



## New Vice President Joins NHF Team



Malcolm Kelly

On June 2, Malcolm Kelly became NHF's Vice President of Development. A native of Dublin, Malcolm has had a 25-year career in the United States and Europe that has included government and non-profit administration and fundraising in the university, independent school, scientific research, and membership association sectors. A resident of nearby Arlington, Virginia, he founded and ran DevelopmentLogic Inc., an innovative provider of fundraising database applications for French, Swedish, and Belgian philanthropies.

Malcolm is thrilled to take on the new challenge of raising significant funds for hospice, a cause that has personal meaning for him. Earlier in this decade, he lost several family members and is thus very aware of the needs of the ill and their family members, particularly in the stage of bereavement. "I'm excited to work at NHF with donors and leaders in the field who have a true national and international vision for hospice and palliative care. I hope to use my broad perspective to good effect in moving NHF forward as the nation's leading end-of-life philanthropic entity," says Malcolm. ■

## A Red Carpet Affair

The 2008 NHF Gala, A Red Carpet Affair, was a tremendous success, raising almost \$600,000 for initiatives to increase public awareness of and access to hospice. The NHF board and staff would like to thank all those who made this year's gala the event of the season. ■



NHF Board of Trustees Chair James Borynack and NHPCO Board Chair Malene Davis joined 700 other guests for a night of glamour and excitement

in Washington, DC at the Omni Shoreham Hotel on April 11.



Mary Fisher received the Global Vision Award for her more than 15 years of work on behalf of people with

HIV/AIDS around the world. Special guest Bishop Kevin Dowling of South Africa, a champion for mobilizing services for sick, suffering, and dying people, introduced Ms. Fisher and presented her award.

Melissa Gilbert, Actor/Director/Pediatric Care Advocate and former President of the Screen Actors Guild, received NHF's Humanitarian Leadership Award for giving a voice to the needs of seriously ill children and their families in her role as spokesperson and President of the Board of Directors, Children's Hospice and Palliative Care Coalition.



Bob Lee pedaled more than 6,500 miles across the U.S. in 2007 to raise funds and awareness for hospice. His achievement yielded more than \$130,000 for NHF. Susan Russ is Executive Director of the Reader's Digest Foundation, which donated \$100,000 to NHF this spring, as part of their new \$1 Million Make it Matter initiative.



Joel Buchwald (right), son of the late columnist and author Art Buchwald, presented the inaugural Buchwald Spirit Award for Public

Awareness to Steve Stockman, author, producer, and director of the 2007 MGM release *Two Weeks*. This film took hospice awareness to cinematic audiences across the country. Actor Julianne Nicholson, also honored for her work in the film, sent heartfelt video greetings.



NHF was honored that Bob Schieffer served as Master of Ceremonies. 2008 marks Mr. Schieffer's 51st year as a reporter having anchored the CBS Evening News from March

10, 2005 to August 31, 2006. Prior to that, he covered Washington for CBS News for more than 30 years. He has served as the moderator of *Face the Nation*, CBS News' Sunday public affairs broadcast, since 1991.

# A Run to Remember®

## Interview with Jeannee Parker Martin



Jeannee Parker Martin

Jeannee Parker Martin, President and Owner of The Corridor Group, Inc., serves on the NHF Board of Trustees. A runner since college, she has embraced NHF's Run to Remember® fundraising program, raising an incredible \$67,192 in three marathons.

**Q:** Why did you get involved as a board member at NHF?

**A:** I have been involved with hospice and end-of-life care since the early 1980s, when I became the first AIDS Program Coordinator at Yale New Haven Hospital. It was difficult to get hospice care for persons with HIV/AIDS so I got involved in educating hospice and other health care providers about HIV/AIDS. After moving to San Francisco in 1984, my commitment to hospice continued to grow as I started the first AIDS Home Care and Hospice Program in the country and the first residential care facility, Coming Home Hospice. Underlying everything I have done the past 24 years has been my passion for hospice and improving care at the end of life.

