



body



mind



spirit

HOSPICE OF THE VALLEY

2007 Community Benefit Report





To our Community:

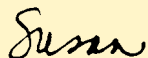
Hospice of the Valley is in the midst of dynamic growth—as are the communities we serve. As Phoenix and the surrounding metropolitan area have become one of the largest population centers in the nation, Hospice of the Valley is evolving to continue to provide the very best service possible to people with life-limiting illnesses and their families.

We are teaching our own staff and other healthcare professionals how to deliver excellent hospice and palliative care, further affirming our status as the state’s “education hospice.” We are creating new programs to enhance people’s lives, such as a pulmonary resource program to ease the shortness of breath that afflicts more than half of our patients. We are giving our patients the “extras”—a massage, a visit from a Pet Connections therapy team, a CD of old favorites sung at a slower pace for dementia patients—to help brighten their days. These services are made possible by our not-for-profit status, which directs dollars to patients, not shareholders.

We’re also expanding our reach, from Wickenburg in the northwest Valley to Gilbert in the southeast Valley. Our pediatric program has always been unique, and now we are partnering with Ryan House to build the first respite and palliative care home for children. Also last year, we enlarged our administrative office at 1510 E. Flower St. to centralize functions for efficiency and economy of scale, while retaining the essential character of our historic building.

Our physical and programmatic expansion is a metaphor for our future: growing to meet ever-expanding needs, while retaining our core mission: providing comfort and dignity as life nears its end. We honor the trust the community has placed in us to deliver this important care for 31 years, and look forward to the challenges that lie ahead. Thank you for allowing us to serve you.

Warm regards,



Susan Levine

2007 FUND DEVELOPMENT HIGHLIGHTS

Raised more than \$8.8 million in 2007, an all-time high.

\$2.5 million received through non-cash gifts, including property and donated materials and services.

\$1.9 million was raised through memorial gifts and tributes. These are unsolicited gifts we receive because of the care we give.

\$1.6 million – Planned gifts and bequests.

\$1.5 million was raised from corporations, individuals, organizations and foundations – \$494,000 of which was designated through United Way. This money supported the Dementia Program, Education in Palliative Care for doctors and nurses, the volunteer program, teen bereavement program, pet therapy program, indigent care, pediatric care, the inpatient units, Health Care Decisions and a “Helping Hand Fund” for special needs.

\$433,000 – Direct mail – Light Up a Life and spring mailing campaigns.

\$914,000 raised through special events:

\$186,000 – Off the Vine Wine Auction

\$436,000 – AAHA! An Auction of Heirlooms and Art

\$72,000 – CIGNA Healthcare of Arizona Pro-Am Golf Tournament

\$98,000 – Nellie Ann Ortega Golf and Wine Event

\$31,000 – Nina Pike-Garza Memorial Golf Tournament

\$21,000 – Unified Financial Services Holiday Fundraiser

\$18,000 – Desert Mountain Home Tour

\$52,000 – Other fundraisers, such as The Sun Lakes Jewish Film Festival and Johnny Nunez Memorial Golf Tournament

Other highlights:

Launched Corporate Funding Program with US Airways “Wings for Hospice.”

Secured five-year commitment to support Hispanic social worker for Pediatric Outreach program.



Nearly \$1 million was raised through special events, such as the Off the Vine wine auction and AAHA! An Auction of Heirlooms and Art.

HOW WE SERVE OUR COMMUNITY

Mission

Bringing Comfort and Dignity as Life Nears its End

Services

Hospice of the Valley's mission focuses on caring. Hospice care treats the whole person, as well as nurturing the family. When a loved one has a life-limiting illness, the extended family also needs support. A team of professionals helps the patient stay pain-free, comfortable and fully engaged.



What Makes Hospice of the Valley Exceptional

- The Staff – Our 1,750 committed staff members rank the highest in the nation for earning national certification in hospice and palliative care. They consistently win national and statewide recognition for exceptional service and expertise.
- Volunteers – Nearly 1,150 volunteers provide support to patients and their families in homes, inpatient units, the White Dove Thrift Shoppes and through community programs, fundraising events and special volunteer programs. A teen program is available for high school students.
- Education – Hospice of the Valley is proud to be the state's leader in educating professionals and the public about the importance of quality end-of-life care.
- Training – Physicians-in-training, nurses, social workers and chaplains in Maricopa County come to Hospice of the Valley to learn about end-of-life care in special programs funded by The Virginia G. Piper Charitable Trust.
- E-learning – On-line courses on hospice and palliative care provide continuing education credit for doctors, nurses and social workers.
- Educational Presentations and Seminars – Accredited courses are taught to healthcare professionals in workplace settings. A Speaker's Bureau addresses community groups.
- Pulmonary Resource Program – Patients with lung disease are taught ways to ease breathing and relieve shortness of breath.

- Dementia Program – Professional and family caregivers are given new ways to connect with patients with dementia, the most common form being Alzheimer’s disease.
- Inpatient Hospice Homes – Fifteen palliative care units Valleywide provide round-the-clock care for patients in home-like settings.
- Integrative Therapies – Massage, music, art and aromatherapy soothe the spirit.
- Pet Therapy – Pet Connections brings volunteers with trained and certified dogs, cats and even a bunny to brighten the days of patients and staff.
- Home Health Program – Seriously ill patients are cared for at home.
- Pediatric Program – Hospice of the Valley offers the only program in Maricopa County for children.
- *MediCaring™* – The federal government chose Hospice of the Valley as a site for a research project to determine if the hospice model of care better serves people with serious and chronic illness at less cost.
- Outreach – This pre-hospice program offers healthcare advocacy, community resources, psychosocial support and advance care planning to people with serious illnesses.
- Patient Advocacy – Advocates consult with patients and families to make sure they’re getting the services they need.
- Health Care Decisions – This community awareness project encourages people to think, talk and write down their wishes for end-of-life care.

