

# alive

*“Alone, we can do so little;  
together, we can do so much”*

– Helen Keller



Alive in the Community  
2018 Annual Report



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Alive is the only nonprofit provider of hospice care and end-of-life services in Middle Tennessee. Its mission is to provide loving care for people with life-threatening illnesses, support to their families, and service to the community in a spirit of enriching lives. This includes in-home and in-patient hospice care, grief support, advance care planning, outreach, support to underserved communities, education, financial assistance, a comprehensive volunteer program, and professional training through the Alive Institute. A pioneer in the "good death" movement, Alive established the third hospice in the nation in 1975. Today, it remains true to its roots as an innovator and leader, helping individuals Adapt to Life-Limiting Illnesses Very Effectively (ALIVE). To learn more or volunteer, visit [AliveHospice.org](http://AliveHospice.org) or call 615-327-1085.

*Alive complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Alive does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.*



## LETTER FROM ALIVE BOARD CHAIR CLARK BAKER

**Fiscal year 2018 was another great year for Alive.** We continued our Closer to Home Campaign with the opening of our homecare office in Franklin, bringing our services closer to the community. This includes a completely dedicated grief support group space.

In 2018, we were able to provide \$1.8M in charity care to the community. While this is a significant increase over the prior years, it is a very important part of our mission to be able to care for all in our community regardless of their ability to pay.

Currently, we are in the midst of beginning a new chapter for Alive. In September 2019, we hired Kimberly Goessele as our new CEO and President. Prior to joining Alive, Kimberly served as the COO for 180 Health Partners, a Frist Cressey company. Kimberly joins Alive with a successful track record of developing innovative and strategic plans for operational development and excellence. Her focus will be on growth and the culture of our organization.

The summer of 2019 was a period of transition at the senior management level. The executive team of Alive, under Joe Hampe's leadership, continued to pursue strategic objectives and execute on long-term plans. Our clinical staff continued to provide outstanding care to patients and families. This is proven by our nationally reported quality scores which continue to exceed the national averages.

We are privileged to be the only community-based hospice and palliative care provider in our service area, and we are appreciative of the support our community provides and the resources entrusted to us.

A handwritten signature in black ink that reads "Clark David Baker".

**Clark Baker**  
**Alive Board Chair**

# Our Impact at a Glance

## Hospice Care



3,921 patients and their families received care.

## We Honor Veterans



608 veterans received hospice care.

## Pediatric Hospice



10 pediatric patients and their families received care.

## Palliative Care



1,104 palliative patients cared for, nearly triple the number of patients seen in 2017.

## Grief Support



978 adults and children received grief support via individual counseling, support groups, memorial events, camps for kids, and special workshops.

## Community Education



Nearly 13,000 community members received free end-of-life education.

331 students received clinical experiences and training.

## Volunteer Support



Approximately, 400 volunteers gave 24,564 hours to support our mission.

## Community Support



Donors increased “planned giving” (bequests) – a fundraising area of great value to us.

Nearly \$2 million in financial support was given to patients and families.

**Our Mission:** We provide loving care to people with life-threatening illnesses, support their families, and service to the community in a spirit of enriching lives.

# Upcoming Events

## LUNCH AND LEARN SERIES\*

**When:** Every Friday, rotating through Alive office locations

**Cost:** Free (*includes lunch*)

**Schedule/RSVP:** [AliveHospice.org/lunch](http://AliveHospice.org/lunch)

Our FREE educational lunch and learn program is open to all. Education is one of Alive's core services to the community in a spirit of enriching lives.

## ALIVE SYMPOSIUM

**When:** Nov. 7, 2018 | 8 a.m. - 4 p.m.

**Location:** Belmont University

**Information/RSVP:** [AliveHospice.org/symposium](http://AliveHospice.org/symposium)

The Alive Symposium on End-of-Life Issues in Family, Health, Ethics, and Spirituality, is a unique gathering to discuss end-of-life care and is open to all.

## HOPE FOR THE HOLIDAYS\*

**When:** November 21, 2019 | 6 - 7 p.m.

**Location:** All Alive locations

**RSVP:** [AliveHospice.org/events](http://AliveHospice.org/events)

The upcoming holiday season can be very difficult when you have experienced the loss of someone in your life. This seminar will help you plan for and navigate the holiday season and will also include a candlelight time of remembrance.

## INTERNATIONAL SURVIVORS OF SUICIDE LOSS DAY\*

**When:** November 23, 2019 | 10 a.m. - 12 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](http://AliveHospice.org/events) (RSVP required)

This special event provides an opportunity for suicide loss survivors to come together to find connection, understanding, and hope through shared experience. We will view the American Foundation for Suicide Prevention's short documentary that offers a message of growth and resilience, followed by lunch and small group discussion.

*\*Thanks to the generosity of our donors,  
this event is provided free of charge.*

## GIVING TUESDAY *December 3, 2019*

Giving Tuesday is a worldwide day of philanthropic giving through the power of social media.

## TINSEL AND TEARS\*

**When:** December 10, 2019 | 6 - 8 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](http://AliveHospice.org/events) (RSVP required)

All ages welcome. This workshop is designed specifically for grieving families filled with opportunities to remember loved ones while connecting with others who have experienced loss. Participants will enjoy our special hot chocolate bar while creating unique memory keepsake and gingerbread house.

## ALIVE AT THE BLUEBIRD

**When:** January 2 – February 1, 2020

*(Late shows on Tuesday - Friday, and both shows on Saturday)*

**Location:** The Bluebird Cafe

**RSVP:** [bluebirdcafe.com](http://bluebirdcafe.com)

Alive at The Bluebird returns Thursday, January 2 with some of Nashville's top songwriters. Proceeds from this month-long series benefit Alive and its mission based services.

## SEWING MEMORIES WORKSHOP

**When:** January 11, 2020 | 9 a.m. - 1 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](http://AliveHospice.org/events) (RSVP required)

During this very special day, participants will bring an article of clothing that belonged to their loved one. Working alongside Alive's talented volunteer seamstresses, they will create a treasured memory bear, pillow, or other comfort item from the clothing provided while sharing stories and finding hope in grief. Light lunch will be served. Due to high demand for this workshop, space is extremely limited. Participants are encouraged to register early to confirm your reservation.



