



THE SALINAS CALIFORNIAN



2020 COMMUNITY REPORT

CCVNA.COM



THE SALINAS CALIFORNIAN



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KSBW



PRESIDENT'S MESSAGE

Dear Friends of the Central Coast Visiting Nurse Association and Hospice:

The past year has been difficult for all of us, particularly for the selfless employees of our VNA and Hospice organization.

Our community and country have been confronted with an insidious pandemic that has taken innocent lives remorselessly. We have been asked to deal with ever-increasing difficulties with our homeless populations, our growing population of local residents who have been left unemployed by the consequences of COVID-19, and increasing numbers of immigrants in desperate need of health care services.

Moreover, VNA has been confronted with ever-changing and often confusing governmental directives, while our staff have been faced with their own difficult familial issues that have been brought on by the pandemic. And yet, in spite of these ever-increasing challenges, the VNA and Hospice staff have risen to confront those great challenges and have selflessly acted to support all of the groups in need of our services on the Central Coast.

We have stayed positive during these stressful times, and our achievements during this past year have been both great and important. Beginning with the exciting appointment of our new and creative CEO, Jane Russo, our management team has addressed the regional health needs of our diverse communities with enthusiasm and competence. The staff created positive relationships with skilled nursing and residential care facilities, and they have overcome the difficulties of working from "home" with limited exposure to workplace amenities and facilities.

Among our collective achievements have been our securing personal protective equipment for our clinical staff employees, our patients, and even our operational staff personnel. Further, the VNA and Hospice teams have secured grant funding and purchased laptops and "state-of-the-art" software programs to ensure that we provide cutting edge technical support to our employees who were providing desperately needed health care to our patients. We secured funding and provided "Tele-health" training to our clinical staff and services to our patients when virtually the entire country was shut down due to Covid-19 infections. Additionally, the VNA has provided "testing" clinics, counseling to patients and their family members, technical advice to business owners about community health protection strategies, and COVID mass vaccination clinics in conjunction with the Monterey County Health Department, our cities, and local private business organizations.

In this past year of crisis, the CCVNA and Hospice, and our staff, have demonstrated great heroism and selfless commitment to the preservation and protection of the health and safety of our residents.

Our Board of Directors intends to continue to deliver the highest quality of services in the future.

It is with immense pride to have been the chair of the VNA during this difficult time. I want to thank our donors, our health partners, and the community for their unwavering support and trust.

Sincerely



Michael McGirr, 2020 Chair
CCCHC Board of Directors

T 831 372 6668 CCVNA.COM



If you wish to receive electronic mailings and stay in touch with VNA events, send us your email: vnainfo@ccvna.com



2020 board members and committees serve without compensation and all graciously assisted with fundraising events and other VNA activities



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PLANNED GIVING

UNRESTRICTED GIFT OR BEQUEST

An unrestricted gift or bequest is of special value because of the freedom to use it wherever and however needed. An unrestricted gift or bequest intended for the general purposes of the VNA & Hospice, one which the VNA & Hospice is free to use either to establish an endowment fund or to expend in whole or in part as it deems best, might read simply:

“I hereby give (give, devise and bequeath) to The Central Coast VNA & Hospice, a California non-profit 501(c)3 public benefit corporation, Tax ID 94-1205572 (. . .percent of my estate or percentage of my residuary estate) for the general purposes of the VNA & Hospice as the VNA & Hospice may determine.”

ENDOWMENT*

If the donor or testator wishes to assure that the principal will be used to establish an endowment fund and remain as such permanently with the earnings only to be expended, the will might read as follows:

“I hereby give (give, devise and bequeath) to The CCVNA & Hospice, a California non-profit 501(c)3 public benefit corporation, Tax ID 94-1205572 (. . .percent of my residuary estate*) to establish the (name) Fund, the earnings only to be used for the general purposes of the VNA & Hospice as the VNA & Hospice may determine.”

