

alive

SUMMER 2021

reimagine

*No one said you
can't go outside
the lines.*

-Candy Chang

2020 Annual Report Edition

“...the premise remains; optimize every day of living! My experience with my father’s death and then working with Alive has had a profound emotional effect on my life...the satisfaction of giving back to others at the end of life have remained with me to this day.”

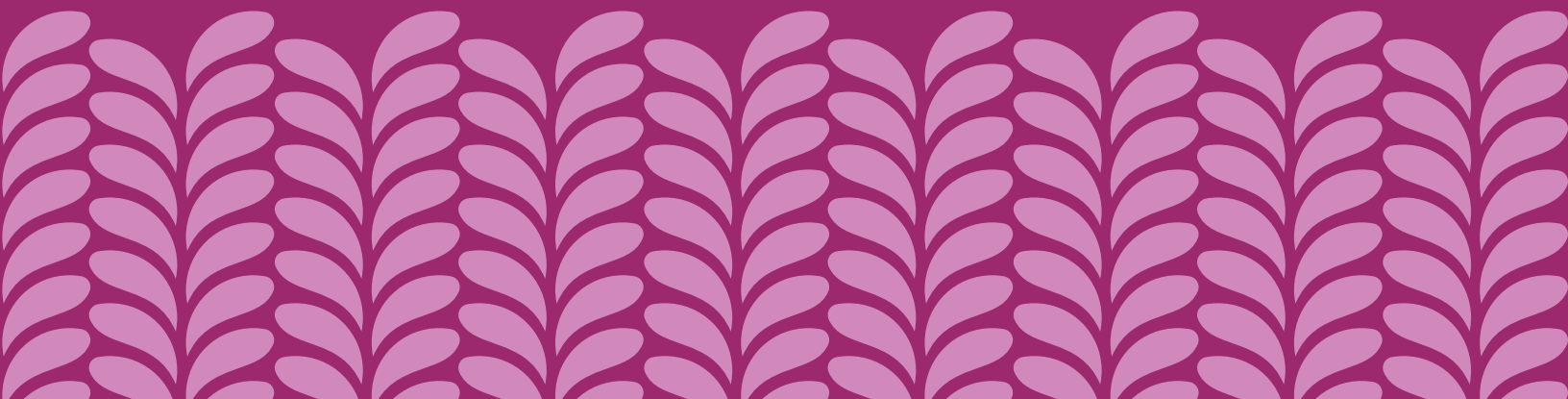
– Dr. Gluck, referring physician, Advisory Board member and volunteer

“With Alive, we really get to care for the people... make them part of our own little family and treat them as we would want our own loved one’s cared for.”

– Austin, Alive RN

“Most people think of hospice as a place people go to die. At Alive Hospice in Nashville, it’s where they go to live as well as possible until they die.” – WebMD

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



reimagine

20/20 Clear Vision. That was the title of our strategic plan for 2020 when we created it in the fall of 2019.

One quarter into the new year, we felt like the joke was on us, but it wasn't funny at all. Terrifying reports of a mysterious and deadly disease were coming in from around the globe: hospitals deluged, dying patients isolated, healthcare workers exhausted and living in fear of getting sick and infecting their own families.

These were not the problems we had looked forward to solving this year, and nothing had ever felt less clear as we tracked the daily death count this "novel" virus left in its wake. Everything ground to a halt as the world shut down, and we struggled to get our bearings in a nightmare scenario.

Then a strange thing happened. As we narrowed our focus to contend with this crisis, we discovered we were more prepared than we thought. We *reimagined* our role and doubled down on the unique ways that only we could help. And this was validated by the support we received from the community and donors, which was stronger than ever, even as we all weathered this frightening, unpredictable storm.

Finding news uses for our Henry Hooker Alive Connect telehospice program was invaluable as in-person contact was restricted in hospitals and care facilities. We asked supporters to help us expand it, and they did. We doubled the size of the program to reach all our patients so that those who were most isolated could still have face-to-face visits with our social workers and chaplains.

Even when Nashville's ATT network hub was bombed on Christmas day disrupting communication in three states, Alive Connect still functioned.

Our staff met with families in parking lots when they weren't allowed into facilities. Our nurses helped patients video chat with loved ones when they weren't allowed to visit.



