



Your Non-Profit Community Hospice

ANNUAL REPORT
2012 - 2013

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(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
	\$3,056,993

Other

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

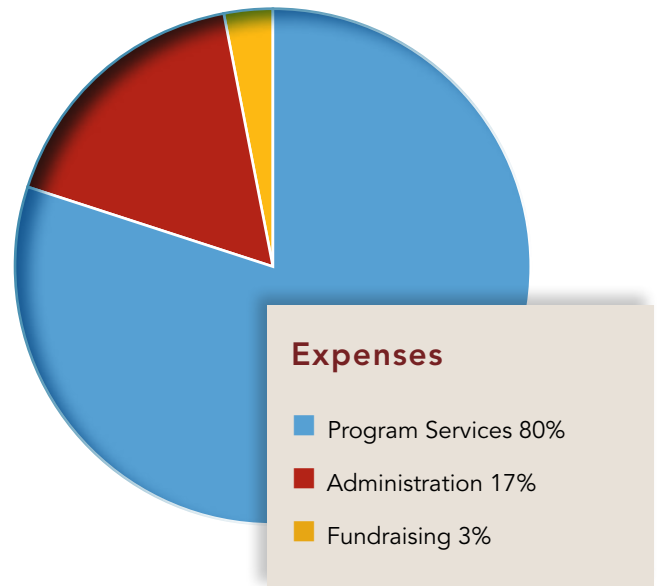
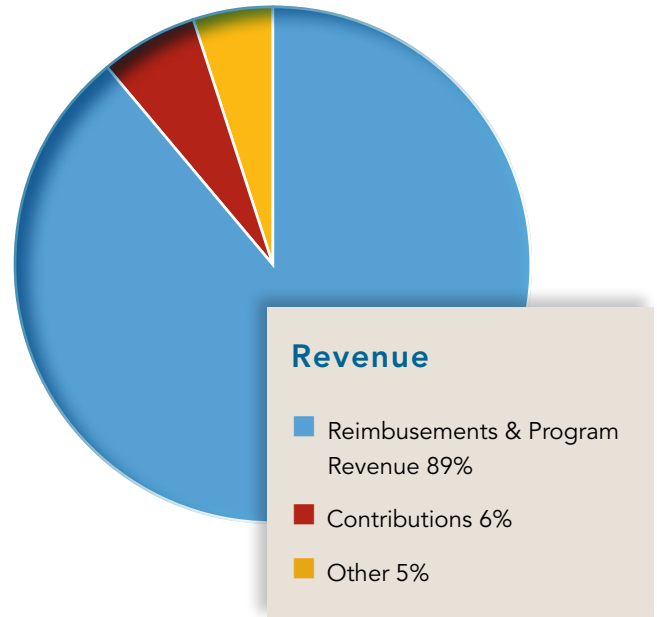
Total Revenue \$36,900,762

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**

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San Francisco, CA 94109 • (415) 927.2273

Sonoma County

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

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

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Opening the North Bay's First Hospice Care Room



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.

