



Finding Closure Through COVID-19

2020 ANNUAL REPORT



Hospice Foundation of Arizona



Southern California Hospice Foundation



FINDING CLOSURE THROUGH COVID-19

Many patients approaching the end of their lives want to address unfinished business. Nearly 60 years ago, the founder of the Hospice movement, Dame Cicely Saunders, identified four important human tasks that people want to complete during the process of dying. They include:

1. **To say, “goodbye”** – to people, animals and things that have been important to them.
2. **To say, “thank you”** – for a life together, for help and care provided, perhaps particularly in this last period when extra care has very often been needed.
3. **To say, “sorry”** – perhaps for failings or slights or demands, or especially for being difficult to live with during the last stages of illness.
4. **To say, “I love you.”**

On Thursday, February 27, 2020, SoCal Hospice Foundation (SCHF) was grateful to grant one final wish for a mother suffering from Multiple Sclerosis. Ravonna, age 61, had been courageously battling her disease for many years when she decided to stop seeking aggressive treatment and chose comfort care through hospice.

Living in a skilled nursing facility, Ravonna received the 24 hour care she needed, but was separated from her family, who resided on the East Coast. Through our Angel Assistance Program, SCHF sponsored roundtrip flights for her son Josh and her two grandchildren, Trevor and Mason, so that they could find closure and so she could peacefully complete her life. The family spent nearly a week in California reconnecting with Ravonna at the facility, where they were able to say, “Goodbye. Thank you. I’m sorry. And I love you.”

A few short weeks later, the pandemic hit and everything changed. While Ravonna had the

chance to say her final goodbyes in person, many others embarking on their final journey haven’t been so lucky. In the wake of COVID-19, gathering restrictions have proven to be extremely isolating. Most facilities no longer allowed visitors, with the exception of the hospice nurse, and initially, most hospices didn’t have a large supply of Personal Protective Equipment (PPE) such as gloves, masks, and gowns which was immediately required for entry into all facilities.

Through the generosity of donors, SCHF soon became a valuable resource in providing PPE to Southern California’s hospices, distributing nearly 70,000 articles of PPE to hospice physicians and nurses serving on the front lines. As a result, hospice nurses are now facilitating facetime visits through their iPad or iPhone with families whose loved ones are living in a facility, as hospice teams heroically continue in their effort to provide dignity, comfort and closure for those facing their final journey.

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LEADERSHIP MESSAGE



Dear Friends and Supporters,

Thank you for walking with us during one of the most challenging years in modern history. In 2020, so many in our world and our local community experienced hardships. Among the hardest hit were hospice patients. But notably, 2020 was a year permeated with heroism. We were blessed to witness this first hand.

When our patients faced a crisis of mounting food insecurity, you were with us, helping to provide nonperishables and grocery gift cards.

When Personal Protective Equipment (PPE) became unavailable, our friends and supporters filled the need, donating an awe-inspiring 69,556 articles of PPE, ensuring the safety of our partnered medical hospice teams, our patients, and their families.

When we began construction on the Heavenly Home, Orange County's first nonprofit end-of-life care home, where patients will receive 24-hour care in their last weeks of life, you responded in a meaningful way. In less than one year, we completed the renovations on a six-bedroom home in Mission Viejo on a tree-lined, quiet cul-de-sac. We also created beautiful outdoor living spaces with patio access from every room and completely furnished the home. Our friends and supporters rallied, and in only a few months, all was completed.

In July, we announced our intention to build the Heavenly Home Endowment, ensuring that no patient dies alone, and were blessed abundantly with both an anonymous donor's Million Dollar Match and a tremendous response from you. All told, we raised over one million dollars for the Heavenly Home Endowment, including matched funds, where every dollar raised is earmarked for patient care. These were answers to our hopes and prayers.

Together, we are solving the hidden housing crisis for patients at the end of life. No one should lack access to hospice care, and by providing a loving facility where essential caregiving is provided 24/7, all of our patients will have access to the care they need at a time when it matters most. This will be a place where a daughter can be a daughter, and a son can be a son. Families will be able to focus on making important, lasting memories with their loved ones. Your support means the world to our patients, and we are deeply grateful and humbled by all that you do.

Thank you for helping to make 2020 a year where uncertainty was replaced with possibility, where empathy and grace stood guard over our patients, and where generosity, love, and an ever-deepening gratitude ruled the day.

With Deepest Appreciation,

A handwritten signature in blue ink, appearing to read "Michael A. Uranga".

Michael A. Uranga
Board President

A handwritten signature in blue ink, appearing to read "Michelle Wulfestieg".

