



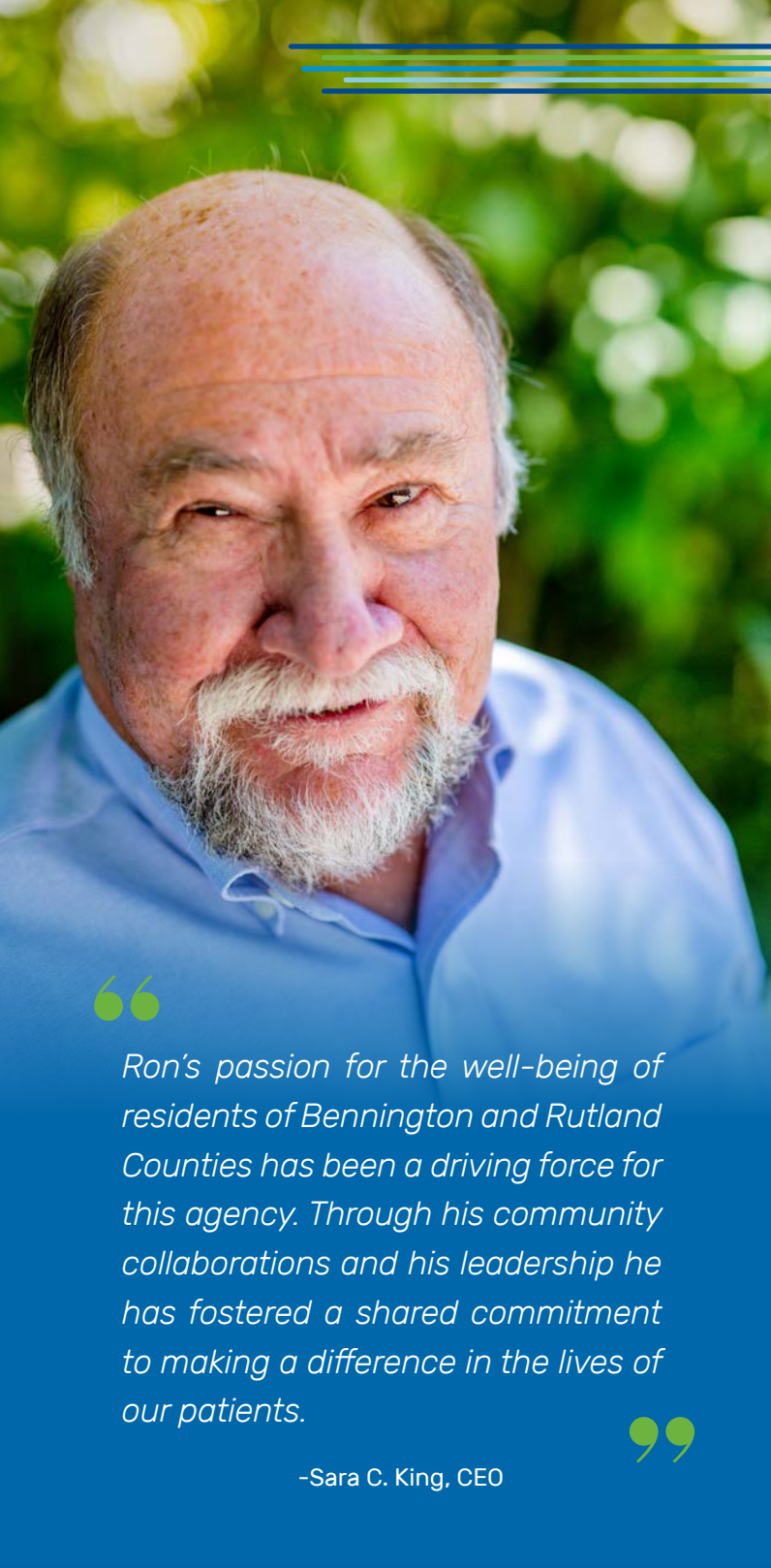
2020

ANNUAL REPORT

VNA & HOSPICE
of the Southwest Region
Serving Bennington and Rutland Counties



DEDICATED TO RON CIOFFI



DEDICATION

Ron Cioffi

“This is Ron Cioffi and I am out of the office solving all the healthcare problems of Vermonters.”