In 2007, Hospice of the Valley

- Cared for 13,500 patients and families.
- Gave 88,366 hours of volunteer support to patients and families.
- Provided more than \$6 million in unreimbursed services to patients.
- Served 5,749 patients in our palliative care inpatient hospice homes.
- Opened the 15th inpatient hospice home at 14066 W.Waddell Rd. in Surprise.
- Established a partnership with Ryan House to develop the nation’s first palliative care and hospice home designed to serve children and adults with life-limiting conditions.
- Opened a White Dove Thrift Shoppe at 8461 E. McDonald Dr. in Scottsdale, the second agency thrift store.
- Cared for 476 patients on *MediCaring™*.
- Served 600 patients in the Outreach program.
- Provided one-on-one bereavement counseling to all family members requesting it. Facilitated nearly 400 grief support groups attended by 3,500 people.



HOW WE MAKE A DIFFERENCE

In 2007, the average length of stay for a Hospice of the Valley patient was 76 days and the median length was 17 days.

Hospice of the Valley provides services for those in the late stages of a terminal illness, as confirmed by a physician. Admission by diagnosis is classified in the following disease categories:

- Cancer
- Cardiac Disease
- Nervous System and Dementia
- Respiratory Disease
- Other

Admission by Age

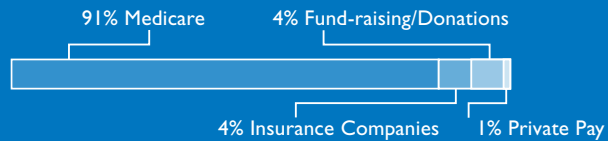
0-20	.7%
21-40	1.0%
40-60	10.9%
61-70	12.9%
71-80	23.9%
81-90	36.8%
91-100	13.4%
100+	.4%



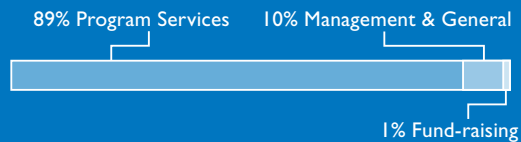
Financials

Where our money comes from

(includes endowment donations, but not interest or dividends from endowment)



Where our money goes



Endowment balances on 9/30/07 (market value)

21,621,590	Equity Securities
8,086,581	Mutual Funds
2,628,593	Money Market Funds
1,594,449	US Treasury and other U.S. Government Securities
55,700	Other
<hr/>	
\$33,986,913	

Budget:

The budget for 2008 is \$164 million, with an additional \$9 million generated from public support. Contributions and support from individuals, community and church groups, foundations, bequests and memorials pay for services not covered by Medicare or insurance. It is anticipated that Hospice of the Valley will continue to see an increased demand for unreimbursed care.

“We know that our father is resting in peace, and his transition from this life was made easier and smoother thanks to your care! The staff at Hospice of the Valley is a group of special people!”

“Hospice care allows me to live in my own home—there’s no better place!”

“You give the dying a road map for death— and the living a road map to deal with the death.”



HOSPICE OF THE VALLEY BOARDS

As a not-for-profit organization, Hospice of the Valley is governed by a volunteer Board of Directors. While each member of this diverse group brings a unique expertise and perspective to the organization, they all share in their commitment to perpetuating Hospice of the Valley's mission. We are grateful to the 2007 Board of Directors for its guidance and support.

2007 Board of Trustees

Charles W. Whetstine, *Chair*

Susan Levine**

Shaya Schimel

Beth Warne

Catherine McKee Olesen**

John Jennings**

Deborah A. Shumway**

**Trustee by virtue of Board of Directors position

2007 Board of Directors

President

Catherine McKee Olesen
Community Volunteer

Immediate Past President

James Feltham
Family Housing Resources

Vice President

Rita Meiser
*Rita Meiser, PLC
Attorney*

Secretary

John Jennings
*Safeguard Security and
Communications, Inc.*

Treasurer

Jerry Smithson
Consultant to Healthcare Industry

Teri Barnet

Community Volunteer

Johnny Basha

Bashas'

Raul Espericueta

Esperanca, Inc.

Steve Fields

AUTUS Asset Management, LLC

Lanny Lahr

Consultant to Healthcare Industry

Susan Levine

Hospice of the Valley

Eddie Lopez

Greer-Wilson Funeral Home

Larry Mayhew

Consultant to Healthcare Industry

Sister Margaret Mary McBride

Mercy Healthcare Arizona

Linda McReynolds

Attorney

Rick Naimark

City of Phoenix

Shari Press

Community Volunteer

Bob Ramsey

American Lifestar

Rich Reinken

North Fork Ventures, LLC

Dan Santy

Santy Advertising

Kelli Smith

Catholic Healthcare West

Michael Spector

The Arizona Republic

Kay Thompson

Community Volunteer



1510 E. Flower St. | Phoenix, AZ 85014.5656 | Phone 602.530.6900 | Fax 602.530.6901

www.hospiceofthevalley.org | E-mail info@hov.org | A not-for-profit organization