When Don Schumacher asked me to join the NHF board in 2004, I was honored to have an opportunity to work at this national level. NHF's vision compels me to devote time and energy to raise funds and awareness to help NHF succeed.

**Q:** What was your first involvement with Run to Remember®?

**A:** Stuart Lazarus, the founder of Run to Remember® and a founding board member of NHF, came to a board meeting to tell us about the program. With his infectious enthusiasm, Stuart quickly got me interested. As I was already planning to run the Big Sur International Marathon the next April (2006), I went home and registered my first Run to Remember®.

**Q:** What's your secret to the fundraising success?

**A:** First, I am very passionate about NHF and about Run to Remember®. I think that helps me reach out to people I wouldn't normally ask for money. Second, I decided I would ask everyone I knew or had an email address for, realizing

they could say no or not respond if they were uncomfortable. Some people who couldn't donate sent well-wishes. That, at times, meant as much as the cash.

When people donated, I emailed and asked them to email me a funny story they remembered so I could remember that during the run. Third, and most importantly, I am somewhat relentless. When someone said they would donate, I followed up with them. Whether it was a \$25 donation or \$2,500 donation, every single donor counted equally in my mind - we were all supporting the same cause - improving hospice and end-of-life care. Run to Remember® makes sending email "asks" very easy as they have templates you can follow or you can write your own appeal. Finally, going into my third year, many people asked me about my next run and confirmed they would donate early.

**Q:** What would you tell someone who is contemplating doing the program—either as a first-time marathoner or seasoned racer?

**A:** First, go to the marathon Web site [www.runtoremember.org](http://www.runtoremember.org) and sign up. Once you are signed up, you've estab-

lished a goal. If you aren't sure how to find out about a marathon in your area, type in "marathons, in your city or state" in your browser. This will pull up local marathons or perhaps a marathon where you have some friends or relatives who would contemplate doing it with you. Remember, you can also run a half-marathon (just 13.1 miles) and participate in the program.

Second, don't think "I can't run a marathon!" Most people can do it with a little planning and gradual training. I told one friend to run one mile the first week, and add a mile a week in preparing for the marathon. By the third month he was up to 12 miles; he finished the Big Sur marathon in 2004 in 5 hours. There are also many marathon training Web sites to help you train. And, you don't have to physically "run" the whole time. Lots of people do a walk-run combination and believe me I walked up many steep hills along Highway 1 this year!

**"Running is an incredibly easy sport - you really don't need any special equipment (except a comfortable pair of shoes), you don't need a partner or team to do it with, and you can walk out the front door and be on your way."**



Third, know that the \$2,000 fundraising goal is very achievable. Break it down! It's just two \$1,000 donations. Or four \$500 checks. Or eight \$250 gifts. Just twenty \$100 contributions or forty \$50 gifts would get you there. It's really, really doable.



**Q:** Do you run in memory of anyone and if so, who and why?

**A:** I always run in memory of my father, George Parker, who was a general practitioner in Delaware, Ohio for many years and very

briefly a hospice medical director at Grady Memorial Hospital Hospice. He died 12 years ago and was always an inspiration to me. He encouraged me to be and do what I wanted, and to make a difference. I also always remember loved ones who have recently died, and their stories that make me laugh and smile along the route. It makes the 26.2 miles go a lot faster!

**Q:** What is your next goal with Run to Remember®?

**A:** Ha, ha, when I finished this year, I told my husband I would never run another marathon. A short-lived promise. I am already training again, and hope to complete the Big Sur for the fourth time next April 2009.

I hope others will join me there or at a local marathon of their choosing. Just think: if we could get 500 runners to raise the \$2,000 minimum that would be ONE MILLION for hospice! This is just the start; this program has incredible potential. Won't you think of doing this with me in 2009?! ■

## Breaking News

NHF's Diana Legacy Fund received a second grant of \$30,000 from American Jewish World Services (AJWS) to support the ongoing work of the Foundation for Hospices in Sub-Saharan Africa in developing palliative care in rural Zimbabwe.



