

A Message From the Director

The hospice and palliative care field is one that is constantly evolving. Behind the scene, we have learned to adapt to things like new payment methodology, ongoing regulatory and compliance demands, and budgetary pressures. But on center stage, the one thing that we have not altered is our focus on the extraordinary, compassionate care we provide our patients and families. In fact, this past year we created and implemented a model of patient care unique to Hospice of the North Coast (HNC). This "HNC Model" is the intentional design of a hospice culture that simultaneously balances purpose and financial realities to create a sustainable, extraordinary experience for the patients and families that we serve. There truly is no other hospice like Hospice of the North Coast. We're 36 years strong...and growing stronger!

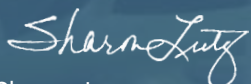
An additional development in 2015 includes welcoming Ray Patchett as President to our Board of Directors. Ray is a longtime public servant, university instructor, author, sought-after presenter and highly-regarded regional leader. With 30 years of public sector experience, Ray is sure to guide and strengthen our organization.

Unique to Hospice of the North Coast is our history of generous community support, which has allowed us to go above and beyond the requirements of Medicare when serving our patients and families. We believe in providing a "higher than expected" level of care, and one way we do this is by investing in our staff. This year, grant funding allowed us to increase educational opportunities to all levels of staffing. Additionally, we hired a full-time clinical manager at Pacifica House. Both of these investments have improved the quality of care for those we serve.

Through a newly forged Global Partnership with the National Hospice and Palliative Care Organization (NHPCO), Hospice of the North Coast has dedicated itself to improving access to hospice and palliative care worldwide...where the need is great and the resources are few. As a member of the Global Partners in Care Advisory Council, I look forward to providing strategic guidance for international partnership development and financial support for Global Partners in Care.

These are only a few of the advancements we've made this past year. It is my honor to also share with you this impact report as a snapshot of our ongoing work. If you have questions or would simply like to learn more about Hospice of the North Coast, I welcome the opportunity to speak with you personally.

Thank you for your support! Together we're bringing compassion, dignity, and comfort to people in need.



Sharon Lutz
Executive Director

MAKING AN IMPACT



From patient care to family and community support, our exceptional staff and volunteers touch thousands of lives each year

OUR MISSION:

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

The patient and the family and I are eternally grateful for the great care, compassion, and attention to her wishes and comfort. As a provider who has worked with many hospice organizations, I know when a program is in the top 5% of all palliative care organizations.

- Robert G. Gish, MD FAASLD



139 VOLUNTEERS donated 24,314 hours for a \$653,317 savings to the organization



Pacifica House served 204 patients; 124 were below moderate income level



451 patients received **hospice care**



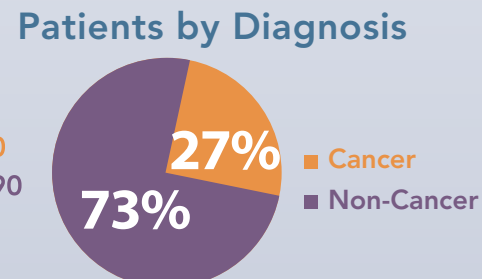
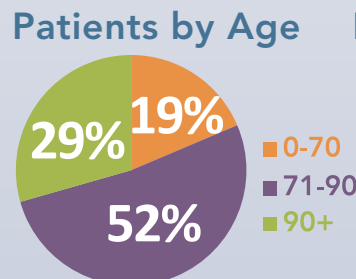
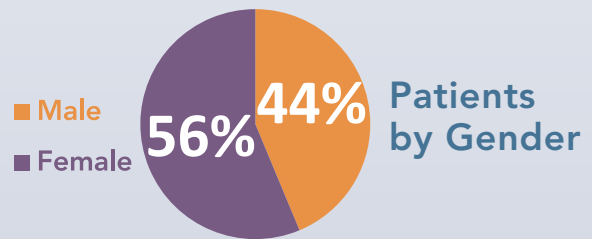
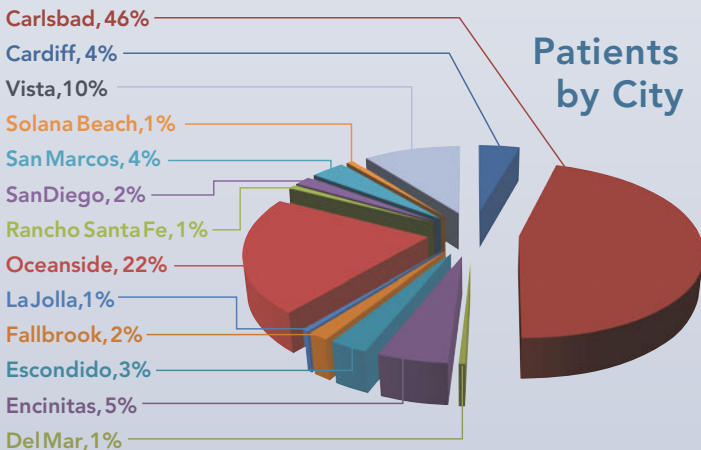
507 community members attended **memorial events**



