



ANNUAL REPORT

FISCAL YEAR 2019-2020

Remaining a SHINING LIGHT

MESSAGE FROM THE CEO



Hope started this fiscal year in July 2019 full of excitement over our 40th anniversary. A committee formed to brainstorm meaningful ways to commemorate this milestone throughout the year.

In March 2020, with plans for a spring luncheon and fall dinner underway, our county issued shelter-in-place orders to mitigate the spread of COVID-19. It soon became apparent that these anniversary events, along with our existing annual fundraisers, would be canceled.

That loss of revenue, along with requests from nursing facilities to cease non-essential in-person clinical

visits, unfortunately caused Hope to furlough some staff and reduce hours in a few departments; most of our employees have since returned to their regular schedules.

I was touched by how the entire Hope team embraced this challenging time. Some who had the flexibility even volunteered for hour reductions. Others pitched in to fill the gaps so that no patient went without needed care. Our marketing crew collaborated with other internal teams to convert our community education program into an online platform, so that family caregivers could learn from the safety of home.

So, in what was a rather dark second half of the fiscal year for reasons beyond our control, Hope remained a shining light in our community. It's been 40 years since our founders gathered in a living room to determine the tenets of our fledgling organization. Though we've grown in numbers and service area, I'm proud to say that our commitment to exceptional care never wavered. ➤



1979 A letter went out to local churches and personal networks seeking community support, whether in time or dollars.

1986 In 1986, we cared for 67 patients for the year, with about 18 on service at any given time. We also had 82 families in the bereavement program.

1992 Hope's Medicare accreditation in 1992 provided federal reimbursement for medical care, equipment, and supplies.

2020 In this fiscal year, we had 558 new admissions, and cared for a total of 776 patients. We provided grief support services to 1,162 people. Our Family Caregiver Education Series helped 207 individuals.

A HISTORY OF HOPE

1978 Richard "Dick" Martin led early discussions among a group of concerned citizens about how to solve a problem: Families who wanted to care for a dying loved one at home could not do so without skilled nursing assistance and education.

1980 Hope took on its first patient in April 1980. To start, the Hope team consisted of a doctor, a chaplain, six registered nurses, and 15 homecare volunteers. Everyone donated their time. All care and supplies were paid for with funding from donations and grants. The service area was primarily Pleasanton and Livermore.

2019 In May 2019, Hope hit an all-time high with 179 patients on service at one time. Our footprint now reaches throughout the Tri-Valley; to neighboring East Bay cities including Hayward, Castro Valley, and Union City; and northward to Martinez and Brentwood areas.

