

Connections

WINTER 2023 NEWSLETTER

Dear friends,

I began my journey with this organization in 1995 as a hospice case manager. From the moment I walked through the doors, I have loved this work. Though our name has changed, and we've expanded services and geographies, we continue to be guided by our nonprofit values of service, quality, and transparency. I have always believed in our mission, our employees, volunteers, our committed Board of Directors, and all of you who support and depend on us.

From being a hospice nurse for seven years to Chief Operating Officer for another seven, and then to Chief Executive Officer, I can truthfully say that every day at By the Bay Health has been a joy and a privilege. **Now, after almost nine years as CEO, I share with you today, that I will be retiring in the Spring of 2023.** The Board of Directors will begin its search for the next CEO after the first of the new year. Just as I have followed in the footsteps of leaders like Mary Taverna and Sandra Lew, this new individual will lead with strength and compassion and be committed, as I am, to the financial health of the organization and to the mission of service in our communities. Most importantly, leading with integrity and authenticity has been my guiding light that kept me grounded in the shared purpose of delivering compassionate and supportive care to anyone who needs us.

It has truly been an honor to serve as By the Bay Health's CEO since 2014. I am still grateful to our then Board Chair, Dennis Gilardi and the Board for believing in me and investing in my success. Through the Board's support and mentorship of previous CEOs, I found my own leadership style, that still today, is based on doing the right thing for our employees, our communities, our patients, and their family members. I am deeply indebted to my team. We have accomplished much together and always, without fail, kept our eyes focused on balancing the mission of our work with the financial realities of running a complex healthcare business. I will leave knowing that the leadership in this organization is sound, experienced, and intentional in their efforts to carry on our great and purposeful work.

I am in awe and proud of the over 450 employees and volunteers that make up the heart and soul of By the Bay Health because it takes courage and commitment to serve patients and families in our care. These last three years of living through a pandemic has been especially difficult for them. They showed up though, ready to serve, ready to help. Selfless and committed to our important work, I will always be grateful, and remember the bravery it took to march on during uncertain times.

Continued...



I want to personally thank all of you who continue to believe in this organization and the people who work here. By the Bay Health is that beacon of hope for so many who depend on us to help navigate the journey forward during a deeply personal and intimate time.

I have no doubt that the next CEO will carry the torch of compassion and service into our communities and will do so with integrity.

With all my thanks,

Kitty Whitaker RN, MS

Chief Executive Officer

Kitty's 27 Years of Service

- 1995** • Hired as **Nursing Facilities Case Manager**
- 1997** • Nurse Case Manager
- 2001** • Clinical Team Leader
- 2006** • Director of Hospice Services
- 2008** • Named **Chief Operating Officer** (7 years)
- 2009** • Service expands into **San Mateo County**
- 2010** • New service line **Pediatric Hospice/Palliative Care** created **By the Bay Kids**
• Created award winning **Chinese Speaking team in San Francisco**
- 2013** • **First in-patient Hospice Care Room** opens in Sonoma Valley Hospital
• Service **expands into Napa and Vallejo**
• **MATCH** (Monitor at the Client's Home) Program begins
- 2014** • Named **Chief Executive Officer** (9 years)
- 2015** • New service line **Adult Palliative Care** created
• Signed **Affiliation at UCSF Health**
- 2016** • **Fellows program** is established with **UCSF Health**
• Converted electronic medical records to the **EPIC system**
- 2017** • Purchased **Incare** Skilled Home Health in San Francisco/San Mateo
• **New service lines** which include **Hospice, Skilled Home Health Care, Palliative Care** and **Pediatric Care** now fully integrated into the organization
• **Successful response to Sonoma fires**
- 2018** • **Healing at Home** Skilled Home Health services aquired from Sonoma Valley Hospital
- 2019** • Opened **San Mateo Office**
• **The Grove at The Redwoods** becomes the first inpatient hospice and comfort care center in Marin County
- 2020** • **COVID-19 response and protocols** established
• **Remote work** during pandemic enabled
• **Telehealth infrastructure** enacted
• Hospice by the Bay changes name/rebrands to **By the Bay Health**
• Established a **General Inpatient Program with UCSF Health**
- 2021** • Established organizational wide **Diversity Equity and Inclusion** training and education
- 2022** • **Vistage Leadership Award**
• In her 9 year tenure as CEO, the number of **patients on-service grew by 234% (from 1,741 to 4,079 annually)**

Honoring Our Volunteers

Throughout a half-century of service, By the Bay Health volunteers have given their time, life experience, and compassion to help ensure everyone in our community can access quality health care at home. So, it is with great sadness that we recognize the passing of three volunteers whose service, dedication, and generosity touched so many lives.



The "M&M's" Martha & Maureen

Known affectionately as the M&M's, **Maureen Cantor** and **Martha Hamilton** were long-time volunteers who could always be counted on to help wherever needed. Whether tackling administrative tasks, lending a hand with registration for Camp Erin, or completing mailings for multiple departments, this dynamic duo shared their optimism, kindness, and good cheer with everyone they encountered. Both Maureen and Martha received the Volunteer Services Department's 2014 Spirit of Excellence Award for "Dependability."

Maureen Cantor passed in October at the age of 88 and was a patient of By the Bay Health. She began volunteering in 2004 with Friends of Hospice. In time, volunteering became a family affair for Maureen with daughter Lisa Turrell and granddaughter Megan working alongside Maureen at many events.



