YOUR NON-PROFIT COMMUNITY HOSPICE

Hospice by the Bay

Offering a Spectrum of Care

2018–19
ANNUAL REPORT
Dear Valued Donors and Community Partners,

Ever since our founding in 1975, the vision of this organization has been to serve our communities. We’ve grown over the years and I’m proud that our commitment to service has always remained the same.

We’re committed to a spectrum of care that meets the individual needs of everyone on their health journey. We provide for patients at all stages, including skilled home health care, palliative care and hospice care. This in-home care has become increasingly important as hospitals continue to evolve and discharge patients more quickly to get them home, where they’re better able to recover.

We work with hospitals to create a seamless transition from hospital to home, and we often call these transitions a “warm handoff” because hospital administrators know that Hospice by the Bay will provide patients with the best possible care.

Part of our responsibility as a nonprofit is also to actively search for underserved populations — people who don’t know that our services are available, but could benefit from them. This is one of the reasons we created our Chinese-speaking team in San Francisco, and also why we have relationships with places such as the Canal Alliance and Marin Community Clinics. We want to make sure we’re not leaving anyone behind.

As part of our commitment to service, we’ve also partnered with The Redwoods in Mill Valley to create Marin County’s first and only inpatient hospice center. Even though we believe strongly in care services provided at home, we know there are times when people need 24-hour care. The Grove at The Redwoods in Partnership with Hospice by the Bay officially opens in March 2020. I’m especially proud of this project, which feels like a gift we’re giving to our community.

We’re only able to serve others and provide this kind of care because of the help we receive from people like you. Thank you for your continued support of Hospice by the Bay as we do this vital work.

Our sincere thanks,

Kitty Whitaker, RN, MS
Chief Executive Officer

Our mission is to provide compassionate, patient-centered care to all in our community who need it. We will continue to earn our reputation for bringing our specialized team approach to delivering quality hospice care, while preparing to meet the health care needs of the future.
When I joined the board 10 years ago, it was after my mother had died young, from Alzheimer’s. She lived in Denver and had received such loving care from the hospice provider there that I joined this board as a way to give back. When I look at all the growth that has occurred over those ten years, I appreciate even more how exciting this past one has been for us. We now provide a wide range of home health care services. We’re financially healthy. And we continue to benefit from our affiliation with UCSF.

This is especially true of our Fellows Program, which Hospice by the Bay started with UCSF in 2016, to provide medical residents experience in hospice care. This year, we’ve had five fellows working with us, four in adult care and one in pediatrics. We’ve also had six oncology students shadow our work in Marin, along with a number of medical students who’ve joined us for a weeklong rotation. This program gives us a chance to nurture and educate the next generation of hospice and palliative care physicians, while showing medical students the benefits of hospice care.

As a board, we’re constantly looking at creative ways to recruit—and retain — the best team members, especially nurses. Like most health care institutions, we’re affected by the nationwide nursing shortage. As UCSF expands, we have the opportunity to grow with them. They have a large geographic footprint and we want to be able to have the staff to help their patient populations, wherever help is needed.

As we address these challenges, we’re glad to have UCSF as a partner. Our affiliation has created financial opportunities for us, but also provides us with expertise. Three of our board members are UCSF doctors or executives, and they bring a valuable perspective and experience to all our decisions.

Our focus, however, has always remained the same: providing the best possible care for the greatest number of people. My hope is that everyone who needs home-based care can experience from Hospice by the Bay the support that my mother and I were fortunate to receive.
A FAMILY'S STORY
Kate Chow and her son Grant

My son Grant is an active participant in Hospice by the Bay’s By the Bay Kids program. Grant came home on palliative care after almost three months in the Neonatal Intensive Care Unit (NICU) after suffering a brain injury that left him in seizures.

I will never forget the family meeting where the doctors painted a bleak picture of what was to come. Some infants with brain injuries do not even survive the early years and some that do can end up with severe disability. As a single working mom, I was broken. The realization that, while trying to raise my baby to thrive, he might actually suffer or die was heartbreaking. Worst though, is when you are finally discharged from the NICU, with this disabled baby, where you had 24-hour care. Suddenly you are completely alone. It is like walking off of a cliff.

I never would have made it had UCSF not suggested the By the Bay Kids program. Within two hours of coming home with Grant, his fairy godmother social worker, Jenn, and guardian angel nurse, Richard, showed up and took over for me — right before I finally broke from the stress of it and was hospitalized.

Over the next six months they supported me in every way. It was more than checking on him medically — they engaged with him, and he grew to love them. With their care he flourished, and now we can still see Jenn and a nurse if we need to.

This organization doesn’t just help with end of life, but with the unknown of life. They helped me truly survive the past two years. They help so many children like Grant, and also help families that sadly don’t have as happy an ending as Grant’s. I am so grateful for Hospice by the Bay!

During the 2018-19 fiscal year, the By the Bay Kids program ensured that 124 children living with chronic, serious illnesses were cared for compassionately and their families were supported. Hospice by the Bay is the only hospice in Northern and Central California with a dedicated pediatric program addressing the unmet need of children with serious, life limiting illnesses.

