



Because of your support, Hospice House is renewed, re-energized, and ready to walk alongside more families than ever before.

Enclosed you'll find our 2025 Impact Report, which shares how your generosity has made this possible and how together we are shaping the future of compassionate care in our community.

Thank you for being part of this journey with us. Your kindness ensures that compassion, dignity, and comfort are always at the heart of Hospice House of Williamsburg.

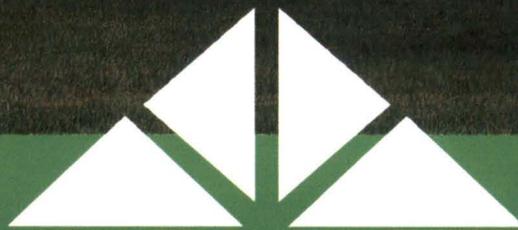
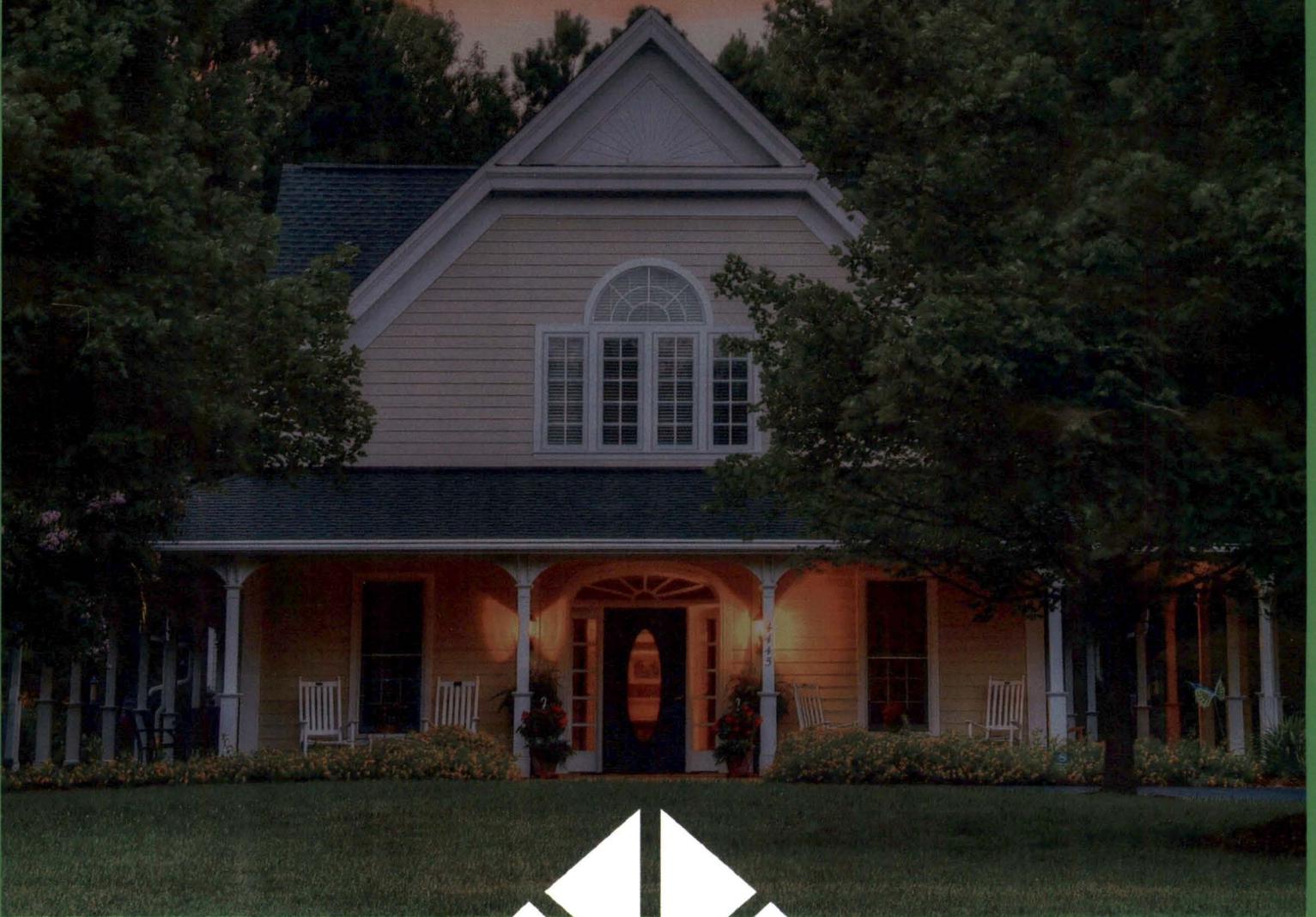
With gratitude,

