



HOSPICE
of the VALLEY



Celebrating 40 YEARS of Caring
2017 COMMUNITY BENEFIT REPORT



From the Executive Director

To our community:

For more than 40 years, Hospice of the Valley's mission has remained the same as on Day 1: Comfort and dignity as life nears its end, one patient and one family at a time.

Today our founders' legacy is carried out by 1,400 hospice staff members and 2,100 volunteers. Last year, we cared for more than 18,000 patients and their families in Maricopa and northern Pinal counties. Our reach extends far and wide and is filled with compassion and love.

I am truly proud and honored to be part of this amazing organization. I have experienced this beautiful care in my professional and personal life, as a leader and as a family member, a recipient of care when my mother and grandparents died on Hospice of the Valley's service. My family and I are grateful for the support we were given at that vulnerable time, just like thousands of other families who have received hospice care.

Hospice of the Valley is committed to educating the community and healthcare professionals about the support available through hospice and palliative care. We are recognized as a national leader in dementia and pulmonary care. Our not-for-profit status ensures caring for everyone in need.

Thank you for giving us the opportunity to serve our community for 40 years.

It is our honor and privilege.

Warm regards,

Debbie Shumway

Debbie Shumway



Blanche Hopkins Wenge



Rev. Q. Gerald Roseberry



Mary-Audrey Mellor

Hospice of the Valley's Beginnings

Hospice of the Valley was created in the mid-1970s by community members seeking a more humane way to care for the dying.

Prominent among those pioneers were the Rev. Q. Gerald ("Jerry") Roseberry and nurses Mary-Audrey Mellor and Blanche Hopkins Wenge. They shared their talents, time and fundraising efforts to establish and sustain Hospice of the Valley during its early years and still today.

In the earlier days, hospice care wasn't covered by Medicare or insurance companies. Hospice of the Valley was dependent on grants, donations and volunteers to provide medical, social, emotional and spiritual support to our patients and families.

In 1983 hospice became a Medicare benefit. Now hospice care is an integral part of the healthcare system. Hospice of the Valley is one of the nation's oldest and largest not-for-profit hospices, serving 18,000 patients annually in Maricopa and northern Pinal counties.

In 2017 we celebrated our 40th year. Jerry, Mary-Audrey and Blanche were there!

To our founders and all our early supporters, we thank you!

Our founders reunited at Hospice of the Valley's 40th anniversary celebration September 2017.



Celebrating 40 YEARS of Caring

1977-1986

Hospice of the Valley (HOV) is **incorporated on Sept. 9, 1977 by a small group of community volunteers** led by the Rev. Q. Gerald Roseberry.

HOV gets its **first grant—\$15,000 from the Flinn Foundation** of Phoenix.

The **Senators and Celebrities Cup Tennis Tournament** designate HOV as its **charity beneficiary**. The tournament generated hundreds of thousands of dollars for HOV and became one of the Valley's premier social events of the 1980s.

Fifty volunteers are trained. **Two staff members are hired.**

Medicare starts covering hospice care in 1983.

1987-1996

The agency's **first inpatient hospice home** opens in Scottsdale: the Eckstein Center, named for Dr. Albert Eckstein, a founding medical director.

HOV creates its **distinctive logo**. (Is it a hand or a dove? It's both!)

HOV **acquires the Red Cross building** at 1510 E. Flower St. in Phoenix as its administrative office.

Gardiner Home hospice unit opens in central Phoenix, named after philanthropist John Gardiner, head of the charity Senators Cup tennis tournament.

1997-2006

HOV merges with St. Joe's, Samaritan and Scottsdale Healthcare's hospices, forming one **independent, free-standing not-for-profit hospice**.

Health Care Decisions launches to **encourage advance care planning**.

HOV serves **9,500 patients** annually.

Specialty grief support groups expand, including teen bereavement.

The **Dementia program** is created by Dr. Gillian Hamilton.