MARIN’S FIRST INPATIENT HOSPICE CENTER

When a person reaches the end of life, it can sometimes be difficult for them to remain in their home. They may require 24-hour nursing care or they may live alone or their families might not be able to provide adequate help. Now there’s a place in Marin where these patients can get the best possible care: The Grove at The Redwoods in Partnership with Hospice by the Bay. This new center officially opens in spring of 2020. It is Marin’s first and only inpatient hospice center. “The Redwoods has been around as long as we have,” says Kitty Whitaker, Hospice by the Bay CEO. “We have a wonderful working relationship and history with them.” Over the past year, Whitaker and The Redwoods CEO, Hunter Moore, have been discussing the need for a facility like this in the county. Inpatient hospice centers are relatively common in other parts of the country, but not in California. Only a few residential centers exist in the entire Bay Area, and San Francisco’s Zen Hospice shuttered its doors in 2018.

A Tranquil Atmosphere

The new center will be housed in one wing of The Redwoods’ skilled nursing facility. Twelve suites are currently under renovation and have been designed — with the help of a joint advisory council — to be tranquil environments. They include wood floors, comforters, flameless candles, and a TV with a USB port so patients can view digital photographs of their family and friends. The rooms also have private bathrooms and sliding glass doors to the outside with million dollar views of Mount Tamalpais or the Serenity Garden. In addition, the center will offer a bistro-style lounge where family members can get food and relax, and a private room where families can hold meetings.
A Responsive Care Team

The around-the-clock nursing staff at The Redwoods will provide help with daily activities such as bathing, dressing and feeding. Hospice doctors and nurses will provide specialized hospice and palliative care, such as pain and symptom management. The Redwoods staff and Hospice by the Bay team members will work together in close communication, resulting in a seamless coordination of care.

It Takes a Village

An undertaking of this size usually requires a lot of help. In order to pay for the necessary renovations, the project relied upon funding from the Marin County Board of Supervisors, The Redwoods’ capital reserves, a Hospice by the Bay fundraising campaign, and individual donors. But in the end, it was the partnership between these two organizations that made it happen. “It’s been great working with Hunter Moore,” says Whitaker, “because we share a vision that everyone deserves dignity at the end of life. This kind of partnership between two highly respected organizations demonstrates a commitment to be of service to all in our communities.”

When the center officially opens, it’s expected to serve 125 to 200 residents and their families each year.

A DONOR’S STORY

John Ternullo

Glenda Ternullo had been John’s travel partner during 56 years of marriage and they had traveled to places such as Europe, Australia and Mexico. In 2015, she was suffering from a lung condition and had been hospitalized nine times in three years. When she decided she had had enough of hospitals, her husband, John, suggested that she try hospice care in their San Rafael home instead.

Glenda didn’t want to lose her independence. But when Hospice by the Bay arrived, they treated her with “dignity, respect and care,” says John. Her nurse and hospice aide monitored her medicines and oxygen concentrator, and made sure she was out of pain. Hospice also provided emotional and spiritual support for both of them.

That support was especially important for John after Glenda passed away in 2016. After she died, he says, “I was really lost.” He learned to cope by participating in Hospice’s bereavement groups and individual counseling.

Now, John donates to Hospice by the Bay. He says, “Hospice will always have a special place in my heart because they helped us through a very vulnerable period. Everything that Hospice did was just a revelation and so helpful to us.”

“I want to give the care and support that we received to people who can’t afford it.”
YOU MAKE ALL THE DIFFERENCE

Your investment helps us to respond to the unique needs of an increasing number of patients and families in our community. Hospice by the Bay’s Community Care Fund covers the cost of services and programs that go beyond our exceptional routine care. This fund helps us ensure two vital aspects of our mission:

- Ensuring that no one is turned away, and
- Providing specialized services that have a significant impact on the quality of life for those in our community.

This past fiscal year, our donors helped 1,268 individuals in our community access critical care that they otherwise would not have been able to receive. This care kept these patients in a safe, comfortable home in their final weeks.

As Hospice by the Bay continues to expand its spectrum of home-based health care, we are reaching more individuals in our community who need support. The number of people who accessed our services in the 2018–19 fiscal year demonstrates the need for quality health care at home as well as support for loved ones. As the population ages in place, this need will continue to grow.

Hospice Care – Adult and Pediatric – 2,889
Palliative Care – Adult and Pediatric – 294
Skilled Home Health Care – 709
MATCH Program* – 258
Community Grief Support – 780
Total number of individuals served – 4,930

* Our Monitor at the Client’s Home program provides telephonic nursing support to patients who have previously been on hospice care.

Thank you for helping us support those who are in greatest need.
We deeply appreciate the generosity from our community partners from July 1, 2018–June 30, 2019.
A complete list of donors can be found at www.hospicebythebay.org. **Legacy Gift

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VOLUNTEER SERVICES

Community members who serve with us continue to be vital to our work. This year’s total number of volunteers reached 430, offering 29,976 hours of support. The dollar equivalent of their generous gift of time was $897,781.

GRANTORS AND FOUNDATIONS

These investments directly contributed to our success through the Fiscal Year July 1, 2018 – June 30, 2019.

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