

SERVING WITH COMPASSION



2018 IMPACT REPORT



A Message from the Board President

I am delighted to present the Hospice of the North Coast (HNC) 2018 Impact Report to you.

2018 was a year of progress made, promises fulfilled and new projects embarked upon that expand our reach and help further our mission of providing compassionate, personalized care to patients and families during the end-of-life transition.

In our commitment to serve the veterans who have served our country so well, we hosted a highly successful event honoring the many Vietnam-era veterans in our region while introducing HNC to the wider community. We also attained prestigious Level IV of the We Honor Veterans national program and are currently striving to achieve the newly created, coveted, Level V status.

We have forged bold new paths to expand our palliative care program; both here and 10,000 miles away in Malawi. Locally, we are collaborating with an array of specialized healthcare providers and implementing new technology that increases our value to clients. We have established an ambitious Global Partnership goal to incorporate pediatric palliative care that addresses an urgent need in that impoverished area.

New Challenges Propel Fresh Opportunities

After helping numerous terminally ill patients receiving symptom management care at HNC's Pacifica House find furry solace, comfort and joy, sweet Stevie the service dog departed with her handler to Minnesota. We are actively seeking her replacement.

In this fast-paced electronic marketplace era, our management team has energetically tackled the challenge of educating the community regarding our programs, services and compassion-driven values. We have amassed a professional team with digital marketing expertise and made technology outreach a priority for 2019.

On behalf of the Board, I encourage you to enjoy this Impact Report, share it with family and friends, and stay up-to-date with all things HNC on our website and social media platforms. We are grateful for the community support we need and receive through volunteerism and financial contributions. We welcome your continued support, input and participation in 2019.

In gratitude,

Ray Patchett
President, Board of Directors

BOARD OF DIRECTORS

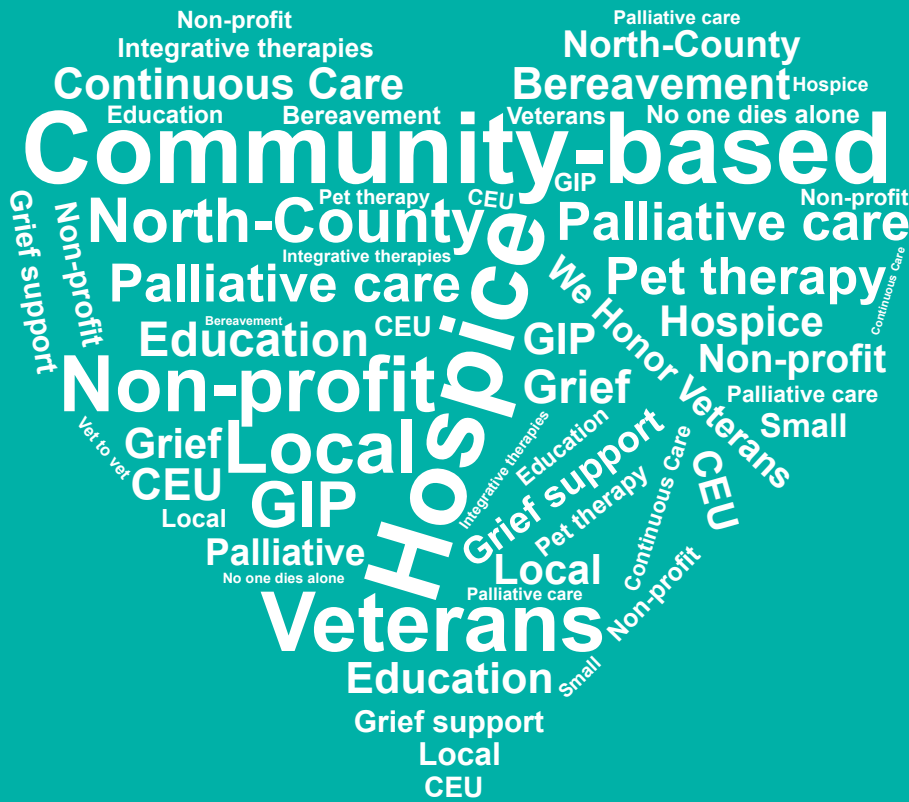
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Our Mission

To provide compassionate personalized care to patients and families during the end-of-life transition.



