

2012 ANNUAL REPORT

# AN HONOR TO SERVE OUR COMMUNITY



Healthcare is an increasingly complex and confusing issue for most Americans today. For people facing a life-limiting illness, and cognizant – perhaps abruptly aware – of the quantity and quality of days remaining, the choices can be overwhelming. Exacerbating the situation, the terminally ill and their families may feel that they have no choice in the hospice process at all, leading to feelings of powerlessness in this most difficult of times.

As a longtime professional in the field and Executive Director of Hospice of the North Coast, I want you to know that you DO have a choice. Every hospice is different, offering some services but perhaps not others such as the integrative therapies and old-fashioned care and caring we provide.

We believe that our nonprofit hospice is the better choice for people in North County San Diego. We offer a small staff-to-patient ratio and a full spectrum of programs, from pre-hospice guidance and anticipatory grief counseling through compassionate end-of-life care and bereavement programs for both adults and children.

We reach out to the community with special events and we thank you for your support. Please remember that you do have a choice and that you can ask for us by name. We are Hospice of the North Coast ... your community hospice.

Nerice Kaufman  
Executive Director

## OPENING SOON... THE FIRST-EVER NORTH COUNTY HOSPICE HOUSE!

Hospice of the North Coast (HNC) is very pleased to announce its recent award of a \$1,065,000 Community Development Block Grant from the City of Carlsbad toward the purchase of a six-bedroom Hospice House residential facility in Carlsbad. The residence will be the first such facility in North County.

California ranks 47th nationally in availability of hospice house beds. As a result, many patients suffer unnecessarily because of limited options for placement if they are unable to stay in their own home. Our Hospice House will offer a warm, homelike environment where patients and their loved ones can spend their last days together in serenity and comfort.



HNC Hospice House

**IF YOU OR A LOVED ONE IS  
LIVING WITH A SERIOUS ILLNESS,  
YOU'RE NOT ALONE.  
WE ARE ONLY A PHONE CALL AWAY**

## ESTATE GIFT HELPS PAY OFF CARLSBAD HEADQUARTERS

HNC received its single largest gift from the late Loretta Ames. Ms. Ames' estate gift of \$700,275, along with matching funds from The Gumpert Foundation, has allowed HNC to pay off the mortgage on its new Carlsbad headquarters.

We are extremely grateful to Ms. Ames and all the members of our Legacy Society for remembering Hospice of the North Coast in their estates. Planned gifts ensure hospice care is available today and far into the future.



Attorney Colleen O'Harra presents HNC Board President, Bobbie Hoder, and Executive Director, Nerice Kaufman, with a \$700,275 check.

# HELPING PEOPLE HAVE A PEACEFUL LIFE-THROUGH-DEATH EXPERIENCE

LAST YEAR,  
HOSPICE OF THE NORTH COAST  
PROVIDED HOSPICE CARE TO  
**500** INDIVIDUALS!

## Serving the Community for 33 Years

What began over three decades ago, as a small group of volunteers caring for a single woman in her home, is now Hospice of the North Coast, a Medicare-certified hospice caring for 500 patients a year. For 33 years, North County residents have supported our efforts with gifts of time and treasure, and they've entrusted us with their own end-of-life care. We, in return, have cared for each unique individual with compassion and respect.

## One Family's Story

As a hospice, we see many different faces and hear many different stories of life and how people plan their own deaths. One man in particular, Don, touched everyone's heart. It was shortly after the births of his beautiful twin boys that Don, 44 years old, was diagnosed with colon cancer. Don pursued four years of aggressive treatment, but was eventually faced with the reality that he would not see his children grow into men.

When Don's family called Hospice of the North Coast, the only thing Don wanted was to go home and pass away in a familiar environment. We honored that wish. After settling him into his bed and ensuring his comfort, HNC was able to provide active listening to the family and reassurance that their loved one would be well taken care of. Don remained comfortable with daily visits from his hospice team. And when Don began to decline, hospice stepped in and started Continuous Care to help manage his symptoms and provide support to his family. When Don passed away, he did so peacefully, with his family at bedside and the hospice team members there to provide a calming presence.

