

# 2022

## ANNUAL REPORT

Affirming life at every step of your journey with illness and loss.





Our **MISSION** is to affirm life at every step of your journey with illness and loss.

Our **VISION** is to lead a healthcare transformation by engaging with our communities and offering innovative, meaningful care for those living with illness and loss.







Dear Friends,

When I reflect on the 2022 year at TRU Community Care, I think about changes, milestones, and new beginnings that impacted our work and our greater community. We began the year offering support groups to those impacted by the tragic Marshall Fire that took place in December 2021. The way our staff and volunteers came together to support our patients and one another still touches my heart. We will go to great lengths to honor our commitment to those we serve. As I write this letter today (in 2023) many of the homes that were lost have been rebuilt and the businesses that were brought to a halt are now thriving.

In April 2022, we said farewell to Michale McHale, who served as our President and CEO for five years. I had the pleasure of working alongside Michael throughout his tenure, and together we saw incredible growth at TRU. It was my honor and privilege to be named interim President and CEO for four months before officially becoming TRU's next President and CEO. I've been with this organization for more than 15 years and am proud every day I come to work at TRU.

Our TRU Tele-Care program continued to grow and thrive, so much so that we moved into a new, state-of-the-art call center in Louisville to accommodate and better support our telehealth initiatives. We've evolved significantly in an ever-changing healthcare landscape, and it is exciting to work for an organization so committed to innovation and transformation.

It is directly due to your support that we are able to provide the trusted, responsive, and unparalleled services we are known for. From my heart to yours, I thank you.

With gratitude,

Scott R. Gresser  
President and CEO



# 2022 Milestones

**FEBRUARY:** Surpassed serving more than 1,000 patients/participants per day.

**APRIL:** Said farewell to President and CEO, Michael McHale, and named Scott Gresser Interim CEO.

**SEPTEMBER:** Forged partnership with Rocky Mountain Refuge to care for patients experiencing homelessness at end of life.

**DECEMBER:** Exceeded \$1 million in sales at TRU Thrift Shop for the first time.

**JANUARY:** Supported local community in the wake of the Marshall Fires.

**MARCH:** Honored Veterans in a Welcome Home Vietnam Veteran ceremony.

**JULY:** Moved Tele-Care Center to state-of-the-art office space in Louisville, Colorado.

**OCTOBER:** Returned to an in-person format for our annual fundraising luncheon.





# Our History



**1976:** Founded as Boulder Hospice, Inc. – the first hospice in Colorado

**2005:** Thrift Shop and first Grief & Education Center opened in Boulder

**2013:** Name changed to TRU Community Care to reflect expanding programs and growing service area

**2020:** Acquired Landmark Memory Care in Lafayette

**1999:** First hospice inpatient care center in the area opened on Balfour campus

**2007:** Introduced Palliative Home Health program

**2017:** Began serving participants through TRU PACE (Program of All-Inclusive Care for the Elderly)

**2022:** Moved TRU Tele-Care Center in Louisville



# Why Hospice Matters

At the center of hospice care is the belief that each of us has the right to die pain-free and with dignity and that our families will receive the necessary support to allow us to do so. Hospice is a patient-centered philosophy of care that utilizes an interdisciplinary team of professionals to provide compassionate and expert medical care, pain management, and emotional and spiritual support expressly tailored to the patient's needs and wishes. Hospice care teams aim to improve the quality of the time that remains.



What we hear most often from families:

*"We just wish we had called you sooner."*



***"I want to express my gratitude for the tremendous help and support my family received in caring for my lovely mother. From when we first made contact and were struggling to find a place for her to live, to her final days, and beyond, your practical assistance and emotional support have been invaluable. Your motto of affirming life at every step was, for me, a new thought, and one that has comforted me this past year."***

- Grateful TRU Family Member

**Hospice Patients**

**Served in 2022: 1,891**





# Palliative Care is Supportive Care

Palliative Care improves the quality of life of patients and their families by relieving the pain, symptoms, and stress of a serious or debilitating illness. Designed to help patients feel better, palliative care can help to relieve symptoms such as loss of appetite, pain, nausea, and sleeplessness, as well as provide help with healthcare decision-making and supporting family members. Palliative care is based on the needs of the patient, not on the patient's prognosis. It is appropriate at any age and at any stage in a serious illness, and it can be provided along with curative treatment.