11th Hour Companion program begins to **provide extra support**.

Pet Connections starts with Sundance, a 4-year-old English Labrador Retriever.

Pulmonary Resource program launches.

2007-2017

Ryan House opens in partnership with HOV to **serve children with life-limiting conditions**.

HOV selected as **Business Ethics winner** by Better Business Bureau.

HOV receives **IMPACT award** from Greater Phoenix Chamber of Commerce.

Gardiner Home becomes nation's **first hospice inpatient home for dementia patients**.

HOV **selected for Medicare Care Choices**, a national demonstration project.

We celebrate our **40th anniversary**.



In its 40th anniversary year, HOV **serves 18,000 patients and families**—more than ever before. 1,400 employees; 2,100 volunteers; 10 Palliative Care Units.



Comfort and Dignity

Hospice of the Valley delivers care in the familiar surroundings of patients' homes or wherever they live. Members of the hospice team make house calls much like family doctors did years ago.

We're the leading provider of hospice care in Arizona, and also offer a full spectrum of services, including dementia care, pulmonary care, pediatric care and palliative care for people of all ages who have chronic illnesses but aren't ready for hospice care.

We strive to meet the physical, emotional, social and spiritual needs of our patients, families and caregivers.

Help is available 24/7/365. Our After Hours team assisted more than 10,000 callers last year. We have bilingual staff, volunteers and bicultural Hispanic teams.

To inquire about services: (602) 530-6900 or hov.org.

Our Inpatient Units

Always warm and comfortable, our ten palliative care units are designed to feel like home. They are small—each typically with 10–12 patient rooms, nearly all private. Families and friends are welcome 24/7. They gather in family rooms, kitchens and their loved ones' rooms, spending the night if they wish.

Palliative care units are used by patients who need symptom control and round-the-clock care, sometimes as a transitional setting after a hospital stay. They also are places for patients to stay a few days to give their family caregivers a much-needed break. Gardiner Home is dedicated to caring for dementia patients. Ryan House is for children with life-limiting conditions and their families.



Thanks to our amazing volunteers!

Compassionate Presence...is what our volunteers offer patients and families. Listening. Caring. Doing what's needed.

Hospice of the Valley volunteer programs include a wide variety of activities, including ringing up sales at our White Dove Thrift Shoppe; visiting with our four-legged friends in Pet Connections; serving the Hispanic community with bilingual, bicultural care; honoring military veterans and first responders; playing music and singing; sewing; grief support; office work; special events; teens; Speaker's Bureau and more.

To volunteer: (602) 636-6336 or hov.org.



2,100 volunteers
Gave 212,500 hours
Valued at \$5 million

Education and Innovation

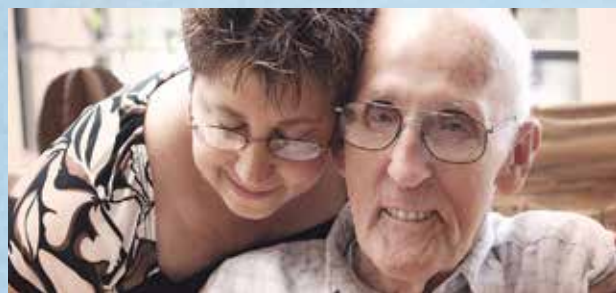
Hospice of the Valley is known as the “education hospice,” teaching healthcare professionals, students and community members about advanced illness and end-of-life care. Our reach in 2017:

- Mentoring and education for **114 physicians-in-training** (residents); 60 medical students; and four fellows.
- **Nursing education** for 30 students in **college** and **graduate programs**.
- Forty **presentations to healthcare professionals**.
- More than 250 informal “lunch-and-learn” **talks for healthcare professionals**.
- Articles written by staff about pulmonary and dementia care **published in academic journals**.
- **Membership on national and state boards** for hospice and palliative care, pulmonary and dementia care.
- A fellowship program to create **new ways to serve people with dementia**.
- **Classes** on hospice and dementia care **taught at ASU**.
- 165 **local** health fairs, trade shows and **sponsorships**.
- More than **150 volunteer Speakers' Bureau** talks to community groups.

