Building on a Firm Foundation

FY 2014 Annual Report
HHH Governing Board

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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 FY 14 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

FY 2014 Annual Report
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 were going to open a guest house for families whose loved-ones had travelled to Richmond for medical care – little did they know what a radical and life-changing idea this would be. What they did know was that family members were sleeping in hospital chairs, eating out of vending machines because they could not afford to eat breakfast, lunch and dinner at a restaurant, and washing up in hospital sinks because they had run out of clean clothes.

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!”

Thank you for your support of the Hospital Hospitality House – but there is still more to do. Won’t you join us in our continuing quest to provide Radical Hospitality by making a donation today?
Donors

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

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VCU Department of Music
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Delta Sigma Theta Sorority, Inc.
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Richmond on the James Sertoma Club
Second Baptist Church

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Kalkreuth Roofing and Sheet Metal, Inc.
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Macerich Management Company
Ocean Drywall, Inc.
Prime Source Design
Richmond Electric Supply Company
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SunTrust Banks, Inc.
Virginia Credit Union

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Bon Air United Methodist Men
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Mr. and Mrs. J. Michael Rose
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Mrs. Alice C. Singleton
Mrs. Jane Allen Sink
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Ms. Mary Snellings
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Ms. Martha Stevens
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Ms. Ellen H. Thompson
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Mrs. Dale Timmons
Mr. Michael Tompkins  Harrison Whitten
Ms. Porscha Toney  Mr. and Mrs. David J. Widgeon Jr.
Curtis and Pat Twiford  Mr. and Mrs. Carol G. Wigginton
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Mr. and Mrs. Joe Urquhart  Ms. Kimberley D. Williams
Ms. Margaret Vaden  Mrs. Jane Williams
Mr. Andrew Vivirito  Ms. Sonya Williams
Mr. and Mrs. Art Von Romer  Mrs. Karen L. Wilson
Mr. Lawrence Wagner  Mr. Bruce Winfield
Shawn and Jesse Walker  The Winfree Family Revocable Living Trust
Mrs. Maxine K. Wallace  Mr. James Wood
Mr. and Mrs. Frank Wallmeyer  Mrs. Kimberly D. Woods
Mr. Randal Walton  Mr. Ronald P. Woodward
Ms. Vernell Ward  Ms. Christine Worthington
Mr. Anthony Waring  Dr. and Mrs. C. Kenneth Wright
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Mr. Jeff White  Mr. and Mrs. Wes Zabdyr
Ms. Margaret Whitlock  Ms. Betsy Ziskind
Mr. Bobby O. Whitlow  Ms. Constance K. Zuidema
Mr. Ervin W. Whitlow  Ms. Mary Beth Zutaut
Ms. Sarah Whittemore  Ms. Patricia B. Duke
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Businesses
525 The Berry-Burk
7-Eleven Inc.
Acacia Restaurant
Agecroft Hall
Amazon Fulfillment Services
American Office
Bacchus
Baker's Crust
Ball Office Products
Bass Pro Shops
BB&T
BB&T - Scott & Stringfellow
Bedcrafters by Michelle
Belmont Food Shop
Bistro 27
The Blue Goat
The Blue Point
Bottom's Up Pizza
Buckhead's
Can Can Brasserie
Capital One SCRA Department
Capt. Rob's Pigalicious BBQ
Carreras Jewelers
Carytown Burgers and Fries
Cellar to Table, LLC
Chamblin Designs
Chez Max Restaurant
Children's Museum of Richmond
Cliff Bruce Studio, Inc.
Commonwealth Clothiers
Cushman, Wakefield and Thalhimer
Diamonds Direct
EAT Restaurant Partners
Equinox
EyeSee360, Inc.
Four Winds Design, LC
Franklin Military Academy
Full Kee Restaurant
Gearhart's Fine Chocolates
General Cigar Company
Georgia-Pacific Corporation
Graffiti's Ink Gallery
Green Top Sporting Goods Corporation
Hamilton Beach Brands, Inc.
Havana Connections
Hayes & Fisk The Art of Photography
Hondos Only Prime
Ignatius Hats
J. Emerson, Inc.
Janet Brown Interior Design
The Jefferson Hotel
JetBlue Airways
Jumpology - Trampoline Arena
Keany Produce Co.
Keswick Hall, Club and Estate
Kristoferjon, Inc.
Ledbury
Levys
Linden Row Inn
Little Venice Restaurant & Bar
Massey's Magical Touch Wig Salon
MCV PACE Center
MCV School of Medicine
Mis En Place
Mosaic Food Cart
Nathan's Custom Tailors
NewMarket Corporation
Oil & Vinegar
The Olive Room Taproom
Opus 9 Steakhouse
Performance Food Group
Philosophie
Pouncey Tract Veterinary Hospital
Prime Source Design
Real Richmond Food Tours
Republic National Distributing Company
Retirement Plan Administrative Service, LTD
Richmond Magazine
The Ronald McDonald House Charities of Richmond, VA
Salamander Resort & Spa
Sanderling Resort
Saxon Shoes
Schwarzschild Jewelers Alverser Plaza
Charles Schwarzschild Jewelers, Inc.
Science Museum Of Virginia
Secco Wine Bar
Segway of Richmond
Sheraton Norfolk Waterside Hotel
Shiva's Gold & Gems
Simply FIT
SPARC
Spirited Art
Sweet Temptations by Teresa
Sylvan Spirit
Tarrant's Cafe
Tides Inn
Toast Restaurant
Total Printing Company, Inc.
Toys For Tots Marine Corps Reserve
Trader Joe's
VCU Dermatology
VCU Medical Center
VCU School of Medicine
VCUHS Department Of Pharmacy
VCUHS Department of Supplemental Staffing
VCUHS Radiology Department
Virginia Historical Society
Virginia Museum of Fine Arts
Virginia Repertory Theatre
Windy Hill Golf & Sports
Wolfgang Jasper Photography, Howldog LLC
WWBT Raycom Media
Yellow Umbrella
YY Salon