# Upcoming Events

## CARE FOR THE GRIEVING HEART\*

**When:** February 9, 2020 | 3 - 5 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](https://AliveHospice.org/events) (RSVP required)

Participants will engage in a wide variety of self-care activities to refresh and rejuvenate in the midst of grief. Attendees will rotate through mini-sessions of aromatherapy, gentle yoga, guided meditation, progressive muscle relaxation, and sleep hygiene tips.

## BLUEBIRD IN THE BORO

**When:** Early March, date TBA

This 7th annual concert series brings The Bluebird Cafe experience to Rutherford County featuring songwriters behind the hits!

**Learn more:** [AliveHospice.org/boro](https://AliveHospice.org/boro)

## EXPRESSIVE ARTS WORKSHOP\*

**When:** March 8, 2020 | 3 - 5 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](https://AliveHospice.org/events) (RSVP required)

Held in the Grief Center's new dedicated art room, this event is open to all ages. Attendees will explore grief by choosing from a variety of artistic mediums intended to suit any creative style and skill level. Facilitators will be on-hand to assist as you express your grief through painting, collages, zentangles, and writing prompts.

## SEWING MEMORIES FOR BEREAVED SIBLINGS

**When:** April 8, 2020 | 9 a.m. - 1 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](https://AliveHospice.org/events) (RSVP required)

In honor of National Siblings Day, participants will bring an article of clothing that belonged to their loved one. Working alongside Alive's talented volunteer seamstresses, they will create a treasured memory bear, pillow, or other comfort item from the clothing provided while sharing stories and finding hope in grief. Light lunch will be served. Due to high demand for this workshop, space is extremely limited. Participants are encouraged to register early to confirm your reservation.

## BUTTERFLY RELEASES

**When:** Date TBA

Our annual springtime Memorial Butterfly Release honors loved ones who are gone from our sight, but not from our hearts. Free to attend, butterflies may be purchased to release in memory of loved ones.

**Learn more:** [AliveHospice.org/butterfly](https://AliveHospice.org/butterfly)

## MOTHER'S DAY WORKSHOP

**When:** May 4, 2020 | 2 - 4 p.m.

**Location:** Alive's Grief Center, 1721 Patterson Street  
Nashville, TN 37203

**RSVP:** [AliveHospice.org/events](https://AliveHospice.org/events)

All ages welcome. The Mother's Day holiday can be difficult when you are missing the presence of your mom. This workshop invites participants to explore their grief through a variety of activities including making a shadowbox, a family mobile, and storytelling. Attendees will also find comfort from others who have experienced a similar loss and can utilize Alive Grief Center's creative spaces to express themselves.



Photo by: Jamie Adams

*\*Thanks to the generosity of our donors,  
this event is provided free of charge.*

# Hospice Care

**We began as a hospice nearly half a century ago.** While we have expanded our offerings, hospice care is still the core of our organization. Our highly skilled teams deliver care from the heart that goes above and beyond the standards set by Medicare. We are unique in offering private residences, on-staff doctors, a pharmacist, and special services from volunteers.

In 2018, we eased the way for nearly 4,000 patients approaching the end of their lives. Close to 3,000 patients received care at home and hundreds more were taken care of in our residences in Nashville and Murfreesboro.

Alive ranked higher than the national average for each indicator on the Consumer Assessment of Healthcare Providers and Systems (CAHPS) surveys.

We developed new standards and trainings for our interdisciplinary teams to improve the experience of patients and caregivers.

Thanks to generous memorial donations from Henry Hooker's family, we also expanded the Henry Hooker Alive Connect program, so that each of our home patients has an iPad with our custom app for face-to-face medical support, 24/7.

*"I wish to let you know how much I appreciated that my father could spend his last days on earth in such caring hands and comfort at Alive Hospice. My deepest heartfelt thanks. Alive Hospice is simply amazing."* - Daughter of an Alive Hospice patient

Did you know that we care for more than 90% of our patients in the comfort of their own homes?



Pictured: Alive Hospice patient and caregiver





# Alive Hospice Care in the Comfort of Home

**Most of our patients prefer to stay in their own homes surrounded by loved ones, fond memories, and favorite things.** Not surprisingly, most Americans when surveyed also report that they would like to die at home.

Some of our home patients live with family, like Melvin. His granddaughter converted her living room into a bedroom, so she could keep him close, bringing him ice cream late at night just as he did for her when she was a little girl. They prioritized time together, and every day at their place felt like a special occasion with close friends and other family members stopping in to share, “I love you’s.”

Others, like Peggy, continue living on their own with a little help from their friends. An active member of her Brentwood community, Peggy was known for her wicked sense of humor and her devoted companion Truman, a long-eared Bulldog who helped raise funds for local parks. Peggy’s home had always been a gathering place for friends. Whether it was SEC Saturday nights or The Bachelor watch parties, everyone knew they could expect warmth, laughter, and good food at Peggy’s.

None of that changed when she was diagnosed with rapidly advancing ALS. Within a year, Peggy needed a wheelchair, could no longer speak, and required a feeding tube for sustenance, but her home remained a place of connection. Her friends rallied and formed “Peggy’s Circle of Love,” a group of 10-12 caregivers who allowed her to stay in her childhood home. They worked with Alive to learn how to feed and care for Peggy and developed a schedule with the Alive team that ensured all Peggy’s needs were met. Up until she died, Peggy was still at home with Truman, surrounded by friends and laughter.

