



# Heartlinks

# 2024 ANNUAL REPORT

Connecting people through care and compassion  
across different points in their journey



## Dear Friends,

Last fall, I stood in the doorway of our newly opened Adult Family Home and watched as a daughter gently tucked a quilt around her mother's shoulders. In that quiet moment, I saw what Heartlinks is becoming—not just a provider of care, but a bridge between generations, between heartbreak and healing. That's the word that defines this year: **Bridges**



In 2024, because of your trust and generosity, Heartlinks built two powerful new bridges, connecting more people to comfort, dignity, and expert care.



The Heartlinks Adult Family Home, which opened in October, filled immediately with life and love. We reached full capacity almost overnight, with a growing waitlist. This home has become more than a facility—it is a haven. Within its walls, some of life's most sacred chapters are closing with peace, purpose, and humanity. It is a bridge to our community's deepest compassion in action. One resident shared, "This house doesn't feel like a place to die—it feels like the first place I've been able to rest."

## Heartlinks Health Home

This year also marked the launch of Health Home—a program that completes the circle of care. Through Health Home, clients are paired with local Care Coordinators who walk beside them: setting goals, coordinating care, and connecting them to what matters most—housing, food, transportation, and emotional support. It's flexible,

free to the client, and deeply personal. Most of all, it puts people in control of their journey—with Heartlinks as a steady guide.

Our services continue to grow in reach and relevance. In 2024, our hospice program reached an average daily census of 84, with a record high of 107 patients in a single day. We supported more than 700 individuals through hospice and palliative care, and more than 1,000 through grief support.

None of these journeys would be possible without you—our donors, volunteers, partners, and families—whose care and commitment form the foundation of every bridge we build. Thank you for walking with us—brick by brick, heart by heart—as we build bridges of compassion that will carry our community for generations to come.

**With deep gratitude,**

Shelby Moore, MPA, CFRE  
Chief Executive Officer

### Leadership Team

CEO: Shelby Moore, MPA, CFRE, HCA  
Medical Director: Julian Pierce, MD  
COO: Madison Thomas, MHA, SPHR  
Chief Care Experience Officer: Emily Mobley, RN  
Chief Clinical Services Officer:  
Cassandra Asmussen, BSN, RN, CHPN  
Development Officer: Shelby Sawyer

### Board of Directors

Brooke Rodriguez-Manley, Chair  
Gary Street, Vice Chair  
Kristi Mellema, Secretary  
Shannon Hitchcock  
Jay Kelley  
Stacy Kellogg  
Carla Martinez  
Mary Lee Robinson



The Heartlinks bridge is supported by our **employees**, **board members**, **donors**, and **volunteers**. The path to compassionate care would not be complete without you.

**Corporate Sponsors**

- Ainsley's Angels of Central WA
- Atomic Home Health
- Bellevue Healthcare
- Bill's Custom Bottling & Filtering
- Dragonfly Health
- G.S. Long, Company
- HAPO Community Credit Union
- Jade's British Girl Treats
- Marsh McLennan Agency
- Natural Selection Farms, Inc.
- Pace Farms
- Pacific Power
- Prosser Memorial Health
- Prosser Tower Site
- Robinson License Agency
- Sauve & Son Farms
- Sort 4 The Cause
- Sunnyside Sun
- Thrivent
- Veldhuis Dairies
- Yakima Chief Hops
- Yakima Federal Savings & Loan

**Grantors**

- 3 Rivers Community Foundation
- AgWest Farm Credit
- Field Group
- Greater Health Now
- Historic Downtown Prosser Assn.
- Legends Casino Hotel - Yakama Cares
- Molina Healthcare of Washington
- Nonprofit Security Grant Program
- Prosser United Good Neighbors
- Rotary Club of Yakima
- Ruth Luhman Fund
- The Pink Shamrock Foundation
- Walmart Distribution Center #7021
- Women Helping Women Fund
- Tri-Cities
- YVCF Youth Leadership Council

**2024 Donations**

- \$65,503
- Memorial Gifts | 11.4%**
- \$208,034
- Special Events | 36.2%**
- \$150,846
- Grants | 26.2%**
- \$150,637
- Other Donations | 26.2%**



**\$575,020 Total**

**Volunteer**

If you are inspired by these impactful contributions, please apply to volunteer at [HeartlinksHospice.org/volunteer](https://HeartlinksHospice.org/volunteer) or call 509-837-1676.