A handwritten signature in blue ink, appearing to read "Brandon Randall", written over a light blue circular watermark.

Brandon Randall  
Executive Director  
Hospice House of Williamsburg

# 2025 Impact Report

A Year of Accomplishments



**HOSPICE HOUSE**  
OF WILLIAMSBURG

| [www.williamsburghospice.org](http://www.williamsburghospice.org) |

## LETTER FROM THE EXECUTIVE DIRECTOR

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What a difference a year makes!

Last summer, we began the third and final phase of our first major renovation since Hospice House was opened in 2002. At that time, the house was temporarily closed to guests and filled with the sounds of construction. Thanks to a generous \$675,000 gift from the family of the late Sterling Nichols—a driving force in the original construction of the Hospice House and long-time advocate—the project is now complete. With beautifully updated guest suites, a refreshed lobby, and upgraded infrastructure, Hospice House is well-positioned to serve our community with warmth and dignity for years to come.

Today, the house is bustling with life once again. Our dedicated team is energized, our space is renewed, and we are ready to serve more individuals than ever before. The momentum we've gained is already helping us reach more families at their most vulnerable moments.

This year, we also completed a strategic planning process, taking a thoughtful look at who we are, where we're going, and how we can grow our impact. We identified many opportunities to expand services and are committed to exploring new ways to support those in need of end-of-life care.

This is an exciting time in our organization's journey. As we move forward, our focus remains on serving with compassion and excellence—guided by our mission, vision, and values. We are deeply grateful for our donors, volunteers, staff, Hospice Council, and Board of Directors for making this work possible.

Thank you for being part of our community and sharing in our commitment to care.



Gratefully yours,

A handwritten signature in black ink, appearing to read "Brandon Randall".

Brandon Randall  
Executive Director  
Hospice House of Williamsburg

# Hospice House of Williamsburg Renovation

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In October, Hospice House celebrated the completion of the final phase of its renovation project with a community open house and ribbon-cutting ceremony. Facilitated by the Greater Williamsburg Chamber of Commerce, the event welcomed staff, supporters, and local dignitaries including Williamsburg Vice Mayor Pat Dent, James City County Supervisor Jim Icenhour, and Delegate Amanda Batten. Two of Hospice House's co-founders, Bell-Jo Rodgers and Cynthia Lee, were also in attendance.

This last wave of renovations focused on upgrading heating and cooling systems, redesigning the front lobby, and transforming all four on-site guest suites—building on earlier improvements to the common areas and administrative offices. While construction required a temporary pause in guest admissions, bereavement support services continued throughout.

The \$750,000 project was largely funded by the family of the late Sterling Nichols, a founding supporter and long-time advocate of Hospice House. With the renovations now complete, the facility is well-positioned to continue serving the community with warmth, comfort, and dignity for years to come.



