



**Hospice Caring, Inc.**

# **2016 Annual Report**

**July 1, 2015 - June 30, 2016**



"The 'hospice lady' came week after week, always ready to listen, lend a hand, do an errand. Sometimes I cried the entire time she was there, but she kept coming back. Then, once, I napped in my chair through her entire visit, waking up just in time to burst into tears because she was leaving. She wasn't 'the hospice lady' anymore, she had become my friend Audrey." - Jan 1955 - 2016

"As Jan's illness entered the end phase, visits and support from friends diminished. When she needed the support of her friends the most, they were off in their own worlds. That is when Hospice Caring made the biggest difference. Audrey was there for Jan. As death approached, she became more involved, not less involved. She supported us through the last months of Jan's life and beyond as we took care of Jan's committal, burial, and memorial service." - Dan, Jan's Husband



Dear Friends of Hospice Caring,

Fiscal Year 2016 marks the 27th year that Hospice Caring has served Montgomery County residents. In this report, you will see our growth in 2016, not only in the number of people served, but in the types of services now available that were unheard of in the past.

**Fiscal Year 2016 organizational accomplishments:**

- Completed a comprehensive strategic planning process which led to the creation of a Three Year Strategic Plan (FY2017-2019) to guide program growth and diversification while maintaining quality
- Instituted a performance measurement system for all programs which assesses how many were served, the quality of the programs, participant satisfaction and the impact/benefit for those served
- Expanded our language capacity in all programs by translating organizational fact sheet, program brochures and patient/client materials into Spanish and identifying Spanish-speaking volunteers in all of our programs
- Created a series of tip sheets for parents of grieving children, and translated into four highly spoken languages
- Developed and implemented a new program, Community Education

We are delighted to see the fulfillment of our mission and vision as a leading provider of social and emotional support for people with terminal illness, bereavement services, and community education. We are thankful for the confidence you have placed in Hospice Caring and are grateful for your continued support.

Most Sincerely,



*Nancy Richardson*  
Nancy Richardson, RN  
Chair, Board of Directors



*Allison Stearns*  
Allison K. Stearns, LCPC, MPH  
Executive Director

**Strategic Goals:** This three year strategic plan (fiscal years 2017-2019) was approved by the Board of Directors on April 21, 2016. The plan serves as a blueprint for the future of Hospice Caring, Inc. Annual performance measures will be used to monitor progress and identify necessary adjustments to the plan.

# Organizational Goals



# Program Goals



Secure funding to sustain and expand programs and promote organizational longevity.



Ensure sufficient number of highly-qualified staff to manage volunteer workforce who deliver exemplary programs that meet desired outcomes.



Recruit, train and retain multilingual and culturally-diverse volunteers to continue delivering services and supporting administrative and fundraising activities.



Increase visibility to serve more Montgomery County residents, recruit volunteers, develop partnerships and increase donations.



Maintain electronic database and management reporting systems for tracking clients, staff, volunteers, program outcomes, fundraising and financial information.



Increase compassionate caregiving services to assist more people with terminal illnesses.



Grow peer support groups, camps, retreats and family programs to serve more grieving individuals and families.



Expand community awareness about serious illness, death and grief through educational events, public awareness campaigns and professional workshops.



To view our intended program outcomes, please visit [www.HospiceCaring.org](http://www.HospiceCaring.org) and click on strategic plan.

# Volunteers Add Value

Hospice Caring's direct services are delivered by screened and trained volunteers, all of whom receive ongoing guidance, continuing education and supervision.

11,918

Hospice Caring leveraged 11,918 hours of volunteer support, the equivalent to 5.7 full time staff

\$317,496

\$317,496\* is the monetary value of volunteer hours in fiscal year 2016.



46%

Our operating budget would grow by 46% if it included the monetary value of volunteer time



\*Based on information from [independentsector.org](http://independentsector.org)

**"It is enormously satisfying to give back." - Volunteer**

# Volunteer Helping Hands

Volunteer Helping Hands, Hospice Caring's patient and family caregiving program, offers short-term, practical, social and emotional support for people of all ages with a serious illness and no reasonable prospect of a cure.

Services include but are not limited to: companionship and emotional support, assistance with household tasks, respite care, patient advocacy, and limited transportation to appointments.