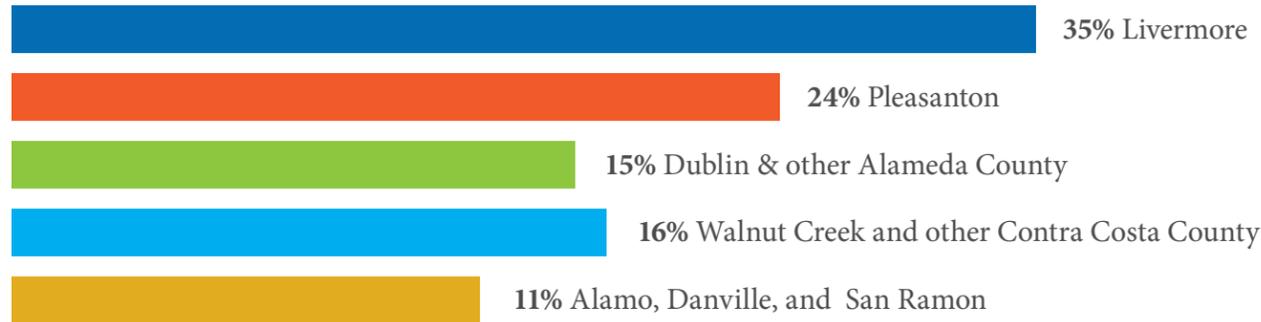
OUR PATIENTS Year in Review



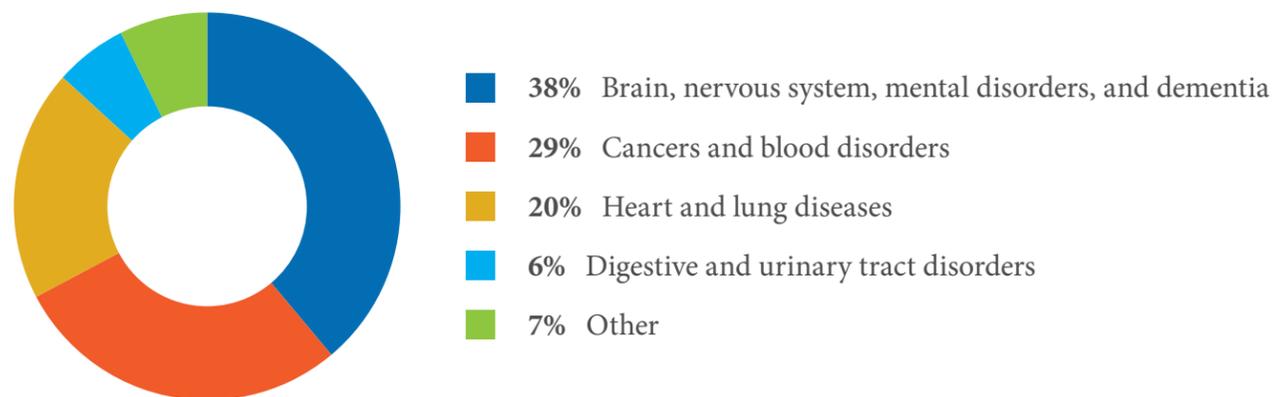
558 HOSPICE ADMISSIONS

flat compared to our previous fiscal year (-.01%)

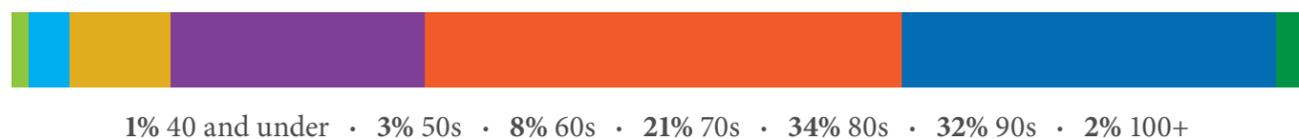
Where Our Patients Live



Conditions Upon Admission



Hospice Patient Ages



Volunteers are the **HEART** of **HOPE**

The pandemic halted our volunteers' in-patient visits as of March 2020, and this companionship is dearly missed. But, with safety as our top priority, it is a necessary pause. On a brighter side, the Volunteer Services team found other ways to stay in touch and elicit a smile.

Works of Hope

Over the spring and summer, the team facilitated an art drive called Works of Hope. The campaign solicited our community for donations of existing and created works of art that we delivered to patient homes and facilities. All told, we gathered almost 400 pieces, many handmade just for this project.

Letter Writing

With e-mail and text messaging being so commonplace these days, the arrival of a tangible card holds special meaning. Our volunteers braved cramped hands to ensure all our patients received handwritten birthday cards and special messages by mail in lieu of in-person visits until it is safe to do so. ➔



4,472
TOTAL VOLUNTEER HOURS*



*Patient-facing service hours occurred in pre-pandemic months, July 2019 through February 2020.

COMMUNITY OUTREACH

Your Dollars at Work



Hope is grateful for the support of individuals, organizations, and corporate sponsors who help us make a positive impact in our community. Generous donations help pay for the cost of care and services not reimbursed by Medicare, Medi-Cal, or private insurance and allow us to better serve our community members when they need help the most. We offer many services to local individuals even if their loved one is not on our service. Here are just some of the ways your dollars have helped support these vital resources.

Advanced Illness Care

Patients who don't yet qualify for hospice benefits, or who have been discharged from hospice, are eligible for Hope's Advanced Illness Care program. This program **keeps patients connected to Hope** until they meet the Medicare requirements for hospice care. Our social workers are available to answer questions, provide emotional support, or identify community resources. When it's safe to resume in-person visits, volunteers provide companionship to patients and caregiver respite.

Clinical Education

A trio of Hope champions comprise our Outreach Department and provide **educational presentations**

on elder-care topics to staff and the public at senior residential facilities. It's a great opportunity for Hope's dementia specialists, dietitian, and nurses to share best practices and new approaches to those who need it the most.

Dementia Education

At Hope, dementia-related conditions have surpassed cancer as the leading diagnosis upon admission. We are addressing the growing need by offering services at no charge through our Living With Dementia program. These services include **care consultations** with family caregivers, live webinars, and educational presentations to staff at local facilities that care for elderly persons.