# END OF LIFE CARE

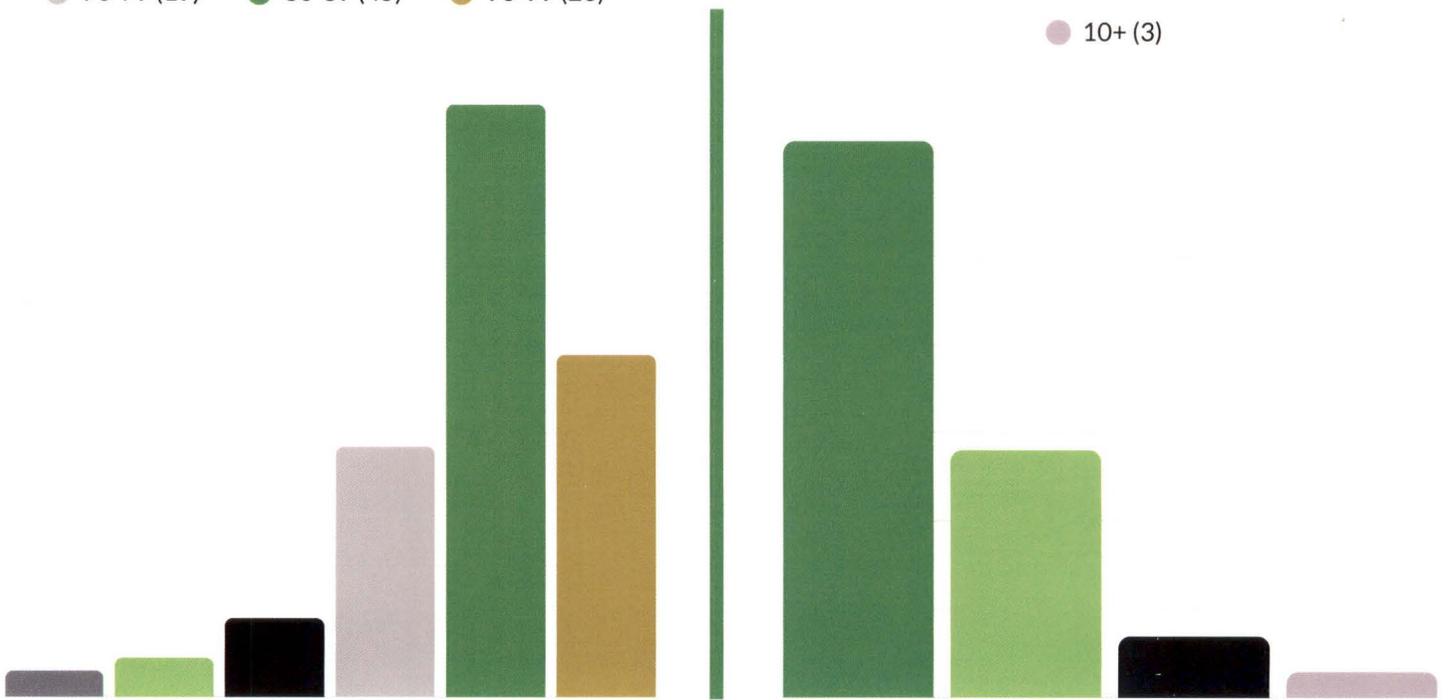
Hospice House of Williamsburg provides compassionate end-of-life care in a home-like setting, so guests can approach a peaceful death with comfort and dignity. In FY2025 (JUN '24 - JUL '25), we served 101 guests in their final chapter of life, including 13 military veterans, each with their own story and legacy. Every person who comes through our doors is welcomed like family, and it is our privilege to walk alongside them and their loved ones in this sacred time.