Hospice of the North Coast continues supporting Don's family. In August, Don's wife and two young boys participated in Camp H.O.P.E., a family bereavement camp, where they all received group counseling and participated in fun activities with other young children who have also lost someone in their lives. We will continue supporting them as long as the need is there.



Jack with Volunteer Tad

## The Best Time to Learn About Hospice, and Ask About Hospice, is Before Hospice Services Are Needed

*"I knew nothing about hospice. I didn't know what to expect. The staff at Hospice of the North Coast are so quick to respond to my needs, and I get my medications right away, in my home. It is such a relief. The entire hospice team is very helpful. I especially enjoy my time with Tad, my hospice volunteer. We joke and laugh, and give each other a hard time. I really look forward to his visits."*

Jack, San Marcos, CA

WE ARE PRIVY TO HUNDREDS OF STORIES AS PATIENTS AND FAMILIES PLACE THEIR TRUST IN US. WE SHARE IN THE JOY AND THE PAIN AS WE ACCOMPANY THEM TO THE END OF LIFE.

# HOPE BEREAVEMENT CENTER SUPPORTS 700 INDIVIDUALS AFFECTED BY DEATH

## Hope Bereavement Center

Losing someone you love is very painful. While there is no right or wrong way to grieve, there are healthy ways to cope with the pain that, in time, can renew you and permit you to move on. At Hope Bereavement Center (HBC), we journey beside those who are hurting from emotional, spiritual and physical pain. We visit people in homes, hospitals and nursing facilities, offering grief support, access to resources, advance care planning and end-of-life care. Our care extends beyond our own hospice families to anyone in the community affected by death.

**If you or someone you know has been affected by death, the Hope Bereavement Center can help:**

- Individual & Family counseling
- Specialized Group Support
- Community and School Outreach

**Grieving children at greater risk than their peers for depression, suicide, poverty and substance abuse.**

**THE CHALLENGE** - Breaking through the isolation of a grieving child, and providing the right support.

**THE SOLUTION** - HBC's Portable Classroom (grief support in the school).

It is difficult to find specialized grief counseling resources for our youth. Due to budgetary restraints, our local schools do not offer grief- and loss-related education to our students, and school guidance counselors are typically not trained in bereavement counseling. The Hope Bereavement Center provides ongoing therapy groups and programs for children and teens in the comfortable school setting environment. Our expert counselors, interns and trainees support K-12 students with weekly on-campus bereavement groups, in addition to individual counseling when necessary.

**FUNDED BY GENEROUS CONTRIBUTIONS, BEREAVEMENT PROGRAMS ARE AVAILABLE AT NO COST TO YOU.**

According to the U.S. Census Bureau, 1.5 million children are living in a single-family household because of the death of one parent, and one out of every 20 children age 15 and younger will suffer the loss of one or both parents.

These statistics do not account for the number of children who lose a "parental figure" such as a grandparent or other relative who provides care.

## Community Bereavement Events

### CAMP H.O.P.E.

Brianna first attended Camp H.O.P.E. in 2001, following the death of her father. 11 years later, Brianna returned to camp...this time as a Volunteer. She relates, "Working with children around the age of nine, I realized how very young I was; how much I had to deal with. My experience helped me connect with the kids and helped them connect with each other."



*Brianna at Camp H.O.P.E.*

### BUTTERFLY RELEASE



### LIGHT UP A LIFE



## SAVE THE DATES

BUTTERFLY  
RELEASE  
MAY 19

CAMP  
H.O.P.E.  
AUGUST 3

LIGHT UP  
A LIFE  
DECEMBER 7

# VOLUNTEERS...

## MAKING A DIFFERENCE WITH TIME & TALENT!

240 Volunteers

24,000 Hours of Service

\$558,000 Value!