# 29%

MORE PATIENTS &  
FAMILY MEMBERS  
SERVED THAN LAST YEAR

- 109 patients and 251 family members were served this year
- 2,394 volunteer hours of service to patients and families
- 188 days was the average length of service per patient
- 42 of the 43 patients who died in our care also benefitted from a medical hospice

## Integrated service delivery between hospices\*



\*Hospice Caring is licensed by the state of Maryland as a Limited Hospice Care Program. We supplement General Hospice Care Programs and support patients who are still pursuing curative treatment as well as those who do not have a six month or less prognosis.



**“We read together, talk about life, and laugh. We laugh!” - Patient**

# Adult Bereavement Support

Bereavement support groups, facilitated by trained volunteers, allow participants to meet others who are also grieving, share their stories, and learn from one another. Specialized groups include adult child loss, parent loss, sibling or friend loss, spousal loss, and suicide loss.

**933 volunteer hours were spent facilitating Adult Bereavement Support Groups**

# 154

PEOPLE PARTICIPATED IN  
ADULT BEREAVEMENT  
PROGRAMS THIS YEAR

## Services Included:

- Adult Child Loss Group
- Spousal/Partner Loss under age 50 Group
- Spousal/Partner Loss ages 50-70 Group
- Spousal/Partner Loss under age 70+ Group
- Suicide Loss Group
- Tree of Love & Candle Luminary Celebration



**“It was inspiring to work with such engaged volunteers!”**

-Fran Zamore, LCSW-C, Pro Bono Consultant, Bereavement Services

**“This group helped me realize my feelings are normal.”** - Participant

# Camp Caring

This overnight weekend camp for grieving children, grades 2-5, includes age-appropriate discussions and fun-filled creative experiences designed to help children share their feelings with their peers. Camp Caring is offered in partnership between Hospice Caring and Bar-T, a premier childcare provider.

**25 Children, ages 8-12 attended Camp Caring this year.**



86% of campers reported feeling less isolated and gaining new coping strategies as a result of attending camp



100% of camp volunteers felt that Camp Caring promoted sharing and learning



In June 2016, Hospice Caring was selected by The Moyer Foundation to become part of the Camp Erin® Network, a national bereavement camp based on best practices.

Moving forward our children's bereavement camp will be called Camp Erin® Montgomery County and will serve at least 50 children and teens each year, ages 6-17.

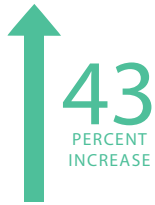
**"I learned it's okay to cry in front of people." - Camper**



# Good Grief Club

These seven-week support groups help children in grades K-12 explore their feelings, develop healthy coping strategies, and find comfort and safety in learning that they are not alone. These groups are facilitated by trained Hospice Caring volunteers in partnership with Montgomery County Schools, independent schools, and other community-based organizations.

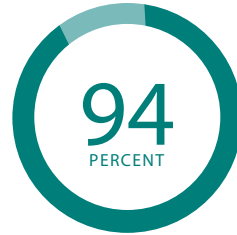
**248 students, grades k-12, completed Good Grief Clubs in 38 schools in Montgomery County this year.**  
**6 parent workshops were held in schools to supplement the Good Grief Clubs.**



43% more children served than last year



93% of students reported they learned strategies or tools to cope with difficult times



94% of counselors reported that the children in Good Grief Clubs created connections with other grieving students that they expect will last beyond the club

1/3

We strive to serve the most vulnerable members of our community. More than 1/3 of schools that held Good Grief Clubs had majority enrollment in Free and Reduced Meals (FARMS) program, an indicator for poverty.

Thank you to the New York Life Foundation for enabling us to expand our reach, develop parent workshops, and create tip sheets for parents of grieving children.

**“Talking to someone helps with our problems.” - Participant**

# Community Education

Our Community Education program works to raise awareness and better equip people to address end-of-life and grief-related issues. We host an educational series called Seasons of Caring, teach lessons on loss and grief in schools, offer continuing education (CEU) workshops for professionals, and facilitate dialogue on relevant topics in the community.



91% of Seasons of Caring attendees surveyed reported they gained valuable knowledge

**1,300** Community Members and Professionals Participated in Workshops this year.

## Seasons of Caring Workshops:

- *Caregivers* Film & Reflection
- Estate Planning 101
- *Healing Grief: A Story of Survivorship* book discussion
- Interfaith Panel on Beliefs around Death and Dying
- *Why is She Acting So Weird?: A Guide to Cultivating Closeness When A Friend is in Crisis* book discussion

## Professional Development for Mental Health Providers:

Hospice Caring hosted presenters from the National Cancer Institute, the National Institute of Mental Health, and Jackie Ogg, MSW, LGSW, to provide a workshop on "Courageous Conversations with Adolescent and Young Adults, Their Families and Friends."



