



# Compassionate Care

“

You matter because you are you, and you matter to the last moment of your life. We will do all that we can not only to help you die peacefully, but also to live until you die.”

– DAME CECILY SAUNDERS

Dame Cecily Saunders was an English nurse, social worker, physician, and writer. She is noted for her work in terminal care research, and in her role in the modern hospice movement, emphasizing the importance of palliative care in modern medicine.



*Our Center for Acute Hospice Care, located on Ivy Road in Charlottesville, is pictured here.*

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## CHAIRMAN'S LETTER



Dear Friends,

As Chairman of the Board of Hospice of the Piedmont, I am grateful for the privilege of serving our patients and families with excellence in clinical care as well as love, compassion and respect. It takes a special person to work in hospice care. We have a sacred duty to care for those who are facing the end of their lives and to support their loved ones who grieve.

For over forty years, Hospice of the Piedmont has proudly served our community and for more than 15 years, we have also provided residential hospice care at our lovely and historic Hospice House in Charlottesville.

Just as we reached these wonderful anniversaries, a global pandemic suddenly impacted our community and our world, challenging our staff who were caring for patients in private homes, nursing facilities and in Hospice House and the Center for Acute Hospice Care. I will never be able to fully express my gratitude for the courage of our staff, the ingenuity of our leadership team and the support of our

community that carried us through such challenging times.

As you will see in this Annual Report, we not only survived, but we thrived, finding new ways to care for patients, developing virtual grief counseling and special art therapy programs for children, renovating Hospice House, and even initiating new programs such as Piedmont Care. Thanks to your support, Hospice of the Piedmont is stronger now than ever before and we look forward to the next 40 years with gratitude and devotion to serving our community.

The Board of Directors of Hospice of the Piedmont joins me in expressing our heartfelt gratitude for your generous contributions that make our work possible.

With much appreciation,

A handwritten signature in black ink that reads "Lawrence M. Zippin".

Lawrence M. Zippin  
Chairman of the Board

Dear Friends of Hospice of the Piedmont,

As I think about last year and challenges that we experienced at Hospice of the Piedmont, I am grateful for the extraordinary work of our staff as they cared for patients and families in spite of the dangers and fears that they personally faced in a global pandemic. Our community generously supported us and our staff donned gowns, goggles, masks and gloves to continue their work. Telehealth was implemented to enable us to support and communicate with those we were unable to see in person. It was a herculean effort and I am thankful to work with such brave and caring people.

I hope you enjoy this annual report that highlights our year and celebrates the generosity of our community. This year, we launched Piedmont Care, providing palliative care to patients in their homes and nursing facilities. We expanded our team of exceptional physicians and clinical staff. We celebrated the first graduate of the Donald A. Perry Memorial Scholarship. Hospice House was renovated. A new Art Therapist joined our team and another new position serves the unique needs of veterans who are in our care.

The Center for Children designed and created a wonderful new space where art therapy and special programs will be held to support grieving children.

Thank you for making all of this possible. Your support has enabled Hospice of the Piedmont to overcome challenges and to serve our community with dignity and grace for over forty years.

I also appreciate the leadership of our Board of Directors who generously give their time, talent and financial support. With the help of the Board, and our donors, we are reaching our goals to serve more people, to connect with patients and families more often and to improve access to care.

On behalf of Hospice of the Piedmont, thank you for your generous support that sustains our mission of transforming the way that people view and experience serious illness, dying and grief. We are truly grateful.

Sincerely,

A handwritten signature in black ink that reads "Ron Cottrell".

Ron Cottrell  
President & CEO

## PRESIDENT & CEO'S LETTER



## PIEDMONT CARE: Compassionate, Palliative Care In Central Virginia



Piedmont Care is a new program of Hospice of the Piedmont that provides specialized palliative care for patients living with an advanced illness. Piedmont Care is focused on providing relief from the stress and symptoms of an advanced illness, with the goal of improving quality of life for the patient and their family.

“Piedmont Care allows us to see more people and impact more families in a positive way,” says Piedmont Care Nurse Practitioner Ashleigh Bergstrom, “interacting with patients in their homes allows us to be more helpful and to see ahead of their needs.”

“Piedmont Care provides not just the medical piece but is provided by caregivers who come from a place of holistic care ... we see people in a vulnerable place, in their homes, and we can help make it a safe space... it’s powerful healthcare, with providers that address the whole person with attention to emotional wellbeing, and spiritual care,” says Lara Fisher Director of Piedmont Care.

We are grateful to our community for the tremendous support and dedication to providing palliative care; end-of-life care in homes and assisted living facilities; and free grief support for children and adults across central Virginia.

