



HOSPITALITY HOUSE
of CHARLOTTE

ANNUAL REPORT 2022



Letter from Our Leadership

Just like putting together a puzzle, you need all the right pieces in place to make Hospitality House of Charlotte work.

Our House has provided proximity to world-class hospitals, reduced costs of ongoing medical treatment with affordable patient and caregiver lodging, and improved health outcomes by lowering stress levels and shortening hospital stays for the last 37 years.

However, **these pieces would lay on the table with little meaning if not for those that connect them all together.** We rely on our generous donors, volunteers, community partners, and affinity groups who fill in the gaps by providing services, expertise, strategy, and increased visibility in the community.

Every supporter has a hand in forming the big picture on the lid of the box that is Hospitality House and our vision of access to healthcare for all. **Thank you for helping us ensure no patient's zip code controls their health outcomes.**

Our sincere thanks,



Angie Bush, Executive Director



JJ Littrell, Board Chair



Board of Directors 2022-2023

- Vicki Block**, Atrium Health
- Sally Dudley**, Arabella Advisors
- Rob Ellenburg**, Pinnacle Financial Partners
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- Greg Taylor**, Retired Operations Executive
- Marnie Woodward**, Habitat for Humanity



Who We Serve

Last year, Hospitality House of Charlotte served **2,120 guests for a collective 13,253 nights** during their difficult medical journeys. **21% of those were patients**, and the rest were dedicated caregivers who stayed by their sides.

Our guests faced a **variety of illnesses or injuries**, including:

- 424** ❤️ who were **battling cancer**
- 266** ❤️ who were **awaiting or recovering from an organ transplant**
- 217** ❤️ who were receiving **cardiac care**
- 208** ❤️ who were facing **trauma** or in an **intensive care unit**
- 161** ❤️ who had a child in **neonatal care**
- 132** ❤️ who had **surgery**
- 117** ❤️ who needed **neurological treatment**
- 77** ❤️ who received a **blood or marrow transplant**



Our Mission

Hospitality House of Charlotte creates *community* for patients connecting to *vital medical care*.

Your Impact in 2021-2022

“ When there's an emergency with a family member, the focus and need is to be with them at the hospital. **Having Hospitality House available for families, especially during an emergency, is so valuable and very appreciated.** — *DeLea, House Guest*

64%

of guests said they
**FOUND COMFORT
IN TALKING TO**

staff, volunteers, & other families

94%

of guests said staying
at Hospitality House

**REDUCED their
STRESS LEVEL**

GUEST ASSISTANCE PROGRAM

579 NIGHTS
were granted to

**121 FAMILIES
IN NEED**

through the **GAP** (Guest
Assistance Program)

\$2 MILLION

in lodging costs offset
for patients & caregivers

Longest stay: 159 NIGHTS

Average stay: 6 NIGHTS

85%

of guests said using Hospitality House had a **POSITIVE**
or **VERY POSITIVE IMPACT** on the **PATIENT'S HEALTH**

30%
of guests

were at the House for an
UNPLANNED TREATMENT
or **HOSPITALIZATION**



Hospitality House
had an average
OCCUPANCY RATE of **86%** for the year

“ If it wasn't for Hospitality House, I wouldn't have been able to get my two weeks of radiation treatments. The pain was so bad from the cancer in my bones that I couldn't care for my family and things at home as a mother. I live in the woods in the mountains of NC, and we live on one minimum wage income to care for our four-person family. So, with all my heart, ***I thank you and every volunteer that makes it possible for people like me to get the care they need.*** — Jennifer, House Guest





Hospitality House Young Professionals (HHYP)

/hip/ (noun)

1. A group of **peers in their 20s and 30s dedicated to supporting and growing HHOC** by volunteering their time through service and fundraising
2. Your new **favorite networking community**

The mission of the Hospitality House Young Professionals (HHYP) is to innovate programs that support and expand the notion of access to world-class medical care. We are so proud of the strides this group has made to support Hospitality House's mission and carry out its own.

HHYP faced its greatest challenge when the pandemic hit and groups were unable to meet or volunteer together. However, as the world came out of isolation, Hospitality House staff and active HHYP members put their heads together to increase membership and engagement.

HHYP saw the largest spike in membership since it began with **26 young professionals joining in January 2022.** To create more opportunities for involvement and better manage the group's new growth, a HHYP board was

established with chairs focused on leadership, membership, service, and marketing. Will Foster, current HHYP President, has done amazing work to lead this group and also serves on the Board of Directors at Hospitality House.