**"It was an eye opening and enriching workshop."** - Participant

# Fundraiser Highlights

**September 2015** - Silver Linings Gala honoring the Bracken Family, Miller and Long Co., Inc., and the Ogg Family

**October 2015** - BOWL-A-THON sponsored by Shulman Rogers

**December 2015** - Barnes & Noble Gift Wrapping

**February 2016** - Concert for Caring featuring the Bobby Lewis Blues Band

**May 2016** - Raise Your Glass Wine Tasting at the home of The Honorable Jeffrey Z. Slavin



**“It feels great to support such a pure charity.”** - Raise Your Glass Attendee

# Financial Highlights

## Revenues

Grants, Awards & Donations	\$238,211	34.9%
Special Events	\$320,821	46.9%
In-kind Contributions	\$122,758	18.0%
Earned Income	\$ 1,375	.2%
<b>Total Revenue</b>	<b>\$683,165</b>	

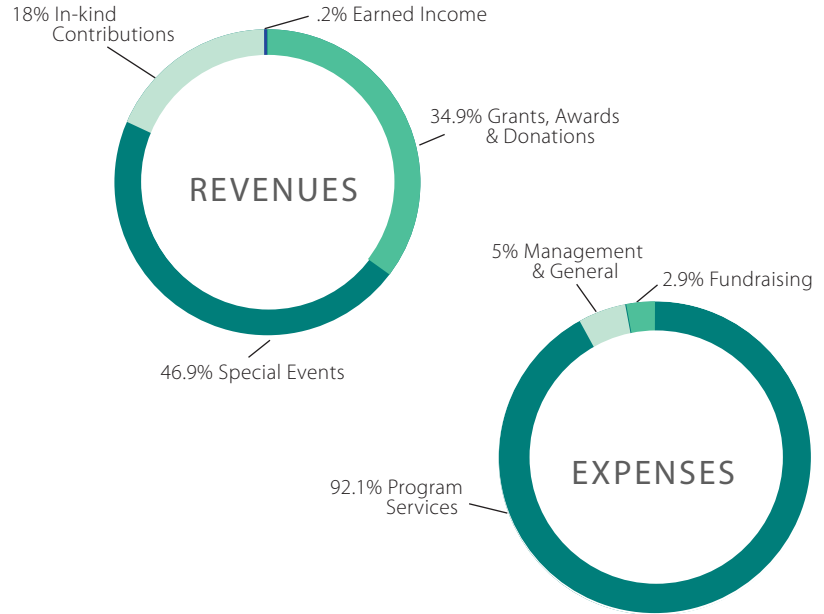
## Expenses

Program Services	\$747,387	92.1%
Management & General	\$ 40,849*	5.0%
Fundraising	\$ 23,090*	2.9%
<b>Total Expense</b>	<b>\$811,326 **</b>	

When needed, Hospice Caring uses funds from its investment accounts to support operations.

\*For every \$100 in expenses, \$92.10 is spent on programs

\*\*Includes in-kind and depreciation expenses



None of our services are reimbursable by Medicare or funded by any other Federal or State source. All services are free of charge.

## ASSETS, LIABILITIES & NET ASSETS

### Statement of Financial Position Summary

	As of June 30, 2016
Total Assets	\$ 3,225,517
Liabilities	\$ 34,588
Net Assets	\$ 3,190,929

## Accountability

Maryland Nonprofits has recognized Hospice Caring, Inc. with the Standards for Excellence designation. Organizations receiving Standards for Excellence recognition have been carefully evaluated and found to consistently model high professionalism in their self-regulation of ethical and accountability practices.



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Hospice Caring provides caring, compassionate, practical and high-quality, non-medical support services, without charge, to Montgomery County adults and children facing a life-threatening illness or grieving the death of a loved one.

## Our Vision

Hospice Caring envisions a community that accepts death as a part of life; where the processes of dying and grieving are embraced without stigma; where everyone has access to support services without charge; and where no patient dies alone and no one grieves without support.

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