

ANNUAL REPORT 2021



HOSPITALITY HOUSE
of CHARLOTTE

LETTER FROM OUR LEADERSHIP



Navigating this pandemic has been difficult for all of us. Many have experienced a range of emotions from fear to fatigue. Despite the year's challenges, Hospitality House's mission continues.

Physical and social isolation are particularly treacherous for patients and families as they seek understanding, connection, and healing away from home. **Hospitality House continues to be a place where guests safely meet, engage with, and provide hope to each other as they navigate their medical journeys.**

We are grateful for your support and look to you as, together, we give patients access to vital medical care they could not otherwise receive.

Our sincere thanks,

Angie Bush, Executive Director

Spencer Lilly, Board Chair

Board of Directors 2021-2022

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Executive

WHO WE SERVE

Last year, HHOC **served 1,631 guests for a collective 8,751 nights** throughout their difficult medical journeys. **21% of those guests were patients**, and the rest were dedicated caregivers who stayed by their sides.

Our guests were facing a **wide variety of illnesses or injuries**, including:

- 350** ♥ who were **BATTLING CANCER**
- 193** ♥ who were **awaiting** or **recovering** from an **ORGAN TRANSPLANT**
- 193** ♥ who were receiving **CARDIAC CARE**
- 156** ♥ who had a **child** in **NEONATAL CARE**
- 100** ♥ who were facing **trauma** or in an **INTENSIVE CARE UNIT**
- 97** ♥ who needed **NEUROLOGICAL TREATMENT**
- 96** ♥ who had **SURGERY**
- 59** ♥ who received a **BLOOD OR MARROW TRANSPLANT**



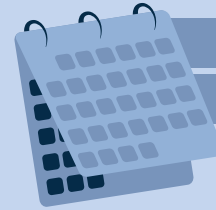
OUR MISSION

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

YOUR IMPACT

“ Being at Hospitality House gave me **comfort and peace of mind being so close if there was an emergency** and truly helped me since

I only work part-time and he was placed on disability with his cancer diagnosis. **It was truly a wonderful experience.** — Colleen A., HHOC Guest



Longest stay: **116 NIGHTS**

Average stay: **5 NIGHTS**

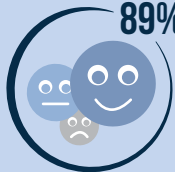


1.3 MILLION DOLLARS
in **lodging costs** offset
for patients & caregivers

619 FAMILIES TURNED AWAY
from overnight lodging
due to **limited capacity**



32% of our guests'
hospitalizations or
treatments were
UNPLANNED



89% of our guests said staying
at Hospitality House had
a **positive or very positive**
impact on the patient's health



149 VETERANS
served

551 NIGHTS OF GAP
were awarded to

121 FAMILIES





409 VOLUNTEERS gave

952 HOURS of their time to serve HHOC's guests

Hospitality House had a **63%** occupancy rate for the year

53% of our guests said the savings of HHOC were **very significant** because they could not have afforded to stay in a hotel



I was very surprised when I came in one evening and was told, **'Your dinner is in the kitchen.'**

Wasn't even close to expecting that! This is a **very special and valuable service to families.** — Dennis M., HHOC Guest



“Hospitality House of Charlotte **makes me feel good about impacting people** and getting them through a difficult time.

DAWN'S STORY

“**Giving enriches my life,**” Dawn Dozier tells us, when asked why she is a House Hero. Years ago, Dawn’s grandfather was ill and while caring for him, Dawn and her mother stayed at a healthcare hospitality house in Wilmington, NC. When Dawn moved to Charlotte, NC, she felt a connection to Hospitality House of Charlotte.

“**There’s one simple reason to become a recurring donor – it’s easy. I can support Hospitality House every month and not have to think about it.**”

A recurring gift is all it takes to become a House Hero. We consider a recurring gift one that is scheduled to repeat monthly, quarterly, or annually. Recurring gifts support a future of access to medical care at a low cost. Our secure and reliable payment system only requires a one-time setup and relieves you from remembering to donate throughout the year. “**Our impact can be so great with just a little bit of effort,**” as Dawn puts it. As a House Hero, your recurring gift provides a long-term impact for the guests we serve.