Community Service

Thanks to donated dollars, Hospice of the Valley serves the community with programs that go beyond the basic requirements of hospice care. These additional services offer connection and comfort in times of need.

Outreach Program



People with serious, chronic illnesses who aren't ready for hospice are enrolled in our Outreach program, which provides social worker oversight and 24/7 telephone access to a nurse.

Pet Connections



What could be more comforting than a visit from a four-legged furry friend? Volunteers in our Pet Connections program share the love with patients, families and staff.

New Song Center



New Song Center for Grieving Children offers peer support groups led by trained volunteers to children, youths, and the adults who care for them to help cope with grief and loss.

Salutes



“Saluting Our Veterans” and “Honoring First Responders” recognize the service given by our patients in support of their communities and country.

Testimonials

“Hospice of the Valley made it possible for our father to spend his final days at home. That was such a gift for all of us. They also provided respite for our mother during the difficult time of caring for Dad. The compassion they show is indescribable. The most difficult time for our family was made tolerable due to your assistance. Such a blessing. Thank you for all you do.”

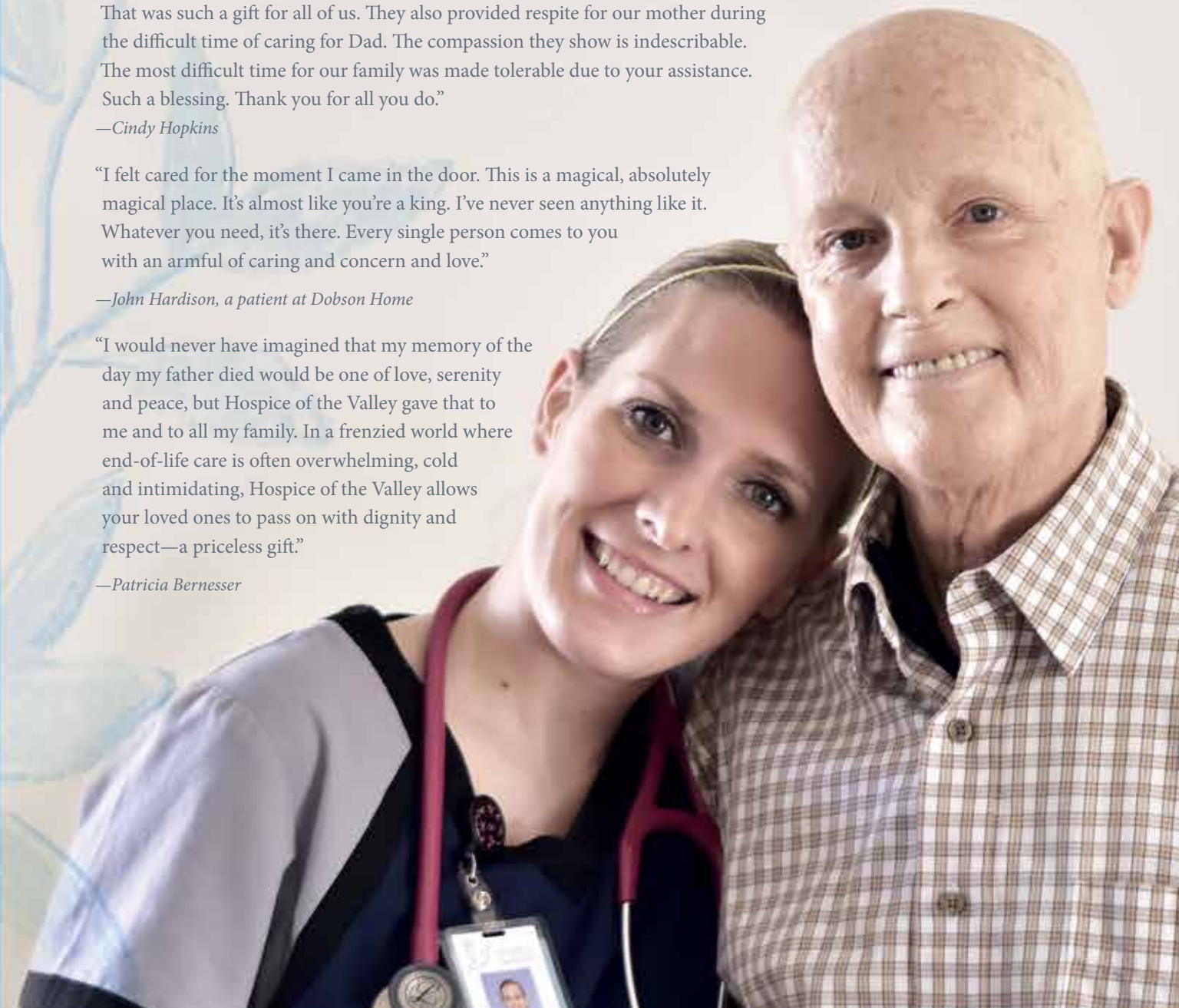
—Cindy Hopkins

“I felt cared for the moment I came in the door. This is a magical, absolutely magical place. It's almost like you're a king. I've never seen anything like it. Whatever you need, it's there. Every single person comes to you with an armful of caring and concern and love.”

—John Hardison, a patient at Dobson Home

“I would never have imagined that my memory of the day my father died would be one of love, serenity and peace, but Hospice of the Valley gave that to me and to all my family. In a frenzied world where end-of-life care is often overwhelming, cold and intimidating, Hospice of the Valley allows your loved ones to pass on with dignity and respect—a priceless gift.”