For years this has been Ron’s voicemail message and his mission.

A registered nurse and native Vermonter Ron joined the VNA (then known as the Rutland Area Visiting Nurse Association) in 1980 as a dialysis nurse. He also oversaw community partnerships and early-on realized the value of collaboration and the critical role home health care plays in healthcare.

In 1992 he was promoted to the Chief Executive Officer role and oversaw the agency through unprecedented financial growth and an expansion in areas served and breadth of services. Ron led the agency in establishing new services and partnerships including specialty clinical programs such as pediatric rehabilitation, pediatric high-tech services, wound care, hospice, palliative care, and telemonitoring.

Ron has always had a healthy balance of understanding the need for a financially strong agency with the guiding principle of the agency’s mission and his deep love of the communities served.

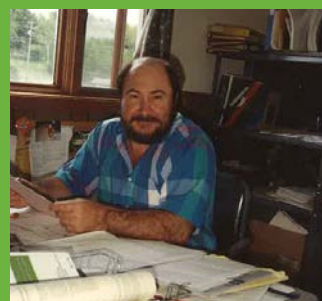
“It’s difficult to articulate how much Ron has done for the VNA & Hospice of the Southwest Region and those who live and work in Rutland and Bennington Counties,” said Dan DiBattista, President of the Board of Directors. “Ron is a visionary who has led the agency through some of the most challenging times in healthcare and he has led with expertise, energy, passion, and a dedication to the residents of the communities we serve.”

“

Ron’s passion for the well-being of residents of Bennington and Rutland Counties has been a driving force for this agency. Through his community collaborations and his leadership he has fostered a shared commitment to making a difference in the lives of our patients.

”

-Sara C. King, CEO





Under Ron's leadership, the VNA & Hospice of the Southwest Region continues to be recognized nationally for quality patient care, including obtaining the HomeCare Elite designation ten times in the last twelve years and 2017 being named a Top 100 Agency, as well as surpassing national benchmarks in Home Care and Hospice Care.



Ron, a sought-after expert on home health care, serves on the Board of Directors at Rutland Regional Medical Center and the VNAs of Vermont and VNA Health System.

He was one of the initial partners in the VNA Health System and has served as Board Chair for the VNAs of Vermont three times. In 2014, he was named the Rutland Chamber of Commerce Business Person of the Year.

"Ron's strategic vision and tireless advocacy for patient care have been the driving forces behind the growth of the VNA & Hospice of the Southwest Region," said Bill Bannerman, Vice President of the Board of Directors.

In his farewell video to the staff, Ron acknowledged that all staff contributes to the success of the agency, "You do something good for someone every day," said Ron. "I have been fortunate to work with some of the best, brightest, and talented professionals throughout this agency, with our Board of Directors, our generous donors, and our community partners," added Ron. "All have allowed me to leave a legacy at the VNA & Hospice of the Southwest Region and work in the communities I love."



Major Milestones achieved during Cioffi's leadership include:

- **EXPANDED THE AGENCY'S SERVICE AREA** through strategic growth by merging with Rutland Area Hospice in 1996, the Dorset Visiting Nurse Association in 2007, acquiring the VNA & Hospice of Southern Vermont Medical Center in 2014 and merging with Manchester Health Services in 2017 and unifying the agency under the name of VNA & Hospice of the Southwest Region.
- **INCREASED THE AGENCY'S FINANCIAL STRENGTH** from \$600,000 in net assets in 1992 to over \$21 million today, and grew operating revenue from \$3.4 million in 1992 to over \$22 million today, thus positioning the agency for future growth.
- **SUCCESSFULLY LED THE AGENCY'S FIRST CAPITAL CAMPAIGN** in 2003 for an expansion of the agency headquarters and the second campaign in 2018 that culminated in the building of the Bannerman Family Hospice & Palliative Care Center.
- **GREW A SYSTEM OF DIVERSE OFFERINGS** through the addition of services that reflected the needs of the community, including Kids on the Move, pediatric rehabilitation services in 1995, and merged with the volunteer-based Hospice program in 1996 fully integrating clinical and volunteer services.
- **PURSUED INNOVATIVE PARTNERSHIPS** that created the VNA Health System of Vermont, the Coalition for Adult Immunization in the Rutland Region (CAIRR), Bridges and Beyond, and the Rutland Health Foundation.
- **STRENGTHENED OPERATIONAL PERFORMANCE** by establishing an organization-wide strategic planning process that advanced the agency through growth, expansion, and innovative programs.
- **INVESTED IN TECHNOLOGIES AND SYSTEMS** that helped guide the agency through three Medicare payment systems (the Interim Payment System, Prospective Payment System, and most recently the Patient Driven Grouping Model) that challenged agencies nationwide.
- **GUIDED THE ORGANIZATION THROUGH A CRITICAL RESPONSE** to the COVID-19 pandemic, focusing on the safety of both staff and patients.

