



People of Compassion

COMPREHENSIVE CAMPAIGN

2019-2020 Impact Report



42 Years of Improving the Quality of Life

Hosparsus Health has provided compassionate care for patients and families facing serious illness wherever they call home since 1978. Our care teams are recognized and respected nationwide for innovation and expertise in hospice and palliative care for the most complex health issues.

In September 2020, Hosparsus Health's Phil Marshall was named one of Business First's 2020 Most Admired CEOs. A month later, Hosparsus Health received the Reader's Choice Award for Best Non-Profit in the News-Tribune's Best of Floyd County awards. One Southern Indiana presented Hosparsus Health's Heart Connection program with the Nu-Yale Nonprofit Program of the Year ONE Award in November. We're so proud and honored to receive these accolades, but we know our work isn't done. As a nation, we are facing an aging population with an already fragile healthcare system.

In our society, we will hear more and more about people seeking ways to "age in place" and receive care from home. Luckily, this is an area in which **Hosparsus Health has been leading for more than four decades**. Now, more than ever, Hosparsus Health must ensure we have the infrastructure and long-term sustainability necessary to meet the increasing demands for our services.

Hosparsus Health currently provides compassionate care to more than 8,800 patients and families of all ages and backgrounds. Thanks to our many great supporters and donors, these services are available regardless of the patient's ability to pay.

To meet the emerging needs of the communities we serve, **we launched the quiet phase of our People of Compassion campaign in January 2017**. This five-year, \$24 million comprehensive fundraising campaign is the catalyst in launching several organizational programs to better serve our communities.

We, like most organizations, have faced unique hurdles in 2020, but it has also provided us with some incredible opportunities. Like many others in our community, we had to change the ways in which we provide some of our services. We had to rely on creativity and technology to ensure we would be there for our patients and families when they needed us most. I'm so proud to share with you all we have accomplished so far to ensure patients have access to our compassionate care wherever they call home – even during a pandemic!

Thank you for helping us make it possible to create more moments for our patients and families.

Sincerely,



Tawanda L. Owsley
Vice President of Development



People of Compassion
COMPREHENSIVE CAMPAIGN

Every Gift Counts

\$24 MILLION



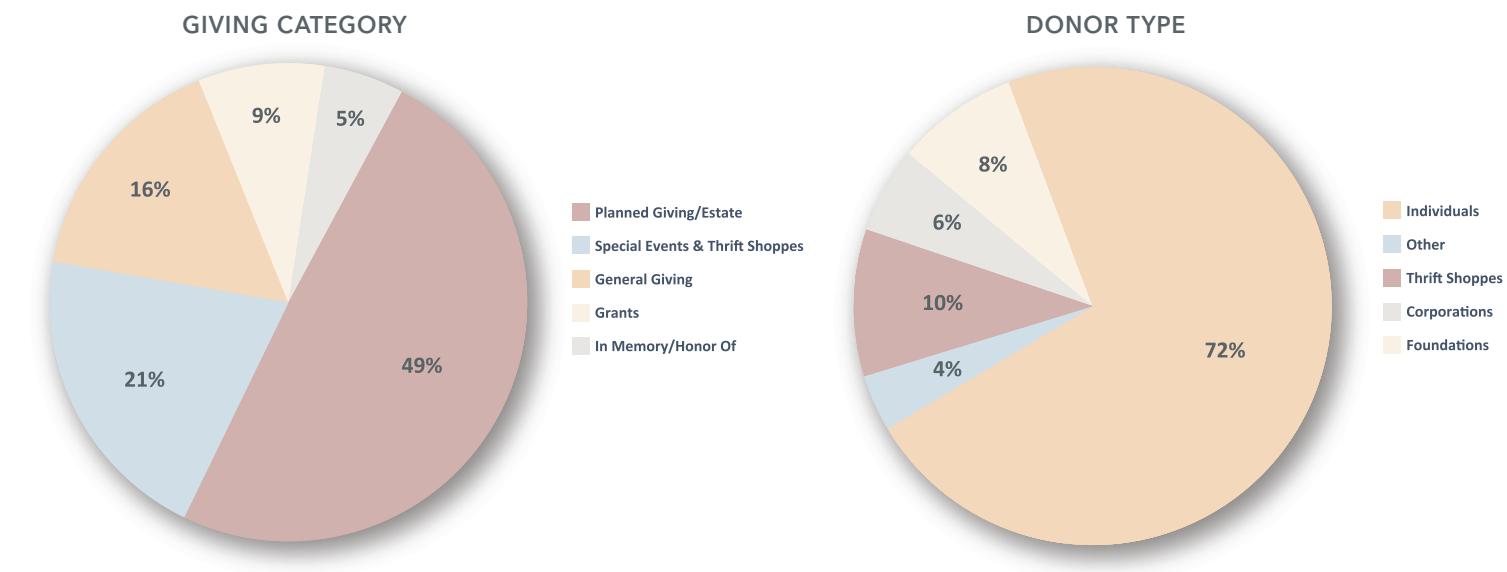
Because of successful quiet phase fundraising efforts from a generous and caring community of Hosparus Health supporters, we have **already raised \$21.85 million*** toward our campaign goals.