705 contacts were **made** with patients and families by **bereavement staff**



755 donors gave over \$595,000 in **contributions**





Last year **204** patients were cared for at **Pacifica House**

THE IMPACT OF PACIFICA HOUSE

When Pacifica House first opened in 2013, we could only imagine the impact our care would make on the patients we'd serve. Already experts in hospice home care, we began serving patients around the clock in an "inpatient" setting – patients requiring the very highest level of care. Two years later, we now understand the true impact we're making at Pacifica House. This is just one patient's story.

Gary (fictitious name), a 53-year-old homeless man with stomach cancer, was referred to Hospice of the North Coast by a local hospital. When Gary came to us he was extremely agitated and his symptoms were out of control. He was violently ill with severe nausea and vomiting, and he was having seizures. Gary needed constant supervision. An additional challenge was the fact that Gary's preferred sleeping habit was to be on the floor.

To help alleviate Gary's agitation and control his symptoms, he was given several different medications (including injections every 30 minutes) for pain, nausea, agitation and seizures. Eventually, our staff was able to make Gary comfortable in a bed, and with continuous monitoring they kept him safe. Gary was also provided daily hygiene, something he did not have when living on the streets.

The cost to care for Gary was significant with the medications, supplies and extensive staffing necessary to keep him safe. Hospice of the North Coast absorbed those costs.

Although Gary had no family to be with him, he had friends in the community who were able to visit him daily in the homelike setting of Pacifica House. With round-the-clock care for symptoms and safety, Gary lived his final 10 days at Pacifica House surrounded by friends and cared for by compassionate hospice professionals. Gary received what every person deserves, regardless life's circumstances or financial abilities...a peaceful and dignified end of life.



Rachel Rivadeneyra, Pacifica House Clinical Manager with patient Jerry.

WHY I'M A HOSPICE NURSE

Hospice is a field that I truly feel called to. To be able to walk alongside a patient and family during such a vulnerable time, to be a source of peace and comfort when so much is unknown or unexperienced is a true gift. The most rewarding part of being a part of Hospice of the North Coast and Pacifica House is the privilege of honoring lives of those who have been lost, forgotten, discarded and unfunded. We have the opportunity to care for people and say "yes" to cases, without passing judgement,

no matter the cost, because as a whole HNC believes in providing quality, compassion-centered, dignified end-of- life care to those who need it the most.

I wanted to thank you and your entire staff for the wonderful care that you provided for my brother. It was truly touching to feel the care and love that was given to Ralph and to us during this very difficult time. I've shared the story about Pacifica House with everyone. What a great place and what a great service you provide. I cannot begin to express how grateful I am that you were there for us. On Ralph's service memorial, I am listing Pacifica House as a place that we recommend for donations.

- John R

OUTREACH

YOUR RESOURCE IN END-OF-LIFE CARE

Last year **HNC** provided education to **over 250** medical professionals and community members.