LETTERS TO THE COMMUNITY



My message this year is a bit harder to write. Although my departure from VNA & Hospice of the Southwest Region has been planned for a long time, I'm still having difficulty saying good bye to everyone.

It has been an honor to be your CEO for the last 29 years and to have worked for this agency for a total of 40 years. I have seen our agency grow in so many ways and have had the privilege of working with some of the greatest people I've ever known. Throughout this past year we have been reminded what an incredible community we live in and what a great organization we have - one that is driven by a common purpose to do the right thing for our patients and each other. Everyone involved makes a difference - from our frontline caregivers to the support staff, our board of directors, volunteers, donors, community partners and towns. All of you take our mission and bring it to life. THANK YOU!

2021 marks VNA & Hospice of the Southwest Region's 75th year of providing award-winning clinical expertise and compassionate care. Since our humble beginnings in 1946, we have built relationships, forged friendships, and established working partnerships that help us nurture, protect, and sustain the patients and families who rely on us in times of need.

I know that you will continue to support the good work of the VNA & Hospice and will continue to be part of the solution both for today's crisis and for tomorrow's healthcare needs.

Thank you from the bottom of my heart,

Ron Cioffi, RN



On behalf of the Board of Directors, I wish to express our deep gratitude to you for standing with us, for supporting us during one of the most challenging years for our patients and families our staff and the entire community.

Looking back at the past year, I am proud at the accomplishments of this agency when responding to COVID-19. I am inspired by the generosity of our community that stepped up and made masks or donated masks for our staff and for many individuals and businesses who supported us with funding that helped us purchase the protective equipment our staff needed to care for our patients safely.

Our staff demonstrated again and again that even a global pandemic cannot keep us from our shared mission of providing exceptional care.

One of the most significant events of 2020, was the announcement from our CEO, Ron Cioffi that he would be retiring in June of 2021. Success for a non-profit agency depends on a great partnership between the CEO and the Board of Directors. It's a relationship of trust, respect, accountability, and honest communication.

