

FOR IMMEDIATE RELEASE

January 14, 2026

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Hospice of Humboldt Announces \$250,000 Matching Gift from Premier Financial Group to Expand Palliative Care Program

Eureka, CA — Hospice of Humboldt is pleased to announce a \$250,000 matching gift from the owners of Premier Financial Group to support the continued growth of its Home-Based Palliative Care (HBPC) program. This leadership commitment builds on the \$500,000 raised last year to expand services and marks an exciting new phase in meeting the community’s long-standing palliative care needs.

Launched in 2022, Hospice of Humboldt’s HBPC program currently serves 70 patients and meeting the next fundraising goal will allow them to expand to 140 individuals. The program provides in-home medical care, emotional support, and care coordination for people living with serious illness who may not yet be eligible for hospice. Its focus is on improving quality of life, easing symptoms, supporting caregivers, and helping patients navigate complex healthcare decisions.

“Nearly 30 years ago, our founders set out to model how organizations can invest meaningfully in their communities through a strong culture of giving,” said Wayne Caldwell, CFP®, Chairman of the Board and Founder of Premier Financial Group. “Today, Premier Philanthropic represents that commitment, and this gift is our largest single contribution through those efforts. We are proud to support Hospice of Humboldt’s compassionate care and its impact on our community’s healthcare peace of mind.”

Through this matching gift, Premier Financial Group is inviting the community to join them in expanding palliative care by matching every dollar donated, doubling each contribution and helping Hospice of Humboldt reach a \$500,000 goal for this next phase of growth. Together, these funds will strengthen care coordination, improve efficiency, and ensure high-quality, in-person palliative care remains available to those who need it most.

“This generous commitment reflects deep trust in our mission and in the care our teams provide every day,” said Dianne Keating, CEO of Hospice of Humboldt. “Our community made it possible to launch and grow this program, and this next phase of support allows us to continue building something strong, sustainable, and responsive to patients and families.”

“This initiative supports peace of mind for a significant part of our community dealing with chronic health concerns,” said Teresa Conley, CFP®, CEO, Principal, and Advisor at Premier Financial Group. “We hope others will join us in matching this gift so we can reach this goal together. Every contribution is doubled and helps strengthen care for people facing serious illness.”

“This support allows us to walk alongside patients and families more fully throughout their journey,” added Karen Ayers, Clinical Director of Palliative Care at Hospice of Humboldt. “By strengthening our program and systems, we can respond more quickly, spend more meaningful time with patients, and ensure they feel supported and cared for every step of the way.”

As the region’s only provider dedicated to both hospice care and home-based palliative care, Hospice of Humboldt remains a trusted healthcare partner for individuals and families facing serious illness.

For more information about Hospice of Humboldt’s palliative care services call (707) 267-9880, or to participate in the matching gift opportunity, call (707) 267-9812 or visit <http://weblink.donorperfect.com/HBPC>

Hospice of Humboldt has been serving families locally since 1979, has a staff of over 120 employees and is privileged to work with nearly 80 volunteers. The person-centered care Hospice of Humboldt provides allows patients comfort and dignity and gives families support at a time when they need it most. We are committed to the health and wellbeing of our community – now and for future generations.

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