Today, HHYP is going strong with **35 members from a variety of professions with a united goal of advocating for our guests.** Membership includes networking opportunities with peers and Board Members, social activities, and service projects at the House or other organizations. **HHYP finds creative ways to engage the community and fundraise for the House,** such as partnering with local breweries and participating in blood drives.

We consider HHYP to be the future leaders of Hospitality House and are excited to continue watching them grow.

“ I attended one meeting before I joined HHYP, and you could truly feel that every person there cared and wanted to help make a difference. It was the first thing I noticed and knew right away I wanted to be involved. — Andrew, HHYP Member



Last year, HHYP raised more than **\$4,000** for Hospitality House

through membership fees & fundraisers



"As president of HHYP, it's been an amazing journey seeing the group grow from 5 members to where we are now. This group has become its own functioning arm of Hospitality House's mission as well as a community for all members to meet new people and support each other.

We have all worked on fundraising and philanthropy opportunities, and it is really special to see people decide on their own will to help others and give back. **This is only the beginning for HHYP**, and I look forward to what the future holds for the organization."

— Will Foster, HHYP President



“ HHYP has opened so many doors for me. As a busy, working parent, I'm able to **both volunteer for a fantastic cause and network with peers from a variety of backgrounds**, all within one organization. — Berni, HHYP Member

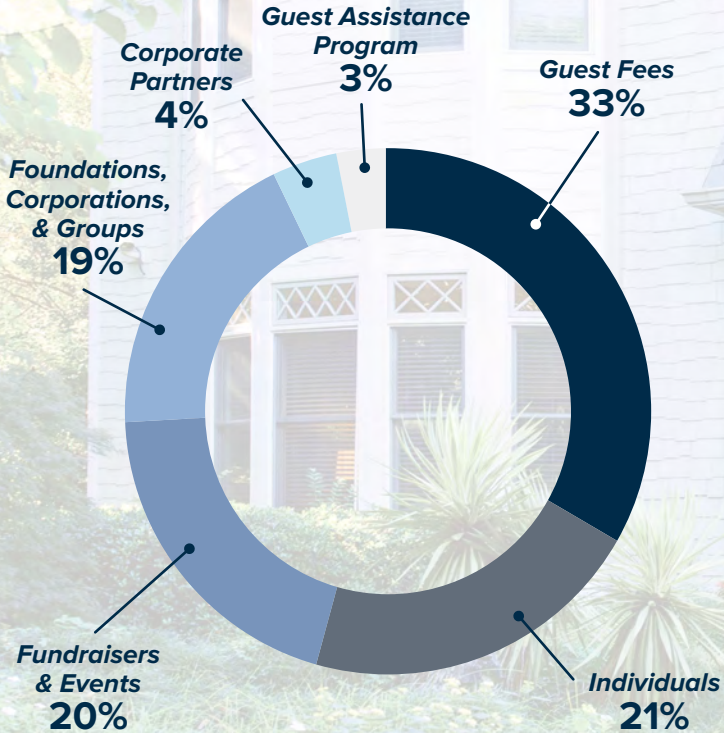
Visit HospitalityHouseOfCharlotte.org/hhyp to learn more.



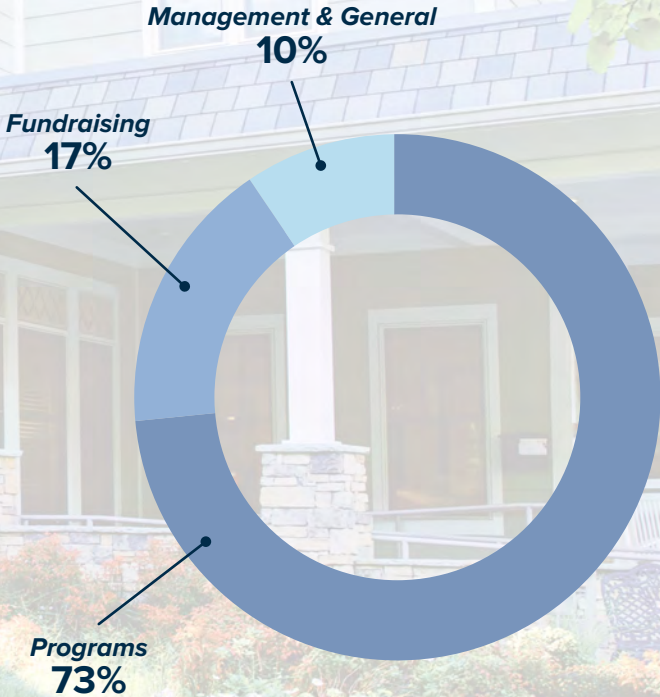
Follow @HHYPCharlotte to keep up with the latest news.