Compact in size yet large of heart,
Hospice of the North Coast provides an array of programs and services to the terminally ill, their families and the community.



Giving

An Investor's Perspective

The Gumpert Foundation has been involved with Hospice of the North Coast even before its formation in October of 2007. Our founder, Bill Gumpert, had been a supporter for years prior to the creation of his legacy, the Gumpert Foundation. In fact, HNC was the only board that Bill ever served on though he contributed significantly to over 15 charities annually. HNC had a special place in Bill's heart.

HNC has continued to evolve over the years in a direction that would have definitely brought a smile to Bill's face. Through the ups and downs over the years, the focus of this organization has continued to be on serving those at the end of life and their families with the highest quality of care possible. This has gone beyond the "normal" hospice service to include a vibrant bereavement program which offers services to those who have lost their loved ones—a group often not included in other hospice program services.

Another area that we at the foundation deeply appreciate is the focus on staff development and innovation. The Gumpert Foundation provides cutting

edge trainings in a number of critical areas aimed at supporting organizational development and transformation. These range from fundraising strategies to management to innovative assessment modalities. HNC has fully participated on these trainings and, more importantly, used what was learned to benefit their overall program.

It has been inspirational to watch the entire staff "catch fire" with regards to the concepts and then integrate them into the day to day operations.

HNC maintains an ongoing commitment to providing excellent services. It continues to evolve and "grow" the staff and program. The staff and board demonstrate a willingness to accept new thoughts and ideas and allows them to impact their program. These three "cornerstones" of HNC's evolutionary process keep the Gumpert Foundation excited about our involvement and support of this program and inspire us to find new ways to help.

David Cornsweet, Director
Gumpert Foundation

IMPACT STATS

540 Patients cared for by HNC



Pacifica House cared for

260 & 80%
patients were below moderate income level



Hope Bereavement Center

943 & 86
hospice clients served community clients served



Volunteers

165 = \$550k
volunteers donated 19K hours savings to HNC

108 veteran patients served

90 Pathways Palliative clients served

Did You Know?

What is Palliative Care?

Palliative care is a person and family-centered approach to care for people with serious illness. The goal is to improve quality of life for both the patient as well as their loved ones. A team of nurses, social workers, care advocates, and other disciplines works together with the patient's other doctors to offer an extra layer of support. Palliative care is appropriate at any age and at any stage of serious illness, and can be provided alongside curative treatment. Together, the team works with the patient, family and caregiver to learn their goals and better determine how best to achieve them. Palliative care can be delivered in all care settings.



What is the difference between Palliative Care and Hospice Care?

Both palliative care and hospice care provide comfort. But palliative care can begin at diagnosis, and at the same time as treatment. Hospice care begins after treatment of the disease is stopped.

Pathways Palliative Care

You may already know that Hospice of the North Coast is a 39-year leading provider of hospice care, and that HNC is the only hospice in north San Diego County with an inpatient hospice home offering 24/7 pain management and symptom control. Did you know that Hospice of the North Coast offers palliative care through the Pathways Palliative Care Program? It's true. And recently this program has been enhanced to provide "virtual" client visits as a supplement to the traditional client visits. These virtual visits are made through a software program and enhance communications allowing staff to address client needs easily and seamlessly.

