

# Quarterly Report

National Hospice Foundation



The Charity for End-of-Life Care



National Hospice and Palliative Care Organization



Activity here at the National Hospice Foundation has never been busier. In addition to some wonderful signature events that are raising valuable funds and public support for hospice, NHF honored some special individuals who helped launch the Medicare Hospice Benefit 25 years ago (see page 3). The opportunity to reflect on the past energizes us as we move into the future.

As we continue moving forward, there is some exciting research that we want to share with you. A significant new study, sponsored by the National Hospice and Palliative Care Organization and published in the March issue of the *Journal of Pain and Symptom Management*, shows that hospice patients *do* live longer. Patients in the populations studied lived an average of 29 days longer than non-hospice patients.

There's an inaccurate perception among the American public that hospice means you've given up. Those of us who have been involved with hospice know how this special care can improve the quality of and indeed prolong the lives of people receiving care. In fact, positive hospice experiences, like that of Art Buchwald's, show how many people can thrive under the care of hospice. Now we have scientific research to support what many of us have known through our personal experience.

Supporting important research like this new study is only one example of how NHF can contribute to improving the care all people receive at the end of their lives. The new case statements the Foundation has created demonstrate other ways we can make a profound impact through our work. Thank you for being a part of the important work at NHF.



James R. Borynack  
Chair



J. Donald Schumacher  
President

## One Challenge Met, Miles to Go!

In the 2006 Annual Report, NHF introduced Bob Lee, a cycling enthusiast dedicated to advancing awareness of cancer, ALS and hospice care. Celebrating his 65th birthday this year, Lee began a 6,500-mile fundraising ride at the end of March. When he first launched his efforts in late 2006, the goal was to raise \$65,000 for each of his three reasons, and this goal was jump-started by the Duchossois Family Foundation with Challenge 65. Lee was charged with securing 650 supporters by mid-March. Thanks to your support, Lee met the challenge and accepted a \$65,000 check from the Duchossois Foundation on March 11.

As of our print deadline, more than \$200,000 had been raised through A Ride for 3 Reasons. But Lee isn't resting with his success! He has set a new goal of \$500,000, to be shared equally by the three charities – NHF, American Cancer Society and the Les Turner ALS Foundation.

The 6,500-mile journey started in Jacksonville, Florida and has traveled up the East Coast in recent weeks. To see where Lee is now, read tales from the road, and support his efforts, please visit [www.3reasons.org](http://www.3reasons.org).



Kim Duchossois presents Bob Lee with the check for Challenge 65



National Hospice Foundation

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## We Really Like You!



### Making Our Case

NHF has created a blueprint to guide our fundraising efforts, targeting specific projects including quality and research initiatives; hospice/palliative care provider education activities; consumer engagement and caregiver services; grief and bereavement programs; and the development of global hospice partnerships.

"Making our Case" spotlights an issue to provide a quick overview of why we do what we do – and how you can help.

#### Problem to Solve

Taking care of seriously ill family members, experiencing a death, and coping with grief are among the most difficult situations a human being has to endure. In the workplace, these experiences have far-reaching implications not only for the individual, but also for his or her coworkers and the company's bottom line.

#### Activity to Fund

The development and dissemination of best practices, tools and resources on workplace grief and caregiving – including NHPCO's It's About How You LIVE-At Work: An Employer's Guide to End of Life Programs and Policies – to assist employers who wish to develop or update existing policies, benefits and programs to support employees dealing with end-of-life issues.

To learn more, please contact NHF at 703/516-4928.

NHF applauds director Steve Stockman, and stars Sally Field and Ben Chaplin, for the movie "Two Weeks" which debuted in select cities this March. The film chronicles the last fourteen days of a mother's life as she is dying of ovarian cancer under hospice care – and the experiences of her four grown children as they come to terms with her impending death.

NHF and NHPCO's Caring Connections co-hosted a special preview screening on March 8, in Washington, DC. The event provided an outstanding opportunity for consumer education and engagement, complementing Caring Connections' It's About How you LIVE Campaign and their mission to encourage and empower people to make informed decisions about end-of-life care and services.



Watch for the movie on DVD this September!

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National Hospice Foundation Gala



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[www.nationalhospicefoundation.org](http://www.nationalhospicefoundation.org)

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## NHF Gala Celebrates the 25th Anniversary of the Medicare Hospice Benefit

The National Hospice Foundation Gala, presented by Hospice Pharmacia, was held on Wednesday, April 18, at the Omni Shoreham in Washington, DC. Kicking off NHPCO's Management and Leadership Conference, the event was a Silver Anniversary celebration of the Medicare Hospice Benefit, the legislation responsible for bringing compassionate end-of-life care to an estimated 10 million Medicare beneficiaries.