Michelle Wulfestieg
Executive Director

THE IMPACT OF YOUR SUPPORT



COMMUNITY OUTREACH

- **In the press: So Cal Hospice Foundation was featured on the front page of the Orange County Register** for its work in the fight against COVID-19 and its efforts to improve access to hospice care through the Heavenly Home Project.
- **Community Accolades:** Our Executive Director, **Michelle Wulfestieg** was named as **one of Greater Irvine Chamber 40 Under 40 Honorees**.
- **Conducted 3 speaking engagements** at a college, a chamber of commerce, and a corporation in order to educate the community about the benefits of hospice.

PATIENTS & FAMILIES

2020 has been a year like no other. But because of you, our faithful supporters, we have pivoted and been able to serve in ways we never thought possible. Your impact has been mighty and has included the following:

- **33 in person and virtual bereavement sessions were held**, supporting those who are grieving the loss of a loved one.
- **69,556 units of PPE were distributed** to the people caring for hospice patients to protect them from COVID-19.
- **5,583 units of food have been collected through donor food drives** and distributed to hospice families facing food insecurity.

- **4,121 patients were served directly** through meal deliveries based on partnerships with local restaurants, churches & food banks, as well as through our Angel Assistance and Bags of Love Programs, giving our patients individualized support during their time of need.
- **Renovations and landscape design were completed on the Heavenly Home!**
- **One Million Dollars was raised for our Heavenly Home endowment**, helping to ensure no patient ever dies alone inside our Heavenly Home.

Thank you for making a profound difference in the lives of hospice patients, their families and the staff who care for them.

PATIENT HIGHLIGHTS



TO SEE THE OCEAN ONE LAST TIME

Tuan, a Vietnamese immigrant suffering from COPD, has always been enamored by the ocean. In the beginning of the year, his health took a turn for the worse, so his hospice team reached out to SCHF on his behalf to make one final request: to visit the beach. The SCHF team quickly set to work, arranging for wheelchair transportation destined for the Huntington Beach pier where a picnic was waiting for him, complete with his favorite meal, pho and Vietnamese iced coffee.



A CENTENNIAL BIRTHDAY CELEBRATION!

Birthdays are always special, but for Lotte, she was celebrating a milestone: 100 years! In the midst of the pandemic, SCHF was overjoyed to make her birthday special. Through the generosity of our donors, Lotte enjoyed her favorite food from Olive Garden, a delectable cherry cake, and a socially distanced party with her closest family and friends.





FEEDING HOSPICE FAMILIES THROUGH THE PANDEMIC

The majority of hospice patients encounter severe socio-economic challenges due to job loss, ongoing medical expenses, and the personal challenges of facing a life-limiting illness. COVID-19 has exacerbated each of these crises significantly.

Prior to COVID-19, hospice families struggled to make ends meet—striving to ensure that their loved one received round-the-clock care while simultaneously maintaining their household. For most families, requests we receive for assistance have historically been for food. Since COVID-19, the percentage of our requests for food has increased 2,480% since 2019. Now more than ever, families are facing the stressors of food insecurity in addition to caring for a dying loved one.

Our organization adapted quickly and responded to our rapidly changing environment, helping those most affected by the shutdown, our patients and their families. Through partnerships with local foodbanks, churches and restaurants, we have distributed nearly 10,000 meals or units of food to patients and families who were unable to leave their home and go to the grocery store.

It has been a valiant effort, and as the pandemic remains rampant, we remain steadfast in our commitment to support hospice families in need. Thank you to all who gave of their time, talent or treasure in support of our COVID relief efforts.



THE HEAVENLY HOME PROJECT - A LOVING HOME FOR THE LAST STAGE



Hope is a powerful thing. We hoped for and diligently worked toward this sacred place, and in only a few short years, our gorgeous, six-bedroom, fully renovated, fully owned Heavenly Home is in place!

In October 2017, our Heavenly Home Project began as a seed of hope. At that time, we announced our intention to pursue our vision to dramatically improve access to hospice care in Orange County by creating a nonprofit 24-hour care facility to serve hospice patients during their final journey.

Since then, our hope has grown and blossomed! In March of 2019, we made an all-cash offer on a six-bedroom house in Mission Viejo, funded entirely through your

volunteers, donors and team, to the gorgeous design and landscaping, we are overwhelmed by the beauty of this home and all of the love it symbolizes.

In addition, every consideration for function was made to ensure that our patients can be moved into their home-away-from-home easily and safely. This includes wide doorways and hallways to accommodate hospital beds, a wheelchair accessible shower, as well as level entry with no steps or stairs throughout the entire property. We even installed a state-of-the-art fire alarm and sprinkler system that was tested and approved by the Orange County Fire Authority.

