

What TRUly Matters

A Report to
Our Community
2014



formerly HospiceCare of Boulder & Broomfield Counties

COMMUNITYCARE

Hospice | Supportive Services



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TRU Community Care

BOULDER

TRU Hospice Thrift Shop

5565 Arapahoe Avenue
Boulder CO 80303
303.604.5353

LAFAYETTE

Staff Offices

2594 Trailridge Drive East
Lafayette CO 80026
303.449.7740

LOUISVILLE

TRU Hospice Care Center

1855 Plaza Drive
Louisville CO 80027
303.449.7744

TruCare.org

TRU Community Care is a
nonprofit 501(c)(3) organization

Dear Friends,

Thank you for your interest in TRU Community Care and our annual report to the community. In 2014, TRU focused on providing the highest quality care possible to our communities through our hospice and palliative care. We hope that you find helpful information about our organization in the following pages as we share some stories from community members and explain our operations.

To achieve our goals, TRU approached 2014 with a fire in our belly...we consolidated our operations with the Hospice of Northern Colorado. Like us, they have served their community for over 37 years and are experiencing increased regulation and decreased reimbursement as are all health care providers these days. By combining operations, our new organization is capitalizing on shared expertise and economies of scale to proactively address these challenges while maintaining donated funds in the community from where they came.

You will begin to see the phrase in TRU materials, What TRUly Matters, and by that we mean what matters to you – our patients, our families and our community. We are TRU Community Care and will continue to thrive with this great community, side-by-side with us. Thank you for your TRUst in us and our amazing staff, volunteers and supporters.

We continue to provide high quality end-of-life care to all in our community who need us regardless of ability to pay. In 2014, we served 1,691 patients living with a terminal illness. Of those, 3 of 5 patients were with us fewer than 30 days of the potential six months. Many families tell us they wish they found us sooner, and 96% of caregivers said they would recommend TRU to others.

In 2014, we relied on community investment to meet our financial goals. The gap between reimbursement and costs is covered by you, our loyal supporters. Our mission is delivered with enthusiasm and with hope for the best experience possible for each patient and family we serve. Our investment in the community with mission-based programs include:

- Our physician program including consultations with prospective patients and their doctors
- Our TRU Hospice Care Center, our 10-bed inpatient unit
- Our Grief Services support for 13-months following the loss of a loved one
- Our Community Education that answers the call for information on a variety of topics addressing the questions surrounding end of life care

We thank you, our community members, as you continue to answer the call, help us close the gap between costs and reimbursements, and bring our important services to everyone who needs us. Thank you for your ongoing support to help us fulfill our mission. We hope that you agree it's *What TRUly Matters*.

Warm regards,

Darla Schueth, RN, MBA
President/CEO

David Hamm
Chair, Board of Directors

They're more than numbers to us:

During 2014, we served 1,691 patients and families who were living with a terminal illness or with an advanced disease, offering our expert medical, emotional, and spiritual care and support.

- 1,216 received hospice only
- 280 received palliative home health and social work counseling
- 195 requested a palliative care consultation for guidance on symptom management
- 428 stayed at the TRU Hospice Care Center at some point during their treatment

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

96% of caregivers said they would recommend TRU Hospice to others

GRIEF SUPPORT

2,535 TRU Hospice family members received up to 13 months of individual or family grief counseling

413 adults participated in our TRU Hospice support groups

71 children and teens participated in our Healing Circles groups

"To the entire staff at TRU Hospice – There are no words to express how thankful we were to have you all in our time of need. Darrell (my husband) was truly a very loving and caring person. Becky, thank you so much for playing the piano and singing for him – he really enjoyed that. All of you went above and beyond what I ever expected. We were very blessed. To have each and every one of you! So for all of your services, thank you very much. Thank you all so much,"

- Becky Smith and family

"To everyone at TRU Community Care for caring for those who truly need your help; thank you so much. A special thanks to the team who cared for my dad, Robert Champion, directly. There's a very special place in my heart for you!"

Sincerely, Cindy

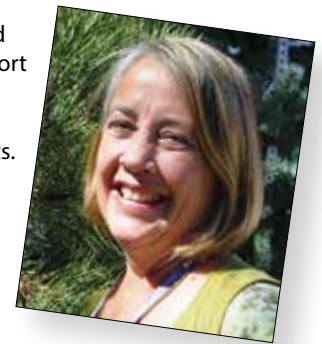


TRUly DEVOTED VOLUNTEERS

In 2014, 383 volunteers dedicated 27,731 hours to care for patients and their families, walked alongside those who are grieving, assisted with administrative tasks, and staffed the TRU Hospice Thrift Shop. During 2014, 49.3% of patients were touched by volunteers. This service is valued at \$687,015 and equal to 13 full-time positions.

