

Hospitality House ♥ *est. 1985*

ANNUAL REPORT 2020



HOSPITALITY HOUSE
of CHARLOTTE

celebrating 35 years

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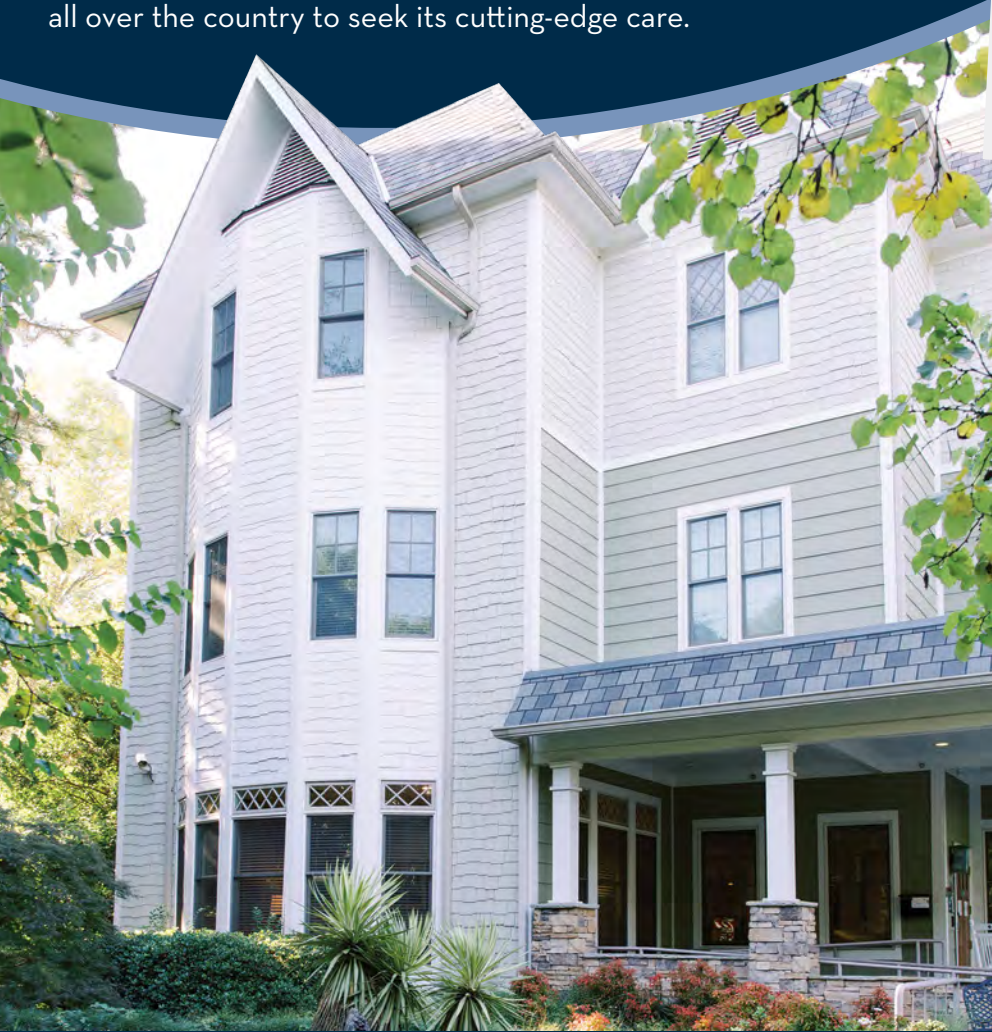


Hospitality House of Charlotte was founded in 1985 by the Mecklenburg Medical Alliance and Endowment after they identified the urgent need for temporary lodging for “out of town” families and patients of local hospitals.

The first house, known as MMAE’s Inn, opened in April of 1985. **In 2007, a capital campaign helped to fund the establishment of our current house at 1400 Scott Avenue,** right next door to the original house that still stands today.

Although we have largely carried out the same mission to provide a relief option for families in the last 35 years, our focus has continued to evolve with the needs of our community. We are serving an increasing number of patients as guests. As we look ahead, **we will keep adapting to ensure equitable access to healthcare for all.**

For our 35th Anniversary, we are not only celebrating the work we’ve done since 1985, but the growth of Charlotte’s medical community that continues to attract people from all over the country to seek its cutting-edge care.