NHF and affiliate, NHPCO, have been working with noted filmmaker Mark Meyers in the creation of a new public service announcement built on the theme, "It must be love!" The PSA reflects the personal experience of Mark and his family when they received hospice for their young son, Kaymen. NHF and NHPCO staff have been working collaboratively with Mark to create a Web site and distribution strategy. NHPCO's Caring Connections is the site recommended for more information. The PSA can be seen at [www.itmustbelove.org](http://www.itmustbelove.org).

## A Red Carpet Affair

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*Tempted by deluxe travel packages, African jewelry, stunning art (much of it donated by Wally Findlay Galleries International), and more, guests spent more than \$63,000 at the Silent Auction—a record-breaker for NHF.*



*After the dinner and program, NHF supporters broke loose and danced to the smooth jazz tunes of the Radio King Orchestra.*



*The gala is a highlight of NHPCO's Management & Leadership Conference, providing an opportunity for dear friends and professional colleagues to dress up and celebrate their years of hard work on behalf of patients and families.*



NHF and Enclara Health have entered a partnership that draws upon the strength of both organizations, providing funding to NHF and

consumer caregiving materials to Enclara. One of Enclara's newest services is a free-of-charge Web community for patients, families, and caregivers. MyCareCommunity, which can be accessed at [www.MyCareCommunity.org](http://www.MyCareCommunity.org), is seeking pioneers to help build this groundbreaking national Web site. Registration on the site is fast, free, and completely confidential.

MyCareCommunity was funded through a National Institutes of Health grant with the goal of reducing caregiver stress by providing expert advice, personal support, and practical tools for caregiving. The grant was awarded to Talaria, Inc, a healthcare technology company located in Seattle, Washington. Talaria continues to manage and guide the development of the Web site. The Web site is also sponsored by Enclara Health LLC, a comprehensive health care resource organization focused exclusively on providing clarity and insightful direction for everyone involved with end-of-life care. ■



## Gilchrist Hospice Supports Quality with \$100K Grant

Gilchrist Hospice Care (formerly the Hospice of Baltimore and Howard County) recently awarded NHF a \$100,000 grant to support NHPCO's Quality Partners initiative. This generous contribution will help NHPCO gain greater insight into what constitutes quality hospice care.

While much information exists about what "a good death looks like," there is not agreement about the specific practices that lead to "a good death." Once those practices are defined, the right performance measures must then be designed, tested, adopted, and used.

NHF CEO & President Don Schumacher notes, "This significant gift from Gilchrist Hospice Care demonstrates their leadership within our field. It will provide a substantial boost to our

nationwide efforts to build organizational excellence and improve hospice and palliative care delivery and outcomes."

Gilchrist Hospice Care's President, Catherine Boyne, says, "We are happy to make this investment in quality and we hope that other major hospices around the country follow suit. Together, we can make an incredible impact on our industry."

Launched in 2006, Quality Partners is a national cooperative effort developed and directed by NHPCO. Designed "by hospice for hospice," this national initiative provides tools and resources to help hospices assess and monitor the quality of care and services they provide and determine areas in need of improvement. For more information, visit the Quality Partners page [www.nhpc.org/quality](http://www.nhpc.org/quality). ■

## Ten Components of Quality in Hospice Care

These ten components of quality are the building blocks of Quality Partners and represent a comprehensive framework for organizing, assessing and monitoring a hospice's clinical and non-clinical operations.

- Patient and Family Centered Care
- Ethical Behavior and Consumer Rights
- Clinical Excellence and Safety
- Inclusion and Access
- Organizational Excellence
- Workforce Excellence
- Standards
- Compliance with Laws and Regulations
- Stewardship and Accountability
- Performance Measurement

Learn more about NHF and opportunities to support end-of-life initiatives at [www.nationalhospicefoundation.org](http://www.nationalhospicefoundation.org)

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National Hospice Foundation