Our volunteers come in all age groups - the youngest one is 13 and the most senior is 97. The average age of our volunteers is 53. In 2014, we were pleased to welcome 103 new volunteers, ready to donate their time and talents to our cause.

As part of our 11th Hour Program, 20 highly trained volunteers provided comfort and a compassionate presence to 18 patients over 27 nights and 65 visits. These patients otherwise would have died alone.



Holly Asmuth

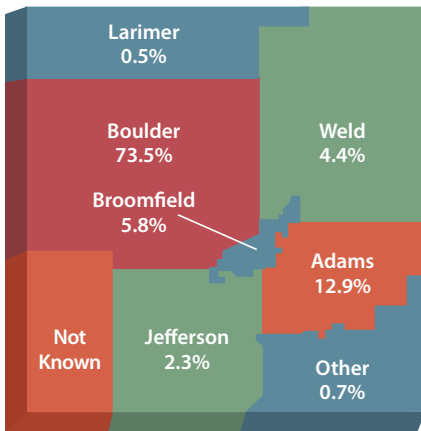
"I enjoy educating people about what we do, what we're all about, that this is for a good cause."



Colette Huen

"It's not depressing at all. I can be moved to tears, but it's still not depressing."

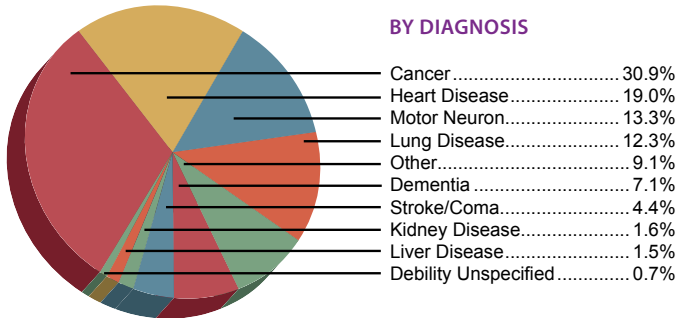
WHERE OUR CARE IS PROVIDED



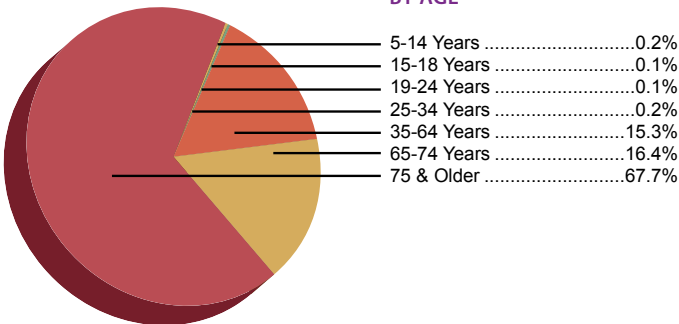
Over the years, as our community's needs have grown, we have responded with expanded programs and a growing service area.

PEOPLE WE CARE FOR

BY DIAGNOSIS



BY AGE



CASE FOR SUPPORT

During 2015, we project a funding gap of more than \$1,000,000 on patient care and family services. Further, many people who seek our help lack insurance or other means of reimbursement for our services. Nevertheless, we provide the same level of care to everyone, regardless of ability to pay.

COMMUNITY EDUCATION

4,148 children, teens and adults participated in educational community presentations at schools, faith communities, businesses, nursing facilities, and hospitals.

TRU's series on KGNU included, "Dying Isn't Just About the Body", "Grief Awareness", and "Grief Around the Holidays" (audience reach 40,000 listeners).

NEW IN 2014 : CONSOLIDATION

We completed a transaction on July 1 when Hospice of Northern Colorado and TRU came together to achieve economies of scale in our operations through back-office consolidation and sharing of resources, including financial services, human resources support and quality and compliance programming. This transaction allowed us to maintain our commitment to fulfilling our missions to care for all those with advanced illness regardless of ability to pay. We were also able to maintain our identities and respect the wishes of our donors that their philanthropic support remain in our respective communities.