CHARLOTTE STATISTICS

1985



City population: 350,342



Number of hospital beds:
approximately 1,000



Average price of a hotel room:
\$37/night

2020



City population: 905,318



Number of hospital beds:
approximately 2,000



Average price of a hotel room:
\$200/night

LETTER FROM OUR LEADERSHIP

For 35 years, Hospitality House has provided equitable access to healthcare for patients in medical crisis. So this anniversary edition highlights our outcomes in the lives of the patients and caregivers that call Hospitality House “Home.” **Since our inception, we have served more than 74,000 guests referred from our world-class hospital partners.** It’s the same mission in a year that feels anything but the same.

The coronavirus outbreak caused our closure for the last two months of the fiscal year. We reopened June 1 with new safety protocols in place designed to keep guests, staff, and volunteers safe. Face coverings and social distancing have become our new normal. **Although there have been many changes going on around us, the people who we serve are still battling life-altering illnesses that have not stopped during this pandemic.**

However, policies and procedures were not the only changes. The virus also brought a decline in revenues as some large grantors suspended awards and fundraising events were cancelled. In spite of all this, **last fiscal year, our nominal \$45 nightly rate saved our guests more than \$900,000** that would have been spent on lodging while receiving critical medical care.

We have learned some lessons during this time as well. We have a staff that is resilient in ways we never imagined. We have a nimble Board of Directors that is willing to pivot.



We will hold on to these truths as we continue to learn and navigate these times.

We also discovered that **we have a community of supporters who are just as passionate about ensuring that access to care is available to all.** A mailing asking for COVID-19 support to make necessary building upgrades yielded unprecedented results. In October, we held our most recent signature luncheon virtually, and net revenues from the event exceeded last year’s in-person luncheon. We are on the right track.

We are incredibly grateful that you choose to join us in improving patient outcomes. Buckle up; this coming year looks even more intense. And without your support none of this is possible.

Our sincere thanks,

Angie Bush,
Executive Director

Rob Ellenburg,
Board Chair

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Board of Directors 2020-2021

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Our Programs



OVERNIGHT LODGING PROGRAM

The financial strain of a medical crisis often determines whether a patient is able to seek adequate treatment. Additionally, patients must often travel to unfamiliar surroundings to receive the advanced care required. The Overnight Lodging Program eases these burdens by offering accommodations in closer proximity to Charlotte's hospital systems than local hotels and at a fraction of the average cost. **With 20 private bedrooms available at a rate of \$45 per night, this program operates year-round to provide as much convenience and normalcy as possible during what is sure to be a highly stressful time.** In addition to private accommodations and a private restroom, each guest has access to a kitchen with commercial appliances, a fully stocked pantry, laundry facilities and supplies, complimentary parking, and transportation to and from medical facilities.

2,464 INDIVIDUALS
were served



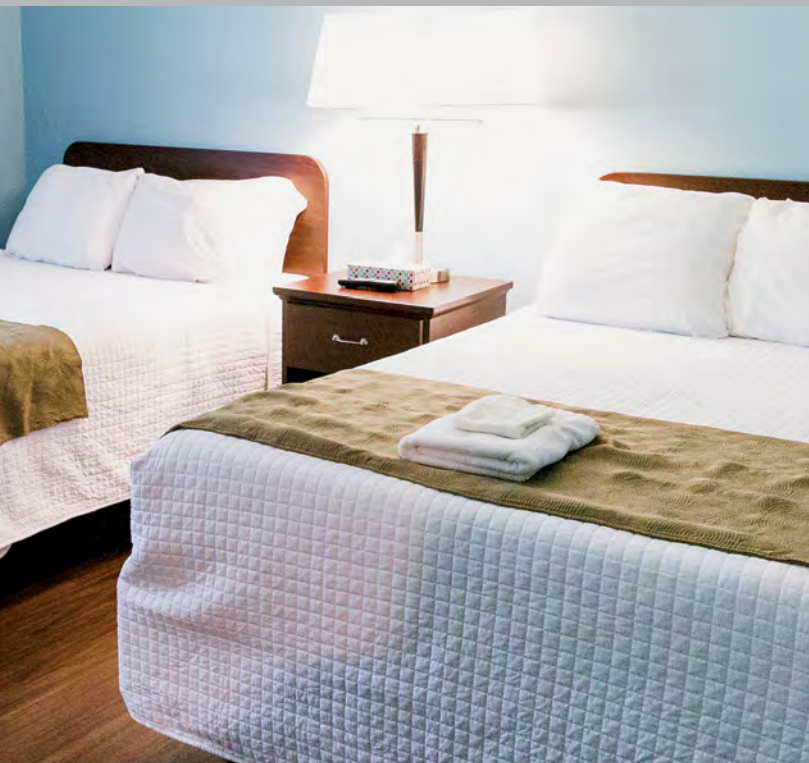
97% AVERAGE OCCUPANCY RATE
prior to COVID-19



