

HOSPICE BY THE BAY AND HOSPICE BY THE BAY FOUNDATION BACKGROUNDER (Formerly Hospice of Marin and Hospice of Marin Foundation)

Introduction

Founded in 1975, Hospice By The Bay (formerly Hospice of Marin) is a licensed and Medicare certified hospice provider that delivers hospice and palliative care and services to patients with terminal illnesses and their loved ones. The cornerstone of hospice and palliative care is the belief that individuals and families coping with incurable and progressive illness should be cared for compassionately, minimizing pain and suffering. As the second oldest hospice in the United States, Hospice By The Bay has been and remains at the vanguard of the hospice movement under the leadership of Mary Taverna, President & CEO.

Thirty years ago, Hospice By The Bay's founding staff members and volunteers held a vision to create a model of care where quality medical care for those facing a terminal illness could be offered in a warm and supportive environment. At that time, Mary Taverna, was a nurse with a passion for providing palliative care (comfort care) to the terminally ill, their families and loved ones. Throughout the years, Taverna has led the organization from a grassroots, volunteer-based agency to its position as an industry leader and regional provider of end-of-life care. Over the last thirty years, this leadership role has and continues to have an impact on the quality of hospice care nationwide. Significant milestones in the organization's history include:

- 1970s - Professionals throughout the United States came to Hospice of Marin to take training classes in the concepts of hospice care.
- 1980s - As Chair of the Steering Committee for the Health Care Finance Administration Hospice Demonstration Project, Mary Taverna worked with legislators to facilitate the creation of the Hospice Medicare Benefit.
- 1990s - Due to Hospice of Marin's excellent reputation and proven expertise, the agency was asked to expand its services to Sonoma County.
- 1997 – Hospice of Marin Foundation was created to raise private funds to ensure access to Hospice services and to support new and innovative Hospice programs.
- 2003 – Hospice of Marin was called upon to bring its leadership and recognized skills to Hospice by the Bay in San Francisco County, becoming a tri-county provider of hospice and palliative care services.
- 2004 – Hospice of Marin purchases a new headquarters building in Larkspur to consolidate multiple locations and improve operations and save costs.
- 2005 – Mary Taverna assumes role as Chair of the Board of the National Hospice and Palliative Care Organization.
- 2005 – Mary Taverna named President & CEO of Hospice of Marin and Hospice of Marin Foundation.
- 2006 – Hospice of Marin changes its name to **Hospice By The Bay** to better reflect its mission of delivering quality hospice and palliative care to the expanded geographic region it serves.

Mission Statements

Hospice By The Bay's purpose is to provide the highest quality hospice and support services to individuals and families who need them. Hospice By The Bay's vision is to be the hospice provider of choice in Marin, San Francisco and Sonoma Counties. It continues to work to make a significant impact on families, as hospice patients feel comforted, supported and are able to experience an enhanced quality of life surrounded by those they love.

Hospice By The Bay Foundation's purpose is to raise private funds to ensure that people and families have access Hospice's services regardless of personal circumstance, to meet the needs of underserved populations, and to support the new and innovative Hospice programs. The Foundation's vision is a community where every person and every family who needs hospice or support services is able to access them.

Organizational History

In the early 1970s, a number of dedicated people recognized the need for specialized services for patients and families coping with terminal illness. Physicians and hospital administrators expressed the desire for an alternative to hospitalizing patients with terminal illness. Families often experienced frustration at being separated from their dying relatives when they could not adequately care for them at home. In 1974, these frustrations and concerns led to the beginnings of Hospice By The Bay as a volunteer-driven organization. With a growing staff of professionals and expanding community support, Hospice By The Bay officially incorporated in March of 1975, making it the second hospice established in the United States, and the first on the West Coast.

In 1977, the Macomber Memorial Fund of the American Cancer Society awarded a \$150,000 grant to Hospice By The Bay. This gift and others from patients and their families and friends enabled the organization to operate for the first few years and to establish a permanent office in Corte Madera. Funding also became available from the Henry J. Kaiser Family Foundation to assist in the development of a program to meet the demand for hospice training. Hospice By The Bay initiated both national and local training programs in order to educate the community and others across the country about hospice care. Dedicated to teach the living about dying and the dying about living, many of the existing hospice programs in the U.S. were developed as a result of Hospice By The Bay's leadership and educational programs.

In July of 1992, Valley of the Moon Hospice in Sonoma affiliated with Hospice By The Bay. This affiliation assured the availability of quality services across county lines benefiting patients and families in Marin County and the Sonoma Valley. In May of 2003, Hospice By The Bay acquired Hospice by the Bay in San Francisco.

Growing from an all-volunteer organization to a professional staff of nurses, medical directors, grief counselors, home health aides, administrative, and support staff, Hospice By The Bay retains a non-clinical volunteer base that provides up to 7,000 hours of services per year.