A TRU LEGACY

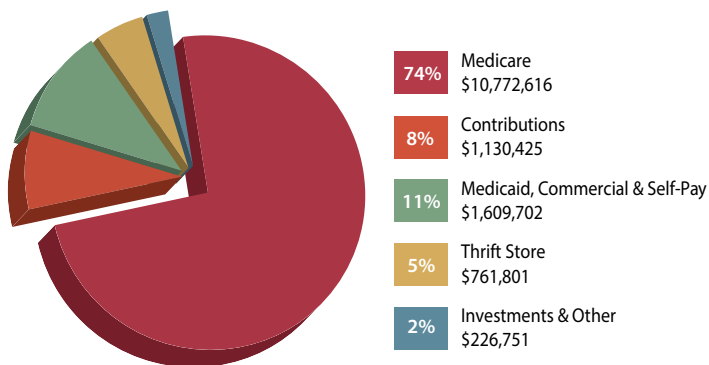
The Legacy Circle is a group of generous donors who have made a gift for the future through estate or other planned gifts to TRU, and have let us know their intentions. Please consider joining these friends and notify us of your plans. You will become a member of the TRU Legacy Circle and join others who have taken this step to ensure that TRU's excellent and compassionate care endures well into the future.

"Hospice has always been my organization of choice for donations. From the care of the terminally ill patient to supporting and educating the family and friends of the patient, Hospice care and guidance is vital. I'm including TRU Community Care as a beneficiary of my estate, not only because of the importance I feel hospice plays in people's lives but also because of the care my mother received at the TRU Hospice Care Center. It was very reassuring and comforting to know that my mom was well taken care of through her illness.

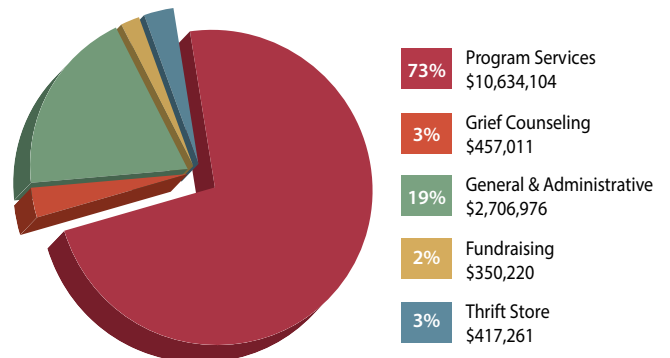
- Marie Hermon

2014 Financial Summary

2014 TOTAL REVENUES – \$14,501,295



2014 TOTAL EXPENSES – \$14,565,572



SERVICES & SUPPLIES PURCHASED FOR PATIENTS	2014 ACTUAL	2013 ACTUAL
Medications	\$796,193	\$933,374
Durable Medical Equipment & Oxygen	\$637,787	\$732,782
Patient Medical Services	\$155,550	\$181,070
Inpatient & Outpatient Services	\$295,418	\$241,139
Therapies	\$ 6,949	\$ 3,280
Diagnostic Tests	\$ 16,458	\$ 15,319
Blood Transfusions	\$ 15,597	\$ 1,303
Ambulance	\$111,861	\$101,375
TOTAL SERVICES & SUPPLIES FOR PATIENTS	\$2,035,813	\$2,209,638

INDIGENT CARE		
2014	220 days (.30% of days)	\$ 81,282
2013	939 days (1.2% of days)	\$206,199

GIVING BACK TO OUR COMMUNITY	
Thanks to our generous friends, we were able to share our knowledge and resources with everyone who requested our assistance. In 2014, we gave back to the communities we serve by:	
Offering Grief Support	\$457,011
Officiating at Memorial Services	\$ 3,150
Covering the Cost of Uninsured Patients	\$ 81,282
Providing Free Community Education	\$ 78,778
Physicians Program	\$458,035



THANK YOU FOR YOUR SUPPORT

We want you to know that we are TRUly grateful for every donation we receive — large or small. When changes occur, the one thing that we can always count on is the steadfast support of our donors. Without your generosity, we simply couldn't provide our expert, compassionate care to everyone with an advanced illness who needs us, regardless of ability to pay. On behalf of our staff, board, volunteers, patients, and families, you have our TRU appreciation. For a complete listing of all of our many generous friends, please visit *Make a Gift* at TruCare.org.



*“Every sunrise
is an invitation for us
to arise and
brighten someone’s day.”*

- Richelle E. Goodrich



formerly HospiceCare of Boulder & Broomfield Counties

COMMUNITYCARE

Hospice | Supportive Services

2594 Trailridge Drive East | Lafayette, CO 80026

24 hours a day / 7 days a week

For more information contact Annette Mainland, 303.604.5261
annetmainland@trucare.org