To mark this very special occasion, NHF honored the members of Congress who championed the cause among their peers – former Senators Robert Dole and John Heinz (posthumously, with Teresa Heinz Kerry accepting), and former Congressmen Bill Gradison and Leon Panetta. The Congressmen and Senator Dole introduced the benefit legislation in the House and Senate in December 1981. When the original bill didn't advance, Senator Heinz proposed the legislation as an amendment to another bill in July 1982. Thanks to the efforts of these four dedicated men, the legislation became public law on September 3, 1982.

Now, every day, approximately 200,000 people benefit from hospice care in the United States. In 2005 alone, more than 1.2 million patients received hospice services, with 1.6 million families utilizing hospice programs that offer continued support after the death of a loved one.

In addition to saluting these distinguished Silver Anniversary Honorees, NHF also presented its [Healthcare Architect Award](#) to Reverend Hugh Westbrook and Florida State Senator Don Gaetz, hospice pioneers whose efforts influenced the legislation. Both were truly architects of the Medicare Hospice Benefit, raising hospice awareness to ensure quality end-of-life care for everyone. Through their work at Hospice, Inc. (today's VITAS Innovative Hospice Care®), Gaetz and Westbrook built programs significantly impacting the delivery of hospice and palliative care.

Finally, the Foundation recognized the firm of Hogan and Hartson with a [Public Policy Award](#). Hogan and Hartson was instrumental in advocacy efforts leading to the passage of the Medicare Hospice Benefit legislation in 1982. And, through the past twenty-five years, the firm has continued to tirelessly advance support for hospice and palliative care. Their work has ultimately affected change to ensure that every person receives the care they need – and deserve – at the end of life.

As the charity for end-of-life care, NHF will be grateful to these honorees long after this special anniversary year has passed. We strive to have our efforts perpetuate theirs.

Watch for photos from the 2007 National Hospice Foundation Gala in the August Quarterly.



State Senator  
Don Gaetz



Rev. Hugh Westbrook



Sen. Robert Dole



Teresa Heinz Kerry  
and Sen. John Heinz



Rep. Bill Gradison



Rep. Leon Panetta



# This Just In...

## Run To Remember

**R**un to Remember® celebrated its first anniversary as a national program at the Big Sur International Marathon on Sunday, April 29. Once again, NHF Trustee Jeannee Parker Martin led a dedicated running team on the 26.2 mile scenic route. Other RTR participants also took part in the marathon's 5K run, as well as the 10-mile and 9-mile walks. Final fundraising amounts will be announced after all monies are collected.

Racing to other news, Run to Remember® has been named a charity of the prestigious LaSalle Bank Chicago Marathon! Join us on October 7 for one of the country's top running events. This marathon fills up very quickly, so register now at [www.chicagomarathon.com](http://www.chicagomarathon.com), and then register to participate with NHF at [www.runtoremember.org](http://www.runtoremember.org).



Karen Taylor-Good

**N**HF hinted of a new signature activity at last month's MLC... *The Gift of Hospice – Making Every Moment Matter* is an extraordinary celebration. The event features Grammy-nominated songwriter and singer Karen Taylor-Good in a one-hour program designed to spotlight your local hospice, bringing your community closer to your mission, and raising funds to support your efforts. Created by Ministry Home Care Hospice Services, NHF will officially launch this partnership opportunity for hospices nationwide at NHPCO's conference in late July – Caring for Mind, Body and Spirit: Psychosocial, Bereavement and Spiritual Needs at the End of Life.

**H**ospice programs are taking advantage of NHF's partnership with Lynn Isenberg. Consider inviting this comedic author – and soon-to-be television writer – to speak at your next event. All arrangements may be made through the Foundation. Contact NHF for details or for a sample of her first book in The Funeral Planner series.



Lynn Isenberg



## Remembering Mom

**M**ay is the month for mothers and NHF has the perfect way for you to remember yours – with ProFlowers arrangements fresh from the field!

The Foundation will receive 20% of every order placed through our dedicated link in 2007, so you can order flowers for your mother, grandmother

or favorite aunt and know that you're not only giving a beautiful gift, you're helping a worthy cause. Now, won't that make mom proud?!

Visit the NHF Web site, or connect to [www.proflowers.com/hospice](http://www.proflowers.com/hospice).

## Who to Call

NHF welcomes your interest in our many fundraising efforts. Staff may be reached at 703/516-4928, or toll-free at 877/470-6472.

**Greg Grabowski** – Vice President  
**Fran Eaton** – Corporate Partnerships

**Beth Fells** – Executive Assistant  
**Suzy Kara** – Reporting and Prospect Management  
**Maureen Lilly** – Grants and Administration  
**Katrina Lucas** – Events and Signature Activities  
**Allison Lurey** – Major Gifts  
**Susan Messina** – Grantwriter



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