Not only did we reimagine the role this technology could play in our care, we also found new ways to care for the community and ourselves with free counseling, meditation, and expressive arts workshops.

We launched free support groups for anyone in the community who had lost someone to COVID, and we hosted virtual memorials for all those who could not gather for funerals. Our grief camp for kids took place virtually, and our annual butterfly release took place in individual homes and was shared via photos and videos.

We partnered with Nashville's musical community to bring virtual concerts to patients and families, and we found new ways for our volunteers to provide socially-distanced support with meal drop offs, letters, and phone calls.

As we worked together, the chaos gave way to clarity and new visions.

As we worked together, the chaos gave way to clarity and new visions. We developed a clearer idea of where we want to be in the coming decade, and how to get there.

Today we are even more firmly dedicated to our mission and our plans for the future, including a new comprehensive fundraising campaign that will allow us to stay at the forefront of hospice care.

Thank you for your support.

Sincerely,

Kimberly Goessle

Kimberly Goessle, President/CEO of Alive



Investing In the *Future*

Alive was founded by local visionaries who embraced an entirely new model of personalized care, including emotional and spiritual support, for the end-of-life. They saw that life and love can still be celebrated, even as death is prepared for. They also recognized that families need to be supported in many ways when losing a loved one. This original vision blossomed into an incredible legacy. We would like you to be part of it. We are launching a comprehensive campaign to ensure that we can continue to meet the highest standards for care over the next decade.

Our core investments will be:

Our Teams

- Competitive packages and professional development to recruit and retain the best
- Diversity, Equity, Inclusion (DEI) policies and education to better serve our staff, patients, and entire community

Technology

- Upgrades and new infrastructure to keep us on healthcare's leading edge

Updating and Expanding Residences and Community Spaces

- Upgrades to our residences
- Expansion to our Murfreesboro residence to meet local need
- Modernized workspaces for greater efficiency, collaboration, and camaraderie

Mission Services

- Continue to ensure that people from all walks of life can get the help they need with sliding scale grief support for the whole community and free education on the end of life.



Contact Mac Hardcastle, Senior Director of Advancement,
for more information: mhardcastle@alivehospice.org, 615-346-8326

Join us!

AliveHospice.org

We are excited to announce that our new site has launched and hope that you will join us online to see what we have been up to.

Tell a Friend

Are you following us on social media?

If not, get on board today, and start sharing our news! Many people still don't understand the benefits of hospice. We want the whole community to know we are here to help.

In the News

Are you living the legacy you want to leave? One of our newest volunteers, Fabi Calborn Powell, is.

"Fabi Calborn Powell got intrigued seven years ago when one of her patients insisted she just had to visit Nashville. A medical esthetician in her native California, Fabi always loved country music, especially songs by Eric Church. 'You have to go to Nashville! I totally see you there,' her patient urged. 'Your future husband is in Nashville! You're going to fall in love.'

On Nov. 8, they used the "L" word, and two planned to get together again in Nashville — and during that visit, only their second time together, Josh planned to introduce Fabi to his family. Ten days after that call, the young couple came to a gut-wrenching crossroads, the kind that usually comes much later in relationships."

Visit Alivehospice.org/news for Fabi's story as covered by the *Tennessean* and more!



Impact *and Insights*



Hospice Care

4,418 patients and their families received care.



We Honor Veterans

652 veterans received hospice care.



Community Education

Thousands updated on CDC/TN Health Department COVID guidance throughout the pandemic via our web page, social media, emails, and postal mailings.



Pediatric Hospice

10 pediatric patients and their families received care.



Palliative Care

6,285 palliative patients cared for, almost twice the number of patients seen in 2019.



Grief Support

1,979 adults and children received grief support including memorial events, support groups, individual counseling, one virtual camp for kids, one virtual family retreat, and special workshops.



Volunteer Support

Approximately **406** volunteers gave **6,750** hours to support our mission.



Community Support

Nearly **\$1.5 million** in financial support was given to patients and families.

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.