Visit HHOCharlotte.org/HouseHeroes to learn more.

HOUSE GUEST TO HOUSE HERO

What started as a routine colonoscopy for Francois Harris in October of 2020 resulted in a diagnosis of colon and rectal cancer. His doctors explained that they would need to perform two different procedures at once. **“I knew that something of this magnitude would require world-class care in Charlotte.”**

Francois and his wife, Barbara Rogers, discovered Hospitality House while researching places to stay and were also referred there by their medical team at Novant Health. **“My wife was able to stay close by during my operation.”**

Francois joined Barbara at the House after his procedures until they were able to return home. **“The idea that the price was so economical meant that we could have stayed as long as we needed.”**

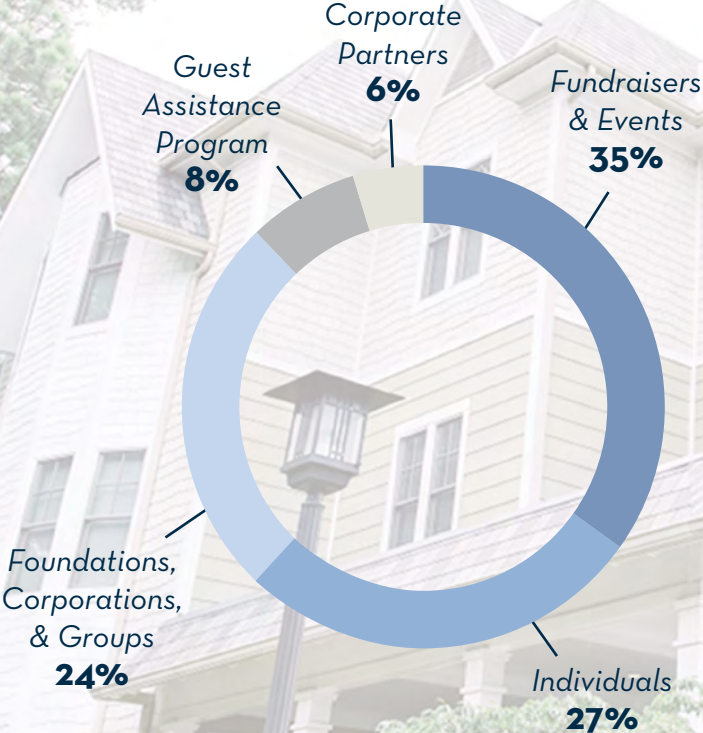
Francois and Barbara became House Heroes the next month. **They decided to support the Guest Assistance Program (GAP)**, which funds nights for HHOC guests who cannot afford the nightly rate.



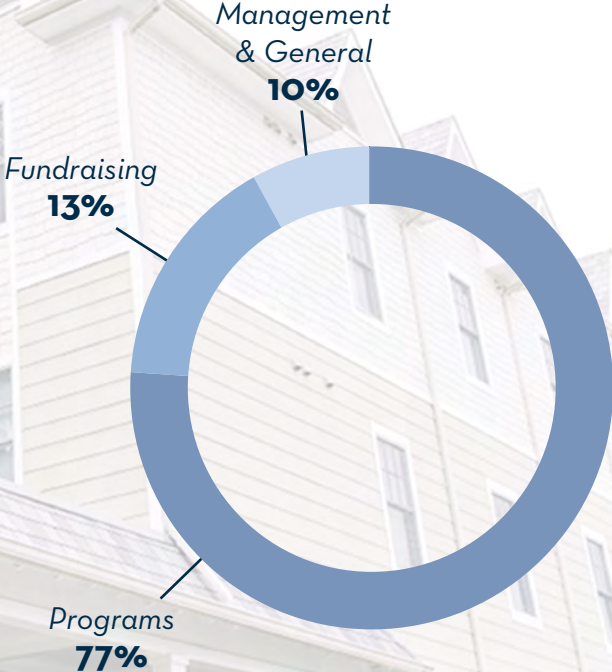
“ If someone shows up at your doors and is not able to afford the facility, we want to be able to help them. We don't need to know who they are, we put ourselves in the other people's shoes, and that's what motivated us to be part of this.

