Hospice Foundation of America

Annual Report: Fiscal Year 2017
July 1, 2016 through June 30, 2017
Dear Friend,

This was a watershed year for Hospice Foundation of America (HFA), and you helped make it that.

From the *Being Mortal* initiative, funded so generously by the John and Wauna Harman Foundation, to the debut of HFA membership, HFA reached new levels of community education, outreach, and professional support.

Through the *Being Mortal* project, HFA joined with more than a thousand community organizations nationwide to bring the important message of advance care planning conversations to tens of thousands of people.

The 24th Annual *Living with Grief*® program, *When Grief is Complicated*, received outstanding reviews as we continued the stellar tradition of *Living with Grief*®. And HFA entered a partnership with Opus Peace to bring the important message of Soul Injury to audiences nationwide.

Individuals struggling to find answers turned to HFA in record numbers through Ask an Expert, seeking assistance in navigating advanced illness care and grief support.

Of course, none of HFA’s achievements would have been possible without the financial backing of foundations like the John and Wauna Harman Foundation, companies like Brightree, individual donors, and donors who give through the Combined Federal Campaign and other essential workplace campaigns.

We deeply value your continued commitment to our important mission to support hospice care in the United States and to educate the public and professionals in the areas of end-of-life care, grief, and caregiving.

Warmly,

Amy Tucci, Director
President and CEO, Hospice Foundation of America
Hospice Foundation of America

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**About HFA**

Hospice Foundation of America, Inc. (the “Foundation”) was incorporated on August 2, 1982 as a not-for-profit organization to provide leadership in the development and application of hospice and its philosophy of care with the goal of enhancing the American health care system and the role of hospice within it. This is done through programs of professional development, research, public education and information. Further, the Foundation assists those who cope either personally or professionally with terminal illness, death and the process of grief. The Foundation’s support and revenue sources are primarily contributions from individuals, corporations, gifts from associations, civic and fraternal groups, and program-related income.

HFA is proud that 92 cents of every dollar donated goes directly to support hospice and bereavement care in the United States.
The John & Wuana Harman Foundation has graciously supported HFA over the past year through underwriting the Being Mortal project. Being Mortal has reached tens of thousands of people throughout the United States with the goal of educating participants on the importance of making end-of-life decisions before it’s too late.

Grant Amount in FY17: $256,163

Brightree is a leading provider of cloud-based software designed to improve clinical and business performance of post-acute care companies. Brightree donated to HFA in January 2017. Their donation is demonstration of their commitment to education and awareness in the hospice community.

“We hope our donation to the Hospice Foundation of America contributes to its mission to improve care and raise awareness for hospice patients and families, and helping hospice professionals through engagement and education! Thank you for your hard work.”

-Matt Mellott, CEO of Brightree

The Combined Federal Campaign (CFC) is the official workplace giving campaign of the Federal government. Hospice Foundation of America participates in it and in a number of state campaigns, which have their own government fundraising campaigns for qualified charities. The CFC is possible through the generosity of Federal civilian, postal, and military donors, who support eligible non-profit organizations that provide health and human service benefits throughout the world.

HFA would like to acknowledge the generous support of other major donors, including individuals and corporate and workplace giving programs. Many of our donors have asked to remain anonymous.
On June 30, Hospice Foundation of America and the John & Wauna Harman Foundation concluded the *Being Mortal* project after 18 months of successful events promoting discussions about end-of-life preferences and goals around the country. The project features a screening of the Emmy-nominated PBS FRONTLINE film by the same name, based on the bestselling book by Dr. Atul Gawande (pictured right), and a discussion about the importance of end-of-life decision making and advance care directives.

The project reached all 50 states and the District of Columbia with more than 60,000 attendees nationwide. Events were organized by local community organizations, like hospitals, hospices, universities, and other public and private groups, who partnered with other organizations to reach as much of their community as possible. Feedback was tracked through post-event surveys for participants, and with these, HFA can proudly announce that 96% of attendees said that they will take action for the first time to discuss their end-of-life care preferences.

Anyone who has seen *Being Mortal* knows the important message it sends about end-of-life discussions and awareness.