## PROGRAM STATISTICS

**3,921** patients and their families received hospice care

**10** pediatric patients and their families received care

**430** average daily census

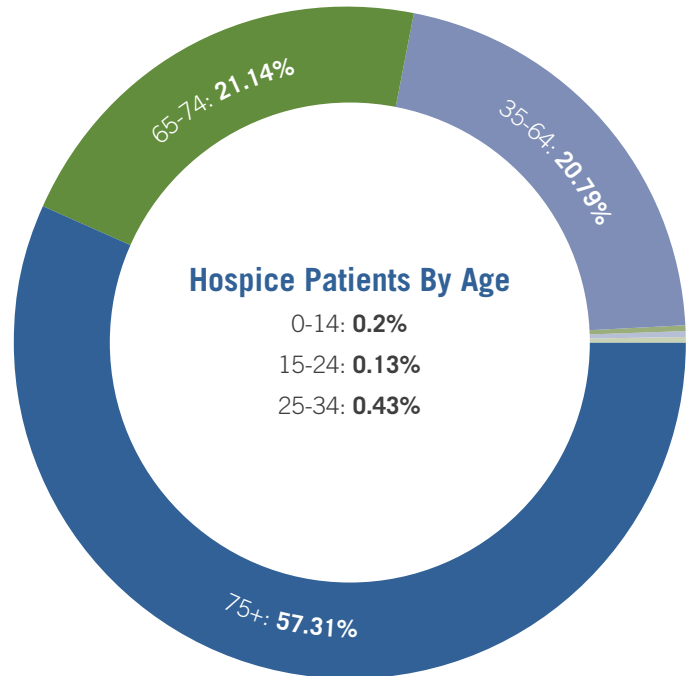
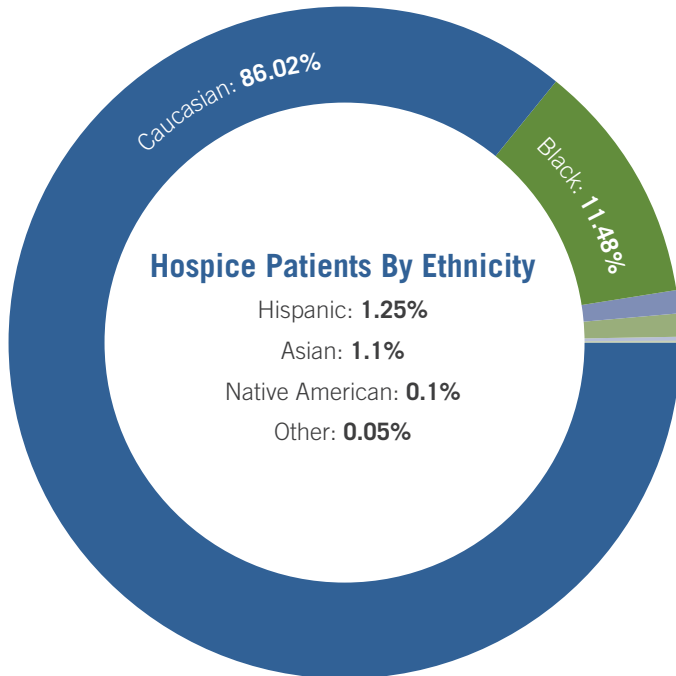
**156,795** patient days of care

**2,676** patients received home hospice care

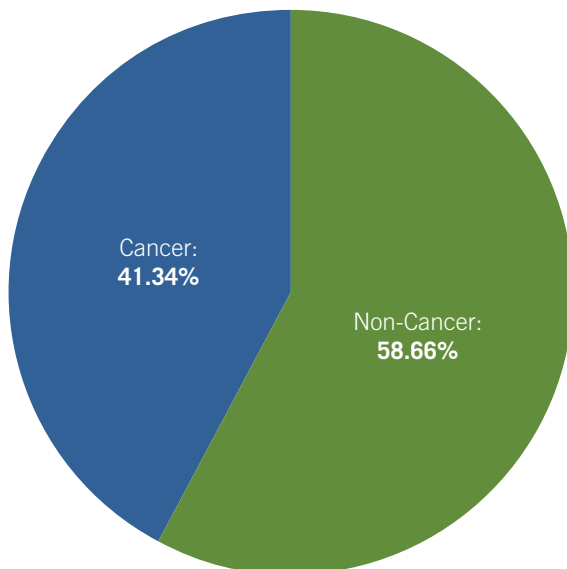
**988** patients served at The Residence at Alive Hospice - Nashville

**590** patients served at Alive Hospice at TriStar Skyline Madison Campus

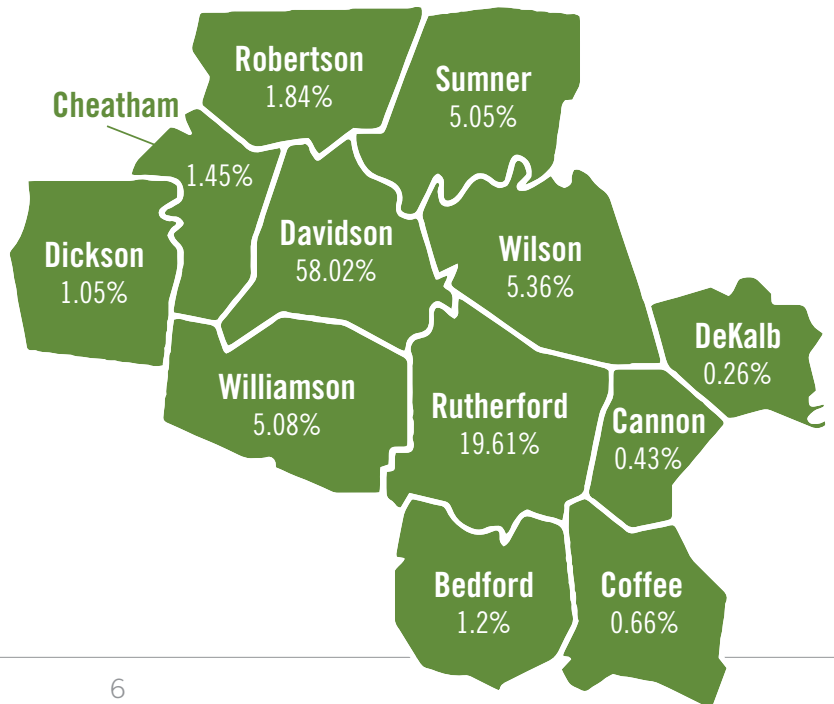
**419** patients served at The Residence at Alive Hospice - Murfreesboro



### Hospice Patients By Diagnosis



### Hospice Patients By County





# Alive Honors Veterans

Alive is a Level 4 *We Honor Veterans* partner organization, the highest ranking an organization can receive as part of the program. We Honor Veterans is a program of the National Hospice and Palliative Care Organization (NHPCO) in collaboration with the Department of Veterans Affairs (VA) and hospice providers like Alive. It is a pioneering program

focused on respectful inquiry, compassionate listening, and grateful acknowledgment of veterans' service to our nation.