This has allowed us to begin completing campaign projects ahead of schedule. Some of these include the renovation of our headquarters at 6200 Dutchmans Lane, implementation of TapCloud telehealth technology, and the implementation of the Employee Assistance Fund.

FUNDRAISING PRIORITIES:



GIVING AND DONORS:



*As of November 1, 2020

Service Enhancements & Operational Support

Hosparsus Health has experienced tremendous growth in the last several years. While this growth is a testament to the critical services we provide, it also presents challenges.

General Operating Support	\$7,000,000
Adult Palliative Services	\$ 850,000
Kourageous Kids	\$ 600,000
Specialty Disease Management Programs	\$ 500,000

FUNDRAISING GOAL: **\$8,950,000**

PROGRESS TO GOAL: **\$10,201,825**

100%

Results:

- **8,800 patients and families served** in a 41-county service area.
- Heart Connection, Hosparsus Health's heart disease specialty program, received the Nu-Yale **Nonprofit Program of the Year ONE** Award from One Southern Indiana.
- In 2019, Heart Connection patients in the program **lived three times longer** after enrolling than patients not enrolled, and had a less than 2% hospital readmission rate.
- Donations offset areas that are not covered by insurance, ensuring patients and families have access to our compassionate care **wherever they call home** and **regardless of their ability to pay** for services.



Hosparsus Health's Palliative Support Gets 87-year-old Back in her Garden

At 87 years old, Norma Niehaus has multiple health challenges, including osteoarthritis, hypothyroidism and chronic kidney disease. In October 2016, she was in such discomfort

that she feared she could no longer manage her illnesses at home. "When I first called, it was out of desperation," says Norma. "I couldn't stand up straight, I couldn't take a shower, I couldn't sleep in my bed. I was a mess."

Soon after calling Hosparsus Health for help with symptom and medication management, her condition improved dramatically. "I've been doing so well ever since," she says. "I did not want to go to a nursing home, and they understand that. I want to stay in my home, period. This makes that possible for me."

Norma's amazing nurse, helps proactively manage her care by coordinating with her regular doctor, and getting Norma connected to a physical therapist, which has helped her mobility. "I have such peace of mind knowing I can call her at any time," says Norma.

Norma also meets with a social worker, who has provided information on resources and helped her complete documents for her advance directives. That advice and guidance has been especially valuable to her, Norma says, because her adult children do not live nearby.

Now that she's feeling so much better, she says, "I want to make every day as much fun as I can." And she is doing just that. She is particularly happy to report that Hosparsus Health's palliative care program has gotten her healthy enough to work in her garden again, which is one of her passions.

"It's a terrific program. I highly recommend it."

AS OF OCTOBER 2020, NORMA WAS DOING VERY WELL. SHE'S STILL WORKING IN HER GARDEN AND MAKING THE MOST OF EVERY DAY.

Louisville Expansion

To best serve the community, Hosparus Health must focus not only on creating inviting spaces for the community, but on enhancing the programs and services that occur outside the organization's walls. Our Grief Counseling Services offer a beacon of hope by focusing on the emotional well-being of people facing loss. The Hosparus Health Inpatient Care Center provides a haven of comfort and respite for patients and families facing serious illness.