FINANCIAL SNAPSHOT 2020-2021

WHO CONTRIBUTES?



HOW IS IT USED?



STATEMENT OF FINANCIAL ACTIVITY

| | REVENUE | 2020-2021* | 2019-2020 |
|-------------------------------------------------|-----------------------|--------------------|--------------------|
| Contributions, Fundraisers, & Events | | \$428,547 | \$461,719 |
| Guest Fees (Net of sales tax) | | \$184,545 | \$242,841 |
| In-Kind Donations | | \$205,121 | \$189,583 |
| Proceeds from Payroll Protection Program | | \$94,250 | \$0 |
| Dividends, Interest, Realized & Unrealized Gain | | \$639,255 | \$7,880 |
| | TOTAL REVENUE | \$1,551,718 | \$902,023 |
| | EXPENSES | 2020-2021* | 2019-2020 |
| Program Expenses | | \$790,584 | \$774,089 |
| Fundraising Expenses | | \$130,111 | \$152,141 |
| Management & General Expenses | | \$106,794 | \$119,184 |
| | TOTAL EXPENSES | \$1,027,489 | \$1,045,414 |
| Change in Net Assets | | \$524,229 | (\$143,391) |

STATEMENT OF FINANCIAL POSITION

| | ASSETS | 2020-2021* | 2019-2020 |
|-----------------------------------|-------------------------------------------|--------------------|--------------------|
| Cash & Equivalents | | \$683,587 | \$468,210 |
| Other Assets | | \$1,267 | \$1,670 |
| Building & Improvements (Net) | | \$1,591,641 | \$1,695,217 |
| Investments (including Endowment) | | \$2,462,785 | \$2,048,516 |
| | TOTAL ASSETS | \$4,739,280 | \$4,213,613 |
| Current Liabilities | | \$1,488 | \$50 |
| Paycheck Protection Program Loan | | \$94,250 | \$94,250 |
| Net Assets | | \$4,643,542 | \$4,119,313 |
| | TOTAL LIABILITIES & NET ASSETS | \$4,739,280 | \$4,213,613 |

*Reflects capacity restrictions due to COVID-19 pandemic.

RODRIGUEZ FAMILY STORY

Charlotte Rodriguez was catching a connecting flight at the Charlotte Douglas Airport when her foot caught on the jet bridge and she fell. She and her husband, Tom, were **on their way home to California after attending Charlotte's parents' funerals.**

Her father passed on a Monday, and her mother passed the following Thursday. After working through the logistics of their passing, Charlotte and Tom felt they would have time to grieve their losses, but Charlotte's fall was the next all-consuming event in their lives.

Unable to stand or walk, Charlotte was taken to Atrium Health CMC Hospital, where doctors informed her **she had broken her hip in three places.** Tom was allowed to stay one night with Charlotte in her hospital room because they arrived very late at night. The next day, he started looking into options for lodging and the nurses told him about Hospitality House of Charlotte.

"It took such a burden off my shoulders. I didn't know if she was going to walk again, and on top of it all, where I was going to stay and how I was going to get back and forth from the hospital," Tom said.





Hospitality House was a safe place for Tom to stay where he could either walk to the hospital or use provided shuttle services at any time of day. **"It was just really, really comforting."**

After a few days of care, Charlotte was ready to move on from her hospital room but not yet ready to travel all the way home, so she joined her husband at Hospitality House.

"I got a warm up of what home would be like," Charlotte said. "It was an amazing transition." **Charlotte utilized the House to practice things that are important to relearn after a major surgery**, such as "how to get in and out of the shower, how to get off and on a bed, the use of couches."

Tom sought out local restaurants to go to and found a great taco place on East Blvd. They got to enjoy **"the rocking chairs on the big, beautiful, covered porch"** while watching a summer storm roll through.

“ My fast recovery is due to the Hospitality House. As negative as this whole experience was, it was a positive experience at the House. — *Charlotte*



Leadership Giving

GREATER GIFTS LEAD TO GREATER IMPACT

Charlotte is home to a growing, cutting-edge medical community and patients arrive seeking care from all over the country. **When going through a medical crisis, guests have found comfort in meeting fellow guests experiencing similar hardships.** This is a feeling that can only be found at the House.