## GUEST AGES

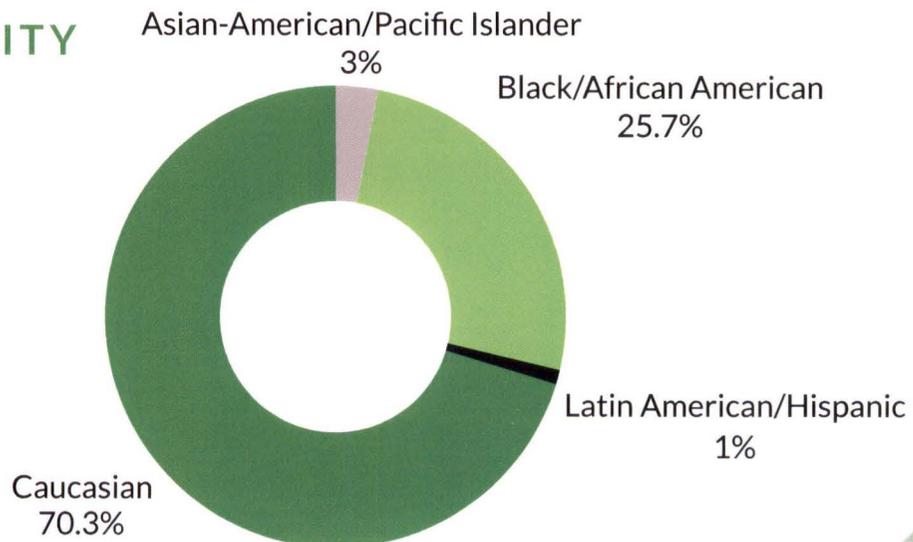
- 40-49 (2)
- 50-59 (3)
- 60-69 (6)
- 70-79 (19)
- 80-89 (45)
- 90-99 (26)

## LENGTH OF STAY (DAYS)

- 1-3 (63)
- 4-6 (28)
- 7-9 (7)
- 10+ (3)



## GUEST ETHNICITY



## BEREAVEMENT SERVICES

At Hospice House of Williamsburg, we support families after the loss of a loved one by offering comfort, referrals, and services as needed. Our bereavement programs are free and open to anyone in the community, regardless of their connection to the House, with donations gratefully accepted.

276

ONE-ON-ONE BEREAVEMENT  
SUPPORT MEETINGS

21

INDIVIDUALS IN SUPPORT  
GROUPS

7

WEDDINGS, FUNERALS &  
MEMORIAL SERVICES  
OFFICIATED

305

CARDS MAILED

## VOLUNTEER SERVICES

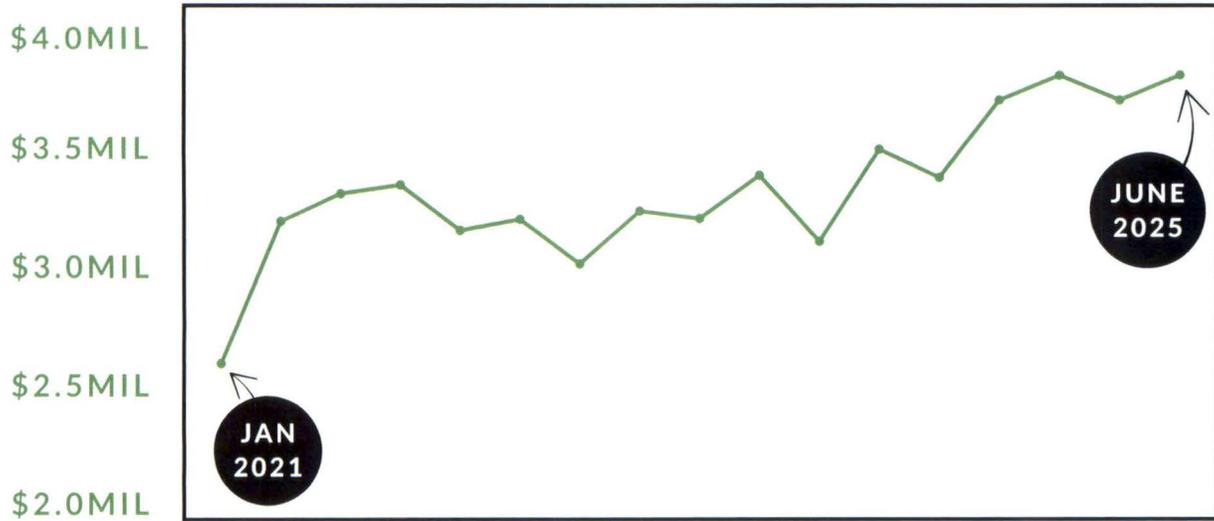
Volunteers are the heart of Hospice House of Williamsburg, bringing compassion to life in countless ways. Through their care—whether sitting with a guest, preparing a meal, tending the garden, or welcoming families—they create a warm, peaceful home where every moment is filled with dignity, comfort, and love.