Palliative Care Patients  
Served in 2022: **1,090**



# The PACE Model

## *Helping Seniors Stay Safely at Home*

TRU PACE (Program of All-Inclusive Care for the Elderly) is a managed healthcare plan exclusively for older adults. TRU PACE participants receive primary medical care, medication management, physical therapy, specialty services, in-home care, social work assistance, and transportation to and from the TRU PACE day center. With TRU PACE, participants can remain living in the comfort of their home and get the medical care they need in a safe environment.

What we hear most often from families:

*"This kind of care is just too good to be true."*



*"My grandmother and my grandfather were both participants of TRU PACE and it just made a great change in their lives. They really felt they were living their lives to the fullest."*

- TRU PACE family member

**PACE Participants  
Served in 2022:**

**339**





# Landmark Memory Care

Landmark Memory Care believes in encouraging independence while offering assistance with compassion and respect, always prioritizing and preserving dignity. It feels like home. Landmark's building and programming are designed for the comfort, socialization, and safety of the residents. Staff specialized in dementia care are on site 24/7. Care plans are customized for each individual and are reviewed and revised as a resident's needs change.

TRU acquired Landmark Memory Care in 2020 in an effort to better serve individuals in need of exceptional memory care in our community.



**“There is a heightened sense of teamwork and cooperation amongst staff, both experienced and new to Landmark, that we repeatedly witness and are grateful for. We see staff giving more individualized care and attention to residents who need more help, and they are leading and joining in with activities.”**

- Landmark family member

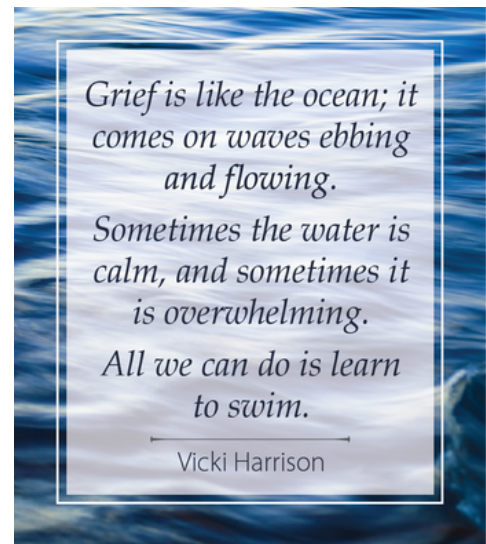


**Landmark Residents  
Served in 2022: 19**



# Walking Through Grief

Grieving a loss can be overwhelming, and counseling often provides the needed support to regain emotional balance to live fully and joyfully again. TRU offers extensive resources for people of all ages and in all phases in the grief process. In addition to a wide variety of age and loss-specific grief support groups, our experienced grief counselors are available for one-on-one or family grief counseling, phone consultations, and referrals.



Grief Clients  
Served in 2022:

824





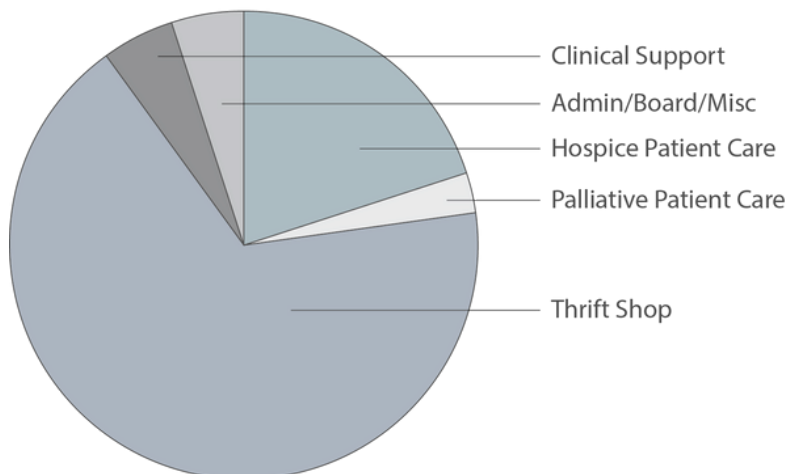


Jessica DeSimone,  
2022 Volunteer of the Year

# TRU Volunteers

Volunteers are the heart and soul of TRU Community Care. Started by volunteers in 1976 and still partially run by volunteers decades later, we couldn't do what we do without them. Volunteers provide companionship, respite, comfort touch, pet therapy, and more for our patients and families. They run grief support groups, provide administrative assistance, and operate the TRU Thrift Shop. Our volunteer Board of Directors governs the organization and our advisory boards provide valuable insight. Thank you to our incredible volunteers!

