

Annual Report Hospice Foundation of America

July 1, 2019 through June 30, 2020

Fiscal Year 2020



The mission of Hospice Foundation of America is to provide leadership in the development and application of hospice and its philosophy of care with the goal of enhancing the U.S. health care system and the role of hospice within it.

Hospice Foundation of America was founded in 1982.

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From the HFA President & CEO

Dear Hospice Foundation of America (HFA) Supporter,

Your generosity helped HFA support tens of thousands of people during an extraordinary year of pain and heartbreak.

In March 2020, the COVID-19 pandemic sent HFA's staff into overdrive as we pivoted from our standard programming to respond, working around the clock to guide families and professionals in an unknown world.

On the following pages, you'll read about our extraordinary efforts on behalf of the public and hospice teams nationwide during this unprecedented year of challenges for care at the end of life.

With your support, we made a difference. Our work and the need continues.

Amy Tucci

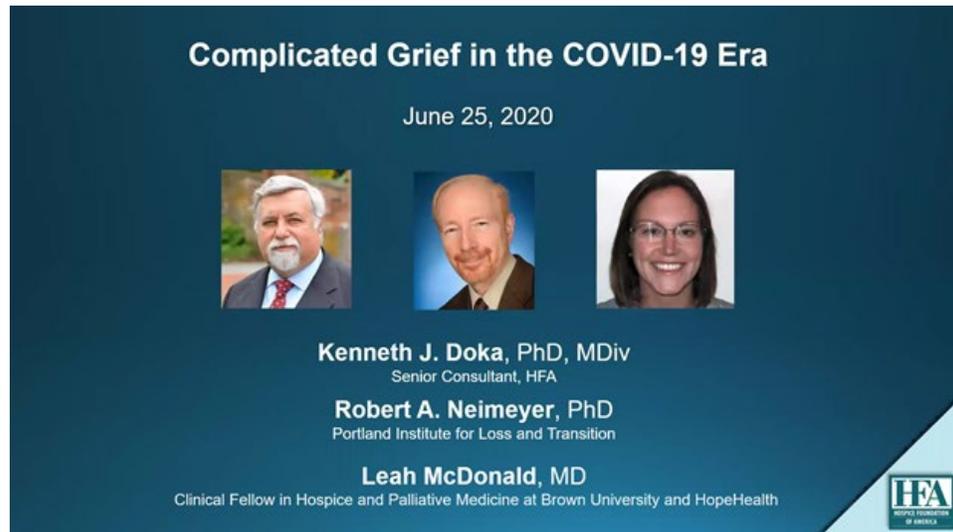
What we achieved...

We provided free professional education.

Those working in hospice, grief, hospital, funeral, and faith professions were desperate for knowledge about how to operate in new, uncharted territory wrought by the pandemic.

Hospice Foundation of America began complimentary programming for professionals working in the COVID-19 environment in the early days of the pandemic and during the months that followed.

Some programs we offered reached an online capacity of 3,000 attendees, with long waiting lists. Our audience included a wide range of professionals working in end-of-life care and bereavement.



Complicated Grief in the COVID-19 Era
June 25, 2020



Kenneth J. Doka, PhD, MDiv
Senior Consultant, HFA

Robert A. Neimeyer, PhD
Portland Institute for Loss and Transition

Leah McDonald, MD
Clinical Fellow in Hospice and Palliative Medicine at Brown University and HopeHealth

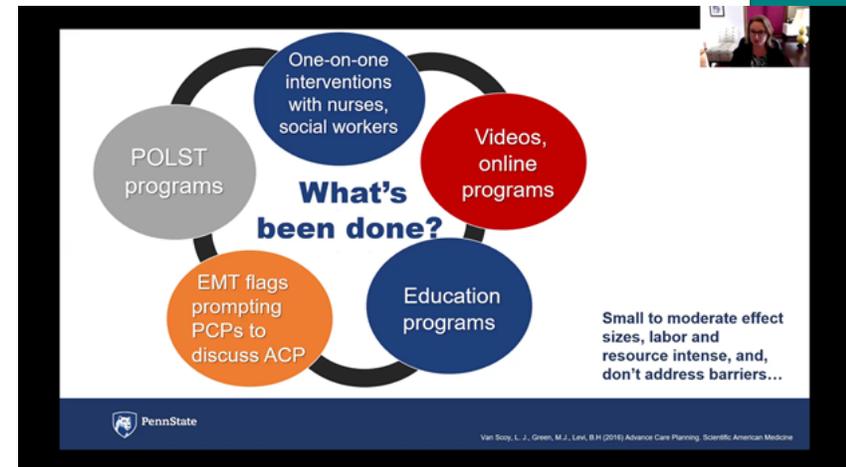


With presentations from leaders in the field, we covered topics important to everyone – including caring for COVID-19 patients in hospice, helping grieverers in virtual support groups, confronting the reality of delayed or absent funerals, and delivering last rites through a cell phone.