Pairing accessibility with a peaceful and light-filled aesthetic has been a priority of the home. Each

generous donations. In 2020, with a great deal of care, social distancing, and hard work, the renovations for the Heavenly Home are complete!

The Heavenly Home is everything we hoped for. From the concrete foundation, which is covered in the handwritten prayers of our

bedroom has floor-to-ceiling windows with a picture-perfect garden view of the backyard or front patio. We have also installed individual exterior doors in each bedroom, wide enough to accommodate hospital beds. This will provide direct access from each bedroom to the sweeping patio for each of our patients.

Once the renovations were complete, we set to work on ensuring sustainability of the home, and in July of 2020, we launched our Million Dollar Match Campaign. Thanks to an anonymous donor, all gifts to the Heavenly Home Endowment will be matched, dollar for dollar, up to \$1 million. Contributions to the endowment are designed to offset operational costs for the Heavenly Home, allowing those facing their final journey to receive the support they need to complete their life in a home-like setting.

By December of 2020, we had raised \$500,000, which was matched, bringing our endowment to \$1 million! What an incredible blessing!

During 2021, we plan to complete our interior design, obtain licensing so that we can welcome our first resident, and continue building our endowment with \$500,000 left to match. Naming opportunities are still available where your contribution can be doubled! If you are interested in a naming opportunity, please contact Michelle Wulfestieg at michelle@socalhospicefoundation.org



12TH ANNUAL HOSPICE GOLF TOURNAMENT – LIFE. LINKS. LOVE.

Due to the pandemic, our 13th annual charity golf event at Pelican Hill was cancelled. We were deeply saddened by this, but we look forward to a time when we can all gather safely again. In the meantime, our 14th Annual Golf tournament will be virtual. We would love for you to support our annual golf tournament by playing at a course of your choice and sending in your score. The sponsorship levels do not include golf, but is rather a virtual opportunity to support those facing their final journey. We also invite you to participate in, or contribute to, our online auction which will take place March 1 – March 25, 2021.

This is our biggest fundraiser of the year and sustains many of our vital programs. Our work continues, which has only been exacerbated by the pandemic, and we remain steadfast in our commitment to bring dignity and comfort to the dying.



3RD ANNUAL PRESERVING DIGNITY – ONLINE COLLABORATIVE EVENT

On July 29, Southern California Hospice Foundation and four fellow organizations partnered with the Orange County Community Foundation (OCCF) to host the third annual Preserving Dignity, a Giving Day for OC's older adults in need. This 24-hour online effort raised \$190,898 in critical funds from 390 donors, enabling these nonprofits to attain 255% of their original fundraising goal.

Because of Preserving Dignity, the Southern California Hospice Foundation alone was blessed to raise \$112,806 from 133 donors to support our Heavenly Home Project, Orange County's first nonprofit end-of-life care home.

The five participating organizations included Alzheimer's Orange County, Council on Aging-Southern California, Meals on Wheels Orange County, Southern California Hospice Foundation and St. Francis Home. These nonprofits have quickly pivoted their programming to offer virtual support for the older adults they serve and to ensure safety for those to whom they provide meals and housing.



11TH ANNUAL WINE EVENT – HEAVENLY HOLIDAYS: WINE ALL THE TIME VIRTUAL EVENT

In honor of National Hospice Month, we hosted our "Heavenly Holidays – Wine All the Time" online auction filled with everything wine and spirits where we raised more than \$47,000, which was matched dollar-for-dollar through our Million Dollar Match challenge, bringing the grand total to over \$95,000! All money raised went directly to our Heavenly Home endowment, which will help cover the cost of 24 hour caregiving, ensuring that no patient ever dies alone.

THE IMPACT OF YOUR SUPPORT



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We encourage people to share their time, talent or treasure and there are a number of ways to help:

Become a certified hospice volunteer and provide companionship and emotional support for those facing the end of life.

Join our Advisory Council and provide leadership expertise.

Join the Helping Hands Hospice Guild, an all-volunteer group that supports the work of our organization through special projects.

Assist with our fundraising efforts by becoming a corporate sponsor, donating a silent auction or raffle item, or sitting on an event committee.

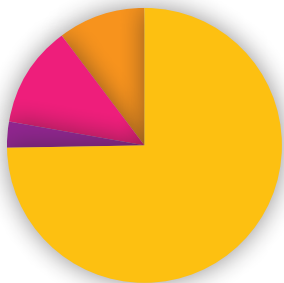
Engage your company to support the mission of SCHF by establishing a matching gift program, hosting a special fundraising event, or providing in-kind services or products.

Give a gift in memory of a loved one or honor someone special by remembering them on an important day - birthday, anniversary, graduation, wedding, or other significant holiday.

Join our Legacy Society by remembering the Southern California Hospice Foundation in your estate planning.