- Thomas J. Spulak, Chair, HFA Board of Directors
Above, attendees wait for the film to begin in Stamford, Connecticut. *Photo by Jamie Lee.* Below, attendees enjoy dinner at a screening hosted by Hospice of Tift Area, Georgia, made possible through small grants for host sites. *Photo by Kathy Moneypenny.*

### Screening Sites by Location

- **Urban, 30.3%**
- **Suburban, 35.3%**
- **Rural, 34.4%**

### Which was the most helpful part of the event?

- **Film, 28%**
- **Discussion, 4%**
- **Both, 65%**
- **No Opinion, 3%**

- **501 Hosts**
- **1,430 Events**
- **60,000+ Participants**
HFA released *When Grief is Complicated*, the 24th annual *Living With Grief®* program, on April 27. The two-hour presentation discusses complicated grief, a form of grief that socially and physically impairs those who it affects. *When Grief is Complicated* outlines the nature of complicated grief and describes different ways of supporting griever affected by it, all of which is contextualized through panelist discussions and video interviews with individuals suffering from complicated grief.

The program features three panelists, all of whom are distinguished experts on grief. Kenneth J. Doka, PhD, MDiv, is a senior consultant to HFA, a professor of gerontology at the Graduate School of The College of New Rochelle, and has served as a *Living With Grief®* panelist for 22 years. Robert A. Neimeyer, PhD, is a clinical psychologist, professor of Psychology at the University of Memphis, and the author of 500 articles and book chapters. Therese A. Rando, PhD, BCETS, BCBT, is a clinical psychologist, thanatologist, and traumatologist as well as the Clinical Director of The Institute for the Study of Treatment of Loss.

“The program was exceptional, and quite well received. I especially appreciated the detailed notes provided in the viewer guide. Working with HFA has been a quite positive experience, and very professional at every level.” - Rev. Dr. Colleen Kristula, Conference Chair, Circle of Life Coalition, Inc.

“Thank you for an incredible LWG program and for all of your support.” - Phillip M. Geiger, Director of Education and Communication, Hospice Giving Foundation
Soul Injury

Produced by Opus Peace in Partnership with HFA

_Soul Injury_ is based on the work of former Veterans Affairs hospice nurses who cared for tens of thousands of veterans. Presented by national speaker and author Deborah Grassman, ARNP, co-founder of Opus Peace, _Soul Injury_ combines lessons from her work with veterans with an important discussion of how traumatic and insidious wounds based on unmourned loss have the potential to hurt us all. This innovative webinar from Opus Peace has reached hundreds of viewers nationwide with its powerful message.

New Perspectives Program

_Grief: Finding Your Own Path_

Using the most current theories and models of grief, this program describes the ways that grief is experienced and processed, stressing the very individual pathways that each person travels in grief.
Grief can be complicated and problematic. Sometimes, our reactions can be more intense than normal grief. We may feel we are on a roller coaster in the face of our grief reactions, not more intense. We may even worry that our grief may be too intense. We may feel we are not grieving enough. Others may tell us that our grief reactions are not more intense. We may even create spiritual concerns.

Grief may affect how we think and how we behave. It may ache or feel unwell. We may cope with our grief reactions in a variety of ways. We may experience actual physical pain. We may be evaluated by a physician. We are more vulnerable to illness when we are grieving. Sometimes grief may very well be related to our grief, own health, perhaps skipping needed stresses, and infections and can be a factor in lower our ability to fight off stress.

While anger is a natural part of grief, destructive behaviors. We should also be sensitive to any minimizing function in those roles. We may feel we are on a roller coaster in the face of our grief reactions, not more intense. We may even worry that our grief may be too intense. We may feel we are not grieving enough. Others may tell us that our grief reactions are not more intense. We may even create spiritual concerns. Others may tell us that our grief reactions are not more intense. We may even create spiritual concerns.

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HFA’s Board of Directors agreed unanimously that HFA would become a non-voting membership organization beginning in late fiscal year 2016. New member outreach began fiscal year 2017. It is HFA’s goal to support members with discounts and other benefits to enrich their professional and community education about hospice and bereavement care. In its first year of membership, HFA had 38 provider organizations as members, and 136 individual members.

HFA members share a passion for continuous improvement and learning through high-quality and affordable professional education from the nation’s top experts. They also support HFA as a trusted provider of public information about advance care planning, serious illness, death, and grief.

**HFA Membership Benefits**

- **Discounts:** Members receive up to 25% off professional educational programs and products including webinars, *Living With Grief* programs, books, DVDs, self-study courses, *Journeys* special issues, and more!

- **Content:** Members have exclusive access to a members-only portal containing expert content and complimentary programs to supplement their bereavement, volunteer, patient, and family support outreach.

- **Partnership:** Members become HFA’s partners through association with HFA, a valued leader who has served the hospice, bereavement, and end-of-life care community for more than 30 years.
As a 501 (c)(3) HFA undergoes an audit every year in accordance with federal law. HFA’s FY17 audit is currently in progress. Once the audit is complete, the Annual Report will be updated to include our financial information.