**Hospice Volunteers**

Companionship	Hours	Cost Savings
Field Observation	708.10	\$22,211.77
Office Support	385.00	\$17,390.45
Tuck-In	271.17	\$8,023.82
Total	56.37	\$1,667.89
	1,420.64	\$49,293.93

# You Support the Bridge

## 2024 Revenue

\$6,003,897

Hospice | 84.2%

\$75,684

Palliative Care | 1.1%

\$412,052

Hospice Benefit Shops | 5.8%

\$63,864

Adult Family Home | 0.9%

\$575,020

Donations | 8.1%

\$7,130,518

Total



294,012  
miles driven  
11.8x around  
the earth



## 2024 Expenses

\$2,741,281

Clinical Service Wages | 38.8%

\$879,995

Direct Patient Expenses | 12.5%

\$292,400

Non-Clinical Staff Wages | 4.1%

\$888,803

Employer Costs | 12.6%

\$1,173,292

General & Admin Costs | 16.6%

\$210,218

Clinical Mileage | 3.0%

\$153,609

Spiritual Services | 2.2%

\$21,742

Bereavement Services | 0.3%

\$71,296

Facilities | 1.0%

\$153,631

Medical Records | 2.2%

\$352,508

Organizational Development | 5.0%

\$122,947

Adult Family Home | 1.7%

\$7,061,721

Total



Scan  
to Give Today



venmo



## Because Life is For Living



“With compassionate, around-the-clock care, Linda made remarkable progress.”

Linda\* became part of our Adult Family Home family soon after we opened our doors. When she arrived, she was living with advanced Alzheimer's disease and was nonverbal. At the time, she was receiving hospice care due to multiple severe wounds, pressure sores, and significant weight loss.

With compassionate, around-the-clock care, Linda made remarkable progress. Her wounds healed. Her strength returned. And for a time, she improved so much that she no longer met the criteria for hospice care.

Today, Linda is back on hospice—but not because of decline. She is resting peacefully, free of wounds or complications, and surrounded by familiar, loving caregivers. She spends her days quietly enjoying time with her family and the gentle rhythms of a home built for comfort, dignity, and presence.

Her journey reminds us that hospice is not just about the end of life—it's about living fully, with peace, in the time we have.

\*Patient name changed for privacy

## Heartlinks Adult Family Home

Heartlinks Adult Family Home opened October 1, 2024. At year-end, it housed five residents and employed 16 full- and part-time staff.