Alive is on a mission to serve veterans just as they have served our nation in times of need.

## PROGRAM STATISTICS

### Veterans By Branch of Service

Army: **278**

Navy: **118**

Air Force: **109**

Marines: **37**

National Guard: **35**

Unspecified: **29**

Army Air Corps: **1**

Coast Guard: **1**

**608** veterans received hospice care



## WE HONOR VETERANS

*Alive is proud to be a Level 4  
We Honor Veterans partner organization.*

*Alive thanks the following for  
generous underwriting support of  
our **We Honor Veterans** program:*



ENTERPRISE HOLDINGS  
Foundation

# Pediatric Care

Alive has one of the few pediatric and perinatal hospice teams in the country. In 2018, we “dedicated” this team, meaning that families can reach a member of the team who knows them personally at any time. We also held focus

groups with pediatricians in Rutherford and Davidson counties to identify how we could best serve their patients and hired a new pediatric team physician whose sole focus is this specialized type of care.

## Fitting a Lifetime of Love into Weeks, Days, or Hours



Alive's perinatal/pediatric team supports families through one of the most difficult challenges they will ever face. Their work may begin when an older child receives a terminal diagnosis or as soon as a mother-to-be learns that her baby will not survive a full-term pregnancy. No matter the circumstances, they bring all their compassion and medical expertise to bear so families can focus on each other while Alive handles the rest.

The team recently cared for a single mother Alicia\* who learned during pregnancy that her son was unlikely to survive more than a few hours after birth. They helped Alicia create a “birth plan” that laid out her wishes for her own and her son's care.

Alicia knew that she didn't want her baby to suffer during his short time. She did not want him to be taken from her and kept in the NICU, nor did she want him to undergo painful tube feeding.

Late in her pregnancy, Alicia traveled out of state to spend time with her family. When she went into early labor there, Alive coordinated with a local hospice to ensure she and her baby, Alex, would receive all the appropriate care. The team then coordinated her safe travel home to a room in our residence where Alex could receive round-the-clock love and care when Alicia had to return to work.

Alex lived weeks rather than the predicted days, and thanks to the planning we did together, Alicia was able to introduce him to her family and his father, ensuring he received all the love every newborn should have.

Alicia visited with her Alive chaplain many times during her stay. She knew she had to prepare to say goodbye even though it felt far too soon, and she needed help. When Alex did pass away, Alicia knew she had the support of her entire team at Alive, and she knew she had done everything to give her son the best life possible.

*\*Names have been changed for privacy.*



# Palliative Care

Our more than 40 years in the hospice business have also made us experts in palliative care. In 2018, Alive expanded our reach to serve additional hospitals in the Tristar system

and partnered with Tennessee Oncology in several clinics across the state. We also hired new team members to lead the expansion.

## PROGRAM STATISTICS

**1,104** palliative patients seen

**2,197** palliative visits completed

## What is palliative care?

Palliative care is a rapidly growing medical specialty designed to help patients live as well as possible with serious illnesses.

Palliative care focuses on alleviating symptoms, and brings the patient's values and life goals into the care plan. It does NOT require a terminal diagnosis and can be provided alongside curative treatments, for any patient facing serious illness.

For example, many cancer patients choose to receive palliative care while undergoing treatment.

In fact, the American Society of Clinical Oncology recommends that all patients with advanced cancer receive palliative care.

Palliative care is not only for cancer patients; it can improve quality of life for patients with many types of serious illness such as dementia, pulmonary disease, end stage renal disease, etc.



Pictured: Jessie Turley, Director of Alive Palliative Care

# Grief Support

Our Grief Center is a truly unique offering among hospices. Thanks to generous donors and grants, we can provide care to the entire community and offer resources that far exceed Medicare requirements.

Under the rules of Medicare reimbursement, hospices are required to offer bereavement support for one year following the death of a patient. The vast majority of hospices check this box by sending monthly mailing or maybe hosting some support groups. Alive's Grief Center, offers far more robust services including individual and group counseling, free workshops and seminars, and camps for grieving kids.

## In 2018 Alive's Grief Center:

- Provided more than 4,000 individual counseling sessions and served more than 600 new clients
- Hosted two grief camps for kids and a teen retreat
- Consulted with local youth theater The Theater Bug on their original production of "You're Still Here," a play about a grieving teen
- Established a partnership with Middle Tennessee State University for on-going grief support on campus
- Provided clinical supervision for two LCSW candidates

## PROGRAM STATISTICS

**978** adults and children received grief support.

**4,312** individual counseling sessions

**17** grief support groups drew **129** participants

**887** calls to the Griefline (615-963-4732)

**23,417** bereavement mailings

**600** people attended our bimonthly memorial services

**3** youth grief support camps drew **98** participants  
(Two day camps for kids and one teen retreat)

**7** Grief During the Holidays seminars drew **113** people

## Clients by type of loss

Grandparent: **4%**

Sibling: **6%**

Other: **10%**

Son/Daughter: **10%**

Spouse: **32%**

Parent: **38%**

## Grief support client base

Community Clients: **35%**

Alive Hospice Families:  
**65%**





# Counseling Brings Hope

“When my father passed, I felt like I was losing myself. He was a great listener and the smartest guy I knew. I was staying busy, but it caught up with me, so I decided to get counseling. I had to find the courage to live and honor him. People can judge and think it’s for weak and crazy people, but I improve myself by seeing a specialist.

Grief counseling has given me incredible hope rooted in reality; I’ve learned you can move forward without leaving someone behind. I go to the cemetery often now to talk to my dad and play music, something I never would have done before.

My relationship with my counselor is the best thing that has come out of this. Having someone who listens and helps me observe myself is comforting. It’s helped me stay connected and true and given me purpose.”