## ACCESSIBLE ART THERAPY

“We look forward to ensuring accessible care to our area children and growing our offerings in the Fauquier, Rappahannock, and Culpeper area.”

- Teresa Haase



Grief is complicated, particularly so for children. Hospice of the Piedmont’s Center for Children, part of our Center for Grief and Healing, provides the only free bereavement, grief, and trauma programs for children in our twelve-county service area. Each year, the Center for Children works with hundreds of children and their families, providing well over one thousand therapy and counseling sessions annually. Services provided by the staff, counselors, and volunteers of the Center for Children are made possible thanks to individual donors and local organizations. Art therapy is a core component of all Center for Children programs, which provide private and group counseling, seasonal day camps, and workshops for children ages 4-18.

We are grateful to the Joseph and Robert Cornell Memorial Foundation for funding for a new art therapist to expand programming in Fauquier, Rappahannock, and Culpeper areas. Our new art therapist will be based out of Hospice of the Piedmont’s Culpeper office and will work with grieving children in these communities, significantly expanding the work of the Center for Children’s existing programs, staff, and professionals.

Teresa Haase, Director of Grief and Supportive Care Services for Hospice of the Piedmont, is excited to expand the Center for Children programs. She says: “We look forward to ensuring accessible care to our area children and growing our offerings in the Fauquier, Rappahannock, and Culpeper area.”



## A CHALLENGE COMPLETED: The Perry Foundation Hospice House Challenge Grant

In the summer of 2020, we were thrilled to receive a wonderful commitment from the Perry Foundation. The Perry Foundation awarded Hospice of the Piedmont a challenge grant of \$100,000 to fund renovations, maintenance and equipment needs for our beloved Hospice House. The challenge grant matched gifts from our community designated towards this project for a total of \$200,000 to fully fund improvements at Hospice House. Thanks to a small group of generous friends and benefactors such as the Genan Foundation and others, the goal was met in December 2020. Renovations were completed in August 2021.

We are deeply grateful for the support of this important project that will provide enhanced comfort and security for patients, families, and staff, ensuring that Hospice House will continue to be a serene and peaceful home for hundreds of patients and families who so desperately need it.

### THE PERRY FOUNDATION CHALLENGE DONORS

Joyce Blanton  
Clara A. Brown  
Melba M. Campbell  
Leslie B. Disharoon  
The Genan Foundation  
Glenn and Sandi Kelly  
Jeanne M. McCusker  
Nancy-Elizabeth Nimmich  
Perry Foundation, Incorporated  
Barbara and Richard Rosica  
Twentieth Century Merchants Fund

## DONALD A. PERRY MEMORIAL SCHOLARSHIPS PROVIDE EXCELLENCE IN NURSING

Thanks to an extraordinary donation from Kay Taylor that established the Donald A. Perry Memorial Scholarship in 2020, Hospice of the Piedmont's Director of Clinical Services Patti Dewberry, BSN, RN, CHPN, received her Bachelors of Science in nursing (BSN) in May 2021 and certification as a Certified Hospice and Palliative Nurse (CHPN) in December 2020.

The Donald A. Perry Memorial Scholarship at Hospice of the Piedmont provides Certified Nursing Assistants (CNAs) and Licensed Practical Nurses (LPNs) the opportunity to pursue Registered Nursing (RN) degrees, with all tuition and fees paid in full, as well as a nursing mentorship to realize the full potential of each student's

professional growth. Additionally, this generous gift provided Hospice of the Piedmont the opportunity to increase staff compensation, so every member of the team is paid a living wage.

"It's an investment in our future," said Ron Cottrell, CEO of Hospice of the Piedmont. "These scholarships will not just benefit Hospice of the Piedmont, they will benefit our community," said Cottrell. "When our CNAs and LPNs become RNs with new skills and new talents, they're better able to support patients and families at the end of life. We're absolutely committed to expanding our staff's knowledge and education to deliver the very best care to our patients and families," said Cottrell.

When Kay Taylor looks back on her husband Don's last days, she feels tremendous gratitude for the loving care provided by Hospice of the Piedmont's clinical and medical staff. "I gave to Hospice of the Piedmont because I love this community, and because I am so grateful for the care my family received during my husband's illness. Hospice of the Piedmont was so good to us, and especially to Don. This was one way I could give back to Hospice of the Piedmont, the aides and nurses that cared for our family, and the community. I wanted to make a difference for those who work so hard every day to care for those in our community who cannot care for themselves."