*The CCVNA & Hospice will accept donor named endowments that equal \$25,000 or more to create permanent endowments for the Central Coast VNA & Hospice programs.



Other Gift Opportunities to VNA include:

- Charitable Remainder Trusts
- Charitable Lead Trusts
- Gift of Real Estate including pre-paid burial sites
- Outright Gift of Securities
- Gift of Retirement Assets
- Gift of Life Insurance
- Annuity (VNA has a collaborative partner for this opportunity of which all parties will have to meet and establish)

The VNA Gift Officer is pleased to provide information on gift opportunities that are available by calling 831-648-3734 or emailing vnainfo@ccvna.com. All those who notify VNA of their gift are invited to become a member of the VNA Legacy Society.



BLUE ZONES PROJECT



Congratulations!

For Leading the way in becoming a Blue Zones Project Approved™ Worksite

“VNA has demonstrated an outstanding commitment to supporting the health and well-being of their workforce, who ensure the health of our community. This commitment to implementing best practices within their worksite is an exemplary model for other worksites and our community.”

- Tiffany DiTullio
Executive Director Blue Zones
Project Monterey County

Blue Zones Community is a program to transform communities by encouraging residents to make healthier lifestyle choices and “live longer, better.” Part of that transformation is identifying businesses that strive to create a healthier work environment. **VNA Earned This Designation!**

By signing the Blue Zone pledge, committing to making healthier lifestyle choices, having regular biometric screenings, and getting involved in our community, our employees have helped VNA commit to the Blue Zones way of life.

VNA joins a small, but growing, number of businesses coming together as a Blue Zone.

MESSAGE FROM DIRECTOR OF FUND DEVELOPMENT

Dear Community Members and Valued Donors:

As I began to reflect on 2020 – while amid the COVID – 19 Pandemic along with social unrest and political uncertainty, it's difficult to remember all the good that happened in 2020. We tend to focus on all that is wrong in the world instead of looking at what is good and the accomplishments we have made. Those who know me will say that I am a “glass half full” kind of person.

So, let's talk about that “glass half full” while reflecting on 2020. 2020 was a record year for VNA clinicians to persevere and to flourish. Our community partners and donors allowed VNA to maintain our compassionate care to our patients, become the liaison between families and skilled nursing facility clients, assist our local hospitals in moving patients out of the hospital into a safe setting, and setting our Community Services program into position as a participant (with the authorization of the Monterey Health Department) to provide COVID testing and eventually COVID vaccinations to the public. VNA works to enrich the lives we touch. You, our donors, have enriched the VNA. You touched us while we could not personally interact with you! Thank you!

We are proud of our community and the trust and support you have provided during this difficult time. So many of you stepped up and provided important donations to cover the cost of protecting our patients, while protecting our staff and volunteers. Your relationship to the VNA provided the infrastructure that was needed to help VNA continue to work efficiently. All of you were more than generous – You were amazing!! The love that exuded from all of you was truly appreciated and felt deeply by everyone at the VNA and all our patients.

2021 still holds much uncertainty but with great promise. It is VNA's 70th Anniversary and we are hopeful that we will be able to celebrate with all of you, who mean so much to us.

As I reflected on 2020, I was overwhelmed with feelings of great humility, pride, and gratitude for the many people, both past and present, who have brought this organization to where it is today. Because of you, we continue to evolve to meet our communities' growing needs, providing them with the highest level of quality and compassionate care through our services. It has been an honor to work with such a devoted and compassionate staff, volunteers, and Board members. I wish you all congratulations on an amazingly compassionate 2020, and many blessings for you and your families in 2021.

