

# ANNUAL REPORT



# 2025



## MISSION / VISION / VALUES

Hospice of the Valley is a community-based, nonprofit organization dedicated to providing compassionate care and support to individuals and families in Morgan, Lawrence, Limestone, Madison, Cullman, Franklin, and Marshall Counties in Alabama who are facing end-of-life care decisions. Our services include comprehensive hospice care for individuals with life-limiting illnesses, as well as grief support groups for anyone who has experienced a loss through death.

Hospice of the Valley is committed to delivering the highest standard of care through our experienced clinical professionals and well-trained volunteers. We take every measure to ensure exceptional service, with exceeding expectations as the foundation of our care philosophy.

### OUR MISSION STATEMENT

Hospice of the Valley provides exceptional care and support for those facing serious illness, death, and grief.

### OUR VISION STATEMENT

To be an innovative leader in providing hospice and bereavement services through expansion, education, and excellence.

### OUR VALUE STATEMENT

- Integrity: doing the right thing
- Compassion: caring for the ones we serve
- Respect: honoring others
- Dignity: allowing personal choice
- Excellence: exceeding expectations
- Community: partnering to serve

### AREAS WE SERVE

- Morgan County
- Lawrence County
- Limestone County
- Madison County
- Marshall County
- Cullman County
- Franklin County

# STAFF

*Hospice of the Valley*

Hospice of the Valley's team is made up of compassionate, experienced professionals who walk alongside patients and their families, offering comfort, understanding, and support. Above all, we are honored to guide them with dignity, respect, and unwavering care through every step of their journey.

**47**

**HOTV TOTAL  
EMPLOYEES**

**36**

**HOTV FULL TIME  
STAFF**

**13**

**HOTV STAFF WITH  
5+ YEARS OF  
SERVICE**

The diverse and complex needs of hospice patients guide our multidisciplinary team approach. Our nurses serve as the primary point of contact, providing timely comfort to patients and reassurance to their families. The Hospice of the Valley care team is comprised of highly skilled professionals from multiple disciplines, including nurses, social workers, chaplains, hospice aides, bereavement counselors, and on-call support staff, who work collaboratively to deliver compassionate, comprehensive care at the highest standard.

**5 YEARS OF SERVICE**

**BEVERLY HENRY  
KAYLA RIGGS  
BRANDY STRICKLAND**

**20 YEARS OF SERVICE**

**SHENEKA YOUNG**



**2025  
LOST TIME ACCIDENT FREE YEAR**



Our two medical directors are local physicians that continue to serve the community. They are available for advisement to our team with 24-hour availability. Our nurses are our patients' 911, quick & ready to provide comfort to the patient and reassurance to the families.



# *Hospice of the Valley*

## **BOARD OF DIRECTORS**

**Angie Casciano, President**

**Anita Walden, Vice President**

**Ali Propst, Secretary**

**Jimmy Adams, Treasurer**

**Matthew Young**

**Winston Fite**

**Lorri McNutt**

**Chelsey Stewart, MD**

**Misty Hale**

**Charlie Hough**

**Bobbi Wilson**

**Taylor Simmons**

# *Hospice of the Valley*

## **MEDICAL DIRECTORS**

**James Boyle, MD, Medical Director**

**John Irle, MD, Associate Medical Director**

**Kenneth Mashburn, MD, PRN Medical Director**

## *Hospice of the Valley Difference*

Our organization is governed by a board comprised of members from within the community. As a nonprofit entity without stockholders or a corporate headquarters, all proceeds are reinvested locally to support and strengthen our Goodwill services. All decisions impacting our community and services are made locally, ensuring they reflect the needs and values of those we serve.



# Hospice of the Valley Foundation

## BOARD OF DIRECTORS

**Wendy Taylor, President**

**Ronnie Dukes, Vice President**

**Caki Engen, Secretary**

**Mary Ella Littrell, Treasurer**

**Nikki Taylor**

**Glenn Stokes, Jr.**

**Missy Howell**

**Lorri McNutt**

**Chris Terry**

Platinum  
Transparency  
2025

**Candid.**

**THE HOSPICE OF THE VALLEY FOUNDATION  
ORIGINATED THROUGH A DESIRE TO SERVE  
UNMET NEEDS IN OUR COMMUNITY.**

The purpose of the Hospice of the Valley Foundation is to provide an ongoing source of funds that enable Hospice of the Valley to provide Goodwill Services which include:

- Unreimbursed Hospice Care that is available to anyone who is in need of end-of-life care but is not covered by Medicare, Medicaid, or private insurance.
- The Community Bereavement Center which is a central resource of support for individuals of all ages as they deal with issues of grief or loss related to death.