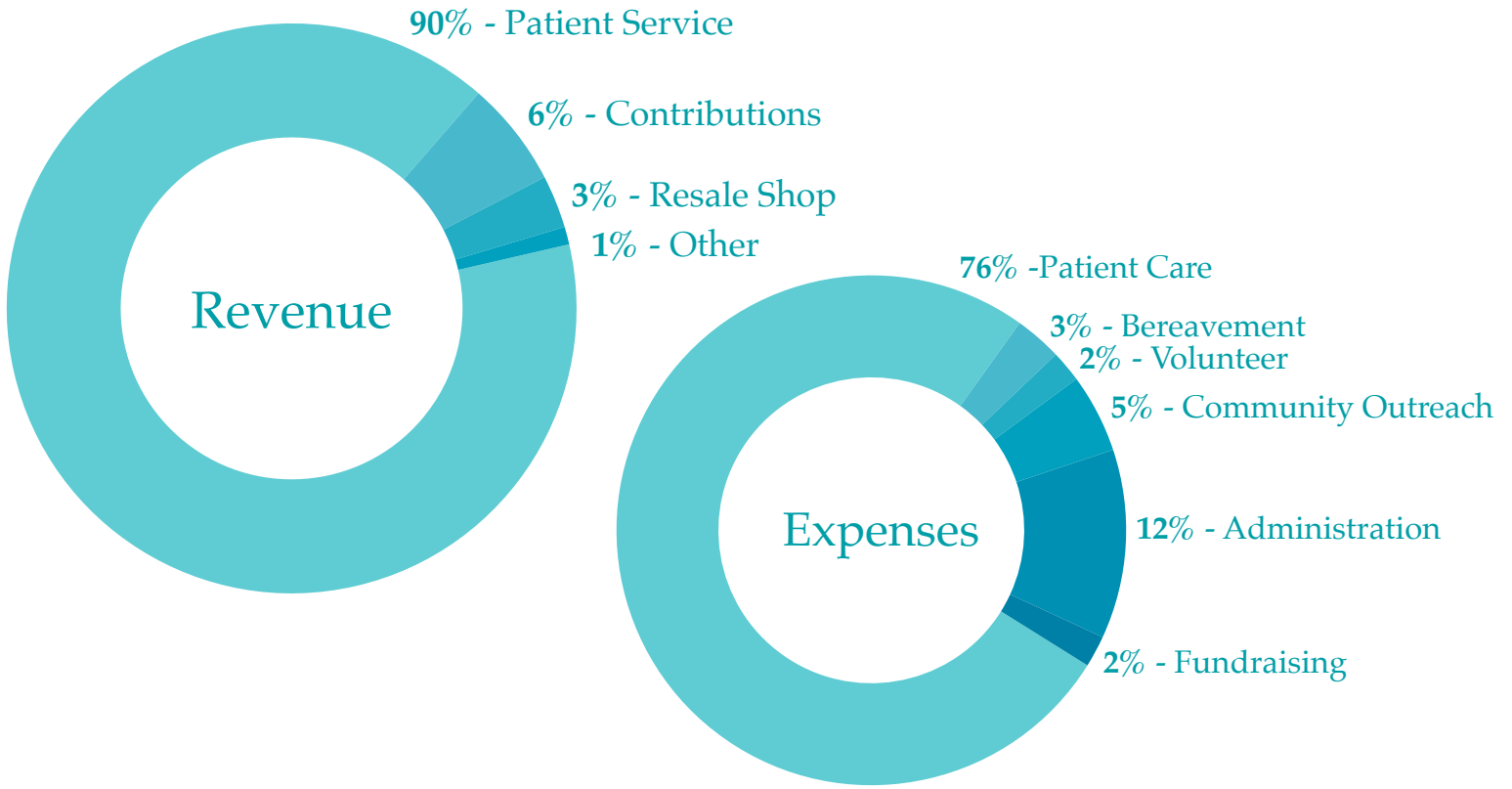
MYTH:

Palliative care is only for people dying of cancer.

FACT:

Palliative care can benefit patients and their families from the time of diagnosis of any illness that may shorten life.

Fiscal Year 2018 Financial Information



For a copy of the fiscal year 2017-2018 Audited Financial Report, please contact our Fund Development Department.

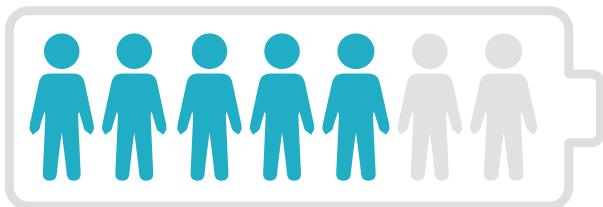
Hospice of the North Coast is extremely grateful for all the individuals, businesses and foundations who have invested in our mission throughout the years. Together we bring the highest quality care to hospice patients and families. Thank you!

