

The logo consists of a cluster of dots in red, orange, and yellow, arranged in a roughly circular pattern with some dots extending outwards.

CareFirstNY

**REIMAGINING**  
*care*  
**REAFFIRMING**

**2024 Impact Report**

## *Mission Statement*

*To affirm life through extraordinary, compassionate support and care.*

## *Our Values*

*Excellence | Integrity | Empowerment*

## *Our Services*

*Hospice | Grief Support | Mental Health Counseling*



# A MESSAGE FROM OUR CEO

**Rebuilding. Reimagining. Reaching Further.**

In 2024, CareFirstNY stepped boldly into a new era—one defined by renewal, resilience, and results. After a period of profound change and recovery from pandemic-era disruptions, our team came together to rebuild a stronger, more responsive organization. Thanks to your unwavering support, this was a year not only of restoration—but of reinvention.



## Strengthening Our Foundation

The year began with intentional restructuring. Together with our dedicated staff, the Senior Leadership Team revisited every core service line to uncover opportunities for improvement—enhancing care delivery systems, streamlining operations, and reinforcing our commitment to excellence. To deepen clinical consistency, we launched a **Clinical Operations Focus Group** to elevate quality benchmarks while preserving the personal, patient-centered approach you've come to expect from CareFirstNY.

## Aligning for the Future

We partnered with a strategic consultant to develop a **forward-thinking Strategic Plan**—a roadmap designed to meet the evolving needs of our community with compassion and clarity. One of the most exciting outcomes: formal steps toward launching The Clinic at CareFirstNY, a stand-alone mental health clinic that, with its expansion, promises broader access to grief support and counseling services for children, families, and individuals facing trauma or loss in our community.

## Expanding Leadership

In May, we began recruitment efforts to expand our Board of Directors and look forward to welcoming six visionaries from across our region who bring new energy and expertise to our mission. We also promoted a key team member to Director of Community Impact, a pivotal step toward **establishing a brand-new Community Engagement Department**. This department will enhance our marketing and outreach efforts, strengthen relationships with community partners, and build a more connected, empowered volunteer force. With these strategic advancements, our strengthened leadership team is well-positioned to grow with intention and impact in the years ahead.

## Honoring Traditions, Embracing Change

This summer, we bid farewell to the beloved 'Petals Pusher' fundraiser, making way for a **new signature event and the return of the always-popular Designer Purse Bingo in 2025**. This evolution honors our legacy while creating space for fresh, engaging donor experiences. Additionally, we **reintroduced our Moving Forward After Loss support group** in a new hybrid format, offering both in-person and virtual attendance options. This expanded access allows more individuals navigating grief to receive the support they need, wherever they are.

## Celebrating a Year of Excellence

Despite the changes, our purpose never wavered. Our people—our greatest asset—continued delivering unmatched compassion and care. Their dedication was recognized nationally with the **2024 Hospice Honors Award**, reflecting outstanding performance in family satisfaction, caregiver communication, and quality of care.

2024 was a rebuilding year made possible because you believed in us! With every referral, every counseling session, every hand held and heart comforted—you were there. Your generosity helped us rebuild, reimagine, and reach further. **Thank you for making 2024 a turning point. We can't wait to show you what's next.**

With gratitude,

A handwritten signature in black ink that reads "Phoebe Reynolds". The signature is fluid and cursive, with a large, stylized 'P' and 'R'.

Phoebe Reynolds  
Chief Executive Officer

*\*In February 2025, Phoebe Reynolds succeeded Tali Sutton as CEO.*



# 2024 CFNY IMPACT

**\$600,000**

in philanthropic donations and grants raised in support of CareFirstNY's mission.

**34,534**

days of hospice care provided to patients and their families.

**3<sup>rd</sup> consecutive**

**CAHPS Hospice Honors Award**

recognizes CareFirstNY as an agency that consistently provides quality care, as measured by patient and caregiver experiences.

**2,445**

volunteer hours served, helping CareFirstNY exceed the Medicare-required percentage of volunteer patient care hours by 7.5%.

**435**

individuals attended grief support events, including support groups, luminary services, and community butterfly releases.

**Memorial events offered**

**in all 3 counties for the first time.**

CareFirstNY introduced a Community Butterfly Release in Steuben County and a Luminary Memorial in Schuyler County, further expanding access to grief support services across our region.

*"We cannot express how truly grateful we are for the care and love shown to our wife, mother, and grandmother. The attention and kindness displayed by your team was immeasurable. They brought peace and comfort to us all, and we can't thank you enough."*

*- Family of CFNY Hospice Patient*

**721**

Total Hospice Patients Served

**170**

children's grief packs distributed

**94**

Average # of Hospice Patients Served Daily

**65%**

Hospice Patient Admission Rate

**111**

individuals received mental health counseling

**12**

# of Days Hospice Patients Typically Spend on Service

**1,492**

individuals received grief support services

*"The group setting has been so much more helpful for me... it helps to be with others who are going through the same thing."*

*- Moving Forward After Loss Support Group Member*

**51%**

Steuben County

**8%**

Schuyler County

**41%**

Chemung County

**Hospice Distribution by County**

# 2024 FINANCIALS AT A GLANCE

Year-End 12/31/2024

## Revenue & Support

Donations & Grants	\$594,158
Patient Care	\$6,942,142
Total Revenue & Support	\$7,536,300

## Expenses

Program	\$5,369,873
Management & General	\$1,181,755
Fundraising Expenses	\$200,088
Total Expenses	\$6,751,716

Net Assets - Beginning of Year	\$8,076,925
Net Assets - End of Year	\$8,847,775
Change in Net Assets	\$770,850

## Assets

Cash	\$674,507
Accounts Receivable	\$677,260
Prepaid Expenses	\$114,004
Total Current Assets	\$1,465,771

Investments	\$6,190,740
Property & Equipment	\$1,823,075
Total Assets	\$9,479,586

## Current Liabilities

Accounts Payable	\$152,309
Accrued Expenses	\$453,038
Third-Party Liability	\$26,464
Total Current Liabilities	\$631,811

## Net Assets

*Without Donor Restrictions*

Operating	\$2,565,060
Board Designated	\$6,112,048
Total	\$8,677,108

<i>With Donor Restrictions</i>	\$170,667
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Total Net Assets	\$8,847,775
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Total Liabilities & Net Assets	\$9,479,586
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2024 IMPACT REPORT