When someone is dying, even the closest of friends and family sometimes pull away, unsure of what to say and afraid of what is happening. A hospice volunteer helps by being a companion who understands the process of dying and provides compassion, conversation, and even comic relief.

*"After my experience of caring for a dear friend, who was a patient of Hospice of the North Coast, something ignited in me and I knew I had to be involved with this hospice. I have been visiting with a patient for a while now, and we've developed a bond unlike any I've experienced. Our weekly visits consist of great conversation, lots of laughter, and once in a while some tears. She has told me on numerous occasions that she doesn't know what she would have done without hospice. Being part of this journey with her is one of the most rewarding experiences I have ever had and one that has touched my heart deeply."*

Gail, Patient Care Volunteer

### Threshold Singers Bring Comfort and Peace to Patients

This amazing group of women sing a cappella at patients' bedsides. The soothing harmony often takes them back to a happy time in their lives. Sometimes, patients and their families sing along, making for a poignant and even joyous occasion as people are poised at the threshold of living and dying.

*There are more than 100 national Threshold Choirs throughout the United States. Hospice of the North Coast is so grateful to have this special group participate in our Volunteer program.*



Threshold Choir at Light Up A Life 2012

### Auxiliary – They Get Work Done and Have Fun Doing it!

24 years old and 80 members strong, Hospice of the North Coast's Auxiliary is an important part of the organization. From community education to raising funds, this dedicated group of volunteers makes things happen and has fun doing it!



Karaoke Fun at Volunteer Appreciation Event

### Sew What?

How about a quilt? Or a Bear? If you enjoy sewing and would like to use your talent to comfort others, consider joining our crafty group of volunteers who make quilts and "Remember Me Bears" for patients and families.



Members of North County Quilters Guild display quilts made for HNC patients



"Remember Me Bear" made for a patient's grandson, from the fabric of her shirt.

### VOLUNTEER OPPORTUNITIES

- |                        |                        |
|------------------------|------------------------|
| Patient & Family Care  | Governance             |
| Administrative Support | Community Outreach     |
| Resale Shop            | Special Events         |
| Sewing                 | Fundraising Activities |

To become a part of HNC's volunteer team, or to learn more about volunteer opportunities, visit our website or contact our Volunteer Department directly.

## THANK YOU

for your compassion and dedication to the mission of Hospice!

# COMMITTED TO END-OF-LIFE EDUCATION & SUPPORT

Last year, HNC provided education to more than **2,000** community members and healthcare professionals through clinical workshops, educational classes and health fair events.

*We know that Healthcare, Hospice and Palliative Care can be complicated. We also understand the confusion and fear people experience when facing a serious illness. Through workshops, classes and one-on-one visits, Hospice of the North Coast helps people understand their care options, even before the need arises; we help to clarify and document their treatment wishes, giving people a voice in their care.*

## ADVANCE CARE PLANNING

Honoring a person's wishes is a core value of the hospice philosophy. At Hospice of the North Coast, we assist people with their advance care planning by using tools to help them understand their available options, and empowering them to actively participate in managing their remaining lifespan, the dying process and the event of death

### PLANNING TOOLS

**Advance Healthcare Directives** let your physician, family and friends know your healthcare preferences, including the types of special treatment you want or don't want at the end of life.

**POLST** (Physician Orders for Life-Sustaining Treatment) medical orders provide greater control over end-of-life care by documenting a person's preferences regarding specific treatments and key medical decisions.



POLST Form

### BENEFITS OF ADVANCE CARE PLANNING:

- Personal control over end-of- life care
- Prevention of unwanted or medically ineffective treatment
- Reduced patient and family suffering
- Assurance that patients' wishes are honored

To learn more about Advance Care Planning, please visit our website or contact us directly.

### PATHWAYS SUCCESS!

More than 50 people have benefited from the new *Pathways* program. This number is expected to double in 2013.