SPEAKER'S BUREAU

As experts in end-of-life care, Hospice of the North Coast is dedicated to providing education to our community. Our presentations are tailored to address the issues that are most important to you.

EDUCATIONAL TOPICS INCLUDE:

- Hospice
- Dementia
- Wound Care
- Advance Care Planning
- Illness
- Caregiving
- End-of-life
- Grief and loss
- Understanding Medicare

WHO RECEIVES OUR EDUCATION:

- Senior Centers
- Skilled nursing facilities
- Service Clubs
- Faith Communities
- Assisted Living communities
- Board and Care facilities
- Social Groups

(Call or visit our website to schedule a speaker that will be the best fit for your group)



HOSPICE of the NORTH COAST PRESENTS A Theatre Event

INTREPID theatre company

THE QUALITY OF LIFE
By Jane Anderson

SUNDAY July 12, 2015
7:00 PM

At the historic Carlsbad Village Theatre
2322 State Street, Carlsbad, CA

Special Ticket Pricing (2015)

- Professional Panel Discussion
- Hospice of the North Coast 50th Anniversary Social Hour @ Hansessey's Tavern following the play (5:00-7:00)

To purchase tickets go to:
<http://www.intrepidtheatre.org/tickets>

- Select "Quality of Life," then July 12," then "Find Tickets."
- Select "General Admission" and enter number of tickets desired.
- Select "Get Tickets" and your preferred delivery option.
- Enter the code **hospic0712** at bottom where it says "Enter coupon code"
- Select "Apply Coupon"
- Select "Check Out" at the bottom

A SAN DIEGO PREMIERE
An unforgettable, brave work of heart and humor. The Quality of Life features two couples with radically different views grappling with a shared reality.

When a Midwestern couple, Bill and Dinah, visit their estranged cousin Jacqueline and her husband, Neil, at their Northern California home, both couples confront loss and survival in the face of end-of-life circumstances.

This play by Emmy-award winning playwright Jane Anderson explores a breadth of timely social issues: a physician assisted drug, medical marijuana, tolerance, and the many roles that participation plays in our lives - with incredible insight and humor. Rated PG-13

Tremendous!
"...entertains, informs, comforts, creates the audience think, feel, laugh, cry, 'That is awesome.'" - Neil Trammell, *San Diego Reader*

On July 12th, following Intrepid Theatre Company's presentation of "Quality of Life," Hospice of the North Coast facilitated a professional panel discussion and Q&A on the topic of Physician Assisted Dying.



(Pictured from left to right) Jim Reiser, MFT; The Rev. Doran Stambaugh, SSC; Charles Hergesheimer, MD; Colleen O'Harra, Attorney/Professional Fiduciary; Sharon Lutz, Executive Director at Hospice of the North Coast



VETERANS DAY 2015

Hospice of the North Coast Joined with Marines to Honor 17 Veterans at ActivCare Bressi Ranch Assisted Living. This date marked the 70th anniversary of the end of World War II.

WHAT'S NEW

Healing Hearts Fund

With a grant from Gumpert Foundation, the Healing Hearts Fund was established to pay for the care of uninsured and underinsured hospice patients. At Hospice of the North Coast we believe everyone deserves compassionate care at the end of life, regardless their ability to pay.

To support the Healing Hearts Fund, please contact our Fund Development Department.



GLOBAL PARTNERSHIP FORMED

Hospice of the North Coast is excited to announce its recent partnership with Nkhoma

Hospital through Global Partners in Care (National Hospice & Palliative Care Organization's international affiliate organization). Together we are working to expand and improve access to hospice and palliative care in Nkhoma, Malawi. Some of the resources HNC will help bring to the hospital include medical supplies and equipment; medications; and educational opportunities including



online study courses and on-site training in both Malawi and California. Our goal is to send members of our palliative care team to Nkhoma, Malawi and to bring members of their palliative care team to California.