Hospice of the Valley is a 501 (c) (3) organization. TIN# 20-1578523  
As a member of the Better Business Bureau and in compliance of the BBB's standards, Hospice of the Valley's IRS form 990 may be viewed at [www.guidestar.org](http://www.guidestar.org). Hospice of the Valley has a Platinum classification from Candid / Guidestar.

# 2025 SERVICE & Compliance

The mission of hospice care is to address the physical, psychosocial, and spiritual needs of patients and their families, ensuring they experience life's final journey with dignity, comfort, and respect. This level of care is designed for individuals with terminal illnesses who have chosen to forego curative treatments in favor of comfort-focused care.

PATIENTS SERVED	PATIENTS ADMITTED	AVERAGE LENGTH OF STAY	AVERAGE DAILY CENSUS
<b>339</b>	<b>279</b>	<b>97.51</b>	<b>72.65</b>

**17,470**  
DIRECT CARE VISITS

## HOSPICE NATIONAL SURVEY RESULTS

\*2025 4<sup>TH</sup> QUARTER



- 100% OVERALL HOSPICE CARE - NATIONAL AVERAGE 83%
- 100% RECOMMENDED HOTV HOSPICE CARE - NATIONAL AVERAGE 90%
- IN TOP 99% PERCENTILE RANKED NATIONALLY

## TOUCHING TESTIMONIALS

"I am a retired RN. I have been involved with the care of many hospice patients with my family, friends' family members, & church family members. Hospice of the Valley hires and trains excellent staff members who educate, communicate, and say and do the right things. Very professional and caring healthcare professionals. Hospice of the Valley is truly on a mission to make this hard time better for the patient and their family. I highly recommend them to everyone I know."

"Hospice of the Valley was professional, knowledgeable, concerned, and caring. We could not ask for a better group for our family member AND our family"

"Hospice of the Valley is home to incredibly kind and caring workers. I am eternally grateful for their assistance when my grandfather was diagnosed with lung cancer. I definitely recommend Hospice of the Valley over any other hospice."

"My father and my mother were both cared for by Hospice of the Valley and now my husband. Without exception, the staff has ben wonderful and has met all of his needs. Our nurse feels like family."

**7 TOTAL INDIGENT PATIENTS**  
**378 PATIENT DAYS**

**TOTAL COST OF UNREIMBURSED HOSPICE CARE TO AGENCY: \$67,181.94**

# Hospice of the Valley BUSINESS DEVELOPMENT

Business Development plays a vital role in strengthening our relationships with the community through educational activities, community events, and, most importantly, guiding patients through their decision-making process to elect or decline hospice care.

Our team maintains contact with all of our physicians, facilities, and community partners to coordinate care transitions and enhance communication among care providers.

The Business Development staff and leadership represent HOTV in a number of civic organizations, including Rotary, Kiwanis, the Women's Chamber, and other nonprofits such as the Community Free Clinic.

## ANNUAL NUMBERS:

- TOTAL ADMISSIONS - 279 FOR THE YEAR
- DOCTOR/FACILITY VISITS - 650 TOTAL
- FACILITY ACTIVITIES - 60 TOTAL
- CONSULTS - 200 TOTAL
- CIVIC CLUB MEETINGS ATTENDED WEEKLY
- LUNCH & LEARNS WITH DOCTORS AND STAFF - 40 TOTAL
- HEALTH FAIRS ATTENDED - 10
- NETWORK MEETINGS - 30