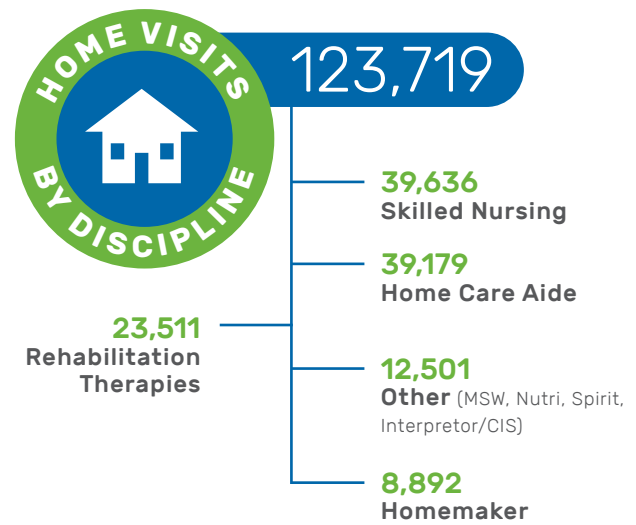
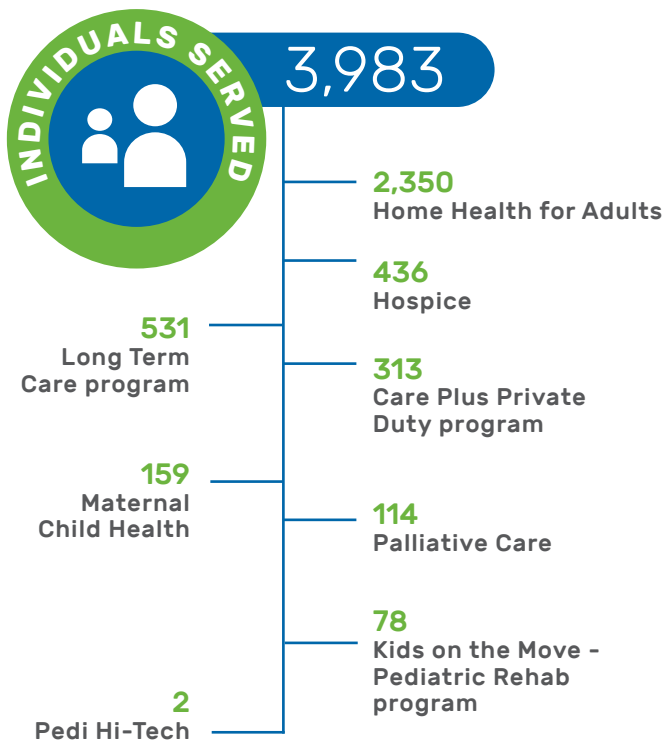
The CEO sets the tone and the vision for the agency. Laser focused on our mission, Ron clearly articulated to the Board the importance of the work of this agency and as a Board of Directors, we were honored to work side-by-side with him. We wish him well in his retirement.

In 2021, we welcome Sara King as our new Chief Executive Officer. Sara, like Ron is steadfast in her dedication to our mission and as a Board of Directors we stand with her.

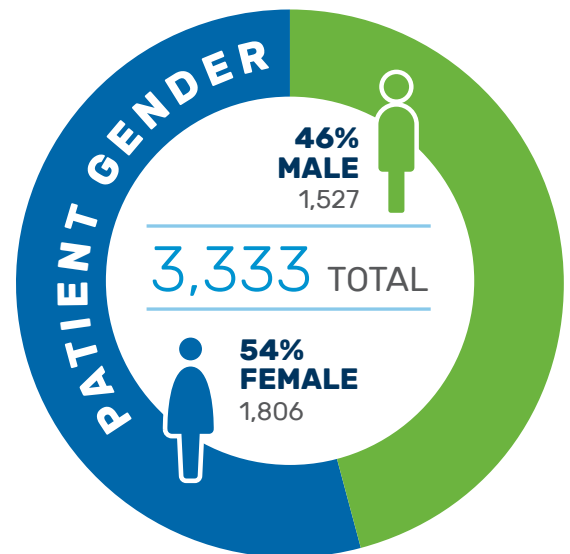
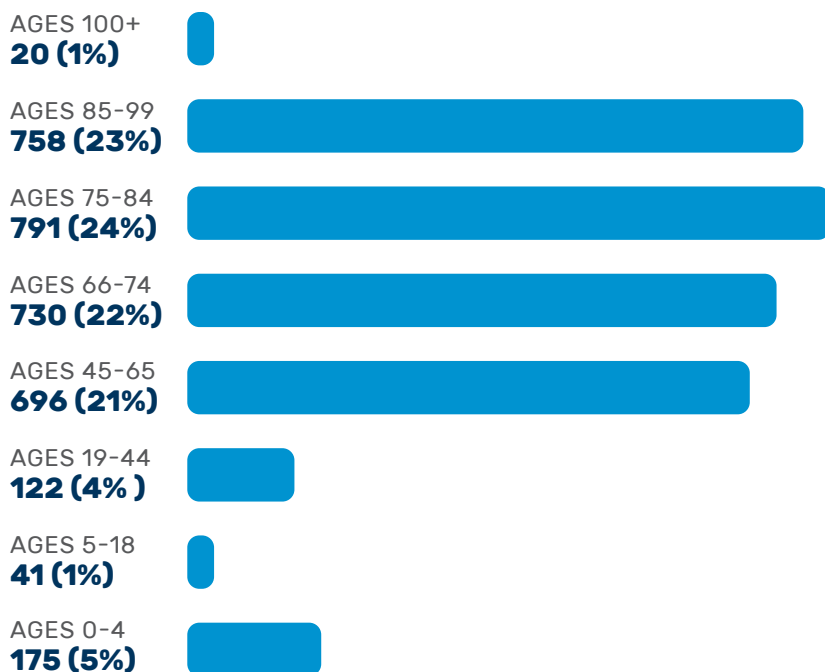
The future of home health and hospice care is bright. We simply cannot thank you enough for your continued support.