Grief Support

Our grief support services are available to our hospice client families and the public for 13 months following the death of a loved one. **Support groups** provide a safe environment to discuss loss and to learn about positive ways to cope and move forward. The bereavement team also produces several single-day grief workshops (including Handling the Holidays and another that explores grief through art) and an annual Service of Remembrance. Additionally, Hope's grief services are available free of charge to local organizations in times of crisis. In response to the pandemic, we are currently conducting support groups and individual sessions over Zoom or by telephone appointment.



Community Health Educator Debbie Emerson educates family caregivers through live webinars during the pandemic.



Home Health Aide Jose Benitez presents a patient with a veteran appreciation pin and lap blanket.

Family Caregiver Education

Many participants in our Family Caregiver Education Series are first-time caregivers and in desperate need of support. Our 12 **complimentary classes** offer instruction on nutrition needs of the elderly, navigating the healthcare environment, Medicare options, and much more. In light of the pandemic, we transitioned our classroom curriculum into live webinars. This change also allowed us to reach more people, since we no longer had to close registration to stay within the capacity limits of our regular classroom. Instead of serving 15–20 people per class, we now have 30 or more attendees at our webinars, plus views on the recorded versions that we make available on our website. Over the spring and summer, we produced a similar town hall-style webinar series that targeted a wider audience by also addressing paid caregivers and other medical professionals. That 10-part series reached 310 individuals, plus 284 and counting views on the recordings.

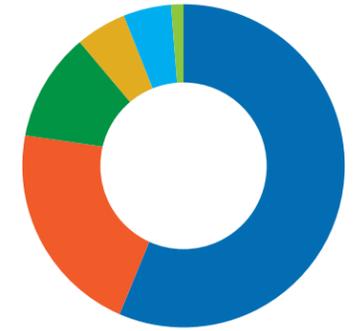
Veteran Appreciation

Over the past five years, an average of about 10 percent of our patients spent many of their prime years in service to others as a member of our nation's armed forces. To commemorate this service, Hope presents each veteran with a **special lap blanket** themed after the branch in which he or she served. Hope's Veterans Appreciation program could not happen without the support of the American Legion Post 237, based in Pleasanton, which annually donates funds to cover the cost of fabric.



This year we created another piece of appreciation, a special **lapel pin** with the message "Hope Hospice Honors Veterans." Not all patients want to or are able to wear their pin, so a patriotic stand lets families display it on the bedside. ➔

Where CONTRIBUTIONS Came From



- 60% Individual giving
- 23% Fundraising events
- 12% Grants
- 4% Businesses & organizations
- 6% Estate gifts
- 1% Planned gifts

OUTREACH By The Numbers

-  **141 PRESENTATION HRS** provided to facility nursing staff and the public
-  **207 INDIVIDUALS** educated through our Family Caregiver Education series
-  **310 WEBINAR ATTENDEES** of our 10 Town Hall webinars
-  **214 HOPE PATIENTS** were living with some level of dementia
-  **60 INDIVIDUALS** served through our Advanced Illness Care Program
-  **1,162 BEREAVED** individuals served

WHAT OUR FAMILIES SAY



We were very happy with the care [my husband] got.

[Our nurse] was a delight and made his last days easier.



Although my husband was declining rapidly, I was in denial about how soon he would die. Consequently, my family did not contact hospice until the last few days.

They responded immediately and were wonderful in their advice and consultation. **I only wish we had called sooner.**



Hope Hospice was wonderful as we went through our first end of life care.

Hope was supportive, instructive, and just listened to the concerns and frustrations.

Wonderful organization.



[Hope is a] fantastic group of caring people. All of them: the admissions person, day and night nurses, [social worker], pharmacy, supply person, and especially the [home health aides] for keeping my wife clean and comfy. Thank you.

I have nothing but high praise for the Hope Hospice group.

Their whole team was very responsive and provided caring support. [Our nurse was] excellent. She understood the needs, provided good communications, and exhibited love in providing her help and assistance ... We are very thankful.



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Committed to supporting patients and their loved ones with
EXCEPTIONAL CARE, COMPASSION, AND DIGNITY.



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Hope Hospice is a community-based, non-profit agency that has served the Tri-Valley and East Bay since 1980. Hope is accredited by The Joint Commission, certified by Medicare and Medi-Cal, and is a member of the National Hospice and Palliative Care Organization and National Partnership for Hospice Innovation.