We are currently fundraising to support the goals of this partnership, and we welcome support from our community. To donate or to learn more about our Global Partnership, please call our Fund Development Department at (760) 431-4100.



The hospital staff has so little in the way of medical supplies and medication. I hope that through the resourcefulness of the Nkhoma hospital staff and the developing palliative team we can problem-solve together.

- Sharon Lutz, Executive Director, Hospice of the North Coast

US PARTNERSHIP BENEFITS: Enhanced Global Perspective, Helped Fulfill Hospice Mission, Boosted Staff Morale, Improved Community Relations

AREAS OF PARTNERSHIP COLLABORATION: Fundraising, Strategic Planning, Educational Programs, Purchasing Materials

HNC ESTABLISHES AN ENDOWMENT AT COASTAL COMMUNITY FOUNDATION

Through a matching gift opportunity at the Coastal Community Foundation, Hospice of the North Coast established its first endowment fund. Principal gifts made to the endowment are retained in perpetuity with their earnings distributed to support hospice programs. By making a gift to HNC's endowment fund you ensure quality end-of-life care is available for years to come.

To learn more, please contact our Fund Development Department at (760) 431-4100.

IN APPRECIATION OF OUR ENDOWMENT DONORS

Anonymous
Bobbie Hoder
John Graham

SUPPORT HNC



AmazonSmile is a simple and automatic way for you to support HNC every time you shop, with no

extra cost to you. It's just like shopping at Amazon – all the same products and prices.

IT'S EASY:

1. Go to smile.amazon.com
2. When prompted to select your favorite charity, type in **Hospice of the North Coast**
3. Start shopping

amazonsmile

YOU SHOP. AMAZON GIVES.


THE HOPE BEREAVEMENT CENTER

HNC's Hope Bereavement Center offers counseling and support services to guide people through some of the challenges of grieving as they adjust to their loss. Last year, more than 220 individuals received personal counseling from our bereavement staff.

Bereavement support groups are facilitated by professional grief counselors and they meet on an ongoing basis. Groups are customized by family and caregiver need. Individual counseling is available on an appointment basis. For registration and general information, call our Hope Bereavement Center at 760.431.4100.



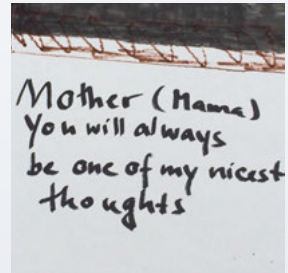
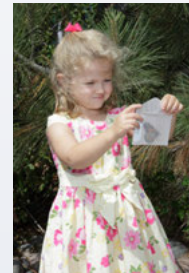
Over **500** Community Members
Attended **HNC Memorial Events**



Light Up A Life

UPCOMING EVENTS

Butterfly Release Memorial: May 15, 2016
Camp H.O.P.E.: September 24, 2016
Light Up A Life: December 8, 2016



Butterfly Release Memorial

Camp H.O.P.E.



HNC Bereavement Counselor Jim Reiser gives podcast interview on the topic:
How To Talk To Your Kids About Death
(dudestodads.com - Dudes to Dads Episode 37)

EMDR - USED AS A HEALING TOOL IN TRANSFORMING TRAUMATIC GRIEF

EMDR (Eye Movement Desensitization and Reprocessing) is a technique used to help transform traumatic images into memories that no longer have a harmful hold on the individual. It is a fairly new type of psychotherapy growing in popularity for PTSD. Because sudden bereavement often results in psychological and emotional problems (including but not limited to PTSD), EMDR is found to be a helpful healing tool. Repeated studies show that by using EMDR people can experience the benefits of psychotherapy that once took years to make a difference.

Hospice of the North Coast's Jim Reiser, Bereavement Counselor, has been trained to use EMDR and is currently seeing great results with its application.