“Hospitality House of Charlotte was such a blessing to us at a very stressful

time in our lives. We appreciate the kindness shown to us during our son's illness. We are honored to donate to such a worthy cause,” former guests Rick and Toni say.

Your impact, as a Leadership Giver, allows us to continue to create community for our guests in a highly impactful way. Learn how you can make a greater impact and get in on the ground floor as a Foundation Donor today.



E-mail development@HHOCharlotte.org to learn more.

FUNDRAISING

1400 for 1400 Scott

In February 2021, 84 supporters challenged themselves to be a part of our mission, grow our community, and make a direct impact on the patients and caregivers we serve. 1400 for 1400 Scott is a

peer-to-peer fundraiser in which participants aim to raise \$1,400, a callback to our home address and the approximate cost of running the House for one night. Together, we raised more than **\$64,000** to support our guests.



12th Annual Fall Luncheon

Although virtual again this year, we were humbled by the number of supporters who gave so generously during the 12th Annual Fall Luncheon in September 2021. This year's event **focused on our resilient community and our reliance on one another as we work to rebuild our "next normal."** Joining us was Kristen Miranda from WBTV, community and hospital partners, as well as the Mann family to present the Joe Mann Memorial Award. We cannot thank our community enough for their unwavering support, even as we continue to navigate through a pandemic. With your help, **we raised over \$70,000, enough to fund more than 1,500 guest nights** at Hospitality House of Charlotte.



COMMUNITY AT HOSPITALITY HOUSE

In the heart of our House, **families meet one another, share experiences, and lean on each other** for support throughout their difficult medical journeys.



60%



of guests said they found **COMFORT IN TALKING** with **HHOC staff** or **other families EXPERIENCING SITUATIONS SIMILAR TO THEIR OWN**

92%



of guests said **staying at HHOC** had a **POSITIVE IMPACT** on their **STRESS LEVEL**

“ I met someone who was two weeks ahead [of us] on a liver transplant and then we met someone who was two weeks behind, so **we could all kind of help each other.** **We’ve exchanged phone numbers** and that’s usually how our conversations start — **‘Are you going to be back at Hospitality House for your appointments?’** — because then we think we might run into each other. — *Vickie S., HHOC Guest*

“ I chose to become a HHYP member because it allows me to **connect with like-minded young professionals who are passionate about giving back.** Through HHYP, I've created lasting friendships while supporting a cause that **makes such a strong impact on Charlotte's medical community.** — Taylor B., HHYP Member

HOSPITALITY HOUSE YOUNG PROFESSIONALS

Hospitality House Young Professionals (HHYP) are **dedicated to supporting and growing our mission** by building awareness and providing support to the House. HHYP members gain personal fulfillment and form meaningful connections through **service activities, fundraising, and social gatherings.**



Visit HHOCharlotte.org/HHYP to learn more.



MEDICAL CRISIS IN RURAL COMMUNITIES

Hospitality House of Charlotte believes that **your zip code should not affect your health outcomes**, but often where a patient lives determines whether they have access to the medical care they need.

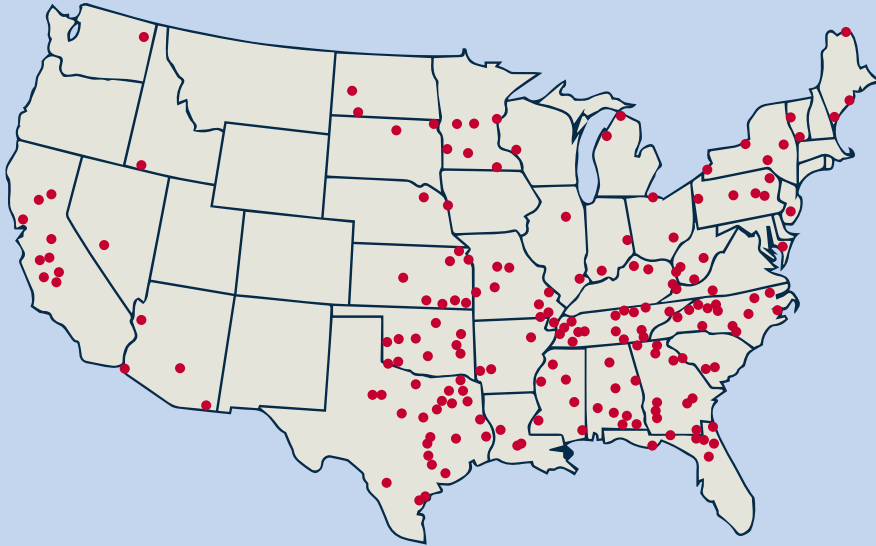
About one in five Americans live in rural areas of the country and depend on local hospitals for healthcare. A record number of rural hospitals closed in 2020, contributing to more than 180 closures in the last 15 years. Left without viable options for medical care nearby, **patients must travel far from home to receive life-sustaining care**. Ongoing treatment and follow-up care requires them to choose between the high costs of lengthy hotel stays and the exhaustion of commuting.