—Patricia Bernesser



Grassroots Community Events Sustain Care

Forty years ago, Hospice of the Valley was formed by community volunteers who gave their time and money to support a much-needed service. Though Medicare began covering hospice care in 1983, hospices still depend on donations to care for people without insurance or financial means and to offer services not covered by insurance. We are grateful for the contributions from community events that took place over the past year. Here are a few examples.



Helping Hand Walk/Run

ASU's co-ed business fraternity Alpha Kappa Psi has sponsored the Helping Hand Walk/Run for 10 years! The November 2017 event raised \$2,613 as people of all ages enjoyed the sunshine as they traversed the course around the beautiful campus. Event proceeds benefited our Pediatric Helping Hand fund to support the families of our youngest patients.

Reap What You Sew

Each year up to 150 women make hundreds of quilts and "angel wraps" for ill adults, children and babies and the organizations that care for them, including Hospice of the Valley. These labors of love are created by Reap What You Sew, a ministry of First Christian Church, Phoenix.



Lake Pleasant Fishing Tournament

The White family, owner of Valle Luna restaurants, has organized nearly 30 fundraising events over the last 17 years for Hospice of the Valley, raising more than \$75,000! They co-sponsor the annual Lake Pleasant Fishing Tournament with Q Bar and Grill, as well as coordinating other events. Jesse and Joey White were moved to give after Hospice of the Valley cared for Jesse's father, Terence White.

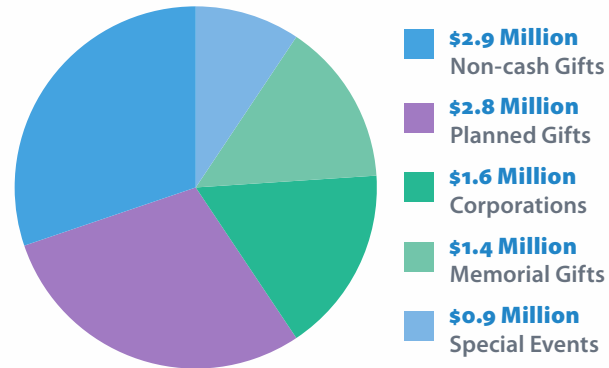
Phoenix Symphony

Volunteer and donor John Radway supported the Phoenix Symphony's monthly concerts for patients, families and staff at Gardiner Home, an inpatient hospice home dedicated to dementia care.

