



a!ve

SUMMER 2020

*How many can say that
their legacy is a better
ending to a life story?*

*Our donors can. Read
our annual report to see
your impact.*

2019 Annual Report Edition



Reflection on Legacy From Alive's Founders

I hope to leave as a legacy a model of care for people with life-limiting illnesses that appreciates the uniqueness of each person and cares for them with feeling and discernment. When it began, I wanted Alive to be a model of this type of care.

Humanism tends to move toward reductionism in medical education and practice. The appreciation of uniqueness, the perception of someone who is one-of-a-kind, has a tendency to fade away and be replaced by a sense of categorical sameness. A kind of distance between the medical caregiver and his or her patient occurs, and care is compromised. This should not happen, especially in caring for patients and their families in the context of life-threatening illness. If it happens, the soul of care, feelings for a patient's individual kind of distress or need, is lost.

To truly care, we must maintain our relatedness in a way that allows us to be able to perceive unique needs; we must continue to see the differences in each person our life touches while experiencing them as being whole. We must be approximated with the patient, maintaining a need-discerning relationship, and meeting the needs of a patient to the extent possible. I am proud that this kind of care continues to happen at Alive.

- David Barton, MD, Alive Founder

As a legacy I hope to leave memories of myself as a role model for how to provide a stable foundation on top of which formulation of ideas, recalibration of goals, and growth can occur. I hope this will be remembered through my work in public spaces such as contributions to the founding of Alive, the introduction of mediation into the dispute-solving sphere of Tennessee, volunteerism in the community, and my psychotherapy practice.

I also hope the role modeling will be remembered in private spaces that primarily involve my children, grandchildren, and extended family. I would like it remembered that I tried to offer dependability, stability, and thoughtful problem-solving to help people and organizations through times of chaos, times of despair, times of stress, and times of positive change.

I would like it remembered that I tried to help people and organizations become and be the best that they could be and feel proud of what they had achieved. In short, I guess I want to be remembered as a "mother," in the very broadest, and I hope best, definition of that word.

- Lynn Barton, LCSW, Alive Co-Founder



What will your legacy be?

Lately, I've been asking myself this question a lot. Before joining Alive, I knew I wanted to do my part to better our healthcare system. I knew I wanted to give my daughter the tools to follow her own path. I had written my will, but I wasn't thinking about legacy deeply and broadly. It was a term that sounded grand and remote, something I associated with those with wealth or icons from history.

The work we do here every day has inspired me to rethink this. The greatest gift of end-of-life care for those who do it, is in the way it makes us value each day and prioritize our time. Although we help families at the end of a life, the core of our work has always been about living... living as well as possible until the end, making time for conversations that heal, passing on hard-won wisdom, and sharing what matters.

We support our patients in their final stages of legacy work, and we educate community members of all ages on how they can start their own legacy today by identifying the lasting gifts they want to share with the world.

I now think about legacy in more personal terms... the lesson my father taught me about hard work the summer he made me fillet fish, my grandmother's favorite recipe on a faded card that is now my daughter's favorite... and on a grander scale... my part in furthering the hospice movement, contributing to the legacy of our founders here at Alive.

*the core of our work has
always been about living...*

What will your legacy be?

Sincerely,

Kimberly Goessele

Kimberly Goessele, President/CEO of Alive



Our Mission and Programs

Our mission is to provide loving care to people with life-threatening illnesses, support to their families, and service to the community in a spirit of enriching lives. Our five service pillars ensure that we are providing the physical, emotional, and spiritual care our patients and their loved ones need in the final chapter.

Hospice Care:

Rated among the best in the nation by those with loved ones in our care, our inter-disciplinary team cares for patients wherever they call home and in our own residences. Our Henry Hooker Alive Connect iPad program provides 24/7, face-to-face support for faster care and greater connection.

Palliative Care:

Our experts support our partners with palliative care in their own facilities when additional care is needed but without a terminal diagnosis.

Pediatric Care:

Alive's dedicated pediatric team provides the support families need to weather one of the greatest challenges they will face.

Grief Center:

Our Grief Center offers counseling, support groups, grief camps for kids, and workshops in mindfulness and expressive arts to help people of all ages heal.