- Alive counseling client, Maria

*“Grief counseling has given me incredible hope rooted in reality; I’ve learned you can move forward without leaving someone behind.”*

Pictured: Alive counseling client, Maria

## New Grief Counseling Programs and Collaborations

Under the leadership of Alive’s new Grief Center Director Alissa Drescher, we launched new group counseling programs and community collaborations. These included Grief 101 workshops to introduce Alive’s unique programs to those in need, a series of expressive arts workshops, and new partnerships with Metro Nashville Juvenile Court and MTSU to help young people recover from loss. The Little Hearts Club for children ages 3-6 and their guardian(s) is another new offering. This age-appropriate group lets little griever explore their experience through play while adults share strategies for parenting while grieving.



# Institute

Alive Institute - providing free education on end-of-life care to the public and professional training to those in the field.

In a culture where death is still a taboo topic, the Institute fills a critical educational gap. Surveys continue to show

that most Americans don't have an Advance Care plan to make their end-of-life wishes known. Further complicating the issue, doctors report that they are not being trained to handle difficult end-of-life conversations with their patients and their families. We are working to change that.

## PROGRAM STATISTICS

**331** students received clinical experiences and training

**800** college students received education on hospice care

**6,868** people were educated on advance care directives through The Gift Initiative of Alive. **250+** TGI books were also distributed through Metro Public Library branches.

**233** educational events/sessions provided

**12,823** people benefited from educational events/sessions

**47** lunch and learn programs with **1,164** attendees

**4** interfaith clergy breakfasts with **74** attendees

**191** people attended our 2018 Alive Symposium

## Professional Training

**Demand for Alive's academic training program continues to grow.** We provided clinical training experiences for 331 students (4,489.5 training hours) from more than twenty schools/programs.

The Alive SHARE program (Supporting patients through **H**onesty, **A**utonomy, **R**eflection and **E**mpathy) held six professional trainings on talking to patients about end-of-life care. The trainings included doctors, nurses, chaplains, and social workers in family medicine, emergency care, oncology, palliative care, general surgery, OB/GYN, and internal medicine. Trainees say they now use conversational skills such as using empathic statements, remaining present, planning difficult meetings ahead of time, and striving to address emotions after participating in SHARE.

During 2018 Alive provided educational sessions for eight Registered Nurses so they could earn the certification of CHPN—Certified Hospice and Palliative Nurse.

The purpose of certification is to advance expert care and transform the care and culture of serious illness. By providing a national standard of knowledge required for certification employers, the public and members of the health professions are provided with a consistent measurement of hospice and palliative care to patients and their families.

*"My preceptor was awesome. She was non-judgmental and compassionate.*

*Even though she's been in the field a long time, you could tell she still enjoys what she is doing. I just want to say, 'thank you.' I learned how to address death with family members and the patient. I also learned that medical and religious approaches to death are different depending on the patient."*

- Student in Alive's academic training program



A photograph of Keith King, Alive's Senior Director of Outreach, speaking at a podium. He is a Black man with a beard, wearing a grey sweater and a blue lanyard with a badge that says "CONFIDENTIAL". He is gesturing with his hands while speaking into a microphone. The podium has a sign that reads "Alive Symposium" with a stylized orange and yellow leaf logo. The background is slightly blurred, showing a window with blinds.

## Highlights

The Ascension Health system (parent company of St. Thomas Hospital) adopted our Advance Care Plan training program (The Gift Initiative) as did Metro Libraries, which now carries our guide in all its branches. We also developed a Spanish version of the guide.

The outreach team launched a quarterly Lunch and Learn series with the Hendersonville and Mt. Juliet Senior Centers.

We partnered with the Faith and Culture Center to host a staff education program on Islam and end-of-life care issues/best practices for working with Muslim patients.

Our 2018 Symposium on Family, Health, and Spirituality was our largest to date and included continuing education credits for the first time.

# Volunteers

Alive's more than 400 volunteers bring companionship and special services to our patients and families. Most have experienced loss and want to give back to those going through this vulnerable and challenging time. Some provide

skilled support: hair styling, therapeutic music, massage, art therapy, and pet therapy. Others offer companionship to patients or help family caregivers who need someone to fill in when they leave the house. All fill a critical role.

## Highlights

We added a new Volunteer Coordinator to cover the Murfreesboro and Franklin offices, Cindy Kloss. Cindy was volunteering with us at the Murfreesboro residence when she joined the team.

More therapy animals joined our program in 2018. New additions include two large bunnies, Harley Gwinn and Poison Ivy. They started visiting patients at our residences with owner Robin Mahoney.

The Lakeshore Quilt Guild gave Alive 41 full-size quilts. Their "challenge" for the year was to make a quilt that matched the swatch of material given out by the guild president. Alive was the grateful beneficiary of this challenge!

Long-time Alive volunteer Paige Cruse was a finalist for the 2018 Mary Catherine Strobel Volunteer Award, a prestigious honor for Nashville volunteers.

## PROGRAM STATISTICS

**416** volunteers

**24,564** service hours given by volunteers

**\$539,917** cost-savings generated by volunteers

## Forms of volunteer service at Alive:

- Patient companionship visits
- Administrative/office support
- Special events
- Craft projects (keepsake items for patients' families)
- Companion program (offering a loving presence for patients without family, so no patient has to die alone)
- *Tell Me Your Story* program (keepsake audio recordings for patients' families)
- Music at patients' bedsides
- Animal-assisted activities (pet therapy)
- Pet Peace of Mind program (providing for basic needs for patients' pets with support from Banfield Charitable Trust)
- Massage therapy
- Hair styling

## Volunteers and Patients Build Special Bonds

"I was a little boy during World War II and have always been interested in aviation and that era in particular. It's the subject of much of my art. The Greatest Generation is leaving us at a rate of around 2,000 a day. They were, and still are my heroes. Above me at the computer is a large painting I did in 1972 of a carrier torpedo bomber. The patient I visit with, James, flew the same aircraft on the USS Hornet during most

of the war. Being in his presence was beyond lovely and enlightening. He was so lucid, we couldn't keep up with each other. Talk about impact...!! We had so many conversations about his colorful life and exploits. He was an elixir for my spirit, and I hope I was for his, too."

— *Alive Companion Volunteer, Steve*



# Community Support

In 2018, generous donors and foundations gave nearly three million dollars to support our mission. This support from the community is what allows us to offer special services that go far beyond Medicare standards.