**Total 2022 Volunteer Hours = 27,066**



**TRU Volunteers  
Active in 2022:**

**309**



# Our Favorite Annual TRU Events

## *TRU Cares Annual Fundraising Luncheon - 10/20/22*

TRU's fifth annual TRU Cares Fundraising Luncheon returned as an in-person event on October 20th at the Boulder Country Club. Supporters, community members, Board members, TRU staff, and volunteers came together to celebrate TRU's important work. Fundraising goals were exceeded, and a memorable time was had by all.



## *Take Flight Butterfly Release & Memorial - 06/25/22*

TRU's fourth annual Take Flight Butterfly Release & Memorial took place at Whitetail Park in Lafayette, CO on June 25th. Painted lady butterflies were released in memory of loved ones! Many participants gathered with family and enjoyed a healing sense of community. Some honored loved ones at cemeteries and memorial sites, and others found comfort in their own backyard, in the mountains, and elsewhere. One participant shared, "What an incredible gift to provide this opportunity and space for hopeful grieving. A new yearly tradition for my family for sure!"





# Special Thanks To...

## Sponsors in 2022:

50 Plus Marketplace Boulder	Gail & Porter Storey	Mike & Wilma Ormsbee
Anne Harris & Dave Samson	Griswold Home Care	OnePoint Patient Care
BOK Financial	Home Instead Senior Care	Robert K. & Sydney M. Anderson
Boulder Medical Center	Horan & McConaty	Sam & Anita Black
Coaching with Ginney	Jim & Monica Woodard	Scott & Marlene Gresser
Constance Holden & TK Smith	Kyle Brown	Sunflower Bank
Daily Camera	Linda L. Norris	The Academy
David & Natalia Wensel	MACE Associates	The Von Eschen Family
Ewing-Leavitt Insurance Agency	Marty Coffin Evans & Robert Trembley, II	Via Mobility Services
Frasier	MBS Nutrition	

## Board of Directors in 2022:

Andrea Bernthal	Constance Holden	David Marusiak	Jill Stravolemos
Kyle Brown	Timothy Johnson	Michael McHale	David Thrower
Teresa Cole	Deborah Kelly	Dr. Tony Pearson	Jim Topping
Kitty deKieffer	Chad Kohlmeyer	Claire Riley	Hilary Wallace
Scott Gresser	Michael Lammers	Porter Storey	

*Staff* *Patients* *Donors* *You!*  
*Volunteers* *Families* *Staff*

# TRU Thrift

## Reaches a Milestone

*TRU Thrift Shop exceeded \$1 million in revenue!*

TRU Thrift Shop first opened in 2005 and has been serving Boulder County and beyond ever since. The shop is run by 4-5 passionate employees and more than 100 dedicated volunteers who process donations, assist our customers, work the registers, manage our online stores, and so much more. Thanks to the hard work of this incredible team, TRU Thrift exceeded \$1 million in revenue and made a net contribution of over \$500,000 to support the mission and work of TRU Community Care.



*"I shop at TRU Thrift because the merchandise is incredible, and the cause is excellent - not to mention the great staff and volunteers!"*