HNC Patient Statistics

Patients by Diagnosis

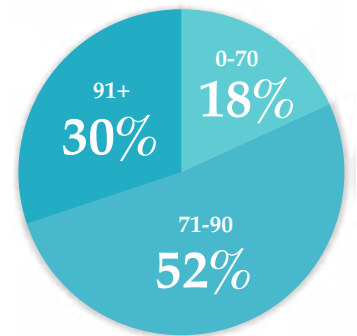


Cancer
36%

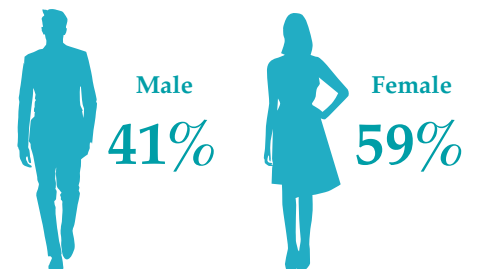


Non-Cancer
64%

Patients By Age



Patients by Gender



A FULL
CIRCLE
OF HOSPICE
CARE



When I first met Sally eight years ago, she was sitting at a conference table surrounded by mountainous stacks of paper, envelopes and glue sticks. Stuffing and sealing hundreds of envelopes may seem a daunting task to some, but for Sally it was a labor of love.

“It was such a rewarding experience.”

Sally was first introduced to Hospice of the North Coast (HNC) when visiting a church friend who was on hospice service. Sally says, “I was extremely impressed with the care they were giving my friend. And they were looking for volunteers, so both my husband Richard (“Dick”) and I began volunteering.” Sally and Dick dedicated their time providing companionship, emotional support and assistance to hospice patients. According to Sally, “It was such a rewarding experience.”

Sally’s devotion to HNC grew even stronger when her beloved husband became ill and ultimately required the services of hospice. Following his death, Sally continued her volunteer service in a variety of roles including retail work at the hospice resale shop and administrative support in the office. This is where I met Sally, eight years ago, busily assembling the monthly bereavement newsletter mailing.

I recently had the pleasure of reuniting with Sally at her home of 25 years and reminiscing about her lengthy relationship with Hospice of the North Coast. Accompanying us was Sally’s hospice nurse Kristen. You see, when Sally received the news of her own terminal diagnosis three years ago, she turned to Hospice of the North Coast for support. Knowing that Sally was generally familiar with the offerings of hospice, I asked if there were any unexpected benefits that she was receiving. She nodded and said, “It’s overwhelming. When you get sick and are told you don’t have long to live, you think ‘What’s that all about?’ I am the mother of six kids. I’m used to taking care of other people. It is

wonderful to hear, ‘We are here for you.’ They take such good care of me. If there is anything I need, I just call them.”

Sally shared her appreciation for the entire hospice team, identifying each member by name and the care they give her: Lola, the home health aide who helps with showering; volunteer Leslie who prepares meals and even brings specials veggie dishes for Sally’s live-in grand-daughter; Cristina, her care advocate who offers comforting spiritual support; and Nurse Kristen who “knows where to look for my medicine and encourages me to be just who I am. I feel so well taken care of and watched over.”

I asked Sally why she thought some people may be unsure about accepting hospice care. She stated emphatically, “I can’t imagine why. Hospice is the process of living. They need education. This is a



serious time of your life and hospice has help for you. Doesn’t that make you feel good?” While Nurse Kristen took Sally’s vitals and checked her medications, Sally’s dog – the precious “Miss B” sat attentively listening to Sally tell stories about family, friends, and her lunches at the Village Pie Shoppe following church, which she attends twice a week. As our visit eventually came to a close and I said ‘goodbye’ to Sally and Miss B, I was overcome by a sense of great happiness knowing that this woman, who has lived her life fully and given so much of herself to help other hospice patients, is now receiving that very same care and comfort herself. The blessing of hospice care has come full circle.