Donate to our Heavenly Home Endowment to launch and support Orange County's first and only nonprofit end-of-life care facility. Every dollar donated will be matched up to one million dollars through our One Million Dollar Matching Grant.

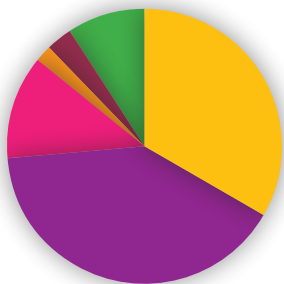
FINANCIAL HIGHLIGHTS



PUBLIC SUPPORT AND REVENUE

Heavenly Home	\$1,039,856.00	74%
Wine Soiree - Net *	\$47,774.00	3%
Cash Contributions	\$175,010.00	12%
Grants & Other Income	\$143,543.00	10%
Total Income	\$1,406,183.00	100%

*Matched for the Heavenly Home Project endowment.



EXPENSES

Heavenly Home Project	\$96,452.00	33%
Patient Assistance	\$118,621.00	40%
Community Outreach	\$36,132.00	12%
We Honor Vets	\$7,271.00	2%
Bereavement Support	\$967.00	0%
Operations, net of investment income	\$9,696.00	3%
Fundraising	\$26,282.00	9%
Total Expenses:	\$295,421.00	100%

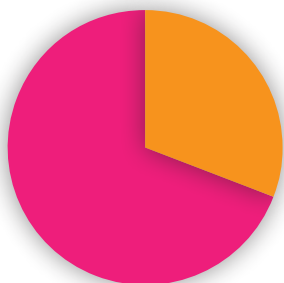
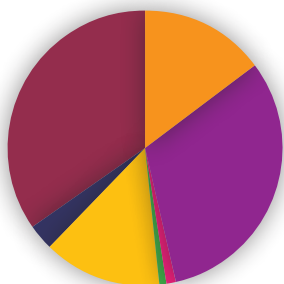
STATEMENT OF FINANCIAL POSITION

ASSETS

Investments	\$458,800.00	15%
Cash With Donor Restrictions for Heavenly Home Project Endowment	\$1,007,154.00	32%
Cash With Donor Restrictions for Heavenly Home Project	\$21,987.00	1%
Cash and Investments With Donor Restrictions for Hospice Foundation of AZ	\$24,554.00	1%
Cash & Cash Equivalents	\$435,914.00	14%
Other Assets	\$87,222.00	3%
Fixed Assets - Heavenly Home	\$1,108,151.00	35%
Total Assets	\$3,143,782.00	100%

TOTAL NET ASSETS

Net Assets - without donor restrictions	\$976,577.00	31%
Net Assets- with donor restrictions	\$2,161,846.00	69%
Total Liabilities & Equity	\$3,143,782.00	100%



BOARD OF DIRECTORS AND HOSPICE ADVISORY COUNCIL

BOARD OF DIRECTORS

Michael Uranga – SCHF Board President
Post Acute Continuum, Inc., President

Shaun Moss, RN – Board Secretary/Treasurer –
Companion Home Health & Hospice,
Chief Operating Officer

Jim Denver – First Republic Bank,
Managing Director

Matt Didier – CBRE, Office Properties,
Senior Vice President

Alfonso Galvez – TDW Risk Management
Associates, Principal

Sandy Sligar – SMS Fabrications, Inc.,
Vice President

HOSPICE ADVISORY COUNCIL

The purpose of the Hospice Advisory Council is to increase awareness of hospice, educate the community about hospice, and provide a dignified environment to those at the end of life through the Heavenly Home Project.

Bruce A. Lazenby – Chairman of Hospice Advisory Council, Rose Hills Memorial Park and Mortuary, Executive Director of Business Development

Theresa Ashby, PhD. – Dynam Consulting, CEO

Melissa Dean – Consultant: Writing, Editing, Investor and Media Relations

Rhonda L. Ducote – Apriem Advisors, President/Principal

Daniel Han, ETA CPP – Agapay, Chief Operating Officer

John Hornburg – Philanthropist, Hospice Volunteer

Sue Kelly – Hoag Hospital, Oncology Certified Rn

Sheila Kirkpatrick – Outreach Care Network, Executive Director

Kelly Lam - Founder of The Whole Purpose

Steve Lazarian – CityWorks Management, Chief Operating Officer

Scott Schultz - RH Morris Insurance and Financial, Financial Advisor

Traci Shirachi – SmartStart Evaluation and Research Inc., CEO/President

Vana Surmanian – Philanthropist, Hospice Volunteer

Deborah Veady – Philanthropist, Hospice Advocate

Kay Walker – Attorney at Law



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