Complimentary COVID-19 Programs...

18,315 registrations; 14,881 live views; 14,376 on-demand views

- *Complicated Grief in the COVID-19 Era*
- *Therapeutic Response to Trauma and Loss in the COVID-19 Pandemic*
- *Increased Relevance of Advance Care Planning in the COVID-19 Era*
- *Providing Spiritual and Pastoral Care During COVID-19*
- *Disenfranchised Grief and COVID-19*
- *Overcoming Challenges to Hospice & Palliative Care During COVID-19*
- *Making Funerals Meaningful in the Age of COVID-19*
- *How to Develop and Manage Virtual Grief Groups*



What people said about our programming...

- *Super well done...addressing the underserved and why was enlightening.*
- *I have enjoyed all of the HFA COVID presentations thus far but found this one the most interesting and informative. Great mix of data and very current research, as well as innovations and hands-on tools for day-to-day practice.*
- *This was an extremely helpful session that I feel has better prepared me to approach these conversations with families. I am often the first person addressing advance planning with families as a home care social worker.*

- *I thoroughly enjoyed the presentations from each speaker. This was extremely beneficial to me as a social worker who works with individuals with chronic illness and are of older ages. Thank you!*
- *Great information. I appreciated the simplistic approach of relaying information.*
- *This webinar was much appreciated and informative.*
- *Another excellent and timely presentation--thanks to all!*

What we achieved...

We teamed with the Tragedy Assistance Program for Survivors (TAPS) to help military loss survivors and the professionals who support them.

Hospice Foundation of America staffs the TAPS Institute for Hope and Healing®, part of the Tragedy Assistance Program for Survivors (TAPS). We educate caregivers, mental health professionals, clergy, funeral directors, casualty officers, the bereaved, and many others on the best ways to travel the grief journey.

HFA produces free programming for professionals and military loss survivors.

Together at the Institute, the two organizations provide workshops, seminars, panel discussions, and more to train professionals and help individuals and families thrive after loss.

In FY 20, the TAPS Institute for Hope and Healing® hosted more than 36 programs to help military loss survivors and others cope with loss during COVID-19.

I appreciate your efforts in these difficult times.

This is on my schedule everyday. Thank you

The screenshot shows a video player interface. At the top, the logo for 'TAPS TALKS' is displayed with the tagline 'We're Connected!'. The main title of the video is 'Mourning Your Loss When the Whole World is Grieving'. Below the title, the speaker is identified as 'Patti Anewalt, PhD, LPC, FT, Director of the Pathways Center for Grief & Loss'. The date 'May 14, 2020' is shown. At the bottom left is the TAPS Institute for Hope and Healing logo, and at the bottom right is the 'Presented by Boeing' logo. On the right side of the video frame, there is a vertical blue bar with white stars and a small inset video showing two participants in a virtual meeting.

“Coming together with these TAPS talks each day helps a bunch for those of us who are grieving. The trick is to get out of the "funk" and do these things and that's not always easy.”

Autism and Grief website...

Autism & Grief Project

Nancy Lurie Marks Family Foundation Grant

Hospice Foundation of America (HFA) was honored to be awarded a 5-year grant from the Nancy Lurie Marks Family Foundation. HFA was notified of the grant award in spring 2020. The goal of the project is to foster a healthier experience of grief and loss for autistic adults by not only empowering them, but also their family, friends, clergy, and other grief professionals, to effectively support them, in their grief. The Project will create a website that will present a wealth of important information and resources to adults with autism and their support network.

Research around advance care planning...

Hospice Foundation of America and major universities were funded by National Institutes of Health to conduct research around advance care planning.

Reducing health disparities by examining the effectiveness of tools that encourage end-of-life conversations may improve the likelihood that underserved patients receive care that is consistent with their values and beliefs. To achieve this outcome, HFA has partnered with researchers at Penn State College of Medicine and University of Kentucky to launch the [Project Talk Trial](#), a five-year, national, randomized controlled trial funded by the National Institutes of Health (NIH). Through community events nationwide, the team will evaluate different approaches for engaging underserved individuals across the country in end-of-life care planning.

Ask an Expert & Provider to Provider

Ask an Expert is a valuable service that HFA provides to the public. Another HFA service for healthcare professionals, clergy, grief counselors and mental health professionals, is our Provider-to-Provider service.