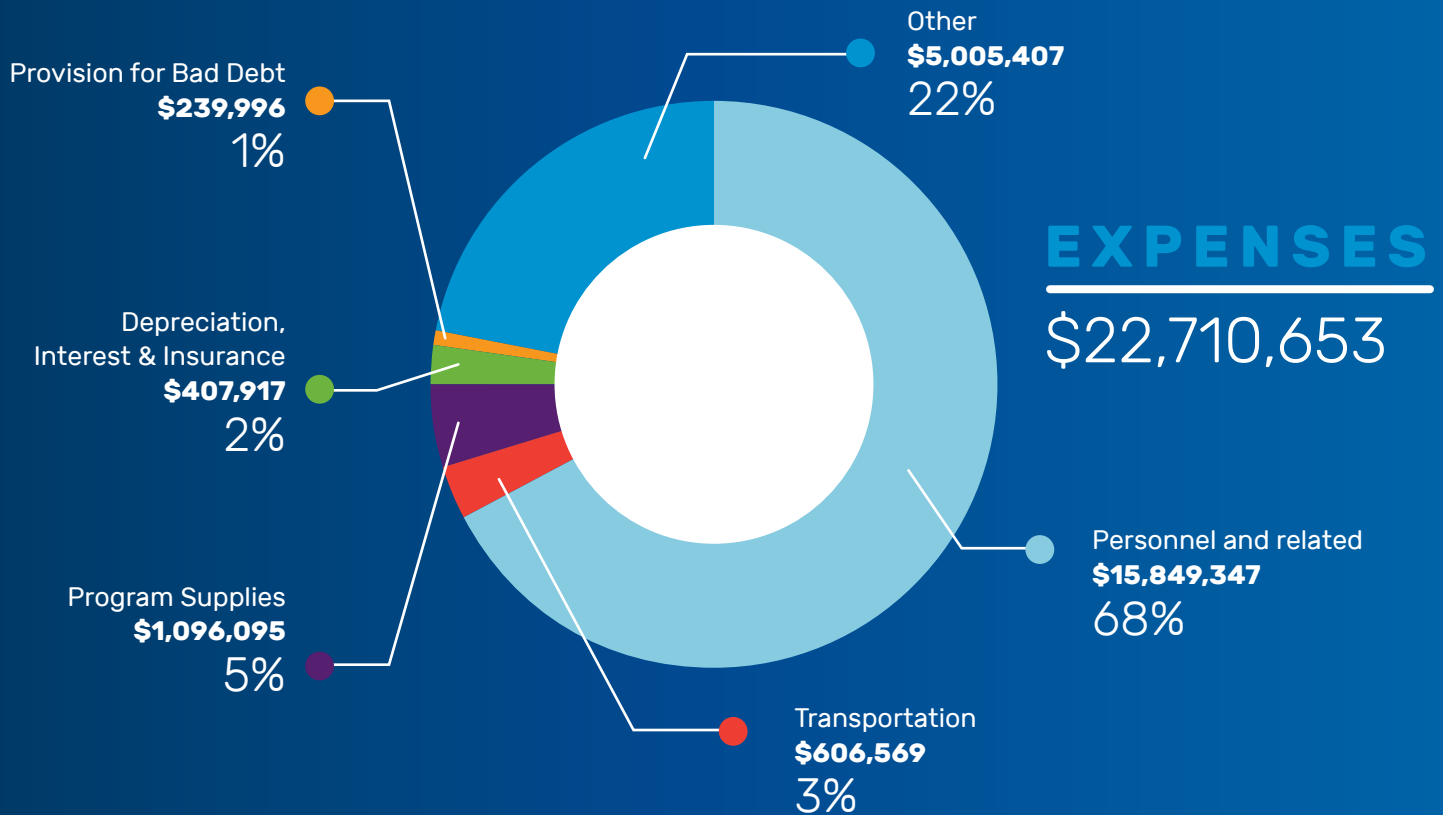
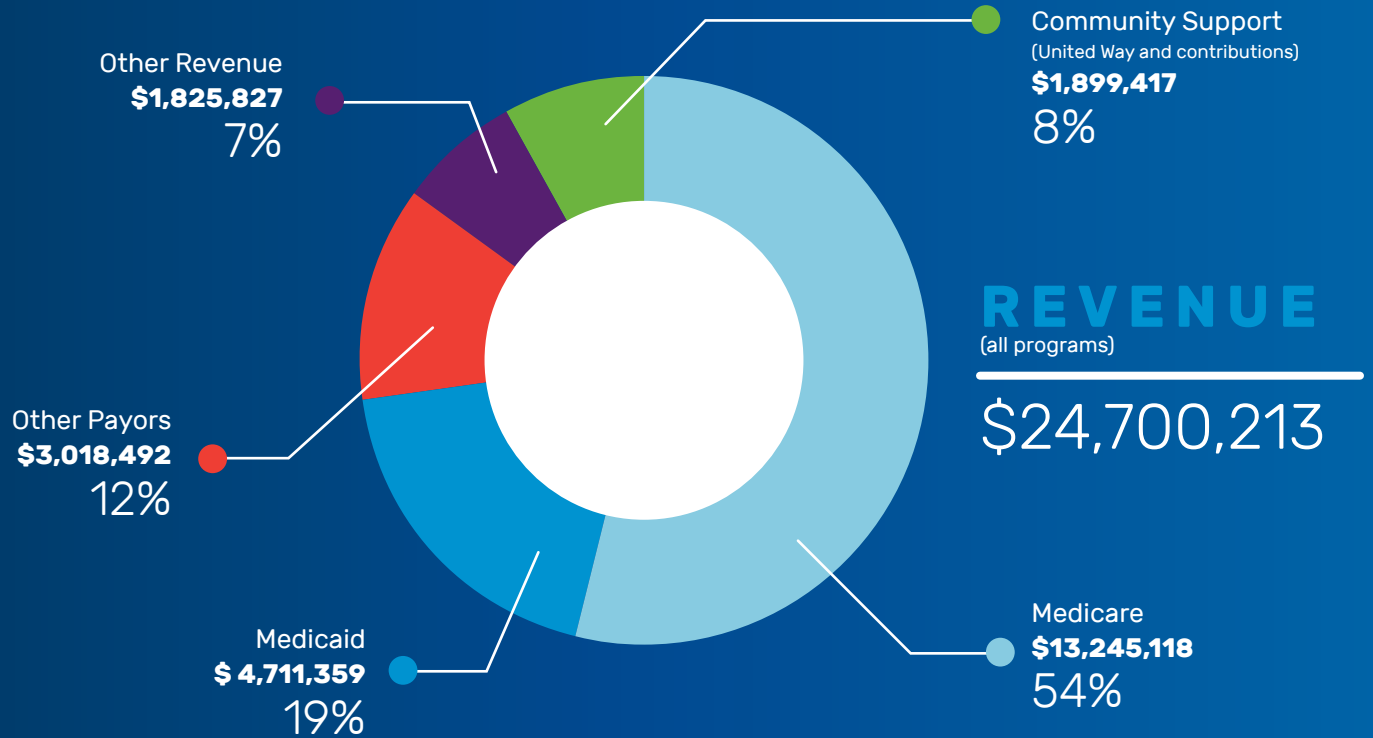
Dante DiBattista,
President, Board of Directors