19% of all guests served
WERE PATIENTS

40% of all guests traveled from
MORE THAN 100 MILES AWAY





GUEST ASSISTANCE PROGRAM

Our Guest Assistance Program (GAP) aims to close the financial gap that might prevent access to care for patients requiring medically necessary treatment. **For guests unable to pay the nightly fee, GAP provides up to five nights of overnight lodging** for families that qualify for assistance and ensures that we do not turn anyone away due to financial hardship. **This program provides all of the amenities of the Overnight Lodging Program at no cost to the family.**

DAY GUEST PROGRAM *

While most guests need overnight accommodations, there are some who choose to stay with their loved ones at the hospital but who still need a chance for a break. Others might be on the waiting list for a room at Hospitality House. **The Day Guest Program enables patients and caregivers to come to the House during a scheduled two-hour visit at no cost.** During that time, guests are able to shower, do laundry, and utilize the common areas of the House.

** Program currently suspended due to COVID-19 restrictions.*

108 INDIVIDUALS
were served



304 INDIVIDUALS
were served



220 NIGHTS OF STAY
awarded through GAP



1,552 FAMILIES TURNED AWAY
from overnight lodging
due to **limited capacity**

COVID-19: Meeting the Challenge



The onset of COVID-19 brought unforeseen challenges when **restrictions on hospital visitation and delayed procedures resulted in a decline in demand for Hospitality House of Charlotte's services.** Although this resulted in a temporary facility closure, the administrative offices remained open, patient referrals were directed to partnering hotels at negotiated rates, and our leadership team dedicated their efforts to analyzing and improving safety measures.

While the pandemic caused the world to shut down, the need for critical care did not stop, and deferred treatments will remain a painful reality as patients continue to feel the impact of closures and quarantine. **We will continue to do everything in our power to create a safe environment for our guests and staff while remaining an essential resource to those seeking world-class healthcare.**

COVID-19 Preventative Measures in the House:

- ♥ Protective barrier surrounding the front desk
- ♥ Antimicrobial bedding
- ♥ Additional hand sanitizing stations
- ♥ Limited guest capacity
- ♥ Coronavirus screenings for all staff & guests
- ♥ Additional, extensive cleaning & disinfecting of the facility
- ♥ Requirement of masks & social distancing in common areas

TIMELINE OF EVENTS

- **March 11:** The World Health Organization declared COVID-19 a pandemic.
- **March 16:** HHOC suspended new guest check-ins, the Day Guest Program, and indoor volunteer activities.
- **March 30:** NC's Stay at Home Order went into effect, which also limited hospital visitation.
- **April 2:** Local hospitals considered need for a mass care field hospital.
- **April 3:** HHOC closed its doors to guests.
- **May 8:** NC entered Phase 1 of its reopening plan.
- **May 22:** NC entered Phase 2.
- **June 1:** HHOC reopened to overnight guests at 50% capacity.
- **September 11:** HHOC increased its maximum capacity to 75%.
- **October 2:** NC entered Phase 3.