These donations change lives, whether its adding new grief counseling services, educating people on their options for end-of-life care, or giving financial assistance when its needed.

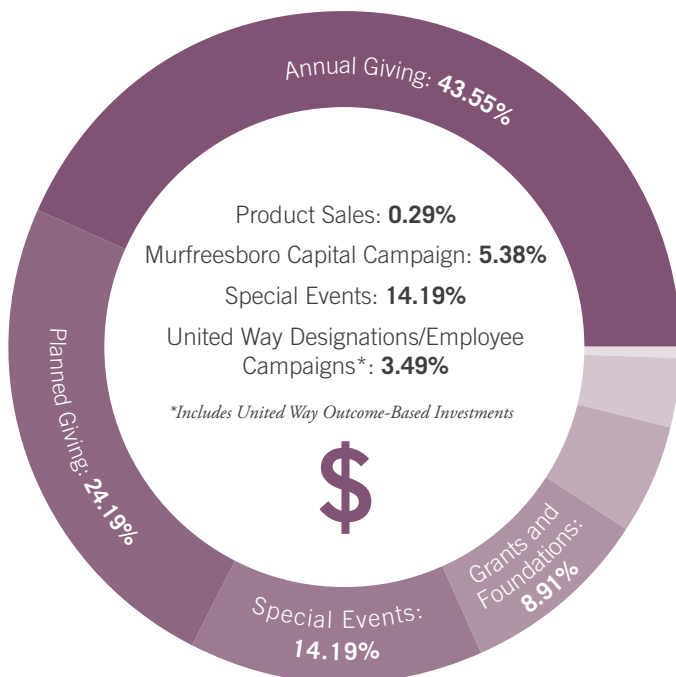
*“Giving what you can makes all the difference in the world. Please trust me when I say that when you give, you help in ways that you can never truly comprehend.”*

- Family member of an Alive patient who received financial assistance.

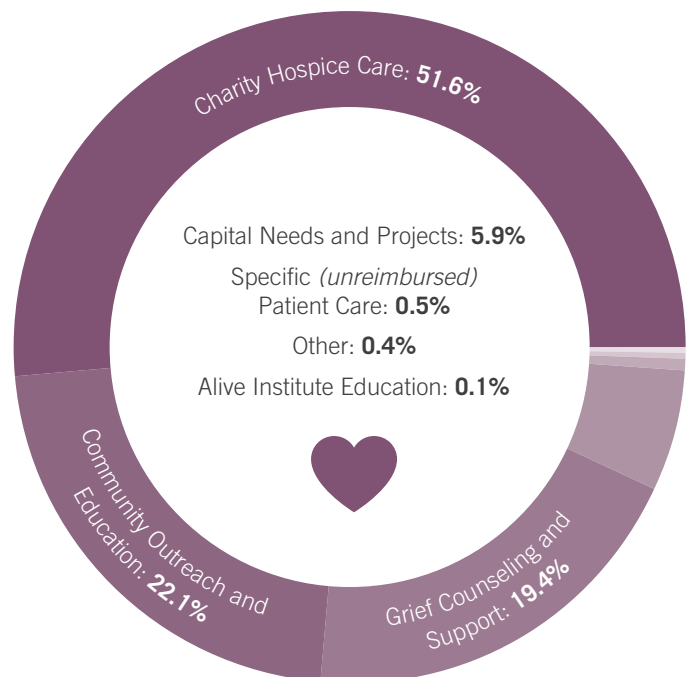
Annually we budget in excess of \$2 million to respond to the need for charity hospice care, provide grief support, and other mission-based services. (\*According to Joint Annual Report data for 2018)

Total raised in 2018 for Mission-Based Services (Annual Giving): **\$2,897,658**

## Types of Contributions



## How Contributions Were Used



## The Gift of a Garden

The Lynn Meade Thompson Memorial Garden at our Nashville location was updated thanks to landscaping firm Colorburst and the hard work of HCA volunteers.

## Alive Gave Nearly \$2 Million in Financial Assistance in 2018

Families should have the opportunity to focus on being together at the end of a life, not worrying about how to pay the bills. Extending our premium hospice care to those who can't always afford it is an essential part of our mission. Our generous donors help support patients who need a hand with unexpected medical bills as well as those who have nothing to call their own.

Alive provides approximately half the charity hospice care in our region and 21 percent for the entire state. In 2018, the demand was greater than ever, but our community rose to the challenge.

## Titans Center Supports Grief Camps for Kids

Alive was honored to become a beneficiary of the Ben Jones Clay Shoot, hosted by Tennessee Titans Center Ben Jones and his wife, Alex. They donated \$30,000 to support Alive grief services for kids.

*"I lost my dad at 10, so that is why we picked the grief counseling, to give kids who have lost a loved one, a grandparent, a mom or dad, or brother, support. It sends them to camps to show them how to deal with that. I dealt with mine through sports...Not everybody has that, and it gives those kids a way to cope with it."* - Ben Jones (source: Titans Online)



## Paul Harmon Supports Alive with Limited Edition Prints

Internationally-known, Brentwood artist Paul Harmon donated ten different images to Alive, signed and printed in strictly limited giclée editions of only 24 each. These prints are available exclusively from Alive, and 100 percent of the proceeds support our work in the community. Each print is individually numbered, titled, and signed in pencil by the artist. Prints are available at [Alivehospice.org/shop](http://Alivehospice.org/shop).

## Shop for Alive

We launched the Alive Shop, where supporters can purchase memorabilia such as stained-glass butterflies and Paul Harmon prints, and order free educational materials: [shop.alivehospice.org](http://shop.alivehospice.org).

# Alive Connect Donation in Memory of Henry Hooker Brings Greater Support to All Home Patients

Alice Ingram Hooker was known throughout Nashville not only for her generosity as a philanthropist, but also for her innovative thinking and progressive problem solving.

She demonstrated all these qualities when she honored the memory of her beloved husband with a donation to bring iPads with our custom Alive Connect app to each of our home patients, so they would have 24/7, face-to-face support.

