaret E. Haas Family Fund  
Purple Lady/Barbara J. Meislin  
Fund  
Mr. and Mrs. Lotfollah Mansouri  
Marin General Hospital  
Marin Sonoma Concours d'Elegance  
Mr. and Mrs. Stan Mattison  
Mrs. Barbara C. McCullough  
Mr. and Mrs. Michael McDermott  
Mr. and Mrs. Kenneth Meislin  
Dr. William C. Mentzer, Jr.  
Ms. Barbara Miller  
Mrs. Jane Miller  
Mr. and Mrs. John F. Miller  
Mr. Drew Minter  
Dr. and Mrs. Gary S. Mizono  
Ms. Doris I. Mizuiri  
Mount Tamalpais Mortuary and  
Cemetery  
Mr. Michael J. Muldoon  
Mr. and Mrs. Gary D. Nelson  
Mr. Joaquim Neto  
Mr. and Mrs. Dennis G. Nilan  
Ms. Cynthia A. Niven  
Mr. Ronald W. Noland  
Mr. and Mrs. Cecil J. North, Jr.  
Mr. and Mrs. Brian O'Hara  
Mrs. Susan P. Ohrenschall  
One Legal LLC  
Mrs. Olivia A. Orr  
Mr. and Mrs. David W. Palmer  
Mr. Andrew L. Pansini  
Mrs. Gertrud Parker  
The Pasha Group  
Peet's Coffee & Tea  
Mr. Thomas Persons  
Gerald R. Peters, Esq.  
Ms. Susan Petersen  
Mr. Svend R. Petersen\*\*  
Thomas and Joanne Peterson  
Family Fund  
Mr. and Mrs. William W. Peterson  
Ms. Naomi Porat  
Mr. William S. Price III  
Mr. and Mrs. Gary T. Ragghianti  
Ragghianti | Freitas LLP  
Mr. Jacob Ratinoff  
Mrs. JoAnn Richardson  
Mr. and Mrs. Richard S. Riede  
Mr. and Mrs. Gary Rifkind

Mrs. David D. Ring  
Mr. and Mrs. Richard K. Robbins  
Robert C. Placak & Associates  
Ron Andrews Medical Co., Inc.  
Mrs. Eleanor L. Sade  
Mr. and Mrs. James S. Saffran  
**San Francisco Foundation, Donor  
Advised Funds**  
Mr. and Mrs. Donald W. Davis  
Federlein Family Fund  
Clara-Belle L. Hamilton Core Trust  
Paul and Cassandra Hazen  
Katharine H. Johnson Fund  
Dr. Samuel Scarlett, M.D.  
Ms. Helene Schainbaum  
Mr. and Mrs. Richard H.  
Schoenberger  
Ms. Andrea Schultz  
Mr. Charles Sciaroni  
Ms. Dian D. Scott  
Ms. Olive Sheil\*\*  
**Silicon Valley Community  
Foundation, Donor Advised  
Funds**  
The Frye Family Fund  
Masi-Hancock Fund  
Linda and Kerry Simpson  
Mr. Bob Smith  
Mr. and Mrs. Geoffrey W. Smith  
Mr. and Mrs. Ken Sodo  
Sonoma Market, Inc.  
Ms. Catherine Spanger  
Mrs. Helen Holm Stagg  
Mr. and Mrs. Anthony Stais  
Mrs. Janith M. Steinhart\*\*  
Mr. W. David Stern and  
Ms. June Rubin  
Mr. Eric Sternberger  
Mrs. Francoise Stone  
Mr. Curt Sugiyama  
Mrs. Jeanette Sullivan\*\*  
Michael J. Sullivan, Ph.D.  
Super Pinot, LLC.  
Mrs. Muriel M. Tarrant  
Mr. Paul J. Taubman  
Telekenex  
Steve and Britt Thal  
Mrs. Suzanne Thomas  
TM Financial Forensics, LLC  
Mr. and Mrs. Donald N. Tornberg  
Town Center Corte Madera  
Mr. and Mrs. Victor Tschirky  
Mrs. Ann M. Tunney  
Mrs. Audrey S. Tytus\*\*  
Ms. Sally A. Updike  
Valley of The Moon Vintage Festival  
Mrs. Marion J. Van Wie\*\*  
Villa Marin  
Mr. Denis Viscek  
Mrs. Anna B. Walton  
Mr. Richard Wank  
Mr. and Mrs. Brock Watts  
W. Bradley Electric Inc.  
WHV Investment Management  
Mr. and Mrs. Monroe J. Wingate  
Mr. and Mrs. Paul Winterhalder  
Mr. and Mrs. Tom Wipf  
Zeidman Gift Fund  
Mrs. Anne M. Zucchi

**Marin County**

17 E. Sir Francis Drake Boulevard  
Larkspur, CA 94939 • (415) 927.2273

**San Francisco/Northern San Mateo Counties**

1902 Van Ness Avenue, 2nd Floor  
San Francisco, CA 94109 • (415) 927.2273

**Sonoma County**

190 West Napa Street  
Sonoma, CA 95476 • (707) 935.7504

## Opening the North Bay's First Hospice Care Room



### Grantors and Foundations

The investment made by our foundation funders contributes greatly to our success.

- California Healthcare Foundation
- Frank A. Campini Foundation
- The Cleo Foundation
- Cox Foundation
- William H. Donner Foundation, Inc.
- Enterprise Holdings Foundation
- The Marianne and Albert Figen Foundation
- G. A. G. Charitable Corp.
- The William G. Gilmore Foundation
- Harold J. and Reta Haynes Foundation
- Hilltop Foundation
- The Long Family Foundation
- The Moyer Foundation
- Novato Community Hospital and Sutter Pacific Medical Foundation
- Norman Raab Foundation
- Robison Family Foundation
- Sanderson Family Foundation
- San Francisco Bay Area Affiliate of Susan G. Komen for the Cure
- Alice Shaver Foundation
- Springcreek Foundation
- To Celebrate Life Breast Cancer Foundation
- Unbroken Chain Foundation
- T. B. Walker Foundation
- Mary Wohlford Foundation

**It's a wonderful success story.** With your charitable donations and a grant from Impact 100 Sonoma, in July Hospice by the Bay and Sonoma Valley Hospital opened the North Bay's first dedicated, in-patient Hospice Care Room for our patients during their final days.

The room is both a "home away from home" and a safe haven, private and comfortable, while providing necessary, 24/7 medical care for patients who:

- Don't have someone at home to provide the care they need, or
- Need more intensive attention and care than they can get elsewhere.

Patients who cannot remain at home in their last days don't have to die alone because we're just steps away from the bedside. Your charitable gifts to fund this project have made a real difference in patients' and families' lives. Now that's a success story we can all truly feel good about.



**BANK OF THE WEST**

Bank of the West's Vice Chairman **Thibault Fulconis** and his wife **Adelaide** pose with **Hump-Free** the camel at Midnight at the Oasis, our annual gala held November 2, 2013. Hospice by the Bay gratefully acknowledges Bank of the West as Presenting Sponsor of the gala since 2000.