Meg, Lisa Turrell & Maureen Cantor



Martha Hamilton

Martha Hamilton passed in June at the age of 87. She began volunteering in 2006 and continued her service through the pandemic — picking up and dropping off materials for mailings from our Larkspur office. According to Martha's daughter, "My mom was very proud of her volunteer work with Hospice... her projects gave her such a sense of purpose."

As the manager of the original Hodgepodge thrift store that opened in 1985 on 4th Street in San Rafael, **Cynthia "Cinnie" Potts** was a true Hodgepodge pioneer who would ultimately leave a 39-year legacy as a volunteer with By the Bay Health. Cinnie was the recipient of multiple awards recognizing her service and dedication, including the Dee Fahy Award in 2010, and Volunteer Excellence: Camp Spirit and Generosity Award in 2017. In addition to her four decades as a volunteer, Cinnie was also a generous donor who supported care programs for patients and their families.



"Cinnie" Potts & Jacquie Whitfield

Cinnie Potts passed in November and is fondly remembered by By the Bay Health volunteers and staff alike. "We had great times together, and she was as loyal a volunteer as we ever had," said current Hodgepodge Operations Manager, Jacquie Whitfield, adding, "We owe all our success to our founding volunteers and to all of our dedicated volunteers."

Recognizing our Legacy Donors

As we look ahead to the opportunities that a new year brings, we also reflect on the generosity of donors whose gifts to By the Bay Health in 2022 helped to improve quality of life for our patients and families.

We are grateful for our donors and thank them for their support of our mission as a nonprofit provider of Hospice Care, Palliative Care, Pediatric Care, Home Health Care, and Grief Support.

We would like to recognize our legacy donors who have included By the Bay Health in their will or trust to help ensure future patients will be able to access the care they need, in their home of choice, regardless of financial means or life circumstances.

Legacy donors truly give the gift of care to future generations. Thank you to all who have remembered By the Bay Health in their estate planning. We greatly appreciate your commitment to our work, our patients and families, and the communities we serve.

FREE Estate Planning Seminars

Learn from Lisa Fialco, Estate Planning, Probate & Trust Law Attorney at Kelley & Farren, LLP, and Jeff Woods, Legacy Giving Specialist at By the Bay Health about how you can start planning now.

Thursday, February 23, 2023 — 12:00 p.m.-1:00 p.m.

Why Estate Planning Especially Matters for Unmarried People

Thursday, March 30, 2023 — 12:00 p.m.-1:00 p.m.

How to Know if You Need to Update Your Estate Plan

Thursday, May 4, 2023 — 12:00 p.m.-1:00 p.m.

The Life of Your Estate After Death

All seminars will be held via Zoom.

Preregistration is required:

1. Preregister online at: bythebayhealth.org/estate-planning
2. Send an email to: events@bythebayhealth.org
3. Or call (415) 526.5500.



Lights of Remembrance



Enjoying a brief respite from the rainy weather, more than 270 people gathered at the Sonoma Plaza on Sunday, December 4, to celebrate our 37th annual Lights of Remembrance.

Our Chief Operating Officer, Wendy Ranzau offered a welcome to all, followed by music; inspiring messages from Chaplains, Marshall White and Julie Hodge as well as Grief Counselor, Leslie Dennett; a candle ceremony, and the lighting of our Hospice Tree. All of these were intended to help those present to remember and honor those who have been lights in our lives.

Donor Spotlight: Barbara Meislin

In 1992, By the Bay Health donor Barbara Meislin founded the Library of Hope to provide resources to those grieving the loss of a loved one and to honor the memory of her beloved mother and brother, Vivienn and Allen Fosman. Barbara was no stranger to grief having lost as a young mother her seven-year-old daughter, Little Lady Lori, to a rare illness. As a passionate supporter of hospice care and true to her generous spirit, Barbara was searching for ways to help others who were grieving the loss of a loved one.



In 2005, Barbara wrote the award-winning children's book ***No One Can Ever Steal Your Rainbow***. Beautifully illustrated by Helen Webber, it is the true story of a mother's search for inner strength to help her overcome the devastating loss of a child. When a hand-painted rainbow sign of hope is stolen from the entrance to her home, she goes through a profound period of grief and self-exploration. Ultimately, it is a journey that leads her back to a place of renewed joy and peace in her heart.

Affectionately known as the **Purple Lady**, Barbara has spent much of her life spreading joy and wisdom to children and adults through her significant charitable work — not to mention through the healing color of purple! Surrounding herself with all things purple reminds her and those around her to live life to the fullest with joy, energy and hope.

We are pleased to share Barbara's book with you here, accompanied by her singing the story. Through writing, song, resilience and service to others, Barbara has created a beautiful legacy. We are honored to have her as part of the By the Bay Health community.

To view Barbara's book visit our website:

bythebayhealth.org/donor-spotlight



Point smart phone camera to the QR code to view the animated book.

Grief Support Groups

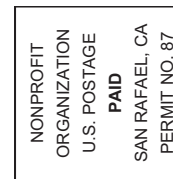
As we go about our days, each of us in large and small ways is living with grief. At By the Bay Health, we create a safe and confidential place where you can feel comforted and understood, while learning to manage the changes and challenges that will come with losing a loved one.



Explore our virtual program offerings: bythebayhealth.org/support-group-calendar



Point smart phone camera to the QR code to register



An Affiliate of UCSF Health

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bythebayhealth.org



THANK YOU TO OUR GENEROUS SPONSORS.

Your contributions are vital to continuing our important work.

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Robert J. & Linda C. Simon | Kitty & Todd Whitaker



Visit our bythebayhealth.org/gala2023 or scan the QR code with your phone for more details.