To learn more about EMDR, contact Jim Reiser at **760.431.4100** or visit www.emdr.com

VOLUNTEERING

HNC'S DEDICATED VOLUNTEERS

DONATED **24,314** HOURS OF THEIR TIME
FOR A SAVINGS OF **\$653,317!**



VOLUNTEER SPOTLIGHT

Susan Gilman became an administrative volunteer with Hospice of the North Coast in July of 2015. In the beginning she could be seen around the office quietly filing, copying, and making "order" out of clutter. One day some cookies mysteriously appeared in the

break room. These weren't your ordinary store-bought cookies. They had all the hints of a professional baker behind them...and they tasted heavenly! As the weeks went by new flavors and shapes appeared, more delicious than the last. It was eventually discovered that Susan was our Cookie Fairy. Susan became one of the most loved (and feared) volunteers, as we nibbled our way to happiness and watched our waistlines grow.

Susan met a group of ladies 7 years ago at a cake decorating class and they have been baking treats on a monthly basis ever since. In addition to "sweetening" the mood around the office, Susan and the Cookie Ladies have supported other hospice activities such as our Volunteer Luncheon and Light Up A Life memorial event. Other charitable groups benefiting from their goodies include Oceanside Civitan, Tri-City Medical Center and our U.S. military troops.

Talent and a shared love for baking have been the main ingredients for a successful and longstanding relationship in the kitchen. Thank you, Ladies, for sweetening so many lives!

DID YOU KNOW?

5% of all patient care hours at a Medicare-certified hospice must be provided by trained volunteers. Hospice of the North Coast volunteers exceed that requirement annually!



Susan, Helga, Huong, Kinsey, Kathy, Seadra, Lani



FRIENDS preparing HNC's monthly bereavement mailing

FRIENDS OF HOSPICE

FRIENDS provide support and assistance to Hospice of the North Coast...and no one is asked to do more than they are willing or able. This wonderful group of dedicated individuals assist in necessary functions for HNC.

In addition to helping with mailings and/or other administrative tasks, some of their fundraising events include:

- Bunco
- Fashion Show
- Holiday Tea



There are many volunteer opportunities with Hospice of the North Coast. From Patient support to administrative assistance, there is certain to be a need that your talent can fill!

Volunteer activities include:

- Supporting Patients
- Working at our Resale Shop
- Fundraising
- Baking
- Sewing "Remember Me Bears" for families

FRIENDS also supports HNC's Global Partnership, helping to raise funds for a hospice in Malawi, Africa. To learn more about all of our volunteer opportunities, please contact our Volunteer Department.

755 GENEROUS DONORS CONTRIBUTED \$595,000 MAKING HOSPICE CARE AND PROGRAMS AVAILABLE TO PEOPLE IN NEED

RECOGNIZING GIFTS OF \$500 OR GREATER

MADE 10-01-2014 THRU 9-30-2015

Agua Hedionda Lagoon Foundation
Allie's Party Equipment Rental
Henry Amador
Kristen Anderson Tyson
Anonymous
AT&T United Way/Employee Giving Campaign
Michael W. Berns
James R. Brunotte
Bui Hahn
Carlsbad Gateway Center LLC
Carlsbad Hi-Noon Rotary Club Foundation
Diana Cleary
David Dewenter
East Bay Community Foundation
Eternal Hills Memorial Park, Mortuary & Crematory FD234
Whitley Ewing
Fidelity Charitable Gift Fund
Carol Floyd
Susan Furioli
Steve Fuss
Gems Of La Costa, Inc.
Virginia Gloor
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Gumpert Foundation
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Zorka Huffman
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Karen Kitnoja
Lady's Secret Foundation
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Joni Miringoff
Rena Monge
Nicholas, Chester, Sue & Chad
Oceanside Civitan
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Jacqueline Touch
Tri-City Medical Center
United Way
Ken & Jo Voertman
WEBdesignsbyterri.com
Jean Wedbush
Harry & Rosamond Weinberg
Knox Williams
Cheryl Wolfe