When Alice's husband, Henry, was nearing the end of his life he chose to remain at home with his family in Alive's care. This experience inspired her to make the donation. With the iPad app,

problems are resolved more quickly, easing the stress on caregivers and patients, especially those in remote locations. Fragile patients can receive the consultations they need immediately without the hassle and discomfort of leaving their home.

Alive has named the program in gratitude for the Hooker family's generosity: "Henry Hooker Alive Connect."

Alice Ingram Hooker also recently passed in Alive's care. We are honored that we could make her final days with her family more comfortable. She is greatly missed and remembered with gratitude.



# Special Events

Alive hosts several special events throughout the year to bring the community together in celebration and reflection.

## Alive and The Bluebird

Two Nashville originals, Alive and The Bluebird Cafe share a special relationship that started with a fundraising concert 26 years ago. Today, that has grown into a month-long benefit concert series at The Bluebird each January with additional concerts in the iconic Bluebird style at other select locations throughout the year. Bluebird in the Boro is now a tradition in its own right. We are incredibly grateful to The Bluebird Cafe and the talented singer/songwriters who perform out of love for the cause.

### *Garth Brooks and Kent Blazy Headlined 25th Anniversary Alive at The Bluebird*

Singer/songwriter Kent Blazy has been a faithful supporter of Alive at the Bluebird from the start, but after his wife died in Alive's care, he never missed the opportunity to participate. He asked his good friend Garth Brooks to perform with him in 2018, and Brooks said yes.

When Blazy and Brooks took the stage together, it was as though a circle had become complete. It was the 30th anniversary of their first songwriting session together, which produced a song they wrote for their wives about making the most of each day, and not missing the chance to say, "I love you." That song, "If Tomorrow Never Comes," became their first number-one hit.

A host of other great songwriters participated including Pat Alger, Tony Arata, Gary Burr, Lee Brice, Jeff Cohen, Vince Gill, Amy Grant, Hunter Hayes, Shane McAnally, John Oates, Josh Osborne, Tommy Shaw, Victoria Shaw, Phil Vasser, The Warren Brothers, and many more.

Approximately 3,000 people attended, and we set a fundraising record with more than \$300,000 in donations.

Pictured: Top photo, Kent Blazy (Photo by Don Claussen). Bottom photo, Garth Brooks (Photo by Ben Krebs c GCOM, LLC all rights reserved 2018).





## Bluebird in the Boro

We celebrated our 5th annual Bluebird in the Boro with performances from Dan Couch, Tim James, Kendall Marvell, and Don Schlitz to name a few. Four hundred and fifty supporters attended and raised more than \$50,000.

Photo by: Don Claussen

## Butterfly Memorial Events

Each spring, we release butterflies in the gardens at our residences to welcome a season of new life and pay tribute to those who have passed. Many families have made this healing ceremony a tradition and join us year after year. The releases are free and open to the public. In 2018, 377 participants helped raise \$48,307.



Photo by: Jamie Adams



## New Event: Celebration of Light

In 2018, we added a new memorial event, Celebration of Light. This special evening takes place in the fall as the days are getting shorter. We light up the night with beautiful luminaries in honor of our loved ones who have died and the light they still bring to our lives.

Photo by: Howard Ezell



# Board of Directors

## FOUNDERS

David Barton, MD  
The late John M. Flexner, MD

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Rita Ash  
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Community Leader

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Tennessee Oncology

Anna-Gene O'Neal, *President/CEO*  
Alive

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Lisa Handly  
Community Leader

Bill Hirschman  
JP Morgan Private Bank

Doug Johnson, MD  
Dialysis Clinic Inc.

Allison Jones  
Pinnacle Financial Partners

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Corizon Health

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Dean Emilie Townes  
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Robert Ward  
Northwestern Mutual

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First Presbyterian Church



# Founders Circle of Giving

*Cumulative Lifetime Receipts of \$50,000+*



alive hospice  
**Founders Circle  
of Giving**

**The Founders Circle of Giving represents the roots of Alive's tree:**

benefactors who have given a cumulative total of \$50,000 or more in support of our mission, since Alive's founding in 1975.

Acadia Healthcare	Mr. and Mrs. Joel O. Cheek	Gaylord Entertainment
Mr. and Mrs. J. Clark Akers III	Christy-Houston Foundation, Inc.	James E. and Sidna J. Ghee
Aladdin Industries Foundation, Inc.*	Thomas and Constance Cigarran	Joseph Gilbert, Jr.
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AmSouth	Marillyn F. Craig	Dr. and Mrs. Frank W. Gluck, Jr.
Clare C. Armistead	Jane L. Davis and the late Dr. Thomas Davis	The late Landis B. Gullett
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Charity Circle of Murfreesboro		
Mr. and Mrs. James H. Cheek, III		

*\*An asterisk denotes members added in 2018 to the Founder's Circle of Giving.*

# Founders Circle of Giving

*Cumulative Lifetime Receipts of \$50,000+*

Joey and Debbie Jacobs	Justin & Valere Blair Potter Foundation	United Way of Metropolitan Nashville
Jeanine Scott Johnson	Ragland Corporation	United Way of Rutherford and Cannon Counties, Inc.
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The Memorial Foundation	Frederic and Lynn Scarola	Willis North America
Metropolitan Development and Housing Agency	Mary G. Schillig	The late David K. "Pat" Wilson
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Katherine D. Murfree	Helen Thomas Siler	Woodfin Memorial Chapel, Inc
Nashville CARES	Luke and Susan Simons	Robert K. and Anne H. Zelle Fund
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The late William and Lenore "Sis" Oldham	The late Billie Stuck*	
Louie M. and Betty M. Phillips Foundation*	SunTrust Bank	
James Walter Pickle Foundation	Joyce P. Terris	
Mark and Anita Pirtle	Cal Turner Family Foundation	

*\*An asterisk denotes members added in 2018 to the Founder's Circle of Giving.*



# Annual Giving Societies

**Every donor nourishes our organization**, helping our roots grow deep and our branches grow tall, so that people facing life-limiting illnesses, their loved ones, and grieving families may seek respite beneath our leaves. Your support makes our mission possible. The annual giving societies recognize gifts made for our general operating fund, specific programs, as well as capital campaign giving for Murfreesboro.

