Caring for our Community Today while Preparing for Tomorrow

As an independent non-profit, Hospice by the Bay has a reputation of being responsive to community needs. The 2014-15 fiscal year was no exception. UCSF approached us about adding our hospice care expertise to the services they already provide, and we formed an affiliation in April of 2015.

We served a record 2,601 patients this past year and are currently serving nearly 500 patients every day. This ever increasing demand for hospice services is why we are proud to work alongside UCSF - our region’s top-ranked health care provider.

Our relationship with UCSF does not change our independent status in terms of day-to-day operations, our ability to serve everyone in our region who needs hospice care, or our need to seek community support. It does offer UCSF the ability to better serve their patients from birth to end of life. With both entities sharing skills and knowledge, each organization can reach more patients amidst a rapidly changing health care environment.

Currently Hospice by the Bay is:

• Continuing to invest resources in serving at-risk populations so that all who need care have access to the services they need.

• Responding to a request to expand our Pediatric Program into the East Bay so a major underserved population can better access care.

• Living up to our reputation as a leader in developing new models of care. Our first collaboration with UCSF is a community based pilot Palliative Care program model to start in spring of 2016.

Our future looks bright. Our primary focus will continue to be serving the needs of our patients, their families, and their caregivers. Everyone’s needs are different and we remain committed to providing patient-centered care that meets those needs.

When a patient did not want to leave the rural cabin that had been his home for over forty years, we were able to provide caregiving assistance so he could stay in the surroundings he loved.

When a spouse was caring for her husband while tending to her own serious health needs, we were able to place him in one of our Hospice Care Rooms. He received the care he needed in a home-like setting and she was able to receive support and still be by his side.

We are a responsibly run and fiscally sound organization. To meet the needs of our patients today while preparing for tomorrow requires careful attention to the health care landscape and openness to partnerships. Our most important partnership is with you. You share in our success and we are grateful for your trust in us.

Our sincere thanks,

Kitty Whitaker, RN, MS
Chief Executive Officer

Dennis Gilardi, Chair
Board of Directors
As a non-profit, Hospice by the Bay re-invests our surplus into developing and implementing programs and services that benefit our patients and our community. These include:

- **Caregiving Fund** ($208,786)
- **MATCH Program** (Monitor at the Client’s Home, $142,996)
- **Pediatric Waiver Program** ($111,836)
- **Community Grief Counseling** ($89,736)
- **Hospice Care Rooms** ($86,546)

An operating reserve is maintained to ensure continuity of care during times of economic uncertainty or unforeseen circumstances.

**The need for hospice care continues to grow. We are serving 100 more patients every day than two years ago.**

Community members who serve with us continue to be vital to our work. This year’s total number of volunteers reached **436**, offering **30,657** hours of support. The dollar equivalent of their generous gifts of time was **$807,505**.

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**Revenue**

**Reimbursement**

Hospice care and other program revenue  

**$36,337,961**

**Fundraising**

Planned Gifts  

$2,142,674  

Donations  

$875,066  

Events  

$294,493  

Grants  

$181,400  

**$3,493,633**

**Other**

Retail Sales  

$803,634  

Lease Income  

$656,337  

Investment Earnings  

-$209,671  

**$1,250,300**

**Total Revenue**  

$41,081,894

**Expenses**

Program Services  

$30,340,179  

Administration  

$4,555,307  

Fundraising  

$505,725  

Retail  

$427,950  

**Total Expenses**  

$35,829,161

Change in Net Assets  

$5,252,733

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www.hospicebythebay.org
Hospice by the Bay has fostered strong relationships with other health care providers over the past 40 years. These partnerships allow us to share expertise and resources to continue to provide excellent care to our patients in a cost effective manner. Our Hospice Care Rooms are a perfect example of the benefits that can come from a well-planned community effort that keeps the needs of our patients front and center.

The Hospice Care Room Program is a care option that we co-developed with two of our health care partners, Sonoma Valley Hospital in Sonoma County and The Tamalpais Senior Living Community in Marin County. The program is a success because of our community funding partners: donations from individuals and grants from private, corporate and community foundations.

The Hospice Care Room meets a critical need for patients who either live alone or live with a loved one who also may have health challenges and need more support. It is also a helpful option for those who have serious symptoms that cannot be managed at home. The room itself is designed to be as soothing and home-like as possible. Friends and family members benefit as well since they know their loved one is cared for in a safe and nurturing environment. It is an ideal care option for patients like Sam and his wife, Alice.