Respectfully,



Tina Del Piero, CFRE
Director of Fund Development
VNA & Hospice/Community Services

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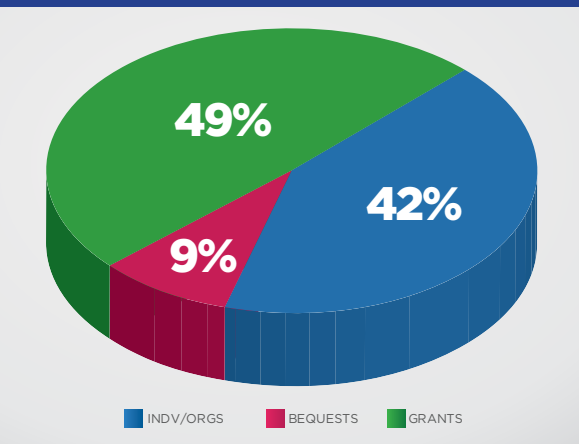


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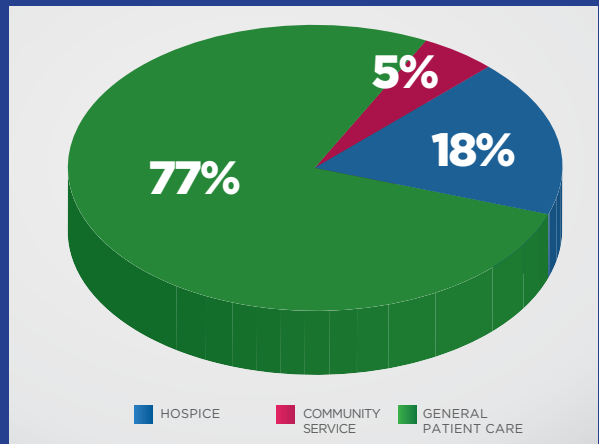
5-YEAR CONTRIBUTIONS (2016-2020)



2020 DONATION SOURCES



2020 DONATION DISTRIBUTION



Supporters of VNA & Hospice

The VNA is enormously grateful to all of its donors who, by their act of giving, affirm the value of the service we provide to those in need and the excellence with which we provide it.



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VNA Community Services



Implemented a touch-less electronic immunization record.



Administer COVID Immunizations - 15,500 to date




Curbside Immunization Services



Modified CPR training to meet clinical safety standards.



Continued Immunization Services moved Curbside.



Adapted flu program to outdoor clinics, curbside, and social distancing at corporate business.



Offer In-Home COVID Immunizations.

VNA Hospice

- Specialized type of care for those facing a life-limiting illness, their families and their caregivers that addresses the patient's physical, emotional, social and spiritual needs.
- Hospice care takes place wherever you call home, in the patient's home, in a home-like setting, nursing homes, residential care facilities, and with contractual agreement in hospitals
- Focuses on managing a patient's pain and other symptoms for the patient may live as comfortable as possible and make the most of the time that remains.
- Believes in living life to the fullest, quality of life to be as important as length of life

VNA Volunteers Still Impacted Hospice Patients During Covid

Even during COVID with limited in person visits, VNA volunteers logged 230 direct service visits

- Created a "Pen-Pal" program with cards and letters
- Ran errands for caregivers and patients delivering goods at their doorstep
- Conducted video visits
- Partnered with Anne Bell, founder, of Second Bloom Floral to deliver weekly bedside bouquets to VNA hospice patients
- Extended the Birthday Program to Residential Care Units as those facilities allowed
- Started the VNA Birthday Program by delivering flowers, balloons, and a small cake on hospice patient's birthday





CCVNA & Hospice
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We are dedicated to providing the highest quality health care to residents of the Central Coast by meeting their individual needs in a caring, effective, honorable, and accessible manner.

our vision

We transform the care and culture to meet the changing needs of patients, families and caregivers.

We achieve positive results every day through quality standards, empowerment, teamwork, and accountability.

We are trustworthy, innovative and unique in our clinical programs and customer service.

We create a collaborative and respectful working environment recruiting highly skilled professionals while retaining satisfied employees.



Delivering Professional Care,
 Trusted Compassion
 You Deserve



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