How Our Guests Were Impacted



33% of guests experienced a **DELAY IN HEALTHCARE**



37% of guests faced a **new or worsened FINANCIAL BURDEN**



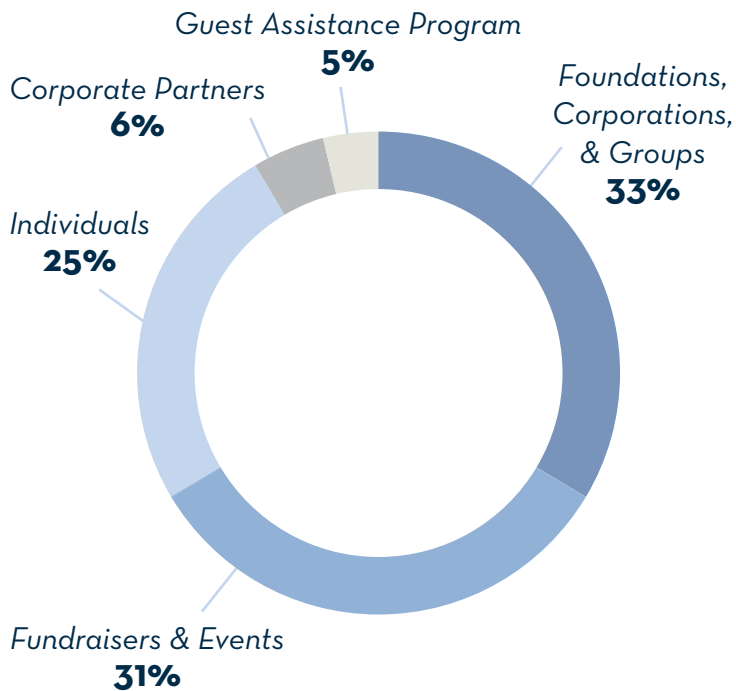
40% of guests experienced **DECREASED WORK HOURS OR LOSS OF EMPLOYMENT**



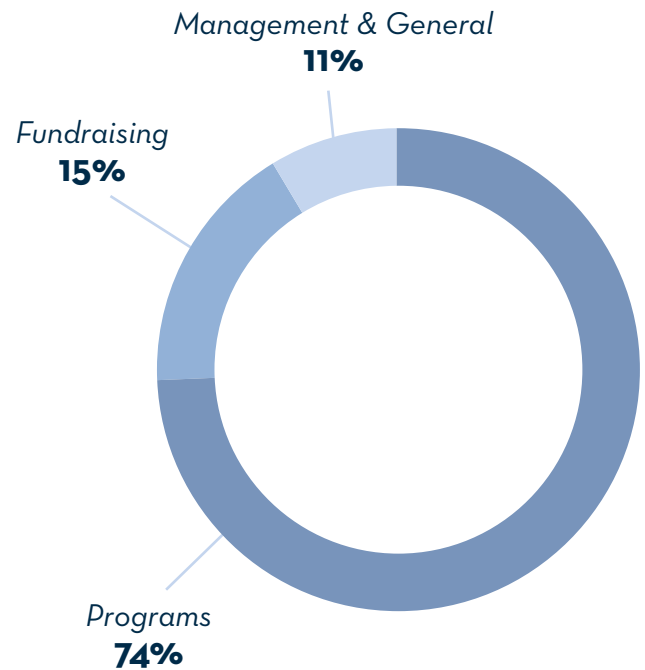
111 families were **relocated to PARTNER HOTELS** during HHOC's closure

FINANCIAL SNAPSHOT 2019-2020

WHO CONTRIBUTES?



HOW IS IT USED?



STATEMENT OF FINANCIAL ACTIVITY

REVENUE	2019-2020*	2018-2019
Contributions, Fundraisers, & Events	\$461,719	\$478,299
Guest Fees (Net of sales tax)	\$242,841	\$280,864
In-Kind Donations	\$189,583	\$183,212
Dividends, Interest, Realized & Unrealized Gain (Loss)	\$7,880	(\$20,244)
TOTAL REVENUE	\$902,023	\$922,131
EXPENSES	2019-2020*	2018-2019
Program Expenses	\$774,089	\$736,212
Fundraising Expenses	\$152,141	\$154,009
Management & General Expenses	\$119,184	\$128,770
TOTAL EXPENSES	\$1,045,414	\$1,018,991
Change in Net Assets	(\$143,391)	(\$96,860)