## IN THE COMMUNITY:

- Scarecrows in the Park - Junior League of Morgan County Fundraiser
- Decatur Young Professionals' Christmas Parade
- Christmas Tree Tinsel Trails in Moulton & downtown Decatur
- 3 Christmas Trees sponsored in community senior facilities
- Community Free Clinic of Decatur-Morgan County Shells & Tails Fundraiser
- Decatur Morgan Hospital Foundation's Power of Pink Luncheon
- Decatur Morgan County Chamber of Commerce State of Healthcare
- Hartselle's 2025 State of Healthcare
- Decatur Women's Chamber of Commerce High Tea Fundraiser
- NHC Halloween Trunk or Treat
- We also open our classroom to community businesses and organizations as a space for them to host classes, events, and meals



# FUNDRAISING

*Benefits Hospice of the Valleys Goodwill Services*

20  
25

Founded by dedicated volunteers and sustained by the support of our community, we remain committed to celebrating life by helping patients, families, and others in need to live each day to its fullest.

The Hospice of the Valley Foundation was established to address unmet needs within our community and to extend our reach even further. The Foundation is funded through generous donations and memorials, grants, investments, and fundraising efforts.

As we look to the future, sustaining and expanding these vital services will increasingly rely on the support of individuals committed to the mission of Hospice of the Valley. Your contributions enable us to continue providing care, comfort, and hope.

**\$24,175.00**

ANNUAL MEMBERSHIP DRIVE



**\$38,044.85**

VALENTINE BASKETS



**\$3,022.50**

MOTHER'S DAY FLOWERS



**\$26,450.07**

IRON BOWL VIRTUAL TAILGATE



**\$91,692.42**

FUNDRAISING TOTAL

THE MISSION OF THE HOSPICE OF THE VALLEY FOUNDATION IS TO PROVIDE A SUSTAINABLE SOURCE OF FUNDING THAT ALLOWS HOSPICE OF THE VALLEY TO DELIVER VITAL GOODWILL SERVICES TO THOSE IN NEED.

WE GRATEFULLY ACKNOWLEDGE THE FOLLOWING ORGANIZATIONS AND CIVIC GROUPS FOR THEIR GENEROUS SUPPORT AND GRANT CONTRIBUTIONS IN 2025.

- UNITED WAY OF MORGAN COUNTY
- DECATUR WOMEN'S CHAMBER OF COMMERCE
- KIWANIS OF DECATUR, ALABAMA
- DECATUR CIVITAN CLUB
- ROTARY NOON CLUB OF DECATUR
- CITY OF HARTSELLE
- ROTARY CLUB OF DECATUR DAYBREAK
- JOHNSON CHAPEL GLOBAL METHODIST CHURCH

# Hospice of the Valley COMMUNITY BEREAVEMENT CENTER

Hospice of the Valley's Community Bereavement Center is committed to offering compassionate, practical support to individuals and families navigating the loss of a loved one. As an integral part of our hospice services, the Center provides ongoing bereavement care to those we serve. In addition, as a trusted community resource, we offer educational materials, short-term grief counseling, and continuing support groups for anyone in need. Our peer support groups are thoughtfully designed for children, adolescents, and adults. We also partner with schools, businesses, faith communities, and other organizations to provide bereavement support following unexpected or traumatic loss.

Bereavement services are designed to support patients, families, and caregivers as they navigate the profound grief that accompanies serious illness and the loss of a loved one. While many believe the Community Bereavement Center serves only the families of our hospice patients, our care extends far beyond that scope. Hospice families receive bereavement support for 13 months following a loss, honoring the ongoing nature of grief. At the same time, the Community Bereavement Center remains a vital resource for the broader community. This commitment ensures that compassionate, meaningful support is available to anyone seeking comfort, understanding, and healing.

In 2025, the Community Bereavement Center hosted a breakfast in honor of Pastoral Appreciation Month, welcoming local pastors and ministers. Bereavement Center Manager Susan Borglum and Bereavement Educator and Chaplain Wesley Thompson shared an inspiring message and music, highlighting the impact of hospice care.



**119**

SUPPORT GROUP MEETINGS

**275**

INDIVIDUAL GRIEF SESSIONS

**59**

FIRST TIME VISITORS

**62**

INDIVIDUAL CLIENTS SERVED

**THE COMMUNITY BEREAVEMENT CENTER IS SUPPORTED THROUGH FUNDING PROVIDED BY THE HOSPICE OF THE VALLEY FOUNDATION.**

The Center also marked National Grief Awareness Day with a lemonade stand, offering free grief support to the community as a Goodwill Service.