Mt. Pleasant Baptist Church
National Association of Women Business Owners
NAWIC
Oak Hall Baptist Church
Pamunkey Baptist Association
Reveille United Methodist Church
Rotary Club of Innsbrook
Samaria Baptist Church
Senate of Virginia Clerk's Office
Sixth Mount Zion Baptist Church
St. Christopher's School
St. James Episcopal Church
St. Paul Baptist Church
Three Chopt Presbyterian Church
Three Chopt Road Church of Christ
Thrivent Financial for Luthersans, Potomac Chapter
Trinity United Methodist Church Women's Circle 10
VCUHS Graduate Medical Education
VCUHS Surgical Trauma ICU Nurses
Winn's Baptist Church
Woman's Club of Powhatan
Woodville Presbyterian Church
Young at Heart

Foundations/Trust
The Matt Davis Foundation

Churches & Civic Organizations
AARP Chapter 390
Angels of Destiny
Atlee Community Group
Church of Our Savior Outreach
Congregation Beth Ahabah
Delta Kappa Gamma Honorary Society of Women Educators
Delta Sigma Theta Sorority, Inc.
Forest Grove United Methodist Church
Gethsemane Church of Christ Christian Women's Fellowship
Girl Scout Troop 198
Girl Scout Troop 3008
Girl Scout Troop 3198
Girl Scout Troop 62
Girl Scouts Troop 373
Hospital Hospitality House Volunteers
Journey Christian Church
Junior League of Richmond
Kanawha Woman's Club
Kanawha Women's Club
Ladies of Diversity
MCV Hospitals Auxiliary of VCUHS
The Mother's Club

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Melissa and Jonathan Ball
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Ms. Carol Colby
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Mr. and Mrs. Glenn Hefner
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Babs and Larry Jackson
Ms. JoAnn Jewell
Mr. and Mrs. Thomas Jull
Ms. Linda Keenan
Ms. Nancy Kinney
Mr. and Mrs. P. Michael Leininger
Ms. Kristin Lennox
Ms. Beth A. Levine
Mr. and Mrs. John B. Lewis
Mr. and Mrs. Edward A. Marks III
Mr. and Mrs. Herbert E. Marth
Ms. Anne Martin
Mr. Jaime Martinez
Mrs. Josephine J. Miller
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Mr. James T. Moore
Mr. and Mrs. Thomas Noakes
Mr. and Mrs. Neil November
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Ms. Jackie Overton
Sharon and Edson Pederson
Ms. Shelley Platt
Ms. Megan Pollard
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Mr. & Mrs. Jerry Proffitt
Mr. and Mrs. Eugene Provost
Ms. Paige Quilter
Ms. Katherine Ralston
Mr. Juan R. Ramirez
Sean and Leslie Rising
Thelma Robb
Mr. Davis Roberts
Ms. Joyce Romito
Ms. Toby Rosenthal
Mr. and Mrs. Dennis Ryan
Ms. Maureen Sachleben
Ms. Jessica Sana
Mr. and Mrs. David Savage
Mr. Chad Schennum
Ms. Nancy Shill-Fitzgerald
Ms. Jill Shugart
Mr. Tom Shupe
Ms. Deanna Sisson
Ms. Leslie Stack and Mr. Frank Rizzo
Ms. Nina Starsja
Ms. Brittany Stone
Ms. Susan Eckis
Brooke and Bob Taylor
Mr. Steven A. Taylor
Ms. Rebecca Thompson
Ms. Marcia Upshaw
Ms. Grace Veazey
Ms. Shirley White
Mr. Buzz Woods
Mr. and Mrs. Tony Worley
Katy and Jimmy Yoffy

The Honor Roll of Donors and Gifts
In-Kind are for those made from
July 1, 2013 through June 30, 2014.
Every effort has been made to insure
the accuracy of this list. Please
contact the Development Office at
804.828.6901 Ext. 425 with any
changes or corrections.
2013-2014
Financial Statement Highlights*

Revenues and Support

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,142,581.00</td>
<td>31.0%</td>
</tr>
<tr>
<td>Joint Venture</td>
<td>883,456.00</td>
<td>24.0%</td>
</tr>
<tr>
<td>Special Events</td>
<td>353,314.00</td>
<td>9.6%</td>
</tr>
<tr>
<td>Investments</td>
<td>119,220.00</td>
<td>3.2%</td>
</tr>
<tr>
<td>Net realized/unrealized gain on marketable securities</td>
<td>1,131,482.00</td>
<td>30.7%</td>
</tr>
<tr>
<td>Misc</td>
<td>51,599.00</td>
<td>1.4%</td>
</tr>
<tr>
<td><strong>Total Revenues and Support</strong></td>
<td>$3,681,752.00</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Expenses/Losses

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations &amp; Program Services</td>
<td>1,789,896.00</td>
<td>78.3%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>227,090.00</td>
<td>10.0%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>253,525.00</td>
<td>11.7%</td>
</tr>
<tr>
<td><strong>Total Expenses/Losses</strong></td>
<td>$2,260,511.00</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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: 2,665,164.00
  - Temporarily restricted: 83,997.00
  - **Total Operating net assets:** $7,587,721.00

- **Total net assets:** $10,943,762.00

* A Certified audit and 990 information return are available at www.hhhrichmond.org
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.
Hospital Hospitality House
612 East Marshall Street
Richmond, VA 23219

612 East Marshall Street
Richmond, VA 23219
804-828-6901
804-828-6913 Fax
www.HHHrichmond.org

Treating guests like family since 1984