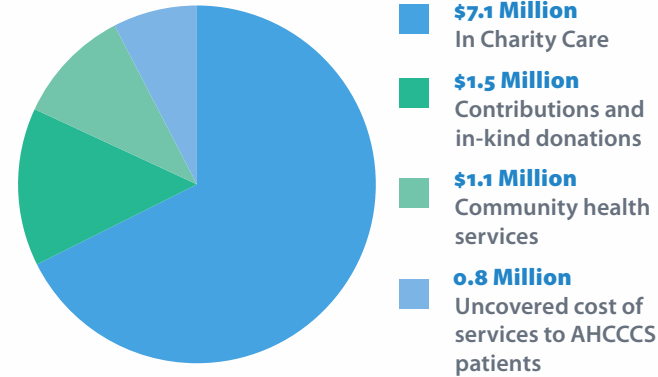


By the Numbers

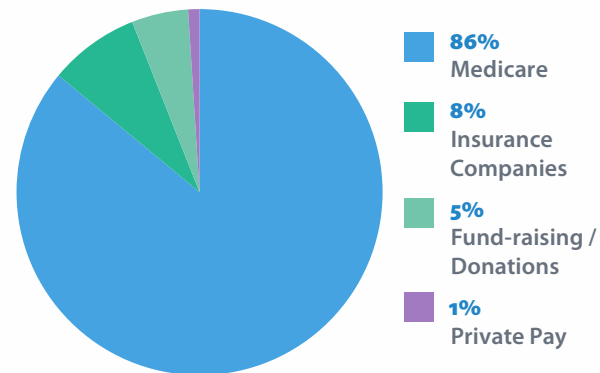
Donations in 2017: \$9.6 Million



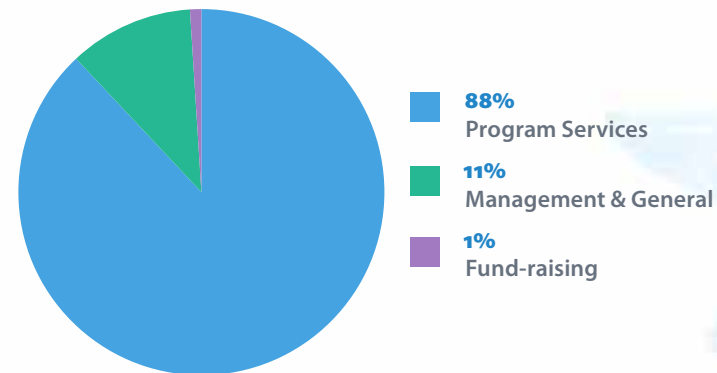
Value of Community Services Provided by HOV in 2017: \$10.5 Million



Where Our Money Comes From



Where Our Money Goes



Total assets: \$140 Million
2018 budget: \$169 million, including \$13 million generated from community support

Hospice of the Valley

Executive Team

Debbie Shumway
Executive Director

Rachel Behrendt
Senior Vice President

Ned Stolzberg, MD
Executive Medical Director

Joyce Bulman
Chief Operations Officer

Lin Sue Cooney
Director of Community Engagement

Gillian Hamilton, MD, PhD
Administrative Medical Director

Executive Committee

Dieter Gable
President

Rita Meiser
Vice President

John Jennings
Secretary

Jerry Smithson
Treasurer

Lanny Lahr
Past President

Sister Margaret Mary McBride
Member-at-Large

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Kay Thompson
John Valiante
Michael Withey





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A legacy of caring since 1977