Friend to Friend is a comprehensive grief support program thoughtfully designed to meet the emotional needs of children ages 5 to 18 who have experienced the loss of a loved one. Recognizing that families may encounter barriers to accessing traditional counseling services, Friend to Friend brings compassionate support directly into school settings, allowing children to receive care in a familiar, safe, and nurturing environment.

School counselors work in close collaboration with Hospice of the Valley's Children's Bereavement Coordinator to identify students who may benefit from the program. As a reflection of Hospice of the Valley's deep commitment to the well-being of our community, Friend to Friend is offered as a Goodwill Service at no cost to families, ensuring that every child has access to professional, compassionate support during their journey through grief.

**183**

TOTAL STUDENTS

**37**

TOTAL SCHOOLS

**359**

GROUP SESSIONS

**5**

SCHOOL DISTRICTS

\*2024-2025 SCHOOL YEAR



By request, Friend to Friend responded and provided crisis support to 4 student deaths in the 2024-2025 school year.

**DECATUR CITY SCHOOLS**

- France Nungester
- Banks Caddell
- Julian Harris
- Leon Sheffield
- Oak Park Elementary
- Walter Jackson Elementary
- Austin Middle
- Austin High
- Decatur Middle
- Decatur High
- Eastwood Elementary

**MORGAN COUNTY SCHOOLS**

- Falkville Elementary
- Falkville High
- Priceville Elementary
- Priceville Jr. High
- Priceville High
- West Morgan Elementary
- West Morgan Middle
- Danville Neel Elementary
- Danville High
- Brewer High
- Union Hill K-8
- Laceys Sprin K-8

**LAWRENCE COUNTY SCHOOLS**

- Moulton Elementary
- Moulton Middle
- Hazlewood K-8
- Hatton High
- East Lawrence Elementary
- East Lawrence Middle

**HARTSELLE CITY SCHOOLS**

- Barkley Bridge Elementary
- Crestline Elementary
- Hartselle Intermediate
- Hartselle Jr. High
- Hartselle High

**DECATUR HERITAGE CHRISTIAN ACADEMY**

**ST. ANN'S CATHOLIC SCHOOL**



Camp Hope holds a special place in our hearts as it allows us to support and uplift children in our community who are navigating the grief of losing a loved one. Hosted annually by Hospice of the Valley, Camp Hope is designed for school-aged children in grades 5 through 12 and provides a safe, supportive environment where participants can recognize, express, and process their grief in healthy ways. We are deeply grateful to everyone who helped make Camp Hope a meaningful experience, creating a day filled with comfort, connection, and hope for the children we serve.



ATTENDEES		VOLUNTEERS	
3	6	6	2
BALL	000	STRIKE	00
		OUT	00



Crafts, discussion, and a variety of activities allow children to explore their grief in a safe and supportive environment. Special thanks to the Kiwanis Club of Decatur for their support. Camp Hope is a Goodwill Service of Hospice of the Valley.



# Hospice of the Valley VOLUNTEERS



Volunteers are an integral part of Hospice of the Valley's care team, providing invaluable support across a broad range of services. From direct patient visits and companionship, administrative assistance to bereavement support, community education, and fundraising efforts, their contributions touch every aspect of our mission. Through their compassion, dedication, and generosity of time, volunteers help elevate the quality of care we provide and ensure that our patients, families, and community are met with dignity, comfort, and comprehensive support.



**3,299**

PATIENT/FAMILY CARE HOURS,  
EQUIVALENT TO 23% OF STAFF'S  
PATIENT HOURS (MEDICARE  
REQUIRES AT LEAST 5%)

**422**

FUNDRAISING/NON-PATIENT  
HOURS

**3,722**

TOTAL COMBINED HOURS

**882**

VOLUNTEER VISITS TO PATIENTS

**22,188**

VOLUNTEER MILES DRIVEN

## SPECIAL THANKS TO OUR VOLUNTEERS & THEIR CONTINUED SUPPORT

- LIFEPOINT CHURCH
- ALABAMA MASTER GARDENERS OF MORGAN COUNTY
- LITTRELL LUMBER COMPANY
- HOSA STUDENTS
- JUNIOR LEAGUE OF MORGAN COUNTY
- QUILTING GUILD
- INDORAMA VENTURES

