# 2016

# **Annual Report**

# TRU WITH YOU ON THE JOURNEY

Trusted, compassionate care for when it matters most.



COMMUNITYCARE Hospice | Supportive Services | PACE

a nonprofit organization

founded as Boulder County Hospice in 1976

# WE SAY YES WHEN OTHERS SAY NO

You would never turn away a friend who needed your help, and we don't either. When you donate to TRU, your dollars stay in the local community. Your generosity makes it possible for us to say yes when others might say no—we never turn away a patient based on their ability to pay.



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# WITH YOU ON THE JOURNEY

Dear supporters of TRU Community Care and TRU Hospice of Northern Colorado,

With this annual report, we'd like to share with you our mission to provide trusted, quality care at the end of life. We are here with you on the journey, offering personalized healthcare that adds life to days and makes moments count .

Collectively, we experienced a year of transition in 2016. TRU broadened our scope of services, creating a continuum of care for frail elders in our Boulder and southwest Weld County service areas. As a nation we experienced a shift in leadership, which will likely bring changes to the way healthcare is delivered, and we saw a change in leadership here at TRU.

TRU PACE (Program of All-inclusive Care for the Elderly) has been in the planning stages for TRU since 2011. The Board of Directors at that time determined it was a necessary step to expand our continuum of care to include frail elders in our community. In 2016, we received the certificate of occupancy for our new TRU PACE and Grief Services home at 2593 Park Lane in Lafayette.

As for potential changes in our nation's healthcare systems, a new president for our country likely means a change in how our lines of service are regulated and reimbursed. As a community nonprofit organization, we study and adopt each regulatory requirement carefully, keeping our primary focus on our patients and families—that's our ongoing commitment to you.

Here at TRU, our former President & CEO, Darla Schueth, stepped away. She led the organization for 16 years and served two years with our Greeley partner prior to joining us in Boulder County. Without a doubt, our community benefited from her vision and insight. She led TRU through many changes: significant growth of patient census, the addition of programs such as palliative care, Hospice of Northern Colorado, PACE, and special care for specific diagnoses. She took TRU from the grassroots beginnings when she joined the staff in 2000 to its 40th anniversary of serving our community with integrity. We thank Darla for her service and appreciate her many contributions.

Looking toward the future, join us as we make you the focus of our care in hospice, palliative home health, grief support services, community education, and beyond. Together, we work to garner support so that we can continue to accept all patients regardless of ability to pay, engage in programming above and beyond the expected, and meet you where you are no matter the severity of your symptoms. Walk with us as we reflect on 2016 and your journey with TRU.

Thank you for your kind support. With gratitude,

Rick Romeo, 2016 Board Chair

Patricia Mehnert, MN Interim President & CEO



### **MISSION**

At **TRU Community Care** we work to ensure that everyone in our community can live with advanced illness as comfortably, confidently, and fully as possible.

**TRU Hospice of Northern Colorado**'s mission is to dignify life's final journey, console the grieving, and educate the community.

## VISION

We serve an enlightened community that embraces death and loss as integral parts of the cycle of life.





## VALUES

- Excellence in care
- Superior customer service
- Service to all regardless of ability to pay
- Compassionate, highly skilled staff + volunteers
- Leadership with integrity
- Innovation in serving community needs

# WHAT WE DO

For four decades in Boulder County, TRU Community Care has touched thousands of lives with our specialized end-of-life, supportive, and bereavement services. Today, with a continuum of care for those with advanced illness that includes TRU Hospice Boulder and TRU Home Health, we are committed to helping patients and families prepare for, understand, make informed choices about, and cope with the challenges of serious disease.

No matter what point you've reached on your journey, we'll meet you there—with expert and compassionate care that can ease your burden and improve your quality of life.