For the scholarship recipients, it means they can further their education. For Hospice of the Piedmont, it means we not only retain and train high-quality staff, but we are also helping to enrich our local service area. Hospice of the Piedmont is deeply grateful to Kay Taylor for her generous and transformative gift.

"I am so grateful to have had the opportunity to continue my education through the Donald A Perry Memorial Scholarship. Going back to school has given me the tools, education, and confidence to take on additional roles and responsibilities within Hospice of the Piedmont, and the support I received from the organization and my mentor made it possible to utilize these resources while working full time. I am a more thoughtful and knowledgeable nurse and leader from this experience, and I am eternally thankful to those who made it possible."

- Hospice of the Piedmont's Director of Clinical Services  
Patti Dewberry, BSN, RN, CHPN



## SERVING THOSE WHO HAVE SERVED



Hospice of the Piedmont is dedicated to caring for Veterans in our service and accepting the “solemn obligation to serve them as well as they have served us.” To focus this effort, Hospice of the Piedmont welcomed Bob Pearson as the Coordinator of our Veterans services, including the We Honor Veterans Program, in spring 2020. Since his arrival, Bob has reinvigorated the program, has engaged with our clinical staff, strengthened existing professional and community connections, established new partnerships, and updated Hospice of the Piedmont’s existing procedures and material related to caring for and honoring our veteran patients.

Hospice of the Piedmont’s Veterans services integrate the We Honor Veterans program that offers, among other things, a special recognition ceremony where a veteran volunteer or staff member formally acknowledges, thanks, and “pins” the veteran for their service while surrounded by family, friends, and staff. During the end of life, Veterans need

specific and special attention due to the burden of battle, and often make deep and meaningful connections with our Veteran volunteers who serve this community.

Our Veteran services, in conjunction with the We Honor Veterans program, also offers virtual community education, workshops, and support materials for family caregivers, community members, and local facilities on the special needs of veterans at the end of their life. Individual, virtual grief counseling and therapy sessions are also offered to veterans and their families, with a focus on veterans’ unique needs and life experiences.

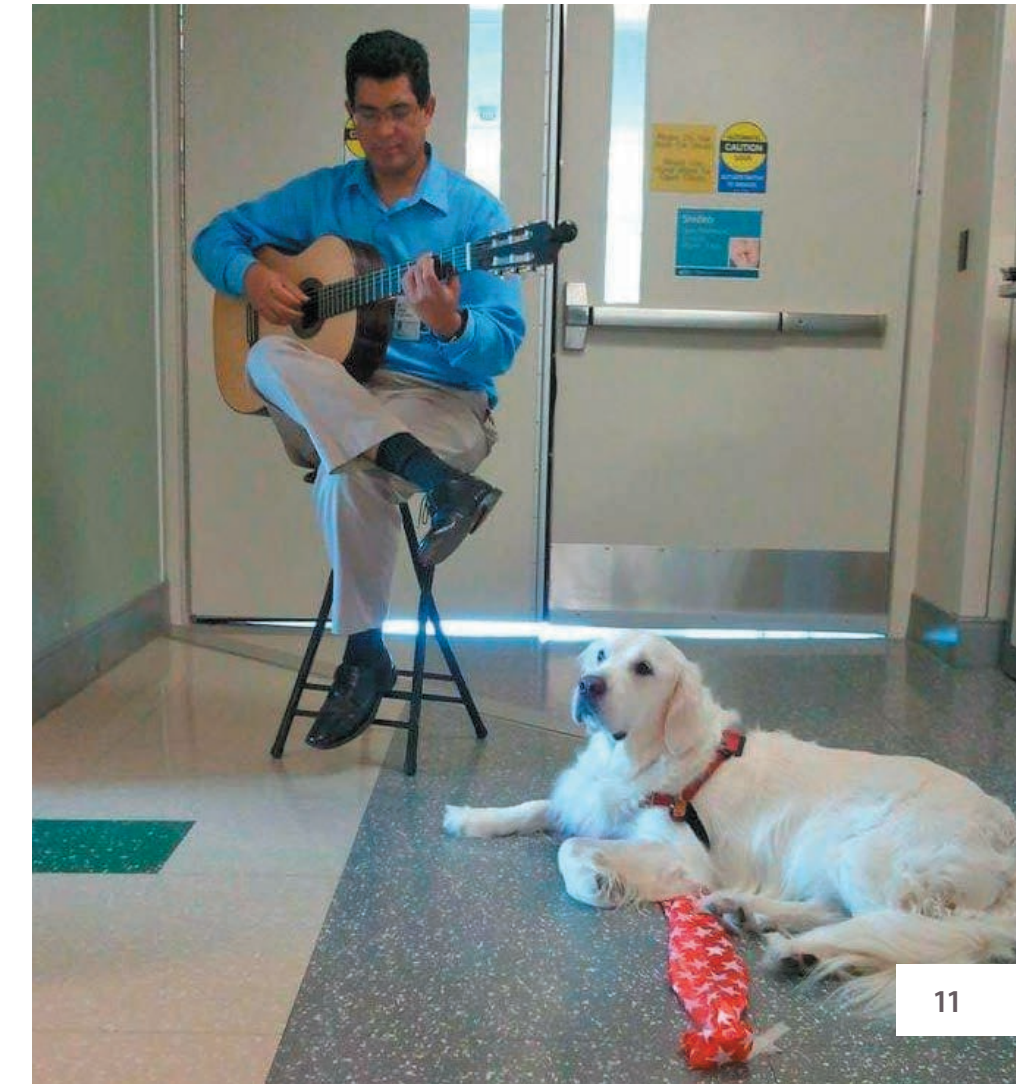
We are particularly grateful to Tom Johnson, Marc Allocca, and Virginians for Veterans who provided important funding to support the growth and expansion of our services to veterans.