Renovation/Consolidation of Corporate Offices to the Leadership Innovation Center at 6200 Dutchmans Lane (completed July 2020)	\$2,250,000
Grief Counseling Services Expansion	\$2,500,000
Renovation/Consolidation of Clinical and Kourageous Kids teams to the Leadership Innovation Center at 6200 Dutchmans Lane	\$1,500,000
Inpatient Care Services Improvements	\$ 300,000
FUNDRAISING GOAL:	\$6,550,000
PROGRESS TO GOAL:	\$4,560,000
	69.6%

Results:

- **98.3% of grief counseling clients agreed** or strongly agreed that they would recommend Hosparus Health Grief Counseling Services to others (2019 survey).
- In July 2020, approximately 850 people viewed the **Grief Counseling Center's first-ever Virtual Memorial** on Facebook Live and YouTube Live. This event provided grief support to anyone that experienced a loss during COVID-19.
- **Donors added special touches**, including music, a food pantry and stargazing lights to the 27-bed Hosparus Health Inpatient Care Center. These touches make it easier for families and caregivers to be comfortable with their loved one.



Hope & Healing: Navigating Sudden, Tragic Loss

When a loved one is diagnosed with a terminal illness, the news is devastating, but there is hopefully time to experience the final days of life in a meaningful way, and time for survivors to prepare for the absence of that person in their life and begin the grieving process that's sure to follow.

But when a friend or family member suffers a violent death as a result of a homicide, suicide or accident, that "extra" time is taken away. One day your loved one is sitting at the dinner table, and the next, he or she is gone forever, leaving a deep void.

That's why the Hosparus Health Grief Counseling Center began hosting Hope & Healing, a community event for those who have lost someone due to a sudden tragedy. It offers a chance for participants to mourn their loved ones and get support from both professional counselors and each other.

“ Events like Hope & Healing give people outlets to grieve in a healthy way, and it allows us to honor those who died. We'll never get over what's happened to us, but we can give somebody else a glimmer of hope to come out from rock bottom. ”

Event Participant



Regional Expansion

Hosparus Health currently serves more than 8,800 patients and families each year in a 41-county footprint in Kentucky and Indiana. According to the Pew Research Center, 10,000 baby boomers will turn 65 years old today and every day until 2030. This increase in older adults means the need for compassionate, end-of-life care will continue to grow.

Results:

- Hosparus Health's footprint demonstrates the organization's commitment to ensuring people have **access to quality care** regardless of their ZIP code.
- Hosparus Health recognizes how important it is to have a **physical presence in the communities we serve**. This means having offices in Bowling Green, Glasgow, Elizabethtown, New Albany, Jasper (opened fall 2019), and the future community center in Campbellsville.
- **Dollars raised in regional areas stay in those areas**, ensuring funding remains local.

Indiana Service Expansion, including the opening of a new office in Jasper (completed Sept. 2019)	\$ 250,000
Bowling Green Regional Expansion	\$ 250,000
Elizabethtown Regional Expansion	\$ 250,000
Campbellsville Regional Expansion with Community Building	\$ 500,000
FUNDRAISING GOAL:	\$1,250,000
PROGRESS TO GOAL:	\$1,420,000
	100%

Calling Hospice Sooner Gives Family Peace

Linda Martel says her family's experience with Hosparus Health Green River is a hospice success story. That's because she's one of the lucky ones who called us early. Her dad, Albert Parent, was under our care for about 18 months before he passed away in April 2017.

After she called Hosparus Health, "I could finally stop focusing on making him better and instead focus on making the days he had left the best they could be. Our relationship got stronger because I was no longer pushing him." In the summer of 2016, Linda moved Albert into her home, with the full scope of our care, including a nurse, CNA, social worker, chaplain and volunteer.

Spending his final months at home was priceless for both Linda and her dad. Despite his cognitive decline, she could tell he was much happier and relaxed. That relaxing, quality time was especially valuable to her sister, Carole Sharkey, who came all the way from Maine every few months to provide much-appreciated support.

Linda adds that her dad enjoyed lots of special moments he wouldn't have had without Hosparus Health's care, like watching his grandkids play pool. "He would sit in his wheelchair with the biggest grin on his face." She believes that being in the comfort of her home helped stabilize him and perhaps even helped him live longer. When he died, he was surrounded by loved ones.