Community Education:

Free education helps the community understand their choices and how to plan.



Holistic Chef and Alive Volunteer Laura Lea

Shares a Delicious Legacy

Many of us enjoy recipes that have been passed on from mothers, grandmothers, uncles, etc. These dishes are often the most delicious to our palates, and sometimes they come with a great story.

But we tend to forget that the importance of legacy is not just the content itself. It's not just about the recipe; it's about the way in which we communicate with one another. It's about the fundamental principles that our parents teach us, that our grandparents teach us, that inform how we show up in the world. It's about how we take care of our bodies and minds through food.

The tarragon chicken salad, the hearty chili, and the sesame noodles that my mom made for me growing up, which I now make, remind me that family togetherness was at the top of her hierarchy, every single day. They remind me of how she treated guests and strangers alike, offering them something cold to drink and something homemade to eat. My dad's lentil soup reminds me of how much he respects my mom, how he's always willing to make a meal or clean up when she can't or needs a break.

The memories of scratch-made meals around the table every single night largely influenced my becoming a holistic chef. Not because they were always "healthy", but because they heal. They improve our mental and emotional health, which I believe is sometimes more important (and informs) our physical health.

Cooking is a beautiful way to maintain a value system within a family from generation to generation. It helps create a family "ecosystem" of wellness in body and spirit, which then translates to how we exist outside of our home. I am incredibly grateful to have the opportunity to make, tweak, savor, share, and, one day, pass on our recipes.

We hope you and your family will enjoy the free recipes found inside.

Photo by: Anna Haas Creative



Why do people choose to make Alive part of their legacy?

We envision a world with time for final words to be spoken and wishes fulfilled, where the end is as sacred as the beginning, and no one has to die alone. Together, we create it. Your donations make it possible.



"I consider Alive to be a real community treasure. The caring spirit of our staff brings peace to families of those we serve. It's such an honor to be involved."

- Clark Baker, Board Chair



"There have been countless times that I have shared my involvement and support of Alive with friends, colleagues, and loved ones, and the consistent response I receive back is, 'Those people are Angels.' I have observed the peace, comfort, and light that Alive has provided to so many families during their darkest days. The continuous pursuit to expand the acceptance of the end of life and to support families through the grieving process is a mission and journey that benefits both our community and loved ones. I have chosen to support Alive, so that the Angels may continue their mission to spread peace and comfort to those in need."

- Beth Workman, Chair-Elect/Treasurer



"My remarkable and accomplished mother died at home under hospice care just four months after being diagnosed with ovarian cancer. I learned quickly that a hospice care provider not only provides health services, but also sets the tone for how you and your loved one say goodbye and how your family learns to grieve together. Alive offers an unsurpassed, holistic approach to quality end-of-life care with a special focus on compassion, grief support, and family healing. I am proud that part of my personal legacy is supporting Alive's mission."

- Sara J. Finley, Board Secretary

HOSPICE CARE

4,017 patients and their families received care.



WE HONOR VETERANS

542 veterans received hospice care.



PALLIATIVE CARE

3,337 palliative patients cared for, more than triple the number of patients seen in 2018.



VOLUNTEER SUPPORT

Approximately, 445 volunteers gave 18,892 hours to support our mission.



COMMUNITY SUPPORT

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



PEDIATRIC HOSPICE

10 pediatric patients and their families received care.



COMMUNITY EDUCATION

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



GRIEF SUPPORT

4,881* adults and children received grief support via memorial events, support groups, individual counseling, camps for kids, and special workshops.



**The highest in the department's history and almost five times as many as in 2018.*

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FOUNDERS

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

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Retired Neurosurgeon, Businessman,
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Caterpillar Financial

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American Blue Ribbon Holdings

Susan Marshall
Ernst & Young

Laura Purswell
Compass HR Partners, LLC

Founders Circle of Giving

Cumulative Lifetime Gifts 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.