Written by Shelly Dew



VOLUNTEERS ARE THE BEDROCK OF HNC,

assisting in a variety of ways to support the mission of hospice. Some spend time in our offices assisting with administrative tasks while others sort medical supplies and provide companionship to our patients. Whatever your talent, Hospice of the North Coast has a need to match it. Call the Volunteer Department to learn about volunteer opportunities.



Volunteers

165

volunteers donated
19K hours



\$550k

savings to HNC



RESALE SHOP

Did you know, the efforts of HNC's resale shop volunteers support the care of patients at Pacifica House? In fact, last year 100 energetic resale shop volunteers generated \$269,000 to provide care for more than 250 terminally ill people. A true labor of love!

VOLUNTEERS OF THE YEAR!

Each year the North County Philanthropy Council recognizes select volunteers from area nonprofit organizations. Meet Hospice of the North Coast's 2017 - 2018 winners, Mary Lou Elliott and Ruby Kadota.

2017 WINNER

Mary Lou began her volunteer service with hospice 16 years ago! She has spearheaded many fundraisers and community outreach activities. She was Auxiliary President, she assists with monthly bereavement mailings, and she currently serves on our Board of Directors.



"I enjoy interacting with people and representing HNC in the community. Over the years I've been able to educate people about hospice care and more specifically about the fantastic work of Hospice of the North Coast. In fact, I've had many friends and associates utilize the care of HNC in their final days. I know it's hard for many people to talk about death and dying, but nobody is going to live forever, and it's comforting to know that there are compassionate people who will help me when my time comes."

Mary Lou Elliott

2018 WINNER

For nearly four years Dr. Ruby Kadota has provided companionship and compassionate support to hospice patients. She also assists staff with "tuck-in" phone calls to ensure hospice patients and their families remain comfortable and have all the resources that they need.



"My fellow volunteers walk this path daily and share this honor. It is about love. A smile, a wink, a kiss on the hand. Stripped of titles and roles, eyes meet in an understanding of our shared being. No judgment. No expectations. Just connection. Life reduced to its essence – LOVE."

Dr. Ruby Kadota

THANK YOU FOR YOUR DONATION OF TIME, TALENT & TREASURE!

VIETNAM VETERANS ENJOY A LONG-OVERDUE “WELCOME HOME”

There was not an empty seat or, at times, a dry eye in the house at Veterans Association of North County's (VANC's) spacious Oceanside facility on March 30, 2018 when Hospice of the North Coast (HNC), in collaboration with VANC, presented its inaugural “Welcome Home, Vietnam Veterans” Celebration. The 325+ people in attendance declared the highly anticipated event a resounding success!

After beginning to return to America one-half century ago often to jeers instead of cheers, on this day Southern California vets from diverse military branches finally received their “parade” as they entered the facility, many with the assistance of canes, walkers and wheelchairs, on a flag-bedecked red carpet. They were greeted by a band, a cheerful “Welcome Home” banner, the warm applause of guests, including local politicians, and salutes from fellow servicemen and women.



We Honor Veterans

70 percent of males in San Diego County age 65 and older are veterans. Many need or will soon need hospice care. Hospice of the North Coast meets the unique end-of-life needs of these veterans while also honoring their service and sacrifice.



WE HONOR VETERANS

Handshakes and hugs abounded among the maturing vets, several of whom were proudly arrayed in service-related attire. Medals, mementoes and memories, some painful, were displayed and shared. As a particularly powerful and poignant reminder of the valiantly-fought, controversial conflict in a distant land, a special table with an empty chair represented Americans who did not return home alive from the Army, Marine Corps, Navy, Air Force, Coast Guard as well as civilians. Several veterans groups offered resource booths.

HNC Executive Director Sharon Lutz and VANC official John Stryker Meyer spoke with passion about their personal experiences with the Vietnam War. Confiding that her brother-in-law returned home but later died at age 42 from renal cell cancer "most likely caused by Agent Orange," Lutz told the gathered vets, "Our hearts are filled with gratitude for all you've given."