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WE GRATEFULLY ACKNOWLEDGE THE GENEROUS DONATIONS

that help us provide charitable care services to our community. These gifts provide hope and healing to the homebound ill and disabled and help support specific capital needs and special projects. As a not-for-profit agency, we are honored to merit your support.

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RALPH & NORMA HATHAWAY – A LASTING GIFT OF GRATITUDE



Ralph and Norma Hathaway may not have set out to create a legacy, but their generous and thoughtful gift to the VNA & Hospice of the Southwest Region will elevate and strengthen our commitment to the patients and communities we serve well into the future.

Driven by a deep compassion for those whose life was touched by loss, the hospice program, and gratitude for home health services they received, they made plans in their estate to support home health care and hospice.

At Ralph Hathaway's funeral, Pastor Michael Dwyer quoted Calvin Coolidge's Brave Little State speech about the Presidents love for the State of Vermont. The comparison to Ralph was apropos. A man of few words, Ralph was a true Vermonter with a love of the State of his birth and deep roots in the community.

When he married Norma Jean Zittel, a native of Mount Vernon, NY on June 2, 1948 they settled in Goshen, VT and began their life together.

Ralph, ever an entrepreneur, hauled milk, produced maple syrup, worked in construction and excavation, owned and operated a garage in Pittsford and eventually started Ralph Hathaway Sand and Gravel Pit. Norma kept the books while raising the couple's daughters, Barbara and Nancy.

Both Ralph and Norma were beloved members of the Pittsford community.

The untimely death of their daughters, Nancy in 1977 and Barbara in 2000 was a profound loss for the couple.

Creating a legacy gift for the compassionate care provided by the VNA & Hospice was very personal to the Hathaway's. Grateful for the services they received from the VNA &

“

As a not-for-profit agency, we could not accomplish all that makes us great without the trust that Ralph and Norma Hathaway had in our agency.

”

–Sara C. King, CEO

Hospice over many years and the care their neighbors and friends received from the agency, Ralph and Norma included the agency in their estate planning.

“As a not-for-profit agency, we could not accomplish all that makes us great without the trust that Ralph and Norma Hathaway had in our agency,” said Sara King, Chief Executive Officer of the VNA & Hospice of the Southwest Region. “We are moved by their trust and miss them both dearly.”

Norma died September 5, 2017 at the age of 88 and Ralph died May 18, 2020 at the age of 92.

While every gift to the VNA & Hospice of the Southwest Region makes a difference in others' lives, legacy gifts made in support of programs and services fulfill the greatest need. From agency-wide initiatives that touch the lives of everyone we serve to specific capital needs that guarantee the highest-quality staff, facilities and care in our region, transformative gifts change the lives of patients and their families. If you would like to discuss your plans please call the Philanthropy department at 802.362.1255.

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“ Thank you for your support during my mother’s last weeks of her life. She was reluctant to meet with Hospice, yet grew to embrace the concept and care providers. Many thanks for your assistance. ”

- Daughter of a Hospice Patient



“ Thank you for the loving care you gave my husband during his last days. A special mention to Collin, the hospice bereavement coordinator, who helped me more than he will ever know. ”

- Wife of a Hospice Patient

“ On behalf of my siblings, I want to thank you for the kind services to my mom this past year. She was able to enjoy her life through uncomfortable times with your good care. ”

- Family of a Hospice Patient

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“ Thank you for caring for my husband through his sickness and passing. Thank you for supporting me, my son and daughter as well. Your knowledge and expertise combined with your compassion and understanding were invaluable to all of us. We carry all of you in our hearts. ”
- Wife of a Hospice Patient



“ Thank you for your support during my mother's last weeks of her life. She was reluctant to meet with Hospice, yet grew to embrace the concept and care providers. Many thanks for your assistance. ”
- Daughter of a Hospice Patient

“ Thank you so much for the amazing care you are providing to my friend. I will always support the VNA—you are all amazing. ”
- Friend of a home care patient



IN HONOR & REMEMBRANCE

Howard & Marjorie Mudgett
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“

Your staff is excellent. When my wife left the hospital, you gave us the support, help and tools we needed to help her. To say the care and support we received was excellent would be an understatement. You all made us feel so comfortable and cared for.