STATEMENT OF FINANCIAL POSITION

ASSETS	2019-2020*	2018-2019
Cash & Equivalents	\$468,210	\$450,823
Other Assets	\$1,670	\$2,911
Building & Improvements (Net)	\$1,695,217	\$1,769,030
Investments (including Endowment)	\$2,048,516	\$2,041,655
TOTAL ASSETS	\$4,213,613	\$4,264,419
Current Liabilities	\$50	\$1,715
Paycheck Protection Program Loan	\$94,250	\$0
Net Assets	\$4,119,313	\$4,262,704
TOTAL LIABILITIES & NET ASSETS	\$4,213,613	\$4,264,419

*Reflects two-month facility closure due to COVID-19 Pandemic.

HHOC *Family Stories*

“ I didn’t feel comfortable going 3 hours back home while we were waiting for all of the tests, so **Hospitality House was the next best thing.** If we weren’t here, we would have to go back and forth, and that would be very difficult and tiring.”
— Kristina



The Weiers

Kristina Weier, a 19-year-old from a small town in South Carolina, was diagnosed with liver failure in December of 2019. After being moved to Atrium Health’s Carolinas Medical Center in Charlotte, she was put on the top of transplant lists in 5 different states.



On January 5th, 2020, Kristina received her new liver, although her journey did not end there. She braved ups and downs during her recovery in the following months, and was ultimately brought back to her transplant team in Charlotte. She and her mom, Joanna, stayed at Hospitality House of Charlotte for more than two weeks during the process.

While she continues her journey, Kristina remains brave and keeps a positive outlook, with her mom by her side every step of the way. **Hospitality House of Charlotte will continue to support them on Kristina’s path to healing.**

“We would have been forced to stay in a hotel, which would have been very, very expensive. I don’t know how we could have done it.” — Joanna



"We should support Hospitality House because it's a lifesaver for families." – Otis

The Hamiltons

Robyn Hamilton was first introduced to Hospitality House of Charlotte in 2016 and was elected to chair the Queen City Corporate Challenge, running a successful fundraising campaign for the organization. When **her father-in-law, Otis Hamilton, was diagnosed with multiple myeloma in 2019**, Robyn was able to see first-hand the impact of her support. Otis traveled from Wilmington, NC, for treatment at Charlotte hospitals while his wife stayed at Hospitality House. Once Otis was discharged, he moved across the street to the House and remained there for two months while receiving critical follow-up care.

Robyn says,

"When we realized he was going to be a candidate for stem cell transplant, I thought, 'Where are they going to stay? How long is this going to be? Maybe if we all pull together we can figure out a way financially to make it happen.' My mother-in-law said, 'What about Hospitality House?' and I thought, 'Of course!' I never imagined that it would come full circle. You never know how that support is going to impact your life. **I can't begin to tell you how grateful our family will eternally be to Hospitality House.**"



"It has been a wonderful blessing to our family." – Robin

Robin Allen

When complications of Robin Allen's diagnosed liver disease escalated in December of 2019, her doctor recommended that she relocate to Charlotte immediately for treatment. Robin and her parents quickly packed up and traveled from their home in Spartanburg, SC.

"My biggest thing was my mom and dad, having to hurry and get ready in 30 minutes to move," Robin said. "I told them immediately about the Hospitality House. For them, it was just a relief. **It was somewhere to go while they were taking care of me. I didn't have to worry.**"

Robin and her parents were able to go home for the holidays before receiving a call in early January that a liver was available. **While Robin received her transplant, her parents moved back into the House.** Six days later, Robin joined them to stay another month while she received follow-up care.

"You felt like you were close enough to the hospital that you were almost *in* the hospital," Robin said. "But **the warmth and friendliness of the Hospitality House just made you feel like you were at home.**"



BRYAN STEWART,

Then & Now



Early in his life, Bryan was diagnosed with Autoimmune Hepatitis, a rare disease that affects the liver. He was told that one day he would require a liver transplant, but was able to continue to live his life as normal until 2009 when his doctor recommended he get on the transplant list. At the time, Bryan was an avid cyclist, and had just completed the annual MS 150 ride from Charlotte to Myrtle Beach. **His cycling buddies noted his riding abilities, and Bryan was feeling the best he had in 5 years.** The following day, at a routine blood work visit, his doctor informed him that his numbers were elevated and he needed to have the transplant soon.