Financial Snapshot 2021-2022

WHO CONTRIBUTES?



HOW IS IT USED?



STATEMENT OF FINANCIAL ACTIVITY

	REVENUE	2021-2022	2020-2021*
Contributions, Fundraisers, Events, & In-Kind Donations		\$746,262	\$633,668
Guest Fees <i>(Net of sales tax)</i>		\$257,640	\$184,545
Proceeds from Payroll Protection Program		\$94,250	\$94,250
Dividends, Interest, Realized & Unrealized Gain		(\$170,445)	\$639,255
	TOTAL REVENUE	\$927,707	\$1,551,718
	EXPENSES	2021-2022	2020-2021*
Program Expenses		\$857,795	\$790,584
Management & General Expenses		\$120,220	\$106,794
Fundraising Expenses		\$205,133	\$130,111
	TOTAL EXPENSES	\$1,183,148	\$1,027,489
Change in Net Assets		(\$255,441)	\$524,229

STATEMENT OF FINANCIAL POSITION

	ASSETS	2021-2022	2020-2021*
Cash & Equivalents		\$572,783	\$683,587
Other Assets		\$1,570	\$1,267
Building & Improvements <i>(Net)</i>		\$1,525,003	\$1,591,641
Investments <i>(including Endowment)</i>		\$2,293,733	\$2,462,785
	TOTAL ASSETS	\$4,393,089	\$4,739,280
Current Liabilities		\$4,988	\$1,488
Paycheck Protection Program Loan		\$0	\$94,250
Net Assets		\$4,388,101	\$4,643,542
	TOTAL LIABILITIES & NET ASSETS	\$4,393,089	\$4,739,280

*Reflects capacity restrictions due to COVID-19.



The Cooper Family's Story

Angela Cooper was living alone in Lake Norman, NC in 1999 when she went into labor at 27 weeks.

"I had no money and no phone," she said as she recalled knocking on neighbors' doors until she found someone to call 911 for her. **Her son, Nikko, was born prematurely** at a Mooresville, NC hospital, **weighing in at just 1.14 pounds.**

Angela woke up a few hours post-delivery to learn that her baby had been **transported to the Neonatal Intensive Care Unit in Charlotte for emergency surgery.** For the next five days, she searched for ways she could be with her son.

"I rented a U-Haul truck because I didn't have a car," Angela said, remembering getting the truck stuck in the parking deck entrance.

Nurses at the hospital told her about Hospitality House and she stayed there for two months while Nikko recovered from surgery and gained strength.

Angela emphasizes the difference it made to be so close to the hospital and to be with Nikko every day. She fondly remembers that there was a note and a \$10 bill in the Bible in her room that she greatly needed. At the time, Hospitality House was located in a renovated brick home with communal sleeping rooms and fewer beds.

23 years later, Angela and Nikko are living in Monroe, NC and remain connected to Hospitality House. They donate to the House when they are able, and Angela said she hopes others will be inspired to do the same.

“ If you can’t give, you can volunteer.
I never forget who helps me, and this
place helped me so much. — Angela

The Coopers attended the 2022 Annual Fall Luncheon and brought with them a t-shirt from Angela’s stay all those years ago. Recently, we invited them to take a tour of the current facility to see how it has changed.

Angela was impressed by the way the House has grown, but our team was in awe of their story, their strength, and their generosity.

Nikko recently graduated from the Wolfe School, which serves middle and high school aged students with disabilities in a specialized setting, preparing students to function as independently as possible. Angela works with people with disabilities, and enjoys being able to help others.

Guests who stay with us become like family in a way that doesn’t end when they check out of the House. We are so grateful to those who keep in touch and share their stories with our community.





“ By donating to Hospitality House, I have the opportunity to **help provide comfort and peace of mind to families** who are dealing with critical medical situations. Often times, these families have come to our community to seek out the best medical care, and HHOC offers them a **welcoming, warm, safe and clean place to stay so they can focus on what matters most — their health, healing and loved ones.**

— *Caroline, Leadership Giver*

Leading the Way to Health Equity

Rooftop donor
\$5,000 and above

Framework donor
\$1,000 to \$4,999

Foundation donor
\$500 to \$999

Charlotte is home to a world-class medical community that is growing rapidly, meaning **the need for Hospitality House's services will continue to grow** as well. This group of supporters leads the way for others to get involved in creating equitable access to healthcare.