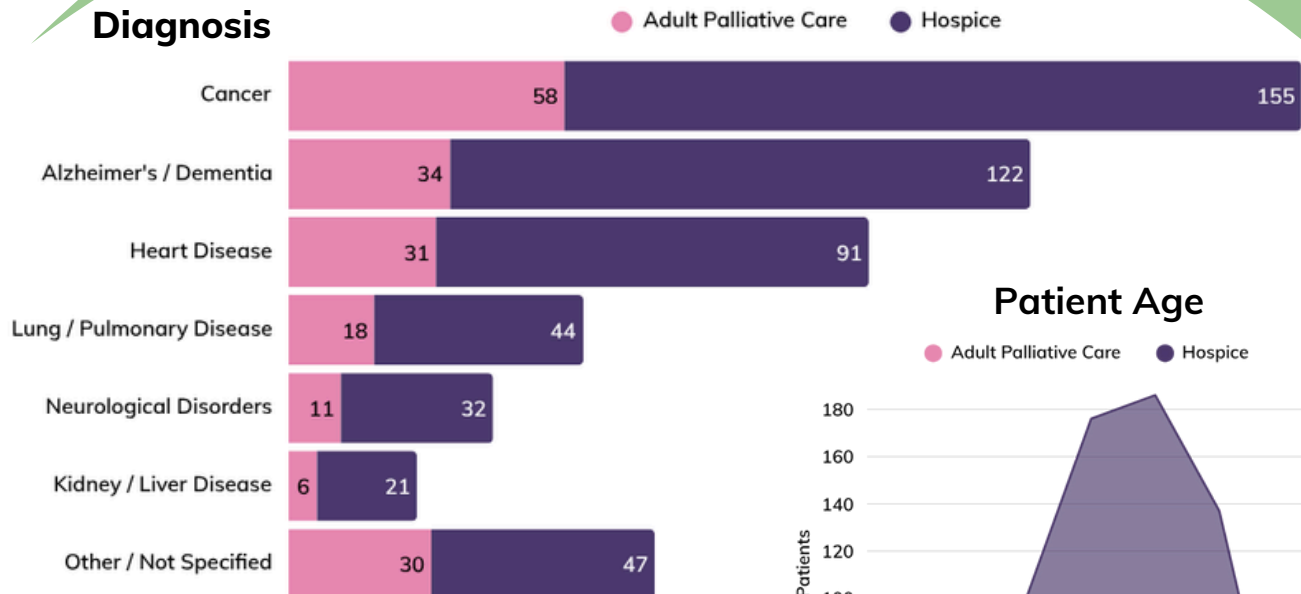
Our four-bedroom home in Sunnyside provides 24/7 licensed care in a loving, group setting that offers the privacy of individual and shared bedrooms. We are a place that feels like home, where aging adults can thrive.



## Join the Waitlist

home@heartlinkshospice.org  
509-837-1676

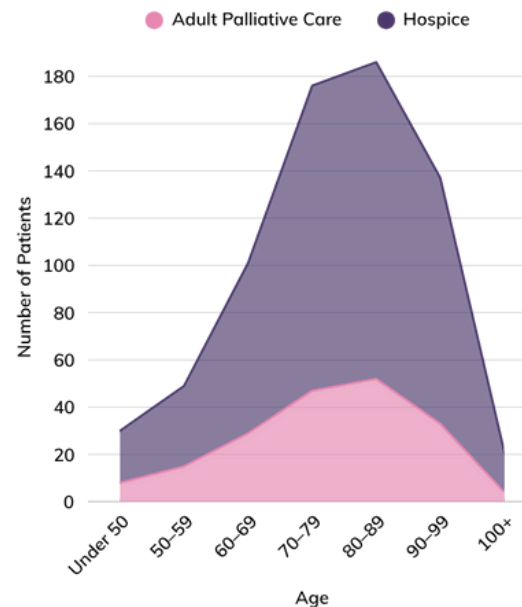
## Diagnosis



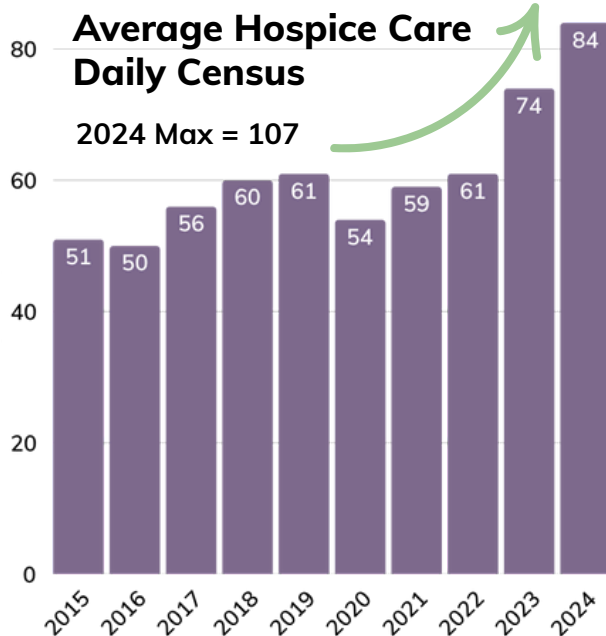
## More than A Number

Every statistic on this page represents a human being whose life we were privileged to witness and honor through our care.