#### TRU Hospice Patients Served

**1,097** who were living with a terminal illness or advanced disease; 923 hospice care; 230 palliative care; 417 stayed at our 24-hour inpatient Care Center

#### **TRU Support Groups**

**1,241** adults participated in TRU Hospice support groups

### Length of Care

**59%** of patients received care for 30 days or fewer—many families told us they wish they had contacted us sooner in the disease trajectory

### Healing Circles

**213** children and teens participated in Healing Circles groups

### Grief Counseling

**1,454** TRU Hospice family members received up to 13 months of individual or family grief counseling

### Giving Back

We provided **\$35,681** in indigent services for patients who sought our help but lacked the means to pay

## OUR HISTORY

# COLORADO'S FIRST Hospice

2016 marked a major milestone for TRU Community Care, founded as Boulder Hospice, the first hospice in Colorado. And it all began in 1976, when one of our founders was asked, "Have you ever thought about starting a hospice?" It's our 40th anniversary, and we are proud that our organization has been caring for those who are dying and their families for four incredible decades.

# TRU TRIUMPHS

**TRU PACE Center & Grief Services** - Our new 22,582 square-foot site in Lafayette is now open and houses our new Program of All-inclusive Care for the Elderly (PACE) and TRU Hospice Grief Services. PACE opened on March 1, 2017. Thanks to help from the Paige Foundation, program start-up costs were funded through a low-cost loan. We continued our capital campaign to raise \$6 million for the building, and by the end of 2016, we had reached 78% (\$4.68M) of that goal.

**Community Accolades** - TRU Hospice Thrift Shop was recognized as Best Recycled Goods/Thrift Store by the Daily Camera in the People's Choice Awards, earning the store a Boulder County Gold First Place award. Boulder County Worthy Cause awarded a \$300,000 grant to TRU. The grant to support capital construction was designated to our TRU PACE/Grief Services Center.





## BUTTERFLY **RELEASE** Bittersweet Park, Greeley

The 17th annual event was a true success. Always a community favorite, this event let us reconnect with the families whom we've served to remember the mark their loved ones have left upon the earth. Dollars raised? \$2,840



## JUST **PEACHY** Palisade Peaches Fundraiser

TRU Hospice of Northern Colorado held their annual Palisade peaches fundraiser in August, bringing in \$24,290 to fund hospice care for those who otherwise can't afford to pay.

# West Valley Community Church

## A TRU GIFT

#### West Valley Community Church

TRU Hospice of Northern Colorado received a generous donation of \$55,000 from this congregation's 100-year history. The church's last member chose us as one of its final beneficiaries.



# TREE OF MEMORIES

The Roots of Life That Blossom Love

Community members and those touched by hospice joined us to celebrate and remember loved ones by honoring them with handwritten notes on our tree along with a commemorative ornament. Dollars raised? \$3,166

# VOLUNTEERS Adding Life to Days, Making Moments Count

473 volunteers dedicated 23,422 hours (equal to 11 full-time positions) to care for patients and their families, walk alongside those who were grieving, assist with administrative tasks, and staff the TRU Hospice Thrift Shop. Half of patients were touched by volunteers. Some of the unique services provided included 187 hours of our Pet Companion services, 138 hours of Veteran-to-Veteran companionship, and 520 hours of Comfort Touch, a specially developed acupressure therapy that serves as a massage alternative for elderly patients.

At our TRU Hospice Thrift Shop, 146 volunteers logged 13,453 hours during 2,328 shifts in 2016. Of those, 49 were new volunteers. These efforts contributed to generating funds to support our hospice services.



"I believe that every human being has a right to die with dignity and compassion, and being able to share a small part of that journey with someone is a privilege. My favorite thing about volunteering is seeing the patient smile when I come in. My heart brightens when I see the joy that companionship brings to them."

- Volunteer at TRU Hospice of Northern Colorado

## SUE

"I found TRU by accident but was very motivated to share my dog Ginger with TRU's patients. I trained for comfort touch and 11th hour. I have said many times that 11th hour is my favorite activity because I can provide comfort for families who know we are there to watch over their loved one and advocate for them when necessary."

- Volunteer at TRU Community Care



"It is hard to encapsulate my profound experience as a hospice volunteer and the soul expanding impact it has had on me and my family. I came to TRU because death, loss, and grief were things I learned about relatively early on. I felt compelled to reach a hand back to others in the same situation and, in a small way, to support their journey through the mystery. It was one of the greatest decisions I could have made.