**In fiscal year 2025, our volunteers gave 2,622 hours of service, helping us fulfill our mission with grace and compassion.**

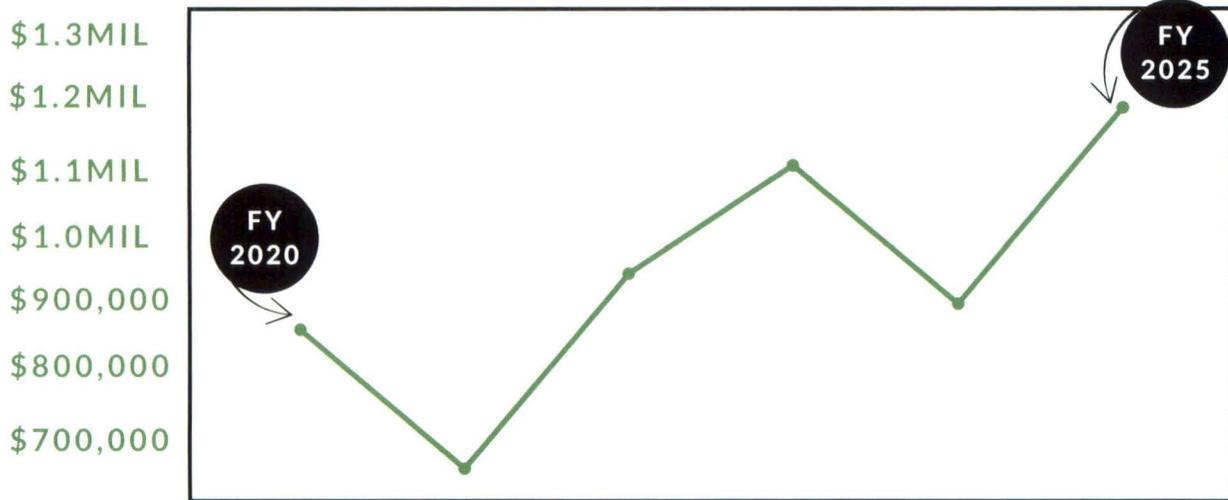


# FINANCIALS

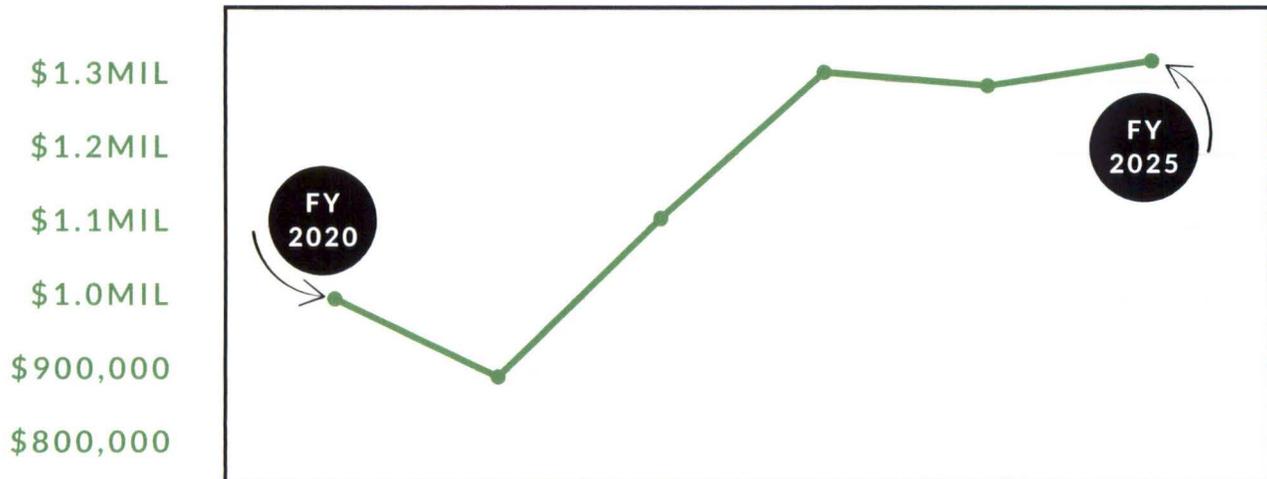
## ENDOWMENT



## ANNUAL GIVING



## TOTAL EXPENDITURES



# Expanding Our Reach and Deepening Our Impact



As Hospice House of Williamsburg (HH) looks to the future, our goal is clear: to extend compassionate, end-of-life care to more individuals and families in our community. Over the horizon of this strategic plan, HH will increase outreach and education, strengthen internal operations, and grow our capacity to serve up to 180 guests annually.

This growth will also improve the overall efficiency of our services. By accounting for the one-day room turnover required between stays, guest suite utilization is projected to rise from 43% to 74%—a significant milestone in ensuring we are fully meeting community needs.

To achieve this vision, HH will focus on four strategic priorities:

- **Outreach and Education** - Expand community awareness and understanding of hospice care through targeted engagement, educational programming, and strengthened partnerships.
- **Human Resources** - Attract, develop, and retain exceptional staff and volunteers who are equipped and supported to deliver high-quality, compassionate care.
- **Financial Sustainability** - Build a diversified and resilient funding model to support operations, programs, and future growth, while honoring donor intent and stewardship.
- **Internal Processes** - Improve operational efficiency and service delivery through technology, data-informed decision-making, and streamlined procedures.