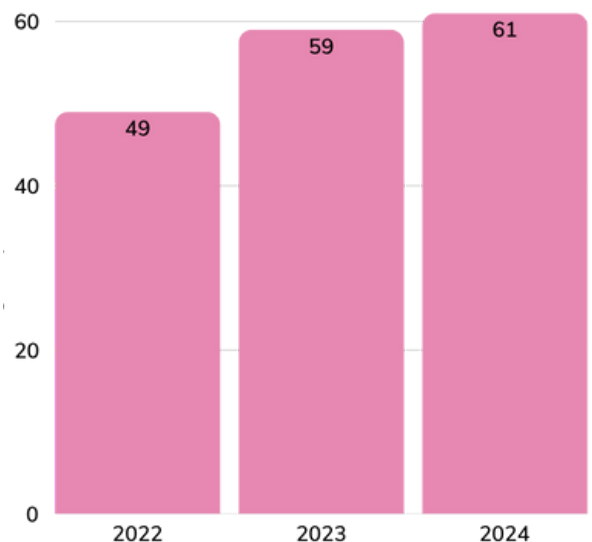
## Patient Age



## Average Hospice Care Daily Census



## Average Days on Hospice Care



6



14

Pediatric  
Palliative Care  
Patients



8

Health  
Home Clients



# Supporting You in Grief

Grief and bereavement are normal experiences following the loss of someone close to you. We are here for you.  
**You are not alone.**

## Support Groups



84 people attended at least one of Heartlinks' eight grief support groups in 2024.

## Heart Notes



1,083 people subscribe to our monthly bereavement email newsletter. You can, too.

## Memorial Service



Our 2024 annual evening of remembrance was held in Grandview, Richland, and Yakima.

## Grief & the Holidays



Workshops in Richland, Sunnyside, and Yakima helped attendees honor their grief and those they miss during the holiday season.

## Free Resources



We've curated a list of free resources to help you and your loved ones better understand and cope with grief.

## Children Grieve, Too



Request a free Blooming Hearts Kit to help a young person walk through grief; includes a journal, activity book, craft supplies, snacks, and tissues.



Heartlinks provided free grief support to **1,054** people in 2024.

Find all these resources at  
[www.HeartlinksHospice.org/grief-support](http://www.HeartlinksHospice.org/grief-support).



## Hospice Benefit Shops

### Volunteer

Help sort donations, stock shelves, cashier and have fun!

#### 2024 Volunteer Hours

Prosser: 2,697

Zillah: 700

**Total: 3,397**

### Shop and Donate

Clothing, Housewares, Jewelry, Antiques, Shoes, Books, and more!

**Prosser:** 612 5<sup>th</sup> Street

**Zillah:** 907 Vintage Valley Parkway

**Open:** M-F from 9:30 a.m. to 4:30 p.m.

Saturday from 9:30 a.m. to 1:30 p.m.

Scan for 10% off your first purchase —>







204 W 2nd Street  
Grandview, WA 98930

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# Heartlinks

## Mission

To enrich the quality of one's life and recognize its worth by providing comfort, care and support on life's journey.

## Vision

To build a future where all phases of life are honored and supported.

## Values

**R** Respect  
**E** Excellence  
**A** Accountability  
**C** Compassion  
**H** Holistic

## What We Do

Hospice Care  
Adult Palliative Care  
Pediatric Palliative Care  
Grief Support & Spiritual Care

Adult Family Home  
Health Home  
Advance Directives



509-837-1676 | [heartlinkshospice.org](http://heartlinkshospice.org)