*- loyal Thrift customer*

**\$1,105,247**

**Thrift Shop Revenue**

**\$561,939**

**Net Contribution**



# Thanks to You

## TRU Served in 2022...

**1,891** Hospice Patients

**1,090** Palliative Care Patients

**255** Home Health Patients

**824** Grief Services Clients

**339** PACE Participants

**19** Landmark Residents

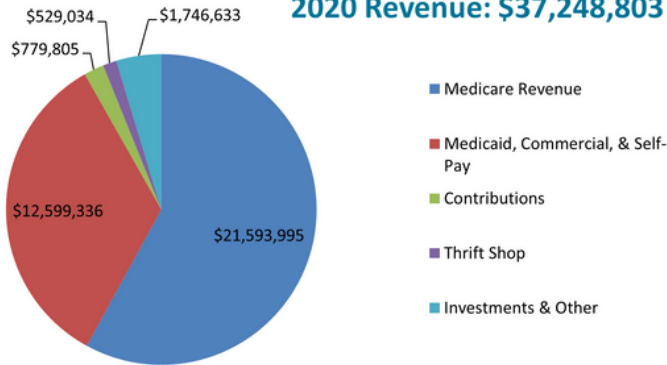
**TOTAL IMPACT: 4,418 Individuals**

*And their many family members and friends*



# 2020 Financials

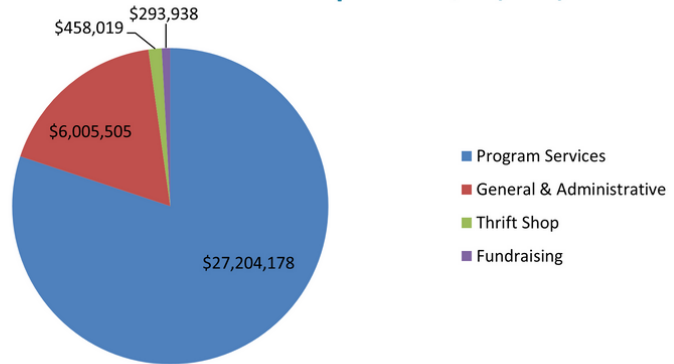
**2020 Revenue: \$37,248,803**



**2020 Unreimbursed  
Charity Care = \$81,298**

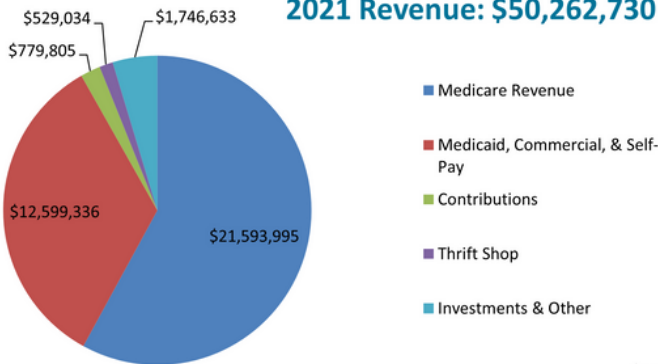
**2020 Unreimbursed  
Grief Support = \$310,628**

**2020 Expenses: \$33,961,640**



# 2021 Financials

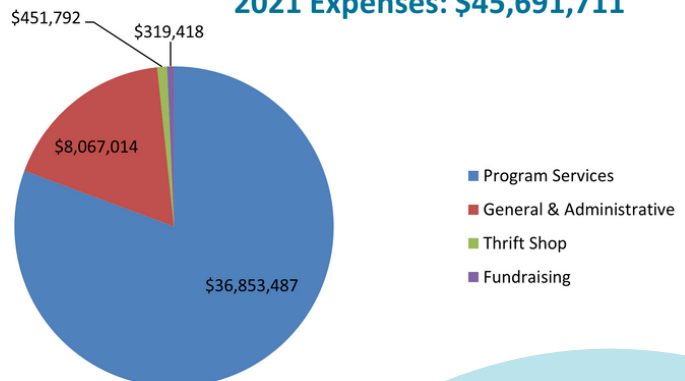
**2021 Revenue: \$50,262,730**



**2021 Unreimbursed  
Charity Care = \$415,191**

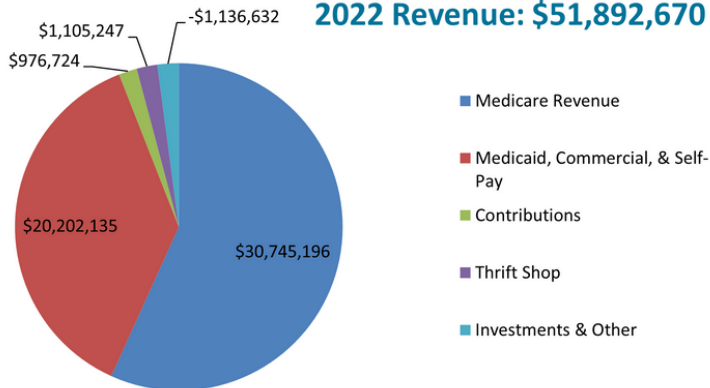
**2021 Unreimbursed  
Grief Support = \$350,772**