**\$139,019.98**

**COST SAVINGS TO AGENCY**





# CELEBRATING 40 YEARS OF COMPASSIONATE CARE (1985–2025)

FROM A \$500 DONATION AND TWO PART-TIME STAFF MEMBERS TO A MULTI-COUNTY, NONPROFIT, COMMUNITY-MINDED ORGANIZATION, HOSPICE OF THE VALLEY HAS REMAINED COMMITTED TO COMPASSIONATE, QUALITY END-OF-LIFE CARE.

## 1983–1984 | A Vision Takes Root

- 1983: Sandra Barrett recognizes the need for hospice care in Decatur.
- 1984: Hospice of Morgan County is incorporated.
- Funded by a \$500 donation from St. John's Episcopal Church.
- Staffed by two part-time professionals: Carolyn Dobson (Executive Director) and Janet Jenkins (Nurse).
- Receives first major funding: \$10,000 Governor's Discretionary Grant.

## 1985 | Care Begins

- August 21, 1985: First patient, Roy Baird, admitted.
- Located at 701 Bank Street with 4 patients and 24 volunteers.
- 25 patients served in the first year.
- First bereavement care provided to Martha Baird.

## 1986–1988 | Building Community

- 1986: Move to Gaslight Square; first newsletter; first memorial service at Point Mallard Prayer Chapel; first membership drive.
- First bereavement support group led by RN Faye McRady.
- 1988: First Valentine Fundraiser raises \$4,803.45.

## 1989–1994 | Growth & Expansion

- 1989: Medicare certified.
- 1990: Services expand to Lawrence County; Medicaid patients become eligible.
- 1994: Rebranded as Hospice of the Valley with a new logo.

## 1996–2003 | Expanding Impact

- 1996: First Camp Hope.
- 1998: Valentine Baskets sell out (914 sold).
- 2000: Community Grief & Bereavement Resource Center ("The Healing House") opens.
- 2002: Lawrence County office opens; average daily census reaches 61.
- 2003: First Lawrence County fundraising event.

## 2004–2008 | A Permanent Home

- 2004: Purchase of St. Ann's School building at 240 Johnston Street SE in downtown Decatur.
- Hospice of the Valley Foundation established.
- Capital Campaign launched to raise \$1,125,000 for new building and continue to fund goodwill services.
- November 2005: Move into current facility following needed renovations.
- April 2008: Building paid off.

## 2010–Today | Continuing the Mission

- 2010: Certificate of Need approved for 7 counties.
- 2012: Carolyn Dobson retires; Debbie Heard becomes CEO, followed by Bridget Montgomery, and Connie Schultz, each ending their tenure with retirement.
- Leadership continues with today's CEO, Marie Palmer.
- Ongoing services include hospice care, Community Bereavement Center, Camp Hope, and Friend-to-Friend school grief support program, with a team of approximately 50 employees, serving 7 counties.



# Hospice of the Valley COMMUNITY CHRISTMAS OPEN HOUSE

Our Community Christmas Open House brought together friends, families, and supporters for a warm and festive gathering. Guests met members of our care team, toured the newly renovated Community Bereavement Center, and learned more about our services and volunteer opportunities. A special visit from Santa added to the celebration and created joyful moments for all who attended.

As we marked 40 years of service to our community as the area's only nonprofit hospice provider, we were grateful for the opportunity to welcome guests and share the meaningful work we are honored to do.





# Hospice of the Valley 2025 MEMBERS

With the steadfast and generous support of our dedicated members, Hospice of the Valley has consistently upheld the highest standards of care and employee excellence, even in the face of significant challenges. We remain deeply committed to ensuring the continued vitality and sustainability of this vital organization for the benefit of our community. As a not-for-profit entity, we are united in our unwavering mission to deliver compassionate, high-quality end-of-life care to patients and their families, without regard to their ability to pay.