LEGACY SOCIETY

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

Loretta Ames
Hallie L. Anderson
Anonymous
Willis and Mayme Barnes
Nathan C. and Mary E. Binkin
Bertha W. Cook
Howard Dattan
Steve and Shelly Dew
Clarence Donato
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Patricia Stein
Sarah N. Thornton
Robert D. and Jane D. Upp
Ms. Gillian D. Wight
Margaret I. Wolf
Katherine H. Young

HNC AWARDED \$215,000 GRANT FROM GUMPERT FOUNDATION

Gumpert Foundation's Patrick Dempsey and David Cornsweet present Hospice of the North Coast with a check for \$215,000 in support of ongoing hospice programs and to establish the "Healing Hearts Fund," which provides hospice care to the uninsured and underinsured. In addition to giving monetary support, Gumpert Foundation has invested their time and resources to educate and develop both leadership and staff of HNC. Gumpert Foundation is a true partner in care!



A GRATEFUL FAMILY MEMBER GIVES BACK

"Before coming to Carlsbad I resided in North Carolina and lived for three weeks in a hospice as my husband died. One of the things that I came to greatly appreciate were wrapped snack foods that were donated by people who had been in my position in the past. I wanted to return that favor, and I now donate wrapped snack foods to Pacifica House on a regular basis to be available to the families of the patients they serve."

-Susan Osmanski

THANK YOU! THANK YOU! THANK YOU!

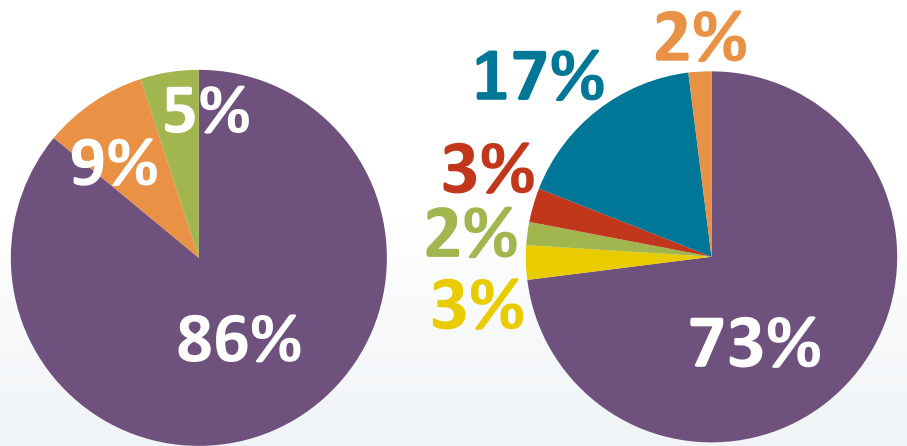
FISCAL YEAR 2015 FINANCIAL INFORMATION

REVENUE

Patient Service Revenue	86%
Contributions	9%
Resale Shop	5%
TOTAL	100%

EXPENSES

Patient Care	73%	
Bereavement	3%	
Volunteer	2%	
Community Outreach	3%	81%
Administration	17%	
Fundraising	2%	19%
TOTAL	100%	



SUPPORT & REVENUE

- Patient Service Revenue
- Contributions
- Resale Shop

OPERATING EXPENSES

- Patient Care
- Fundraising
- Administration
- Com. Outreach
- Bereavement
- Volunteer

For a copy of the fiscal Year 2014-2015 Audited Financial Report, please contact our Fund Development Department.

BOARD OF DIRECTORS

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- Jeffrey O. Leach, MD
- Andrew S. Maffia, CPA
- Leonard Martyns
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- Lisa Rodman
- Fr. Doran Stambaugh

HONORARY BOARD

- Colleen O'Harra, Esq.
- The Honorable Ronald C. Packard
- Mark Yamanaka, MD

HNC Service Area



Special thanks to Janelle Cannon for allowing Hospice of the North Coast to use her beautiful photography in our 2015 Impact Report.



hospicenorthcoast.org

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

PACIFICA HOUSE

4411 Park Drive
Carlsbad, CA 92008