## PLANNED GIFT SUPPORTS MUSIC BY THE BEDSIDE

An anonymous donor has recently made a planned gift to support Music by the Bedside, a beloved program at Hospice of the Piedmont that provides soothing and comforting music to patients and families. Certified Music Practitioners play their instruments in public areas of Hospice House and the Center for Acute Hospice Care, as well as at the bedside of patients, when possible. Therapeutic music is provided free of charge to patients and families, thanks to the support of our community. This generous planned gift was made in appreciation of the talented musicians who mean so much to our patients and families.

Including Hospice of the Piedmont in your will or estate plans is an excellent way to make an impact and support our programs. Planned gifts may be designated towards specific programs such as Music by the Bedside, the Center for Children, or Veterans services, or may be unrestricted for use where it is needed most.

Please contact Nancy Parsons, Director of Development, at 434-817-6932 to discuss opportunities for planning giving at Hospice of the Piedmont.

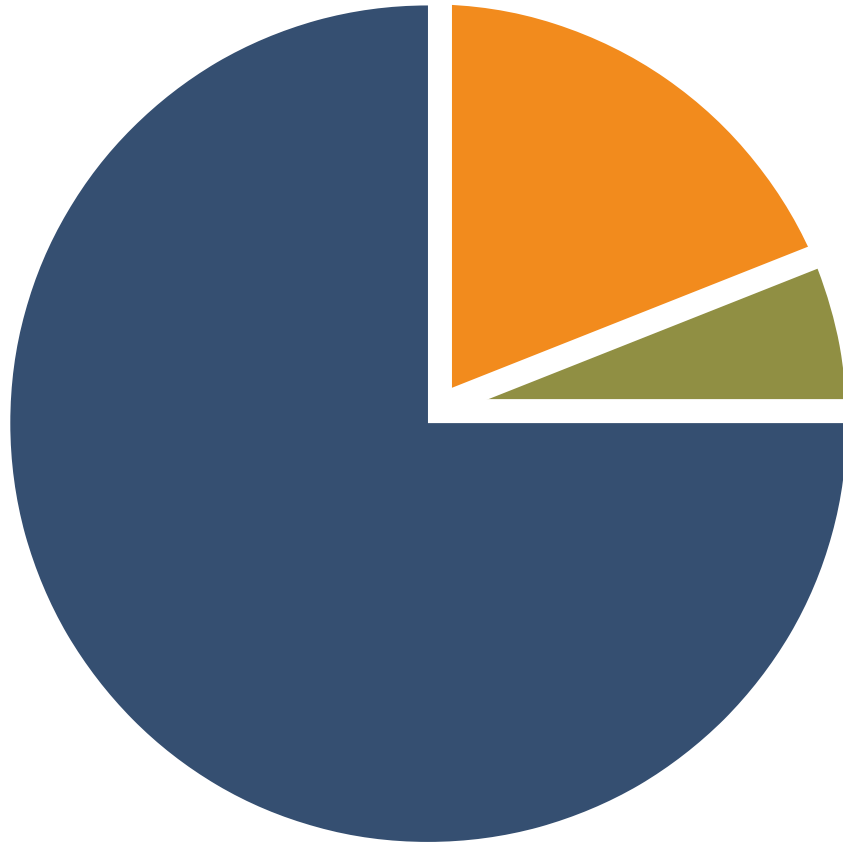


# FINANCIALS

## SOURCES OF GIFTS

The financial information represents the time period from July 1, 2020 to June 30, 2021 (FY21).