Board of Directors

FOUNDERS

David Barton, MD

Lynn Barton, LCSW

The late John M. Flexner, MD

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Lynn Barton, LCSW,
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Alive

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Kimberly Goessele, *President/CEO*
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TwelveStone Health Partners

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Community Leader

Hanna Witherspoon
Community Leader

John Zubkus, MD
Tennessee Oncology

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Retired Physician and Alive
Volunteer

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Bass, Berry & Sims

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Alan House
OTG Management

Doug Johnson, MD
DCI

Allison Jones
Pinnacle Financial Partners

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Ernst & Young

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Community Leader

The late Kate Payne
Vanderbilt University

Laura Purswell
Compass HR Partners, LLC

Rabbi Laurie Rice
Congregation Micah

Carolyn Schneider
Community Leader

Carol Titus
Community Leader

Jan van Eys, MD
Vanderbilt University School of
Medicine

Robert Ward
Northwestern Mutual

David Wood
First Presbyterian Church

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.

Acadia Healthcare

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Aladdin Industries Foundation, Inc.

American Constructors, Inc.

AmSouth

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Ascension Health Ministry Svc Ctr

AT&T

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Bank of America of Tennessee

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Bass, Berry & Sims PLC

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Alvin and Sally Beaman
Foundation

Beaman Automotive Group

Bill and Melba Blevins

Bluebird Cafe, Inc.

Bradford Family Foundation

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Martin S. Brown Sr.

William H. Cammack

Monroe J. Carell, Jr.

Jural Couey Carter Estate

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Mr. and Mrs. Joel O. Cheek

Christy-Houston Foundation, Inc.

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Tennessee

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Marilyn F. Craig

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Family Foundation

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Ms. Sharon Hels

The Willard & Frances Hendrix
Foundation

Senator Douglas Henry

Annie Geraldine Hess

Nancy Elizabeth Hibbett

Alice I. Hooker*

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Dr. Tracey Huddleston and Mr.
George Huddleston, Jr.

Humana Foundation

Mary L. Hussey Estate

Ingram Industries Inc.

**An asterisk denotes members added in 2020 to the Founder's Circle of Giving.*



Founders Circle of Giving

Cumulative Lifetime Gifts of \$50,000+

Martha R. Ingram
Jackson National Life
Mr. and Mrs. Joey A. Jacobs
Charlotte Jankovic Trust
The Estate of Bernice Johnson
Jeanine Scott Johnson
Keith and Nancy Johnson Family Foundation*
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Lenore "Sis" Oldham

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Valere Potter–Menefee
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Margaret Ann and Walter Robinson Foundation
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Ann Middleton Ross
Mr. and Mrs. Joseph V. Russell
Saint Thomas Foundation
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The Estate of Linda C. Schuller
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Donald R. Shaw Estate
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Eleanor Steinke Estate
Ms. Mary E. "Billie" Stuck
SunTrust Bank
Mary Alberta Taylor Estate
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United Way of Middle Tennessee
United Way of Rutherford and Cannon Counties, Inc.
United Way of Wilson County
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Washington Foundation
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West End Home Foundation
Ryan White Community AIDS Partnership
Nell Shriver Williams
Willis North America
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The Woman's Club of Nashville
Mr. and Mrs. John Woodfin
Woodfin Memorial Chapel, Inc
Robert K. and Anne H. Zelle Fund

**An asterisk denotes members added in 2020 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.

American Endowment Foundation
Ann Hardeman and Combs Lawson Fort Foundation
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Ingram Industries Inc.
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MSB Cockayne Fund, Inc.
Mrs. Katherine D. Murfree
Ralph Pilsk
Mr. and Mrs. Alec Scott-Barnes
The William Stamps Farish Fund

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

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

Ascension Health Ministry Svc Ctr
Edith M. Bass
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Charity Circle of Murfreesboro
Mr. and Mrs. Mark Farrington
First Horizon
Mr. and Mrs. Jason M. Flynn
Phran R. Galante
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Tennessee Oncology
The Houghland Foundation
The Marlene and Spencer Hays Foundation
The Willard & Frances Hendrix Foundation
Ms. Susan Walker
Betsy Whitaker
Mr. and Mrs. Don Witherspoon