"I was able to have family at my home from five different states, including all his children," Linda says. "This allowed us to all be together – not just to be with him, but with each other, which was so important. I could never say enough good things about what Hosparus Health brought to my life and my dad's life."

NOW, SHE WANTS TO MAKE SURE OTHER FAMILIES HAVE ACCESS TO THESE VITAL SERVICES. LINDA VOLUNTEERS AS AN AMBASSADOR FOR HOSPARUS HEALTH GREEN RIVER AND ENCOURAGES CALLING HOSPARUS EARLIER. "THE SOONER THE BETTER!" SHE SAYS.

Family Honors Late Father by Providing Nursing Scholarships

At just 34 years old, Brad Ruch is already creating a legacy because of his generosity.

Over the last eight years, The Ruch Foundation has donated \$68,000 to Hosparus Health for scholarships. Because of The Ruch Foundation, 18 nursing scholarships have been awarded to Hosparus Health staff, allowing them to complete their four-year degrees.

"The majority of the people we have helped are still with Hosparus Health, some of whom have even moved into management roles," Brad says, proudly. "That makes me feel like we're making a real difference."

In 2009, Brad and his mom, Mary, launched The Ruch Foundation to honor the legacy of his late father by raising money for cancer research. James F. "Jimmy" Ruch had died from an aggressive form of lung cancer. But when a friend suggested they could make an impact by supporting Hosparus Health, Brad was eager to hear more. He admits he did not really think about the effect end-of-life care had on his family until then.

Jimmy Ruch's battle with cancer took a turn for the worse in September 2008, and he passed away just 14 days later. During those final days, he received comfort care and was surrounded by those he loved. "Looking back on it, it was huge for Mom and me to be with him, and for his friends to be able to visit," Brad says. "We didn't realize how important [end-of-life care] was until later."

In 2012, Brad decided to begin directing his fundraising efforts toward education, focusing on nursing scholarships. Talking with the nurses he's helped over the years has only strengthened his commitment to Hosparus Health, he says.

"Hosparus Health has been a great partner," says Brad. "We are 100% committed to this relationship, and I hope that we continue to grow the amount we're able to give."

**WE'RE SO GRATEFUL FOR COMPASSIONATE PARTNERS
LIKE THE RUCH FOUNDATION!**



Endowments and Business Development

Hosparus Health constantly asks ourselves how we can be better. In other words, what more can we do to ensure our patients, families and staff members are taken care of in times of need? These questions led to the creation of several start-up funds and quasi-endowments.

Technology Platform Fund (<i>including April 2020 implementation of TapCloud in response to COVID-19</i>)	\$ 250,000
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Employee Assistance Fund	\$ 500,000
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Patient & Family Assistance Fund	\$ 650,000
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Integrative Therapies Fund	\$ 100,000
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FUNDRAISING GOAL: \$1,500,000

PROGRESS TO GOAL: \$ 753,391

50%

Results:

- **Organization-wide implementation of TapCloud**, a HIPAA-compliant telehealth solution completed in early 2020. This implementation was expedited as a result of the COVID-19 pandemic. In addition to TapCloud, the organization launched an upgraded electronic medical records systems.
- The **Employee Assistance Fund** was created to provide scholarships for employees seeking to further their education and to provide a safety net to those facing unplanned financial crisis (*completed in April 2020*). The **Patient & Family Assistance Fund** (*scheduled to launch in early 2021*) and the Employee Assistance Fund are 100% donor-supported.
- In 2020, Hosparus Health piloted the **distribution of Holistic Care Kits** in two areas. These kits include items such as essential oils for aromatherapy, a book, list of mindfulness apps, stress ball, tissues, lotion, hot/cold pack, as well as items to provide entertainment such as a deck of playing cards, colored pencils and coloring books. After receiving rave reviews, the organization plans to expand this offering to additional areas we serve.

Deferred Gifts

Deferred gifts create a lasting legacy and help ensure the long-term viability of Hosparus Health and the patients and families we serve. Donors who include provisions for Hosparus Health in their estate plans become members of our Autumn Leaf Society.