A. Ray Lee	Cathi Lancaster	Jean Coshow
A.Q. Oldacre	Charles Brooks	Jean E. Mosley
Andrea LaMar	Charles Burmester	Jeff and Melanie Little
Ann S. Denbo	Charles Gross	Jerry Ridling
Anne O. Werling	Charles Langham	Jimmy Adams
Barbara Morrison	Charles Overstreet	Jo Ann Turner
Barbara Morrison	Connie Landers	Joan Southern
Barclay Key	David Matherly	John Pearce
Barry & Vicki Frost	Debra Wallace	John W. Hoskins
Betty Landers	Doyle Whitlow	Jolly McKenzie
Betty Sims	Ed Boyle	Joseph Montgomery
Bill and Jackie Briscoe	Elizabeth Hall	Joyce Terry
Bradley Harris	Faith Heindecker	Judy Carpenter
Brenda Patterson	Gay Bayless	Julia Roth
Brian Cagle	George Hilleary	Julie Gawle
Carole Haughaboo	Glenda Lamberti	Karen Kaehny
Caroline and Rick Sanders	Ira Maxwell	Karen Key
Carolyn Dobson	James Milner	Kathy Henderson
Carolyn Halford	James Ridgeway	Kenneth K. Richards



# Hospice of the Valley 2025 MEMBERS

Kent Quinn	Michele Terry	Steve Haddock
Kevin McGill	Mickey Swanner	Susan Crowden
Kristy Parker	Monica Walker	Susan Lovelace
Lanae Pride	Neighborhood Christian Center of AL	Susan Tom
Lee Barran	Nickie Taylor	Theresa Robinson
Lee Taylor	Noel Pujol	Trudy Spain
Linda Burns	Noel Shinn	Wally & Sue Newcomb
Lindsay Oliver	Norma Hubbs	William Shelton
Lori Ho-Tung	Pat Smithson	
Luanne Widener	Paul McCain	
Lynn Strohm	Phil McGee	
Mae Hagood	Rayburn Harris	
Margaret Grissom	Richard Pettey	
Marty Kent	Riverside Senior Living	
Marty Lawson	Robert Appleton	
Mary Garrett	Robert Baccus	
Mary Reed	Robin Jackson	
May Thomas	Shirley Brothers	

Every day at Hospice of the Valley, we witness extraordinary courage and grace in the face of life's most challenging journey. Our mission is to provide compassionate, superior care and support to our patients. Every contribution is an investment in compassion, dignity, and unwavering support for those facing this journey as a patient of HOTV. Every gift brings us closer to fulfilling our mission. Our patients and caregivers join us in thanking you for supporting us. Thank you for your unwavering support and for being a beacon of hope for our patients and their families.

## FROM THE DESK OF THE CEO



As I reflect on 2025, my first year as CEO, I am filled with profound appreciation for what this organization has been doing for 40 years. What I thought I knew about hospice and Hospice of the Valley was only a tiny bit of what this organization actually provides for our community.

I can confidently say that our staff is unmatched in their dedication and passion for what they do, they truly have a calling. Hospice is unlike any other field of healthcare, we know there is no cure or improvement to work toward and celebrate. The successes we celebrate are not talked about or commercialized on TV. We celebrate being able to make someone's last days comfortable and meaningful. We celebrate when someone out lives their estimated time and their family gets just a little extra time with them. We also cry and grieve. We cry with the patients, with families, and with each other. We grieve the losses. But we come back every day to do it again because it's in our hearts.

We review and follow a lot of metrics, some are meaningful and some are requirements of CMS. The most meaningful metric of 2025 is that we served 339 patients. That is 339 people who didn't have to face the end of life alone. 339 families that we supported through the journey of a loved one dying.

It speaks volumes that Hospice of the Valley has only had five CEOs in 40 years. As the fifth, I pray that I can carry on the mission and vision that Sandra Barrett, Carolyn Dobson, and Janet Jenkins had so many years ago. Each CEO brings their own touch to the organization, shaped by the needs of the time and the voices of the community we serve. My commitment is to honor the strong foundation that has been built while thoughtfully guiding Hospice of the Valley into its next chapter - one that strengthens excellence, deepens community partnerships, and ensures compassionate care remains at the heart of every decision we make.

With Gratitude,

Marie Palmer

Hospice of the Valley Chief Executive Officer



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