TRU challenges their volunteers to show empathy and walk alongside people at their most vulnerable time. They provide excellent training and guidance to help volunteers do their best.

I love being a hospice volunteer."

- Volunteer at TRU Community Care



"What I get from our patients and staff WAY exceeds what I give. Being with, helping out, or merely listening to a client is both humbling and rewarding. I have come to the realization that, for me, sharing and being a small part of life's final chapter is a tremendous honor. "

- Volunteer at TRU Community Care



"Volunteering has been both a privilege and an honor. Companioning alongside patients and their families has been an opportunity of a lifetime. I now experience the gift of life and love in a more profound and meaningful way. I have learned so much about living from those who are dying, and for that I will be forever grateful."

- Volunteer at TRU Hospice of Northern Colorado

# FRED BELIEVES IN TRU. DO YOU?

# Introducing TRU Believers

Lots of charities are asking their donors to consider giving monthly—that's because it's easy and efficient and lets your dollars do more of what they do best: help people! Fred Schulerud, a TRU Believer monthly donor told us, "Giving monthly makes budgeting easier for both TRU and me and makes sure I can give my intended amount each year." Fred says, "Giving monthly gives me a good feeling of helping TRU." Your donations remain in the community where they originate.





# WHEN HEARTS MATTER **TRU IS THERE**

Eithne didn't want to be alone during the most fragile time of her life. Neither did Ciara. So when Eithne's scleroderma became so severe she could no longer travel and she needed hospice care, Ciara decided to move up her wedding date and move its location to the TRU Hospice Care Center in Boulder.

Wouldn't you want your loved one there with you on your special day?

With Eithne's care team in place, Ciara could focus on her big day with her mother by her side. For Ciara, her mother is the most important person in her life—she couldn't imagine walking down the aisle without her. Thanks to TRU staff, the wedding was beautiful, and Eithne was cared for in a comforting environment as she enjoyed the love and excitement in the room.

"Although the word 'hospice' may carry a heavy weight, the weight seems lighter when you have good people on your side. That has been our experience with TRU. Their kindness has made this very difficult window of our lives just a little easier to cope with. We are very grateful."

# WHEN TRUST MATTERS TRU HOSPICE OF NORTHERN COLORADO IS THERE

Tom had advanced metastatic prostate cancer, and he fought for four years. When it became clear that Tom needed hospice care, his wife Laura says he found the word disturbing at first. But when TRU Hospice of Northern Colorado staff arrived at their home for in-home hospice care to help Tom maintain mobility, strength, balance, and improve his self-care, the couple learned they had a dedicated, experienced care team to lean on.

We created a circle of trust with Tom and Laura, just as we do with every one of the families we care for. When a loved one becomes a hospice patient, we establish a bond with them and help lift some of the burden when that person is approaching the end of life.



When Tom's needs were too much to handle at home, he moved to our inpatient care center, where our staff made sure Laura was comfortable, too. They arranged Tom in his bed and made room so she could slip in beside him.

Suddenly this man, who had been so strong, was vulnerable. Staff could see that and were responsive to his pain and to the myriad emotions Laura was feeling, too.

When it comes to the end of life, what will you know for sure? At TRU Hospice of Northern Colorado, we want you to know that we're here for you, and for our community, to offer compassionate care and unparalleled experience helping families just like yours.

"Don't be afraid to lean on the staff's expertise. Their goal is to help the person who is dying, and to lift some of the burden of care so you can be more fully present with your loved one."

- Laura Hodge, wife of Tom

**"There are not adequate words to thank you** for the care you provided to my father over the last months and days of his life. Knowing he was in such capable hands freed me up to just spend quality time with him. We will all be forever grateful."