As a Leadership Giver, you have a great impact on patients and caregivers who travel from all over the world to receive medical treatment in Charlotte. Consider **getting in on the ground floor** as a Foundation Donor and join our incredible Leadership Giving community.

Contact development@HHOCharlotte.org to learn more.



Be a Hero

House Heroes are **recurring donors who help ensure a predictable source of income** that the patients and caregivers at Hospitality House can count on. An ongoing donation is easy to set up and means, together, we can continue to provide access to healthcare for patients receiving treatment in Charlotte's medical community. *Consider **scheduling a monthly, quarterly, or yearly gift** today.*

To learn more, visit
HospitalityHouseOfCharlotte.org/househeroes

Be the Future

Planned giving is a **meaningful contribution that leaves a lasting legacy** for you and your family while impacting thousands of patients. The Legacy Society is made of people who, like you, seek to ensure the future needs of patients receiving critical medical care are met and do so by including HHOC in their estate plans. *Consider **creating a ripple effect** on the future of Hospitality House.*

To learn more, visit
HospitalityHouseOfCharlotte.org/legacygiving



The Rife Family

Sandy and Gene Rife live in Leland, NC, a four-hour drive from Charlotte. Gene was battling multiple myeloma when doctors recommended CAR T-cell therapy, a procedure that would require him to be within 30 minutes of the hospital.

“If this place wasn’t here, I couldn’t have gotten this treatment,” Gene said. “You know Charlotte — where are you going to be able to stay ... that’s not going to be two or three hundred dollars a night? And I couldn’t sleep in the back of a pick-up truck; not in the condition I was in.”

The Rifes stayed at HHOC for 40 nights throughout the spring of 2022 during and after Gene’s treatment.

Sandy and Gene shared their moving story at Hospitality House’s Annual Fall Luncheon in September 2022, emphasizing that having a supportive community made all the difference in their medical journey. At the event, **applause filled the room as Gene announced he was in full remission.**

Gene is regaining his strength everyday with the hope of returning to work soon. He will continue to come to Charlotte for follow-up appointments through the end of 2022.



Visit HospitalityHouseOfCharlotte.org/luncheon to watch Gene and Sandy’s full story.



Suite Update

Funds raised for **#GivingTuesday 2021** were used to **improve our two existing suites**, making them more helpful for guests with severely compromised immune systems. These patients are often unable to use the House's common areas and typically stay longer at Hospitality House since they need regular check-ins at nearby hospitals.

With your help, **we raised \$20,000 to convert these spaces to include comfortable living amenities** for this very special population of our guests. Additions to the suites included a refrigerator, coffee pot, dining table, hospital-grade recliners, and a Rensair air purifier that eliminates airborne pathogens. **We are so grateful to all who contributed to our Home Suite Home project.**

Visit HospitalityHouseOfCharlotte.org/givingtuesday to learn about our next project.

“ When Hospitality House approached us to provide meals for their guests, we wanted to work with them because they provide a home away from home for people in need. **It’s a privilege to be of service and to be in partnership with the folks at Hospitality House.** It’s important for nonprofits to work together because **combining forces has exponential benefits.**

— Chef Ron Ahlert, Executive Director,
Community Culinary School of Charlotte



Creating Community with CCSC

Hospitality House of Charlotte values its many partnerships within the Charlotte community that help us provide essential services to patients and caregivers. Last year, a **newly formed relationship with Community Culinary School of Charlotte (CCSC) impacted our guests while supporting CCSC’s mission** to provide workforce development training and job placement assistance for adults who face barriers to long-term successful employment.

CCSC students prepared meals throughout the holidays for our guests, which meant so much to people like Pam, whose father went into cardiac arrest while traveling for Christmas.

“I flew to Charlotte immediately, spending both Christmas and New Year’s away from home. These are times when restaurants are closed for employees,” said Pam, who asked us to help her contact CCSC directly to show her gratitude.

“I was deeply touched by the meal that awaited me — pork roast, rice, grilled vegetables! **Thank you for your effort, labor, and preparation to care so well for a stranger.**”



HHOC's Corporate Partnership Program

Our Corporate Partnership Program invites companies to **make an impact beyond traditional sponsorship by engaging in our mission through meaningful volunteer activities.** If you are looking for a way to enhance your corporate social responsibility while creating equitable access to healthcare, consider becoming a Corporate Partner.

Thank you to our Corporate Partners!



