

Treating guests like family since 1984

# Building on a Firm Foundation

FY 2014 Annual Report

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Dear Friends,

This past year was one of transition and inspiration for the Hospital Hospitality House of Richmond. We said good-bye to our out-going CEO, Babs Jackson in December and we welcomed Stacy Brinkley, our new CEO in January. We have been inspired by our 30 years of service to our many guests and hospital partners and are committed to providing hospitality in the coming decades.

We spent the last 6 months of FY14 year planning for our future. We listened to our guests, our community partners and our stakeholders. We reviewed guest data and analyzed the results. We wrote a strategic plan - a "road-map," if you will, that guides the House through the next three years.

What did we learn?

We learned that we have built a strong foundation and have many supportive guests and partners. We also learned that as health care continues to change, HHH needs to change with it to meet the complex needs of our guests. This year, our new strategic plan is focused on creating a healing environment, providing radical hospitality and ensuring that we have sustainable and diverse resources to meet the ongoing needs of our guests.

Our goal is to continually improve the service we deliver to our guests. As we looked at our current operations, we learned that there were areas where automation and process improvement could help us better serve our guests while reducing costs. As a result, we upgraded our front desk procedures, our reporting systems and are working to enhance our guest reservation system. Another key initiative in FY14 was the launch of a branding study. While the House is celebrating our 30th Anniversary, we know that the widespread awareness of HHH is not where we would like it to be. That is why we engaged an outside firm to help us assess our branding, our logo and our communications strategy. Look for a big announcement after the first of the year!

We served 6,966 guests from over 44 states and 15 countries in FY14. With a small staff, we rely heavily on our volunteers who put in over 12,000 hours this year alone. I am grateful for the investment of time and talent from so many people, from those of you who make dinners for our guests, organize and attend our fund-raising events, volunteer at the front desk or pick up a Windex bottle and help clean windows. Without your support, we would not be able to accomplish our goals and serve our guests.

Our two signature events, SAVOR and the Fancy Hat Party, remain strong examples of how our Richmond community comes together to support the House. And of course, we could not exist without the generous financial support of our donors, highlighted in this report. We are the 2nd largest Hospitality House in the country and the largest that operates on donations alone. No one is ever turned away due to the inability to pay the \$15/night suggested donation. Our ability to meet this need is thanks to you and we hope you will continue to support our important mission.

Thank you for your faithful commitment to the House. You truly make a difference in the lives of our guests!

Best regards,

Stacy Brinkley President/CEO Vickie Snead Board Chair

www.hhhrichmond.org

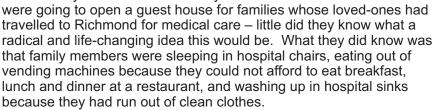
The Hospital Hospitality House – 30 Years Strong

# Building on a Firm Foundation.

Radical Hospitality.

When Dolly Hintz and the rest of the MCV Hospital Auxiliary

decided way back in 1981 that they



Richmond needed a place where hospitality prevailed, a place where strangers would be welcomed, received and cared for during their families' medical crisis. Richmond needed a hospitality house. The seeds were sown, and this group of dedicated volunteers spent the next three years in an intensive, no-holds-barred fundraising campaign. CSX kicked off the fund-raising efforts by making a \$50,000 lead gift towards the hospitality dream – but according to Dolly, "the majority of the funds came from regular people like you

and me – making \$5, \$10 and \$20 donations."



The foundation was laid, and on December 5, 1984, the Hospital Hospitality House of Richmond was dedicated. The first guests found a kitchen where they could prepare meals and a warm and comfortable room where they could shower and rest after a long day spent helping their loved-one at the hospital.

Thirty years later, HHH is still going

strong. Guests today still find a kitchen that is well stocked with food donated by our many community partners – Martin's, The Fresh Market, Kroger and Panera Bread. Guests today are still able to take a hot shower and sleep in a comfortable bed. Guests today are still invited in, welcomed, received and cared for -experiencing the Radical Hospitality envisioned 30 years ago.

The staff of HHH continues to build on that firm foundation by asking ourselves what can we do to improve the service we deliver to the nearly 7,000 people who stay with us each year? The answers have come in some very unexpected ways.

During early spring, our 1958 cooling tower decided it had had enough and quit working. Now we had been babying this cooling tower for years – it was original to the building – and we were hoping beyond hope that it would last for just one more year...but it had other plans!

HHH reached out to our community partners for help. Thanks to the Mary Morton Parsons Foundation, the William H., John G., and Emma Scott Foundation, Dolly Hintz and numerous other individual donations, HHH was able to raise the \$109,000 to replace the old cooling tower with a new, state-of-the-art, energy efficient system. Now our guests stay cool, comfortable and cared for - even during the hot and humid Richmond summer.

Another way we are better serving our guests is by sprucing up the House. We like to say that our building has been "well loved" – after all, over 145,000 people have stayed at HHH over the years. One of our goals here at the House is to create a positive and



welcoming environment for our guests. Our friends at Arts in the Alley couldn't agree more! Twenty-five of these special

volunteers came to the House and created beautiful ART for our guests to enjoy. No longer do we have a drab laundry room – now we have a colorful mural that our guests can look at while they wash their clothes.