Revocable and irrevocable deferred gifts to ensure the long-term viability of hospice and palliative care services	\$5,750,000
FUNDRAISING GOAL:	\$5,750,000
PROGRESS TO GOAL:	\$6,760,000
	100%

Results:

- Renovation/Consolidation of Corporate Offices to the Leadership Innovation Center at 6200 Dutchmans Lane was made possible by a planned gift left by the late-businessman Jim Ryan (*completed July 2020*).
- Hosparus Health donors have made planned gifts using several different methods, including a bequest in their Last Will & Testament, leaving Hosparus Health as the beneficiary of a retirement account, and trusts. The organization is happy to work with donors and their financial advisors to ensure the donor's intended legacy is achieved.
- There are more than 350 members in the Hosparus Health Autumn Leaf Society.

“ When my fiercely-independent mother, Mary Shook, was diagnosed with Stage Four lung cancer, my brother and I were devastated. When she was admitted to the hospital a few months later and it became clear she wasn’t going to get better, we focused on doing everything we could to make sure she had a peaceful ending.

That’s why they’ve launched the People of Compassion Campaign — to make sure more families in our community can get this vital type of care, regardless of their financial situation. I believe so strongly in Hosparus Health’s mission and the importance of the initiatives outlined in the campaign that my husband and I were among its first donors. We’ve also included Hosparus in our will.

I urge everyone to find it in their hearts to support Hosparus Health’s People of Compassion Campaign so that no one in our community has to navigate serious illness alone. A gift in any amount will help make sure other families like mine get the hospice and palliative care they deserve. ”

Cathy Zion

Publisher and Owner, Today's Media
and Hosparus Health board member



Autumn Leaf Society

Gold Leaf

(More than \$1 million)

Dr. Samuel H. Cook*
 (Cook Benevolent Fund)
 Jack & Gladys Jonas*
 James Ryan*
 Morris Young*

Crimson Leaf

(\$500,000-\$999,999)

Mary Anne Thornton

Bronze Leaf

(\$250,000-\$499,999)

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(\$100,000-\$249,999)

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*In grateful memory

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People of Compassion

COMPREHENSIVE CAMPAIGN

A message from our campaign chairs:



Much of our funding to provide grief counseling services, and compassionate care for terminally ill children and adults comes from the generous donations of individuals and companies in our community. This vital healthcare service is not possible today and into the future without your support!

CHARLIE DAHLEM, CAMPAIGN CHAIR



Hosparsus Health provides compassionate care to patients and families wherever they call home and regardless of their ability to pay. Empowering people to have the type of care they want at the end of life provides dignity for patients and relief to their families. Everyone deserves dignity at the end of life.

DENISE ROBY, HONORARY CO-CHAIR



At some point in our lives, it is highly likely that Hosparsus Health will be needed by someone in our immediate family or by someone close to us. The value provided to the patient and their loved one is invaluable.

LORI TYRA, HONORARY CO-CHAIR

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Create more compassion. Create more moments.

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This list includes donors who made outright gifts and pledges from January 1, 2017 - November 1, 2020 and may not be inclusive of all current donors.

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*In grateful memory

Create More Gratitude. Create More Moments.

Your generous donation allows Hosparus Health to continue providing important programs and services to those in the community who need us the most. Especially in these times, you can help with care for children, veterans and others with life-limiting illness. Please donate to help us provide serious illness care for families across Kentucky and Indiana. Because of you, the community will be a more compassionate place.

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In 2017, close to 50 family and friends came by the **Hosparus Health Inpatient Care Center** for an elaborate Halloween party, complete with costumes. Darrin McCauley's wife, Janice, was Cinderella. "You look at the pictures from the party, she's got a big smile on her face," he says. "For me, it was a time to forget about everything that was going on, and to just enjoy family and friends. Hosparus Health gave us a place to do that."

"Janice was the benefactor of great care from Hosparus Health, and we need to make sure they can continue to provide that great care for many, many years," he says. "Giving to Hosparus Health is money well spent."


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Our Mission

Through compassion, dignity and excellence we seek to enhance the quality of life for those impacted by serious illness.

Our Vision

To be the preferred partner for serious illness care in our region, through clinical excellence and a culture of joy and gratitude.

Our Values

Gratitude
Respect
Accountability
Compassion
Empowerment
Service Excellence

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