*Pathways* is a unique community education program developed to provide guidance and support from the moment of diagnosis. Even before hospice care is a consideration, we are here to educate you and your family, so you can plan ahead for your changing healthcare needs. This non-medical program is designed for those facing the day-to-day challenges of living with disease. It helps with practical support, education and counseling. *Pathways* addresses the challenges and fears associated with serious illness in order that the *Pathways* client and loved ones can focus on quality of life, and fully enjoy and appreciate their time together.

**WHILE 82% OF PATIENTS SAY THAT IT IS IMPORTANT TO PUT THEIR WISHES IN WRITING, LESS THAN ONE QUARTER HAS ACTUALLY DONE SO.<sup>1</sup>**

**NEARLY 8 IN 10 CALIFORNIANS SAID THAT IF THEY WERE SERIOUSLY ILL THEY WOULD WANT TO SPEAK WITH THEIR DOCTOR ABOUT END-OF-LIFE CARE, BUT FEWER THAN 1 IN 10 REPORT HAVING HAD SUCH A CONVERSATION.<sup>2</sup>**

1-2California Healthcare Foundation Survey: Final Chapter: Californians' Attitudes and Experiences with Death and Dying.

# THANK YOU FOR ENHANCING OUR ABILITY TO HELP OTHERS

LAST YEAR, HOSPICE OF THE NORTH COAST HELPED NEARLY 500 PEOPLE HAVE A PEACEFUL LIFE-THROUGH-DEATH EXPERIENCE.

Every dollar you give improves the quality of life in immeasurable ways for a mother, a grandson, a daughter, a brother, a friend, a neighbor, a co-worker – people who come to us for help.

## RECOGNIZING GIFTS OF \$500 OR GREATER MADE 10/01/2011 – 09/30/2012

Agua Hedionda Lagoon Foundation  
AKT Certified Public Accountants  
Alphagraphics  
Loretta Ames  
Rebecca Ashbaugh  
Balboa Thrift and Loan  
Carlsbad Hi-Noon Rotary Club Foundation  
Lorraine Carter  
Clare Rose Foundation, Inc.  
Coastal Community Foundation  
Bertha Cook  
Cushman & Wakefield of San Diego, Inc.  
DUPACO, Inc.  
Eternal Hills Memorial Park, Mortuary & Crematory FD234  
Graham and Ann Fraser  
Susan Furioli  
Gems of La Costa, Inc. – Dale and Linda Condy  
Karen Gleason  
Goodrich/Rohr Employees Will-Share Club

Lois Grazioli  
Gumpert Foundation  
Monte Hetland  
Bobbie Hoder  
Hospice of the North Coast Auxiliary  
Howard Charitable Foundation  
Inland Valley Humane Society & SPCA  
John and Mary Rainsford Charitable Foundation  
Lady's Secret Foundation  
John and Janet Kister  
Theodore and Frances Koons  
Las Patronas  
Susan Lauer  
M & I Surplus, Inc.  
Phillip Malisos  
McCarty Estate Trust  
Oceanside Civitan  
Oceanside Museum of Art  
O'Harra Fiduciary Services – Colleen O'Harra  
Robert Panker  
Douglas Perry

Frances Peters  
Scott and Deborah Pieratt  
Pilgrim United Church of Christ  
Lisa Rodman  
Ingrid Roth  
San Diego County Employees' Charitable Organization  
Catherine Setar  
John Seufert  
Tracy Shaw  
Milton Silver  
Soroptimist International Oceanside-Carlsbad  
Soroptimist International of Vista  
Diana Syvertson  
The Caritas Co. & The Flower Fields  
The Country Friends  
The Sundt Foundation  
Valentine Trust  
Robert Wailes  
Western Fire Protection  
Ms. Gillian D. Wight  
Melinda Wishon

*"Your care for Joyce, her family, my family and me during Joyce's last days will always be remembered with extreme gratitude. Every one of you were extraordinary and so very helpful and respectful during this difficult time. Thank you & God's blessings."*

Tom, Carlsbad, CA

RECOGNIZING A SPECIAL GROUP OF DONORS WHO HAVE MADE A FUTURE COMMITMENT TO HNC THROUGH A BEQUEST OR OTHER PLANNED GIFT.