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

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

Achilles Foundation
Tommie Andrews

Bass, Berry & Sims PLC
Mr. and Mrs. David J. Baulch

Baulch Family Foundation
Robert E. Baulch

Annual Giving Societies

Hickory Society Continued

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Ms. Jeannie Cammack
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Chalice Music, Inc.
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Purity Foundation
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Dr. Jane Siegel and Dr. Rob Dyer
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Ms. Beth Workman and Mr. Ned Braman

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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Joni P. Werthan
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Dr. and Mrs. John Zubkus

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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Mr. and Mrs. Albert Ambrose, Jr.
American Funds
Ms. Adrienne Ames
Anonymous
Argent Trust Company
Ascend Federal Credit Union
Ed and Fran Attrill
Mr. and Mrs. Nathan Bagwell
Ms. Sara K. Bailey
Bainbridge Realty Group
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J. Banks and Tracy P. Link
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Mr. William Johnston
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Sumita Keller
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Mr. Joseph D. Kitchell
Louise Kitchell
Mr. Michael Kopczynski



Annual Giving Societies

Elm Society Continued

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Drs. Paul and Dana Latour
Lattimore Black Morgan & Cain, PC
Dr. and Mrs. Brian Lee
Ms. Mia Lee
Mr. and Mrs. Gregory V. Long
Robert Mahoney Jr
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Ms. Mary K. Nichols
Mr. and Mrs. Robert C. Noland, Jr.
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Mr. Ralph Parsons
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Ms. Dwana Phelan
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Mr. Frank W. Stevens, Jr.
Mr. and Mrs. Greg Stewart

Mr. Richard Stewart
Mr. Stephen B. Swift
T & T Family Foundation
Reverend Carol Tate
Mr. and Mrs. Cy Taylor
Dr. Dean G. Taylor
TBM Consulting Group, Inc.
TD Ameritrade Clearing
Temple Ohabai Sholom
The Episcopal Diocese of Tennessee
The Farm at Natchez Trace
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Thank you!

Thank you to our volunteer photographers who contributed to this piece: Jamie Adams, Don Claussen, and Howard Ezell.

Statements of Financial Position

December 31, 2020 and 2019

Sources of Revenue

Program Services: 87.6%

Public Support: 8.5%

Other: 3.9%

Allocation of Total Expenses

Program Services: 75.1%

Management and General: 23.2%

Fundraising: 1.7%

Assets

2020

2019

CURRENT ASSETS

Cash and cash equivalents	\$	9,046,274	\$	6,398,629
Restricted cash		176,328		276,242
Patient accounts receivable, net		4,656,050		4,375,565
Pledges receivable, net		420,141		645,783
Prepaid expenses		280,590		286,752
Other current assets		97,433		124,544
TOTAL CURRENT ASSETS	\$	14,676,816	\$	12,107,515

Pledges receivable, net, excluding current portion	\$	75,739	\$	209,189
Investments		2,304,974		2,129,595
Property and equipment, net		20,326,459		20,984,410
Goodwill		554,293		554,293
Long-term deposits and other assets		94,915		51,330

TOTAL ASSETS **\$ 38,033,196** **\$ 36,036,332**

Liabilities and Net Assets

CURRENT LIABILITIES

Current portion of long-term debt	\$	63,001	\$	169,673
Accounts payable		613,148		798,705
Accrued expenses and other liabilities		2,412,475		1,916,840
TOTAL CURRENT LIABILITIES	\$	3,088,624	\$	2,885,218

Long-term debt, excluding current portion	\$	1,303,434	\$	1,709,413
Other long-term liabilities		21,484		63,084
TOTAL LIABILITIES	\$	4,413,542	\$	4,657,715

NET ASSETS

Without donor restrictions				
Undesignated	\$	30,842,388	\$	28,690,253
Board designated		624,090		556,786
TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS	\$	31,466,478	\$	29,247,039
With donor restrictions		2,153,176		2,131,578
TOTAL NET ASSETS	\$	33,619,654	\$	31,378,617

TOTAL LIABILITIES AND NET ASSETS **\$ 38,033,196** **\$ 36,036,332**



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Don't Miss These Upcoming Events



This fall we are hosting expressive arts workshops for grief support, relaxation sessions, Bluebird in the Boro, and a community-wide Day of the Dead event.

Please join us, and help spread the word!

Alivehospice.org/events



Want to donate? You can make a donation online: AliveHospice.org/Give

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

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