- Husband of a joint replacement patient

”

“

It gives me great pleasure to sing the praise of VNA staff members. We want you know not only about their skill and professionalism, but also the ease in which they assisted my husband's transfer to home care and therapies and then outpatient therapy following his discharge from the hospital after a stroke.

- Wife of a home care patient

”

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In 2018 we embarked upon a journey to secure our position as the area's leading resource for end-of-life care and impact the lives of those facing a life-limiting illness. We wish to extend our thanks to the many individuals who share our vision and supported this critical campaign.

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\$250 - \$499

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*deceased

A LOOK BACK AT 2020



Golf Tournaments

The 6th Annual **Naylor & Breen Open** was canceled in 2020 but that didn't keep our wonderful community from donating nearly **\$17,000** in support of Hospice programs at VNAHSR.

Salvatore Ammatuna
Bill & Chris Bannerman
Bar Harbor Bank & Trust
Carroll Concrete
Chey Insulation
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Poulos Advisors Inc.
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rk Miles
Larry & Nancy Rowe
Sheehan Construction
Stone Chrysler Dodge Jeep Ram
Jay Thomas
Winning Image Graphix

While the pandemic caused us to cancel our annual **Golf Open in Bennington**, the following sponsors showed their continuing support of our agency and **raised nearly \$2,800**:

Abacus Automation, Inc.
B.P.O. Elks #567
Bennington Express Lube & Car Wash
Construction Administration Network, LLC
Dwyer's State Line Beer & Wine, Inc.
Hayden Plumbing & Heating, Inc.
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Martin's Eastside Laser Wash
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Shea Family Funeral Homes
The Bank of Bennington
The Pharmacy, Inc.
Williams Financial LLC

Thrift Shop

The Thrift Shop, located behind VNAHSR offices in Manchester, is a fundraiser for the VNA & Hospice. From clothing to home wares and furniture, you never know what treasures you'll find. We are thankful to our donors who each and every day donate the items that we sell. We are also grateful to all of those who stop in to browse and purchase items. Last year the thrift shop brought in **more than \$125,000** and these funds support the many programs and services provided by the VNA & Hospice.



Dancing with the Rutland Stars

We couldn't gather to watch our dance stars and pros this past year but that didn't stop our amazing sponsors from donating nearly **\$12,000** in support of Pediatric Programs at VNAHSR. Special thanks to the planning committee and these businesses:

Brown's Auto Salvage
Carpet Warehouse
Central Vermont Eye Care
Community Health
Engineering Services of Vermont LLC
Green Mountain Power

Jesser Vermont Gold
MKF Properties
Ryan Smith & Carbine
VELCO
Watson Realty & Associates, PLC



Fun Run

The Martin Devlin Memorial 5K Fun Run/Walk was held virtually in 2020. This event, typically held on July 4th, took place from mid-May – July 4th. Participants were encouraged to run or walk when and where they wanted as no large gatherings could be held. Even the pandemic couldn't stop this dedicated group of supporters from raising more than **\$1,900** for VNAHSR's program.



Town Funding

In 2020 VNAHSR received town funding **totaling more than \$200,000** from all 32 towns that we were on the ballot for. Your vote in support of our request is a vote for the health and strength of our community. It's a vote for your family, friends and neighbors. Thank you!



Bella Notte

We weren't able to gather for the annual Bella Notte dinner and auction this past year but we are grateful to People's United Bank for continuing to support Hospice programs of the VNA & Hospice.

With thanks to our friends at **United Way of Rutland County** for helping us during this critical time. When asked what items we were in need of, gloves were at the top of our list. Here Caprice Hover delivers a RAV-4 full of gloves for our nursing staff, shown here with our very own Sharon Pellistri Baiely, while trying to keep a social distance in the rain. Thirty-four boxes of gloves in total. Thank you, United Way of Rutland County for always stepping up, not only during times of crisis but anytime!



Thank You!

Your generous support makes our work possible. We treat the whole person and their loved ones in ways that touch the human spirit – adding days to life and life to days.



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