Give online at [AliveHospice.org/give](https://AliveHospice.org/give), by calling 615-327-1085, or by mailing your contribution to Alive,  
Attn: Community Development Department, 1718 Patterson Street, Nashville, Tennessee 37203.

Society gift amounts: **Evergreen Society:** \$25,000 - \$49,999 | **Oak Society:** \$10,000 - \$24,999  
**Hickory Society:** \$5,000 - \$9,999 | **Cedar Society:** \$2,500 - \$4,999 | **Elm Society:** \$1,000 - \$2,499

## Evergreen Society

The evergreen tree is symbolic of perpetuity. Alive's mission has been a constant since 1975, and donor support has made it possible from the very beginning.

Charity Circle of Murfreesboro	The Willard & Frances Hendrix Foundation	Mrs. Palyce Jones	Southland Title & Escrow Co., Inc.
Mrs. Annette S. Eskind	Charlotte Jankovic Trust	Mrs. Katherine D. Murfree	Robert K. and Anne H. Zelle Fund
Ann Hardeman and Combs	The Jones Mission (Mr. and Mrs. Ben Jones)	Dr. Liz Rhea	
Lawson Fort Foundation		Southern Mechanical, Inc.	

## Oak Society

The oak tree is symbolic of courage. It takes courage to face each day with a terminal illness or the loss of a loved one. Comfort, security, and love combine to give courage when it's needed most, and each of these can be found in abundance at Alive.

American Endowment Foundation	Mr. and Mrs. H. Rodes Hart	James R. Meadows Jr. Foundation	Mr. and Mrs. Stephen S. Riven
Mr. Robert Burns	Home Instead Senior Care Foundation	Ms. Peggy J. Moore and the Sam Z. Moore	Mr. and Mrs. Frederic A. Scarola
Mr. Stewart Campbell, Jr.	The Houghland Foundation	Mr. and Mrs. John Morris	Twelve Stone Health Partners
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Mr. Robert Frutchey	Dr. and Mrs. George H. Lien	James Walter Pickle Foundation	Mr. and Mrs. Don Witherspoon
Mr. and Mrs. Steven L. Grizzle	Dr. Warren McPherson		

# Annual Giving Societies

## Hickory Society

The hickory tree is symbolic of endurance. Alive Hospice patients and their families face one of the most difficult journeys there is, and loving care from our care teams does so much to hearten their spirits each day.

Dr. and Mrs. Mark Akins	The late Clarise Ann DeQuasie	Dr. and Mrs. Murali Kolli	Mr. Phillip Patrick
Tommie Andrews	Enchiridion Foundation	Family of Jean LauxGilliland	Louie M. and Betty M. Phillips Foundation
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Cordia Management	Hylant Group	Nashville Predators Foundation	Mr. and Mrs. Alex P. Waddell, IV
Cracker Barrel Foundation	Jennings & Ayers Funeral Home		Ms. Beth Workman and Mr. Ned Braman
	Keith and Nancy Johnson Family Foundation		

## Cedar Society

The cedar tree is symbolic of healing. It is our sacred belief that, although one does not find a cure at the end of life, one can find healing of the heart, mind, and soul.

Ms. Janna Abraham	Diversified Trust Company, Inc.	InfoWorks	Pilkerton Realtors
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# Annual Giving Societies

## Elm Society

The elm tree is symbolic of inner strength. Each day, Alive Hospice helps terminally ill patients, their families, and grief support clients find the strength to make the journey before them. They walk this journey one step at a time, and they don't do it alone.

Mr. Benjamin Adams	Mr. and Mrs. Lynn H. Cawthorne	Mr. and Mrs. Gordon B. Ferguson	International Workers' Compensation Foundation
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# Annual Giving Societies

## *Elm Society continued*

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*Alive is grateful to all donors for their generosity.  
 Every gift matters and impacts the lives of those we serve.*



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Community Foundation of  
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Foundation  
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Pictured: Alive Hospice patient Ms. Byrd and caregiver

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\$10,000+



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\$5,000 - \$9,999

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Neptune Society  
Murfreesboro Medical Clinic

Stones River Beverages  
Vanderbilt

If you or your organization would like to be an event sponsor, please contact our community development department at 615-327-1085



## Sources of Revenue

Program Services: 87.8%

Public Support: 11.7%

Other: 0.5%

## Allocation of Total Expenses

Program Services: 77.9%

Management and General: 20%

Fundraising: 2.1%

## Assets

2018

2017

## CURRENT ASSETS

Cash and cash equivalents	\$	6,888,325	\$	5,757,640
Restricted cash		253,916		323,665
Patient accounts receivable, net		2,589,432		2,986,773
Pledges receivable, net		627,070		830,376
Prepaid expenses		255,051		287,004
Other current assets		239,170		180,097

**TOTAL CURRENT ASSETS** \$ 10,852,964 \$ 10,365,555

Pledges receivable, net, excluding current portion		1,297,176		2,050,283
Investments		1,890,511		2,123,707
Property and equipment, net		21,671,831		22,417,490
Goodwill		554,293		554,293
Investment in joint venture		1,000		1,000

**TOTAL ASSETS** \$ 36,267,775 \$ 37,512,328

## Liabilities and Net Assets

## CURRENT LIABILITIES

Current portion of long-term debt	\$	97,810	\$	53,960
Accounts payable	\$	622,082	\$	638,971
Accrued expenses and other liabilities		1,761,285		1,615,297

**TOTAL CURRENT LIABILITIES** \$ 2,481,177 \$ 2,308,228

Long-term debt, excluding current portion	\$	3,034,532	\$	4,616,893
Other long-term liabilities		104,684		146,284

**TOTAL LIABILITIES** \$ 5,620,393 \$ 7,071,405

## NET ASSETS

Without donor restrictions				
Undesignated		28,143,267		27,632,176
Board designated		476,679		520,481

**TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS** \$ 28,619,946 \$ 28,152,657

With donor restrictions		2,027,436		2,288,266
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**TOTAL NET ASSETS** \$ 30,647,382 \$ 30,440,923

**TOTAL LIABILITIES AND NET ASSETS** \$ 36,267,775 \$ 37,512,328



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