- Tess, daughter of a TRU Hospice patient

#### **TRU Community Care**

**719%** Number of Boulder County patients served

Adams 14.4% Broomfield 6.7% Weld 3.4% Jefferson 1.8% Other 1.6% Larimer 0.37% TRU Hospice of Northern Colorado

# **98.35** %

Number of Weld County patients served

Larimer 1.235% Morgan .206% Unknown .206%

**35.5**%

Circulatory 21% Nervous System 11.4% Respiratory 10.2% Endocrine 9% Digestive 5.3% Other 3.6% Infectious Disease 2.3% Kidney Disease 1.5% Inanition 0.5%

# **33.1** %

Circulatory 21% Respiratory 14.4% Nervous System 9.3% Digestive 6.6% Infectious Disease 4.7% Kidney 4.3% Endocrine 3.5% Other 3.1%

# TRU Hospice Thrift Shop Reducing the Burden of the Journey

The TRU Hospice Thrift Shop has been rescuing treasures from landfills since 2005. Its efforts to reuse items and reduce environmental waste are creating a sense of community in the Boulder area. Many of our donations come from the estates of family members who recently have lost a loved one. Our thrift shop truck is able to remove some of the family's burden by offering free pickups. Thrift shop fundraising lets you, our community, directly impact hospice care. Your donations and purchases ensure we all have a chance to lead a full life, up to and including those final moments at the end. All proceeds help fund hospice care and grief services for those who otherwise can't afford to pay.

#### THOR, THE HOMELESS DOG

On a freezing day in December, a man named David was walking along the street in Boulder when he noticed a homeless woman with her shivering dog. He strolled over to the TRU Hospice Thrift Shop where volunteer Heide helped him find a vest that could be adapted to fit the dog. Thor—the pup that became warm thanks to this one-of-a-find.





#### **RARE TREASURES**

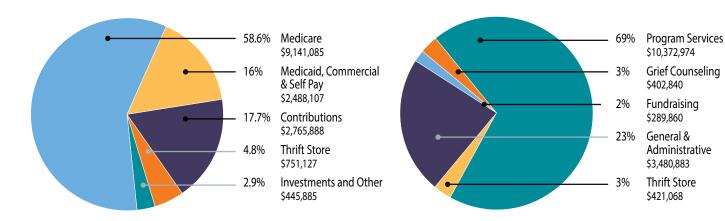
Occasionally, we receive generous donations and collectibles originating from China, England, and France, to name a few. These items are placed on our eBay site, where we can sell them for the best price and donate the proceeds right back to you in the form of quality hospice care.

# 2016 FINANCIAL SUMMARY

## **TRU Community Care**

Total Revenues \$15,592,092





SERVICES & SUPPLIES PURCHASED FOR PATIENTS	2016	2015
Medications	\$ 652,983	\$ 736,555
Durable Medical Equipment & Oxygen	\$ 585,148	\$ 606,444
Patient Medical Supplies	\$ 139,792	\$ 138,366
Inpatient & Outpatient Services	\$ 299,243	\$ 285,271
Therapies	\$ 7,697	\$ 2,534
Diagnostic Tests	\$ 19,893	\$ 7,541
Ambulance	\$ 91,255	\$ 67,802
TOTAL SERVICES & SUPPLIES FOR PATIENTS	\$1,796,011	\$1,844,513

INDIGENT CARE	2016	2015
Home Care, Care Center, Care Center Room + Board	\$ 35,681	\$ 67,995

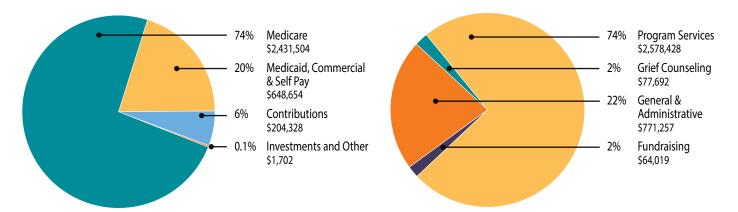
GIVING BACK TO OUR COMMUNITY	2016	2015	

Thanks to our generous friends, we were able to share our knowledge and resources with everyone who requested our assistance. In 2016, we gave back to the communities we serve by:

Offering Grief Support	\$ 402,840	\$ 467,517
Covering the Cost of Uninsured Patients	\$ 35,681	\$ 67,995
Providing Free Community Education	\$ 1,081	\$ 1,075
Physicians Program	\$ 430,491	\$ 400,430