The following week, Bryan received the call for his new liver! Having to rush to the hospital that night was a very hectic time. Bryan's friends and family from out of state all wanted to come be there for him and to keep his wife company during the surgery. **Finding a nice, safe, and clean place for everyone to stay was critical.** Fortunately, Bryan's extended family from out of town was able to stay at HHOC. His wife spent long days at the hospital during his recovery, but was able to join their family at HHOC to seek temporary rest.

It has now been 10 years since Bryan received his new liver and we were able to support him and his family during his medical journey. **Bryan and his wife continue to support Hospitality House of Charlotte by donating and dropping off items for the House.** We're so happy to have the privilege to stay in touch with those whose lives we've touched in the past!

Why Bryan gives:

“ I support HHOC because they provided a tremendous service to my family. **Being able to support a cause where you can see immediate benefit is an awesome thing.**

I would like to help the next family in need. ”

– Bryan, liver transplant recipient & HHOC donor

HOW CAN *you* HELP?

Donate

Every donation to Hospitality House of Charlotte helps patients and their families stay close to the critical care they need. To **make a one-time donation or pledge to be a monthly donor**, scan the QR code below, visit hhocharlotte.org/donate, or mail a check to 1400 Scott Avenue, Charlotte, NC 28203. All donations are 100% tax deductible.



donate

Volunteer

Our volunteers are an essential part of our Hospitality House family. Whether you're looking to volunteer as an individual, with your family, or as a corporate group, we have a variety of opportunities to fit your schedule and interests! Learn more about how **you or your group can volunteer** by scanning the QR code below or visiting hhocharlotte.org/volunteer!



volunteer

Supply

Our 20-bedroom House requires many supplies to run smoothly. Pantry items, kitchen utensils, and laundry detergent are just a few of the items you can help provide to the families we serve. You can easily purchase our rotating greatest needs from our **Wish Lists** by scanning the QR code below or visiting hhocharlotte.org/wish-list.



supply

HOSPITALITY HOUSE YOUNG PROFESSIONALS

Hospitality House Young Professionals (HHYP) is a group of Charlotte-area young professionals dedicated to supporting HHOC's mission by volunteering their time through service and fundraising.

This year, **HHYP stole the show during our annual peer-to-peer fundraiser, collectively raising \$8,843, and winning the Top Team prize.** The support from HHYP helps us engage with a younger demographic in Charlotte, to further grow the mission of Hospitality House.



Visit hhocharlotte.org/hhyp for more information.

OUR CORPORATE PARTNERSHIP PROGRAM

Our Corporate Partnership Program is more than an annual sponsorship opportunity. **This Partnership provides opportunities for employees to engage in our mission through group**

volunteer activities. Corporate Partners are highlighted throughout the year during our fundraising events, mailing campaigns, and even on signage at Hospitality House.

Thank you to our 2020-21 Corporate Partners:



Atrium Health

Katten

nuveen

A TIAA Company



Visit hhocharlotte.org/corporate-partners to learn more.

In Nuveen's words

Nuveen (a TIAA company) believes investing can make an enduring impact for our clients and our communities. At the local level, our regional giving chapters recommend community organizations that align to our values for sponsorship. Nuveen's global leadership agreed that HHOC's mission, to provide affordable temporary housing for families during healthcare emergencies and trauma, fits within our vision.

Sponsorship is more than writing a check. We appreciate the opportunities to volunteer at the House, helping provide home-cooked meals, and engaging with guests. It enables us to support our community while working together as teams and giving to people in need.



from left: **Caroline Mandeville**, HHOC Board Member, Senior VP of Human Resources at TIAA; **Brandon Harris**, Vice President, Product Strategy & Execution – Product Research at Nuveen; & **Laura Parrott**, Managing Director, Head of Private Placements at Nuveen.