Alice and Sam have been married for over 60 years and have no children. Sam, 89, has late stage Alzheimer’s Disease and a chronic lung condition. He is receiving routine hospice care at home. They live on a meager fixed income and Alice is his sole caregiver. At 86 years of age she is committed to being there for him. The Hospice by the Bay care team monitors Sam’s symptoms to keep his condition stable. Before Sam and Alice experienced the benefits of hospice care, if he had a bout of shortness of breath, Alice would have to call 911 and Sam would be taken to the Emergency Department and sometimes admitted to the
hospital. Now, on hospice care, he has regular visits from his nurse, social worker and hospice aide, minimizing the likelihood of a trip to the hospital.

When our social worker stopped in for a regular visit, he noticed that Alice was moving slower than the week before and had a slight limp. When he asked about it, Alice confided in him that she may have strained her back helping Sam the night before. Alice knew, with his increasing anxiety, he would need more care at home. They could not afford to hire caregivers and she was worried about who would care for Sam if she was physically unable to. Our social worker told Alice about the possibility of placing Sam in one of our Hospice Care Rooms. There Sam received the medical and emotional care he needed in a skilled facility with a comfortable home-like environment and Alice was still at his bedside.

While in the Hospice Care Room, if Sam’s breathing suddenly worsened, both the staff on the skilled unit and the hospice care team can bring that symptom under control. Alice has peace of mind knowing he is getting the care he needs. She also receives support from Hospice by the Bay’s team.

Without the Hospice Care Room, when Sam’s condition worsened, hospitalization would be the best option. A hospital stay would cost about $4,000 + per day. With the Hospice Care Room option, Sam had access to both the hospice and skilled unit staff who addressed his more serious symptoms without hospitalization. Thanks to our collaborative partners, Sam’s care in the Hospice Care Room costs about $700 dollars a day.

As a long standing community oriented agency, not-for-profit Hospice by the Bay is in a unique position. We have trusting partnerships with other health care providers who share our commitment to patient centered care, and we have loyal supporters who value the same commitment to quality health care. It is this combination that gives us the ability to provide a high level of care to those who come to us needing support and comfort in the final phase of their lives.

NEW PUBLICATION BY HOSPICE BY THE BAY:

Teen Grief

What’s so special about this book?

Most books about grief are written by adults. Teen Grief was written with the help of grieving teenagers.

When we put this book together, we talked to a lot of teens. As they shared their stories, they learned they had more in common with their grieving peers than they realized.

After a loss, you may feel that no one understands what you are going through. You may wonder if it will ever get better. The teens we spoke to felt the same way. We hope that seeing how teens felt, and reading what they thought might help other teens deal with the pain they’re feeling now.

Please email hospiceinfo@hospicebythebay.org with your name, mailing address and telephone number or call (415) 526.5500, to request a copy of Teen Grief.

Puttin’ On the Glitz

Our 40th Anniversary Ball was held on November 7, 2015.

Thank you to Bank of the West, Presenting Sponsor, and supporter of Hospice by the Bay since 2000.

www.hospicebythebay.org
Hospice Awareness Campaign

“We wish we would have started hospice care earlier” is feedback we frequently hear from family members after the loss of a loved one.

Key research findings illustrate misconceptions about what hospice is, including:

- It is usually expensive
- It is usually paid for by the patient and his/her family
- It is primarily used in the last few days of life
- It only provides care for the patient

Hospice by the Bay launched an awareness campaign to address these issues. Poster ads in the San Francisco Chronicle were created to specifically address the myths concerning hospice care.

Interactive online ads on SFGate reached out to a broader audience demographically. The Resource Library on our website now includes Hospice Care – A Case Study and The Benefits of Choosing Hospice Earlier, both based on actual patient stories that make it easy to understand just exactly what hospice care is. A new seminar, Myths & Facts About Hospice Care, is being offered several times a year.

Our goal is to help people make the decision to use hospice and to educate them on why it may be better to move patients to hospice earlier.
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, 2014 – June 30, 2015. A complete list of donors can be found at www.hospicebythebay.org. **Legacy Gift

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Your ongoing support... touches people in ways that have a remarkable impact.

In the past year -

• $208,786 worth of caregiving funds was used for 285 patients, ensuring that no one was turned away and that needed personalized assistance was provided so patients could remain in their homes.

• 52 kids attended Camp Erin to learn to express their grief and cope with the loss of a loved one.

• A new Hospice Care Room was established at The Tamalpais in Greenbrae in addition to the room in Sonoma in partnership with Sonoma Valley Hospital. Both were partially funded by our donors.

• Grief counseling is available to anyone in the community who has lost a loved one regardless of whether or not their loved one received hospice care.

• Music therapy improves quality of life for pediatric patients, as well as a new program for adult hospice patients with dementia.

• Art & Grief in the Schools in San Francisco gives children who have lost someone, frequently through violence, the support they need to heal from significant loss.

Grantors and Foundations

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

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(as of 12/30/15)