Because of you, HHH continues to be able to invite in and receive guests. You provide the time, talent and funding that allows us to serve nearly 7000 people each year. When they first arrive at the House, each one of these 7000 people are strangers in our Richmond community. When they leave, they are family – grateful for the lodging and care you provided.

HHH recently received a letter from Leslie C, a guest who had stayed at the House, on and off, from 1997 – 2011. Leslie's husband, Larry, had been receiving treatment at the VCU Medical Center, and, as she says, "at the time in our lives that we needed the HHH of Richmond, we could not even afford a cup of coffee. I just want to thank you for this most appreciated charity. Without it, I don't know what we would have done!"



### Donors

You are responsible for the amazing things happening at HHH. We are incredibly grateful for your support and partnership.

### Keystone (\$10,000 and over)

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The Windsor Foundation Trust U/W Quincy Cole

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Care Advantage, Inc. and Deborah
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Christman Mid-Atlantic Constructors, Inc.
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General Cigar Company
HeloAir. Inc.

Keiter CPA's

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M&E Contractors Markel Corporation

Meadows Urguhart Acree & Cook. LLP

NewMarket Corporation

NurseFinders

Old Dominion Demolition and Abatement

Old Dominion Electric Cooperative

Owens & Minor, Inc.

The Reco Foundation

Roof Systems of Virginia, Inc.

SRC, Inc.

United Unlimited

Universal Leaf Tobacco Company, Inc. VCU Breast Imaging VCU Department of Music Williams Mullen F. Richard Wilton Jr., Inc. Workforce Resources, Inc.

#### Churches & Civic Organizations

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Delta Sigma Theta Sorority, Inc.
Manchester Moose Family Center # 699
Richmond on the James Sertoma Club
Second Baptist Church



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The Matt Davis Foundation
MCV Foundation
Obici Healthcare Foundation, Inc.
Tara Foundation, Inc.
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Ocean Drywall, Inc. Prime Source Design

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Rutherfoord

Stony Point Fashion Park SunTrust Banks. Inc.

Virginia Credit Union

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Disabled American Veterans Al Bartraw, Jr. Chapter 50

**Dover Baptist Association** Fourth Baptist Church

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James River Insurance Company

Liphart Steel Co., Inc. M.P. Barden & Sons, Inc.

State Farm

United Technologies Matching Gift & Volunteer Grant Program

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Colonial Hgts. American Legion Post 284 Dinwiddie County Farm Bureau

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Customink LLC

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The Franklin Federal Foundation Gilbane Matching Gift Program

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Levys

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Segway of Richmond

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Waco. Inc.

Wolfgang Jasper Photography, Howldog LLC

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Beta Sigma Phi

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First Baptist Church

Greek Orthodox Cathedral Saints

Constantine and Helen

Gregory Memorial Presbyterian Church

Presbyterian Women

Jerusalem Christian Church

Missionary Society

The Mended Hearts, Inc. Chapter 28 Mira Fork Missionary Baptist Church

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Sanford Memorial WMU

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Zeta Phi Beta Sorority



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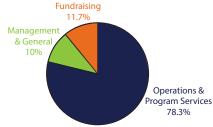


### 2013-2014 Financial Statement Highlights\*



**Revenues and Support** 

Revenues and Support			
Contributions		1,142,681.00	31.0%
Joint Venture		883,456.00	24.0%
Special Events		353,314.00	9.6%
Investments		119,220.00	3.2%
Net realized/unrealized gain on marketable securities		1,131,482.00	30.7%
Misc.		51,599.00	1.4%
Total Revenues and Support	S	3.681.752.00	100.0%



Expenses/Losses			
Operations & Program Services		1,769,896.00	78.3%
Management & General		227,090.00	10.0%
Fundraising		263,625.00	11.7%
Total Expenses/Losses	S	2.260.611.00	100.0%

#### Net Assets:

Endowment:		
Board designated		1,131,000.00
Donor restricted		1,043,493.00
Investment gain on Endowment restricted funds		1,181,548.00
Total Endowment net assets	\$	3,356,041.00
Operating:		
Unrestricted		4,818,560.00
Unrestricted Property & Equipment, net		2,685,164.00
Temporarily restricted		83,997.00
Total Operating net assets	\$	7,587,721.00
Total net assets	S	10.943.762.00

<sup>\*</sup> A Certified audit and 990 information return are available at www.hhhrichmond.org



Treating guests like family since 1984

### Vision

Hospital Hospitality House will provide accommodations and support services to facilitate the treatment and recovery of our referred families who are in the region receiving medical services.

### Mission

To be the premier area provider of lodging and non-medical services that promote the healing process in a caring, emotionally supportive, home-like environment. To serve referred families with dignity and integrity and without regard to financial resources.

### Values

Commitment from our Board, staff and volunteers to the HHH mission is demonstrated through our values.

Excellence is the hallmark of our business.

Personal responsibility characterizes all actions.

Financial accountability demonstrates respect for our donors.

Courtesy and mutual respect are the foundation of our relationships.

Teamwork exemplifies our approach to service.

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