“ **The leadership of HHOC is superior, and it's clear that they live their mission.**

When I decided to get more involved in the community, I was instantly sold on working with a team that is **genuine and committed to their work.** ”

– *Caroline Mandeville*



VOLUNTEER SPOTLIGHT: *Marlene Way*

Marlene Way began volunteering with Hospitality House in 2015 after learning about the organization from an HHOC representative at an event. In her first role as a House Volunteer, she helped with front desk duties and other tasks around the House. Later, Marlene invited her group of "Foodie" friends to cook a homemade meal once a month with a fun theme for the time of year. **Our guests are so grateful for the opportunity to celebrate each season and enjoy a warm meal made with love.**

"It is the simple acts of kindness that are remembered when a family is dealing with a medical crisis, like having someone listen after a long day at the hospital, having a warm meal, clean towels for a nice shower, or doing a load of laundry. These things sound so simple but **they mean so much to the HHOC guests every day.**" – Marlene

Event Recap— 11TH ANNUAL FALL LUNCHEON

Despite the pandemic, we were able to "virtually" gather to hold our 11th Annual Fall Luncheon. Our video program featured stories from our past guests, testimonials from our partners like Atrium Health and Madelyn's Fund, and a special Joe Mann Memorial Award presentation. We were in awe of the support received despite the non-traditional event format. **Thanks to our donors, over \$79,000 was raised for Hospitality House of Charlotte.**

A special thank you to our **Matching Gift sponsor, Pinnacle Financial Partners,** for matching the first \$15,000 raised during the event.



2020 Luncheon Sponsors



GLENDAA WOOTEN

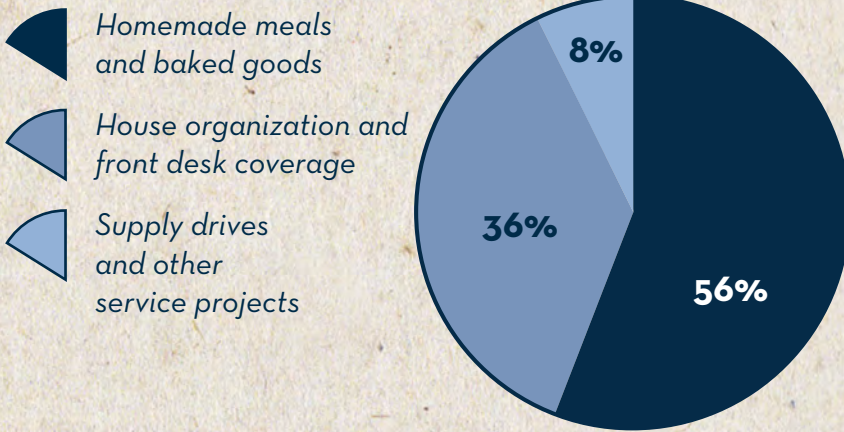
THE MANN FAMILY

SPENCER LILLY

VOLUNTEER STATS

2019-2020

HOW VOLUNTEERS GAVE THEIR TIME



309 COMMUNITY GROUPS volunteered (corporations, churches, social groups, families, schools, & universities)

1,466 INDIVIDUALS volunteered

4,020 VOLUNTEER HOURS were served

2019-2020 GRANTS

24 Foundation
 Albemarle Foundation
 Berkshire Charitable Foundation
 Blumenthal Foundation
 Dover Foundation, Inc.
 Healthy Charlotte Alliance
 M. G. O'Neil Foundation
 Philip L. Van Every Foundation

Sardis Presbyterian Church
 Socius Foundation
 St. Gabriel's Catholic Church
 St. John's Baptist Church
 The Dickson Foundation
 The Leon Levine Foundation
 Sandra and Leon Levine
 Zurich American Insurance Company

Thank You TO OUR PARTNERS!

Our Community Partners are local companies who support the mission of Hospitality House through in-kind donations to the House, hosting percentage nights at their facilities, or choosing to partner with HHOC for events that promote charitable contributions. **We cherish these partnerships and strive for ways that we can support our Partners in return.** If your business offers opportunities for non-profits, or if you are interested in becoming a Community Partner, please visit hhocharlotte.org/community-partners for more information.

Community Partners



Hospital Partners



Vendor Partners



Keep in Touch

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HospitalityHouseOfCharlotte.org

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provided by DemiMabry.com*



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