With these priorities as our foundation, HH is committed to continuing its mission of offering dignity, comfort, and peace to those at life's end—and to doing so with even greater reach and



## OUR LEADERSHIP

### BOARD OF DIRECTORS

Larry Pulley, President  
Jayne Barnard  
Daniel Carlile  
Robert Currie  
Naomh Hudson  
Dr. Jennifer Hughes  
Scott Johnston  
Dr. Alex Joosse  
Rabbi David Katz  
Gary Massie  
Sherri Nelson  
Patricia Ponce  
Tracy Shackelford  
Jennifer Shinn  
Terry Sweaney  
Robert Waggoner  
Elizabeth White  
Scott Wise  
Tom Zeni

### **Brandon E. Randall**

Executive Director  
Ex-Officio

### HOSPICE COUNCIL

Louise Canfield, Chair  
Julie Baxter  
Ginny Crone  
Monty Hargrove  
Dr. James Lesnick  
Bringier McConnell  
Kerry Mellette  
Karen Munzel  
Michel Orabona  
Clara Robertson  
Dianne Spence  
Beth Stabler  
Scott Stabler  
Leslynn Twiddy  
Linda Wenger

## ABOUT US

Hospice House of Williamsburg is not a nursing home, a hospice center, or a medical facility. Instead, it is truly a home – a home to care for those at the end of their life and the ones they love most.

Hospice House of Williamsburg is a special place – one of around 50 social model hospices in the country – and one that has served nearly 3,000 guests in the last 20 years. Those who enter our home become family, and they are treated with dignity, care, and respect by our skilled and passionate team in their final days.

## OUR MISSION

We give care, comfort, and compassion through and beyond life.

## OUR CORE VALUES

Provide world-class service free of charge  
Value all people and respect and honor differences  
Cultivate strong relationships and partnerships  
Believe strongly in the guiding principles of social hospice



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