INDIVIDUAL	\$1,745,958
FOUNDATION	\$439,750
CORPORATION	\$128,396
TOTAL	\$2,314,104

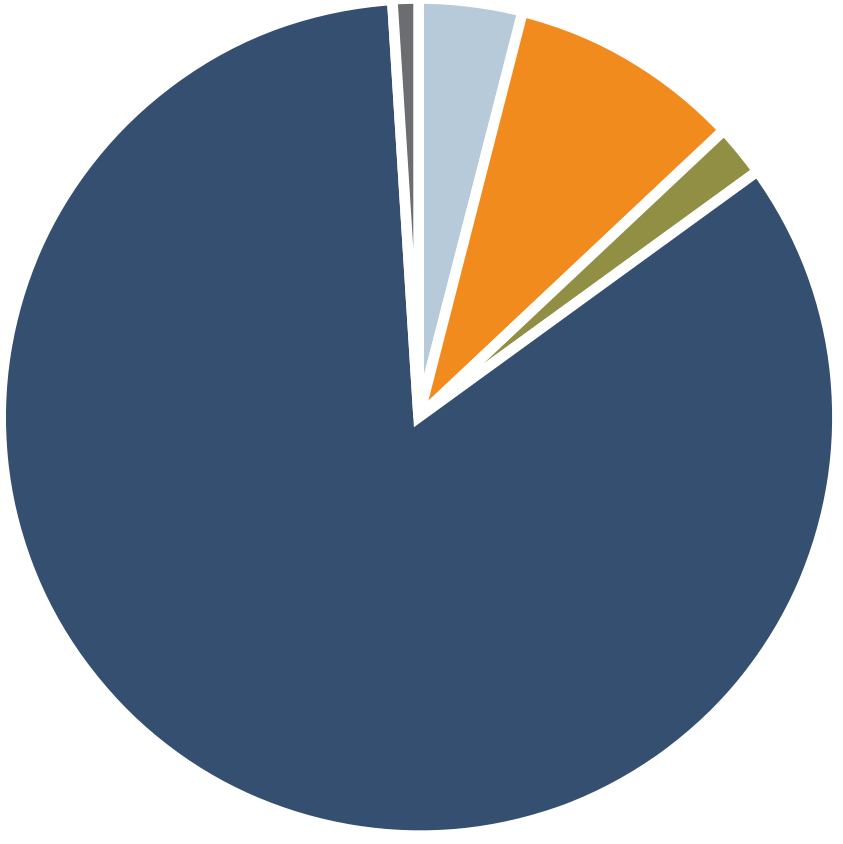


# FINANCIALS

## GIFT DESIGNATIONS

The financial information represents the time period from July 1, 2020 to June 30, 2021 (FY21).

UNRESTRICTED	\$1,962,016
HOSPICE HOUSE	\$208,148
CENTER FOR CHILDREN	\$93,460
VETERANS	\$23,540
OTHER RESTRICTED*	\$26,940
TOTAL	\$2,314,104



\*Other Restricted includes: Center for Grief & Healing, Music by the Bedside, Education Institute, Patient and Family Support Fund, and the Center for Acute Hospice Care.

# PIEDMONT SOCIETY DONORS

*We are grateful to all donors who support Hospice of the Piedmont. The following list acknowledges the Piedmont Society, recognizing donors who gave \$1,000 or more between July 1, 2020 and June 30, 2021.*

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*We are grateful to the numerous Piedmont Society donors who give anonymously.*

# AGNES COBURN SOCIETY

*We are grateful to all donors who support Hospice of the Piedmont. The following list acknowledges the Agnes Coburn Society, recognizing donors who have made a gift of future support.*

Kate Tamarkin Arnold	Christine Day	Sandra Stewart Ludes	Suzanne Schroeder
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Karen and Gerald Bolin	JoAnn and Arthur Freeman	Jeanne Pauley	
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Linda and George Davies	Thomas and Delia Laux	Robert Rushia and Pamela Dolgin	
		John and Cindi Sandborn	

*We are grateful to the Agnes Coburn Society donors who wish to remain anonymous.*

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“

My mother recently passed away. There are not enough descriptive words to use or find to say how much we have appreciated Hospice of the Piedmont. To the incredible people who have given financial means to help run and keep Hospice of the Piedmont going – thank you.

– A GRATEFUL FAMILY MEMBER

## *Compassionate Care*

hopva.org | 434-817-6900 | 800-975-5501