## **TRU Hospice of Northern Colorado**

Total Revenues \$3,286,188



Total Expenses \$3,491,396

SERVICES & SUPPLIES PURCHASED FOR PATIENTS	2016	2015
Medications	\$159,993	\$156,504
Durable Medical Equipment & Oxygen	\$104,064	\$113,424
Patient Medical Supplies	\$ 49,966	\$ 49,226
Inpatient & Outpatient Services	\$ 83,599	\$204,377
Therapies	\$ 9,159	\$ 1,360
Diagnostic Tests	\$ 7,453	\$ 1,108
Ambulance	\$ 38,858	\$ 33,104
TOTAL SERVICES & SUPPLIES FOR PATIENTS	\$453,092	\$559,103

INDIGENT CARE	2016	2015	
Home Care, Care Center, Care Center Room + Board	\$ 27,764	\$ 59,292	

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Thanks to our generous friends, we were able to share our knowledge and resources with everyone who requested our assistance. In 2016, we gave back to the communities we serve by:

Offering Grief Support	\$ 77,692	\$ 77,565
Covering the Cost of Uninsured Patients	\$ 27,764	\$ 59,292
Physicians Program	\$ 96,110	\$104,485



# The Journey Forward Keeping PACE With Our Seniors

Thanks to your help, our new PACE (Program of All-inclusive Care for the Elderly) program is officially open and enrolling participants. We opened the doors to the building on March 1, 2017 with four participants and are consistently enrolling nursing-home-eligible seniors. The newest service provided by TRU Community Care, TRU PACE allows seniors to age in place and remain in the communities they love. Participants arrive at our day center thanks to transportation from Via, where they receive coordinated healthcare services, nutritious meals provided by Meals on Wheels of Boulder, and recreational and physical therapy. PACE is a Medicare/Medicaid certified program serving seniors 55+ who reside in Boulder and southwest Weld Counties.

For more info, visit pace.trucare.org or call 303.665.0115.

# TRU ENSURING CULTURALLY COMPETENT CARE FOR LGBTQ ELDERS

Through a series of focus groups, LGBTQ seniors in Boulder County expressed concern and uncertainty about what to do should they require senior services. Could they be "out" in local care facilities? Would staff know anything about an LGBTQ life experience? In response to these questions, Project Visibility was born.

TRU PACE partnered with the Boulder County Area Agency on Aging in 2017 to host a Project Visibility training for service providers in our community. Many TRU employees attended this special event and left with a new understanding of the needs of LGBTQ elders, tools for open and inclusive communication, and an action plan of how to better care for this population that often is underserved.

Many LGBTQ elders remain isolated for years due to fear of living openly. Studies have shown these elders are twice as likely to live alone, yet are five times less likely to access senior services than their heterosexual peers. At TRU, our programs and facilities at all locations are inclusive spaces where you are always welcome.



# ABOUT TRU COMMUNITY CARE

TRU Community Care provides end-of-life hospice and palliative care as well as grief services to those residing in Boulder, Broomfield, Adams, Jefferson, and southwest Weld counties. TRU now offers TRU PACE, a Program of All-inclusive Care for the Elderly, which serves Boulder and southwest Weld Counties.

TRU Hospice of Northern Colorado serves Weld County and parts of Larimer County. Additional services include grief support groups, which are available to anyone in the community free of charge. It is a privilege for us to help those who are grieving regain their balance and resume healthy living. Grief groups include adult, teen, and child therapy. At TRU Community Care and TRU Hospice of Northern Colorado, we add life to days, because that's what TRUly matters.

The sooner you call, the more we can help.

In Boulder area 303.442.0961 or trucare.org

In Northern Colorado 970.352.8487 or hospiceofnortherncolorado.org



CommunityCare

Hospice | Supportive Services | PACE

a nonprofit organization founded as Boulder County Hospice in 1976



#### HOSPICE OF NORTHERN COLORADO

a nonprofit organization founded as Hospice, Inc. of Weld County in 1978