**2021 Expenses: \$45,691,711**

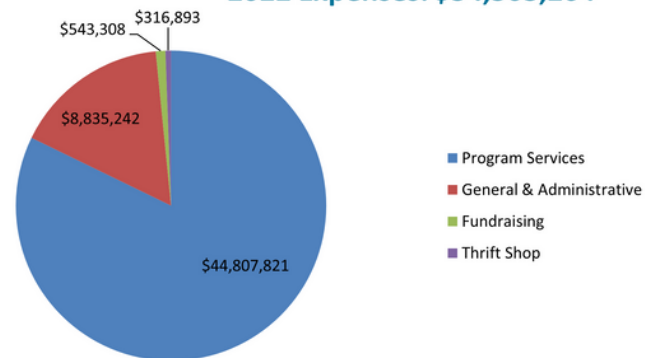


# 2022 Financials

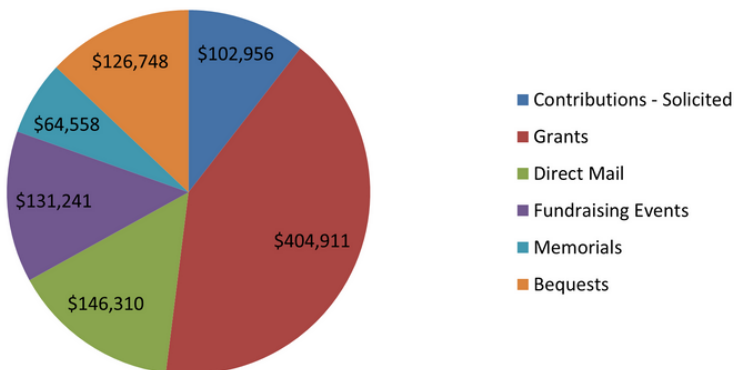
## 2022 Revenue: \$51,892,670



## 2022 Expenses: \$54,503,264



## 2022 Fundraising: \$976,724



**2022 Unreimbursed  
Charity Care = \$614,737**

**2022 Unreimbursed  
Grief Support = \$358,681**

Services & Supplies Purchased for Patients	2022	2021	2020
Medications	\$3,209,503	\$2,806,578	\$2,430,502
Durable Medical Equipment & Oxygen	\$1,055,210	\$933,670	\$902,913
Patient Medical Supplies	\$304,994	\$316,084	\$314,703
Inpatient & Outpatient Services	\$15,835,774	\$13,776,619	\$7,604,316
Therapies	\$701,260	\$845,412	\$547,811
Diagnostic Tests	\$192,337	\$252,383	\$159,196
Ambulance & Other Transportation	\$826,830	\$562,132	\$475,300
<b>Total Services &amp; Supplies Purchased for Patients</b>	<b>\$22,125,905</b>	<b>\$19,492,878</b>	<b>\$12,434,741</b>



COMMUNITYCARE



**TRU Community Care**  
2594 Trailridge Drive East  
Lafayette, CO 80026  
(303) 449-7740  
[trucare.org](http://trucare.org)



**TRU Hospice Care Center**  
1950 Mountain View Avenue  
Longmont, CO 80501  
(303) 449-7744



**TRU PACE**  
2593 Park Lane  
Lafayette, CO 80026  
(303) 665-0115  
[pace.trucare.org](http://pace.trucare.org)

**TRU Tele-Care Center**  
1157 W. Century Dr., Ste 200  
Louisville, CO 80027

**Landmark Memory Care**  
1744 S. Public Road  
Lafayette, CO 80026  
(720) 537-9355  
[landmarkmemorycare.com](http://landmarkmemorycare.com)

**Denver Satellite Office**  
1415 Park Avenue West  
Denver, CO 80205