2021-2022 Grants

24 Foundation
Albemarle Foundation
Berkshire Charitable Foundation
BlueCross BlueShield of NC
Blumenthal Foundation
Coca-Cola Consolidated
Corning Foundation
The Dickson Foundation
Dover Foundation, Inc.
The Leon Levine Foundation
The Parker Hannifin Foundation
Sardis Presbyterian Church
The Springs Close Foundation
St. John's Baptist Church
Whole Foods Market

To learn more, visit

HospitalityHouseOfCharlotte.org/corporate-partners

“Patients and their families are so grateful to the donors that make Hospitality House possible. They not only give financial support, but they were also in and out of Hospitality House bringing meals and snacks. This made the experience more personal for us. — *Brenda, House Guest*”



Last year,
980 volunteers dedicated

2,511
hours



to serving our guests

Volunteer Spotlight

In 2015, Sabrina Rodriguez “got sick fast.”

Within one week, she was diagnosed with autoimmune hepatitis, placed on the waitlist, and had transplant surgery.

“While my family lives in Florida and I here, luckily, I had a home in Charlotte that my parents could stay at,” Sabrina said. “It was always something that was in my head when it came time to look for volunteer opportunities.”

As the Sr. Administrator Assistant at OneMain Financial, Sabrina made a goal to increase volunteer hours in the



Fort Mill office, and took the chance to introduce her teammates to Hospitality House of Charlotte’s mission. **Various departments from OneMain Financial are now seen regularly at the House,** making meals for guests and stocking the shelves with much-needed supplies. So far this year, they have put in nearly 70 hours of volunteer service together.

Hospitality House is so grateful for all of the ways OneMain Financial supports the people we serve. When people connect personally with our mission and share it with others, there is no better way to create community.

A Look Ahead


Charlotte's hospital community continues to grow with advanced medical technologies and educational programs on the horizon. Hospitality House of Charlotte is preparing for the influx of patients these new developments will bring to our city.

Hospitality House strives to improve hospital efficiencies. **Every patient staying at the House allows our hospital partners to serve more acute patients.** With the right patients in the right beds, we shorten average lengths of stay and lower infection rates to improve patient outcomes.

In the past five years, **Hospitality House has had to turn away more than 5,200 patient referrals when a room was not available.** We are currently fortunate to partner with local hotels who help us house these families. However, as we watch the medical community grow and the need for our services with it, **we will need more partners, more supporters, and more pieces to complete the health equity puzzle.**

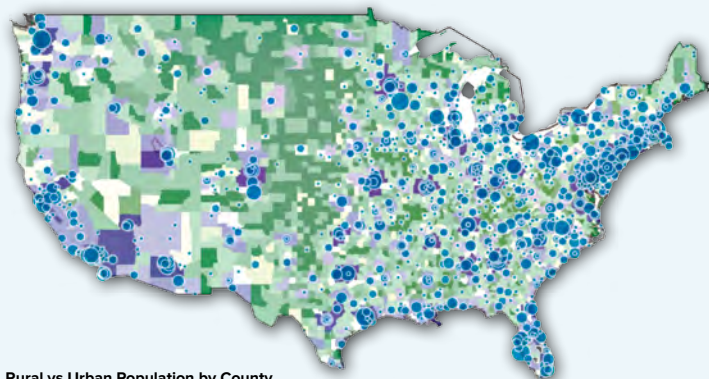
Among HHOC guests last year ...

91% lived in either **RURAL** or **MOSTLY RURAL** areas of the U.S.

73% traveled  **more than 60 MILES** for their medical treatment

Oncology: The Rural-vs-Urban Issue

Although nearly 20% of the U.S. population is rural, **only 3% of oncologists practice in rural communities.** Patients in these areas must travel to cities like Charlotte if they are to receive their recommended — and life-sustaining — treatment.



Rural vs Urban Population by County

- Non Metro – completely rural, not metro adjacent
- Non Metro – completely rural, metro adjacent
- Non Metro – urban pop. 2.5-19.9K, not metro adjacent
- Non Metro – urban pop. 2.5-19.9K, metro adjacent
- Non Metro – urban pop. ≥20K, not metro adjacent
- Non Metro – urban pop. ≥20K, metro adjacent
- Metro – pop. <250K
- Metro – pop. 250K-1M
- Metro – pop. ≥1M

Number of U.S. Oncology Practices

- 101-303
- 41-100
- 11-40
- 4-10
- 1-3

Credit: American Society of Clinical Oncology



HOSPITALITY HOUSE
of CHARLOTTE

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Hospitality House of Charlotte

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