The event's highlight was a compelling keynote presentation by retired, highly decorated Marine Corps Brigadier General David M. Brahms, who served with the 1st Marine Aircraft Wing in Da Nang and who has been a staunch advocate for veterans. He delivered an encouraging message of self-acceptance to Vietnam vets, leading them in a chorus of "I am proud of who I am and what I did" that promoted emotional bonding and intense reflection upon their lives. While bringing truth and recognition to the day, Brigadier General Brahms enlivened his presentation with a surprise "striptease," light-heartedly shedding his suit jacket, dress shirt and tie to reveal a "Good Morning, Vietnam!" t-shirt. The crowd went wild, making the celebration even more memorable.

HNC wants all veterans and their families to know they can rely upon Hospice of the North Coast for veteran-centric programs



and support. As a national We Honor Veterans (WHV) organization partner, HNC guides vets to appropriate services and resources as it accompanies them on their path toward a peaceful ending.

This heartwarming commemoration was especially significant as Vietnam veterans begin to move toward the latter stages of their life's journey. While serving everyone is HNC's mission, it is particularly rewarding to serve our esteemed veterans.



Pacifica House

SOMETIMES ... a volunteer makes all the difference

The home-like setting of Pacifica House is enhanced by the presence of dedicated volunteers. These volunteers represent a caring community, drawn to serve the bigger mission of providing compassionate care to patient and family. Sometimes the volunteer's compassionate care smells and tastes great: a pot of chili on the stove and a plate of fresh baked cookies. Sometimes it is quiet: open ears and mind to simply listen. Sometimes it is a hand to hold, and a smile to share. Sometimes it is a game of chess and a chance to reminisce about shared histories. Sometimes it is a small choir singing bedside. Sometimes our four-legged volunteers share unconditional love with a wagging tail and head resting on the edge of a bed.



Just as the people we care for at Pacifica House have wide-ranging life experiences, so too our volunteers. From the 18-year-old pre-med college student to the 96-year-old World War II veteran, and the nurses, librarians, teachers, homemakers, and business leaders in between. Hospice of the North Coast is extremely grateful for this very special group of volunteers who spend SOME TIME to make all the difference in the world to hospice patients and families.



A Lasting Tribute at Pacifica House

A unique tribute wall has been installed to honor patients who have been cared for at Pacifica House.

To reserve your Tribute Tile, visit our website or contact our Fund Development Department.



Families may now reserve tiles to honor their loved ones. These tiles create a timeless tribute while ensuring hospice care at Pacifica House will be here for future patients and families in need.



Hope Bereavement Center



943 & 86

Hospice clients served

Community clients served

At Hope Bereavement Center, our goal is to not only support families in the grief process, but to help them feel enriched by it. Grief has that capacity to transform people in very positive ways. To fulfill this outcome we provide individual counseling, support groups, and annual healing events.

A special thanks to our sponsors for supporting the programs and services of Hope Bereavement Center.

Datron Communications
Eternal Hills Memorial Park, Mortuary & Crematory
Gumpert Foundation



Butterfly Release

Hospice of the North Coast's Butterfly Release Memorial took place on May 20th at the recently renovated Flower Fields at Carlsbad.



Medical music therapy helps to promote healing, recovery, and coping with illness or injury. Integrated into a care plan, music therapy may improve health outcomes and quality of life.



Newly constructed shade structures provided relief at what has historically been a very warm event, and Mother Nature threw in an overcast sky for good measure. Nearly 300 guests gathered together to celebrate life and remember their loved ones. Music was the theme of the day, with Barbara Reuer, Founder and CEO of MusicWorx, sharing words of inspiration, and members of her staff leading many guests in song and a drum circle.



Thank You

Giving

Recognizing gifts of \$500 and greater made 10-01-17 thru 9-30-18

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Recognizing a special group of donors who have made a lasting commitment by including HNC in their estate plans.

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2018 IMPACT REPORT



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