### LEGACY SOCIETY

Loretta Ames  
Willis and Mayme Barnes  
Nathan C. and Mary E. Binkin  
Bertha W. Cook  
Howard Dattan  
Steve and Shelly Dew  
Clarence Donato  
Paul T. Greer  
William Gumpert  
William Hanley  
Raymond P. Herbert  
Bobbie Hoder  
Sterling and Agnes Klink  
Theodore E. and Frances M. Koons

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Doris Lee Ritchie  
Catherine H. Setar  
Milton Silver  
Patricia Stein  
Sarah N. Thornton  
Robert D. and Jane D. Upp  
Ms. Gillian D. Wight

### SERVICE CLUB SUPPORT



Carlsbad Hi-Noon Rotary Club



Soroptimist International of Vista



Oceanside Civitan

**THANK YOU!** We could not provide the support services and high quality, compassionate care to all at the end of life without support from our donors.

A VERY HEARTFELT THANK-YOU TO JANELL CANNON FOR ALLOWING HOSPICE OF THE NORTH COAST TO USE HER BEAUTIFUL PHOTOGRAPHY IN OUR 2012 ANNUAL REPORT.

# 2011-2012 FINANCIALS

## HOSPICE OF THE NORTH COAST ANNUAL REPORT INFORMATION\* FISCAL YEAR 2012

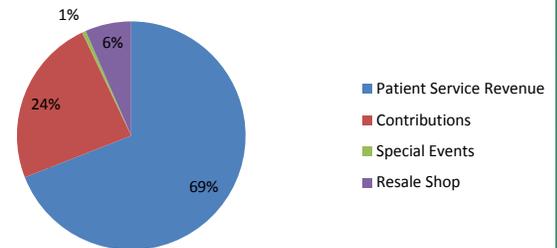
### REVENUE

PATIENT SERVICE REVENUE	69%
CONTRIBUTIONS	24%
SPECIAL EVENTS	1%
RESALE SHOP	6%
<b>TOTAL</b>	<b>100%</b>

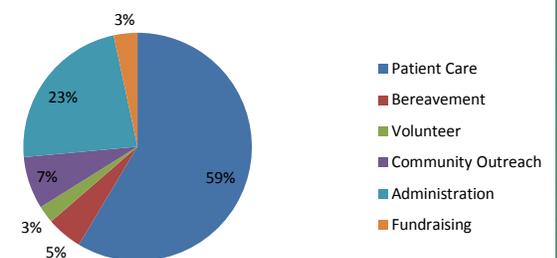
### EXPENSES

PROGRAM			
PATIENT CARE	59%		
BEREAVEMENT	5%		
VOLUNTEER	3%		
COMMUNITY OUTREACH	7%	74%	
SUPPORTING			
ADMINISTRATION	23%		
FUNDRAISING	3%	26%	
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	

### SUPPORT & REVENUE



### OPERATING EXPENSES



\*Source; Audited Financial Statements Fiscal Year Ended September 30, 2012

(FOR A COPY OF THE FISCAL YEAR 2011-2012 AUDITED FINANCIAL REPORT, PLEASE CONTACT OUR DEVELOPMENT DEPARTMENT.)

## BOARD OF DIRECTORS

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HNC SERVICE AREA

WWW.HOSPICENORTHCOAST.ORG

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RESALE SHOP  
278-B NORTH EL CAMINO REAL  
ENCINITAS, CA 92024  
760.943.9921

ADMINISTRATIVE OFFICES  
2525 PIO PICO DRIVE, SUITE 301  
CARLSBAD, CA 92008  
760.431.4100

HOSPICE HOUSE  
(OPENING SOON)  
4411 PARK DRIVE  
CARLSBAD, CA 92008