Hospitality House provides not only a third option, but also an essential service to these families. **The necessity of the House will continue to grow with this trend of hospital closures** as patients seek proximity to healthcare for themselves and their caregivers.



My husband fell from a ladder and **severed his brachial artery**. He had surgery after being airlifted that night. I was **so grateful for Hospitality House because we live an hour away in a very rural area.** — Michelle S., HHOC Guest

Rural hospital closures largely affect the **southeastern region** of the United States, where **96% of HHOC guests lived** last year.



91%
of guests came from
RURAL AREAS
of the United States

74%
of guests traveled
>60 MILES
to receive their
HEALTHCARE

15 RURAL HOSPITAL
CLOSURES
occurred in NC or SC, where
85% of guests lived



RURAL CLOSURES have led to a **loss of**

6,527 HOSPITAL BEDS

“ My mother lives in rural NC and had a bad fall and was in ICU for over 2 weeks. She was near death and I had to rush to Charlotte to be with her, not knowing the area. I’m retired and on limited income. It was so helpful to have a safe, clean, affordable place to stay nearby. — Kathy H., HHOC Guest

HHOC CORPORATE PARTNERSHIP PROGRAM

Visit HHOCharlotte.org/Corporate-Partners to learn more.

Our Corporate Partnership Program is an opportunity for employees to **become an active part of the community we create for patients and caregivers.** Beyond the impact of an annual sponsorship, our Corporate Partners are invited to engage in Hospitality House's mission through meaningful volunteer activities. This partnership also creates brand awareness by highlighting your company during fundraising events, on mailings, and across social media platforms.

Thank you to our Corporate Partners!



nuveen

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Atrium Health

BARINGS

Katten

2020-2021 GRANTS

24 Foundation
Berkshire Charitable
Foundation
Blumenthal Foundation
The Dickson Foundation
Dover Foundation, Inc.
Elevation Church

Healthy Charlotte Alliance
The Parker Hannifin
Foundation
Philip L. Van Every
Foundation
Sardis Presbyterian Church

The Springs Close
Foundation
St. John's Baptist Church
Whole Foods Market
Zurich North America



GIVE A DONATION THAT LIVES ON

Beverly Whitten looks back fondly on her time spent at Hospitality House and has never forgotten it. She was referred there while her husband, Jim, received treatment prior to being released to hospice. Beverly was warmly welcomed and felt at ease during her stay.

As she checked out of Hospitality House, Beverly donated her remaining guest room balance to pay it forward for incoming guests. She and Jim returned to their home in Greenville, SC, where he passed a few months later.

Beverly's experience with the House inspired her to leave a legacy that would impact not only guests in the near future but also guests to come.

Beverly became a Legacy Donor by working with her lawyer to restructure her will using a scheduled payout option to preferred organizations. The process took less than a week and **“gives [organizations] something to count on moving forward,”** Beverly said.

At Hospitality House of Charlotte, we realize that estate planning is a sensitive topic deserving careful consideration. Legacy giving makes a **lasting impact** on **lasting issues** such as medical crises. Building a legacy is attainable for anyone; talk to your trusted financial or legal professional today.

Leave a ripple effect that funds the future of Hospitality House.

E-mail abush@HHOCharlotte.org to learn more.





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of CHARLOTTE

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