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**An asterisk denotes members added in 2019 to the Founder's Circle of Giving.*

Founders Circle of Giving

Cumulative Lifetime Gifts of \$50,000+

| | | |
|---|---|--|
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**An asterisk denotes members added in 2019 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. Your support makes our mission possible. The annual giving societies recognize gifts made for our general operating fund, programs, and capital campaign giving for Murfreesboro.

Evergreen Society (\$25,000 - \$49,999)

The evergreen tree is symbolic of perpetuity. Evergreen Society members have given \$25,000-\$49,999.

| | |
|---|---------------------------|
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Oak Society (\$10,000 - \$24,999)

The oak tree is symbolic of courage. Oak Society members have given \$10,000-\$24,999.

| | | |
|---|---|-----------------------------|
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Hickory Society (\$5,000 - \$9,999)

The hickory tree is symbolic of endurance. Hickory Society members have given \$5,000 - \$9,999.

| | | |
|-----------------------------------|-------------------------------|-----------------------------------|
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Annual Giving Societies

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Cedar Society (\$2,500 - \$4,999)

The cedar tree is symbolic of healing. Cedar Society members have given \$2,500 - \$4,999.

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Annual Giving Societies

Elm Society (\$1,000 - \$2,499)

The elm tree is symbolic of inner strength. Elm Society members have given \$1,000 - \$4,999.

| | | |
|--|--|------------------------------------|
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*We are grateful to
our donors for their
generosity.*

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(\$500 - \$999)

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Thank you!

Statements of Financial Position

December 31, 2019 and 2018

Sources of Revenue

Program Services: 91.5%

Public Support: 8.1%

Other: 0.4%

Allocation of Total Expenses

Program Services: 78.1%

Management and General: 20.2%

Fundraising: 1.7%

Assets

2019

2018

CURRENT ASSETS

| | | |
|----------------------------------|----------------------|----------------------|
| Cash and cash equivalents | \$ 6,398,629 | \$ 6,888,325 |
| Restricted cash | 276,242 | 253,916 |
| Patient accounts receivable, net | 4,375,565 | 2,589,432 |
| Pledges receivable, net | 645,783 | 627,070 |
| Prepaid expenses | 286,752 | 255,051 |
| Other current assets | 124,544 | 188,840 |
| TOTAL CURRENT ASSETS | \$ 12,107,515 | \$ 10,802,634 |

| | | |
|--|---------------------|---------------------|
| Pledges receivable, net, excluding current portion | \$ 209,189 | \$ 1,297,176 |
| Investments | 2,129,595 | 1,890,511 |
| Property and equipment, net | 20,984,410 | 21,671,831 |
| Goodwill | 554,293 | 554,293 |
| Investment in joint venture | 1,000 | 1,000 |
| Long-term deposits | 50,330 | 50,330 |
| TOTAL ASSETS | \$36,036,332 | \$36,267,775 |

Liabilities and Net Assets

CURRENT LIABILITIES

| | | |
|--|---------------------|---------------------|
| Current portion of long-term debt | \$ 169,673 | \$ 97,810 |
| Accounts payable | 798,705 | 622,082 |
| Accrued expenses and other liabilities | 1,916,840 | 1,761,285 |
| TOTAL CURRENT LIABILITIES | \$ 2,885,218 | \$ 2,481,177 |

| | | |
|---|---------------------|---------------------|
| Long-term debt, excluding current portion | \$ 1,709,413 | \$ 3,034,532 |
| Other long-term liabilities | 63,084 | 104,684 |
| TOTAL LIABILITIES | \$ 4,657,715 | \$ 5,620,393 |

NET ASSETS

| | | |
|--|----------------------|----------------------|
| Without donor restrictions | | |
| Undesignated | \$ 28,690,253 | \$ 28,143,267 |
| Board designated | 556,786 | 476,679 |
| TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS | \$ 29,247,039 | \$ 28,619,946 |
| With donor restrictions | 2,131,587 | 2,027,436 |
| TOTAL NET ASSETS | \$ 31,378,617 | \$ 30,647,382 |
| TOTAL LIABILITIES AND NET ASSETS | \$36,036,332 | \$36,267,775 |

*“The creation of a thousand
forests is in one acorn.”*

– Ralph Waldo Emerson



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