We are the only hospice organization in the United States that provides these free services. We never charge.

Through Ask an Expert, thousands of individuals, families, and professionals turn to HFA each year to use our anonymous web-based service to ask about hospice services, how to access care, family caregiving, and how to pay for care. We also answer questions and concerns about grief, where to find grief counseling, and other situations involving serious and terminal illness.

Provider-to-Provider is a service that helps physicians, nurses, and social workers understand hospice and when a patient may be appropriate for hospice care. Grief counselors can seek expert opinions about a particular situation or consult with experts about supportive strategies.

Financials...

Below is a snapshot of HFA Fiscal Year 2020 financials. To obtain a copy of our full financial statement or Form 990, please contact info@hospicefoundation.org

Revenue

Contributions and Grants	463,186
Education	455,369
Publications	268,941
Other Program Service Revenue	89,465
Investment Income	(634)
Total Revenue and Support	\$1,276,327

Expenses

Production Expenses	217,866
Salaries and Benefits	639,535
Consulting	107,168
Administrative Expenses	219,649
Total Expenses	1,184,218
Net Other Income	-
Net Income	\$92,108

How to support our work...

Hospice Foundation of America educates the public and health care professionals about death, dying, and grief. HFA brings together the nation's leading experts to contribute to the content of HFA's books, web-based tutorials and programs, and videos. Hospice Foundation of America also funds research about hospice care and supports specific hospice and/or grief initiatives and research. Hospice Foundation of America is funded through the generosity of donors and sponsors, sales of its award-winning books, videos, and publications. Hospice Foundation of America is a 501 (c)(3) nonprofit organization.

Ways to Give

Hospice Foundation of America uses GiveDirect to process online credit card donations. All charities using GiveDirect are members of a federation called Independent Charities of America. Through this membership, GiveDirect is provided at low or no cost to participating charities. The result is a highly efficient way for charities to raise money. You can feel good knowing that your donation is cost effective. Donate online, by mail, fax, or email below.

Donate online

To donate to HFA through GiveDirect, visit givedirect.org.

Donate by mail, fax, or email

Print a [donation form](#) and mail, fax, or email your donation to:

Hospice Foundation of America
1707 L Street NW, Suite 220
Washington, DC 20036

Fax: 202-457-5815

Email: donate@hospicefoundation.org

Please note: HFA accepts monetary donations only and cannot accept donations of supplies, equipment, medication, clothing, furniture, real estate or cars.

Memorials and Honorariums

Contribute to HFA in memory or honor of a loved one. If you'd like, we'll send acknowledgment of your gift to the family or individual you choose. The amount of your gift can be included in or omitted from the acknowledgment, based on your preference.

Facebook Fundraiser

A Facebook fundraiser is an easy way for you to provide your family and friends with the opportunity to join you in supporting HFA. Create a fundraiser for your birthday, a special occasion, or as a way to honor your loved one. [Click here to get started.](#)

Gift of Stock or Securities

Gifts of stocks are a popular alternative to making a gift of cash because of the tax advantages they may provide. Not only will you receive an income tax deduction for the full market value of the securities, you may also avoid capital gains on the appreciation of your stocks. If your donated securities are used to fund a charitable trust or gift annuity, there may be estate and gift tax advantages as well.

To make such a gift, do not sell the stock and donate the proceeds, as this will jeopardize your tax benefits. Instead, notify your broker and contact us at 202-457-5811. Please be prepared to provide us with the following information: donor name, broker name and contact, name of stock(s) to be transferred, number of shares and/or approximate value, approximate date of transfer, and purpose/beneficiary for the gift.

Workplace Giving

Contributing to HFA through a monthly payroll deduction will make your gift add up! It will also provide us with the opportunity to rely on consistent funding throughout the year.

- *Matching Gifts*
- *Combined Federal Campaign* - (CFC #10611)
- *United Way* - EIN#: 59-2219888

HFA Board of Directors

Board of Directors, FY 2020

Thomas J. Spulak, Esq., Chair

Partner, King and Spalding, LLP (Washington, DC)

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Former President & CEO, Hospice Foundation of America

Myra MacPherson, Director

Author, journalist, member, International Workgroup on Bereavement

JoAnne Reifsnyder, PhD, ACHPN, Director

Chief Nursing Officer for Genesis HealthCare, LLC

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Mike Abrams, Director

Partner, Ballard Partners, Miami, Fl; Former Florida State Legislator

Amy Tucci, Director

President & CEO, Hospice Foundation of America

Hospice Foundation of America Staff



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President & CEO



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