

August Quarterly Report

National Hospice Foundation



The Charity for End-of-Life Care



National Hospice and Palliative Care Organization



Happy Summer!

National Hospice Foundation



The Gift of Hospice



James R. Borynack
Chair



J. Donald Schumacher
President

NHF Unveils New Signature Event

late in July, NHF launched its newest partnership opportunity for local hospice providers—**The Gift of Hospice**. This extraordinary celebration features Grammy-nominated songwriter and singer Karen Taylor-Good in a one-hour program that highlights the hospice mission while raising funds at the local level. Created by Ministry Home Care Hospice Services, the program made its national debut at NHPCO's special-topic conference in Albuquerque—**Caring for Mind, Body and Spirit: Psychosocial, Bereavement and Spiritual Needs at the End of Life**.

The Gift of Hospice offers local programs a turn-key event to enhance their fundraising efforts. From detailed guidelines and scripts, to props and favors, NHF will provide everything needed to successfully implement the event, with 70% of the income benefiting the local provider. And **The Gift of Hospice** can easily become a multi-year fundraiser for hospices. Years one and two—**Making Every Moment Matter and Believing in Life**—are already formatted with an innovative toolkit. Year three—**Navigating Life's Journey**—is almost complete.

To learn more, visit www.nationalhospicefoundation.org, or call Katrina Lucas for an introductory information package, 703/647-1574.



National Hospice Foundation

1700 Diagonal Road, Suite 625 • Alexandria, VA 22314

Phone: 703/516-4928 • Fax: 703/837-1233 • Web: www.nationalhospicefoundation.org



National Hospice Foundation

Quart

2007 NHF Gala

The National Hospice Foundation Gala in April was an outstanding success, with 700 guests in attendance and over \$700,000 raised. The night was a fitting tribute to the 25th Anniversary of the Medicare Hospice Benefit.

While the dinner was delicious and the dancing fun, the height of the celebration was definitely the evening's awards presentation. To have former Senator Bob Dole, former Congressmen Bill Gradison and Leon Panetta, and Teresa Heinz Kerry – representing her late husband, Senator John Heinz – together on stage was remarkable, and NHF was honored to have these very special guests. Their efforts to champion end-of-life care are as invaluable today as they were twenty-five years ago.

NHF was also pleased to recognize Reverend Hugh Westbrook, Florida State Senator Don Gaetz and the firm of Hogan and Hartson for the role each played in shaping the Medicare Hospice Benefit and advocating for the legislation. From beginning to end, this year's gala was truly about what mattered most – the individuals who made a difference. And the Foundation appreciates every honoree, sponsor and guest that made this third annual event the most successful yet!



Just a few of the onstage presentations at the 2007 National Hospice Foundation Gala

Save the date...
for next year's gala event –
Friday, April 11, 2008

www.nationalhospicefoundation.org

erly Report



On May 15, Archbishop Desmond Tutu led the inaugural celebration of the Diana Legacy Fund at The Prado in San Diego's Balboa Park. The public launch was the culmination of the Fund's development since its conception in 2005.

With an initial grant from the Diana, Princess of Wales Memorial Fund in London, the National Hospice Foundation's Diana Legacy Fund was established to support organizations like the Foundation for Hospices in Sub-Saharan Africa, helping to improve the lives of patients and their families by expanding hospice and palliative care services throughout the sub-Saharan region.

Archbishop Tutu spoke to more than 250 invited guests and media, telling stories of the late princess and citing her compassion as an example for all. Joining the Archbishop was Heroes star Noah Gray-Cabey, who led an opening procession of 50 children, each representing 10,000 children who died just last year alone in sub-Saharan Africa.

In addition, former President Bill Clinton and singer/songwriter Sir Elton John sent taped messages stressing the urgency of Africa's crises and encouraging support of the Diana Legacy Fund.

NHF is grateful to those who have made initial gifts to the Fund. With continued generous support, May's event will be just the beginning of a great change for those dying in sub-Saharan Africa.

To contribute, visit www.dianalegacyfund.org, or call 703/516-4928.



Archbishop Desmond Tutu speaking at the inauguration of the Diana Legacy Fund

"Sandra and I have both witnessed poorly treated end-of-life suffering during our professional careers, so we can appreciate and applaud the great work that FHSSA has already done in Africa.

We truly hope that our donation to the Diana Legacy Fund will allow FHSSA and its partners to expand its programs, bringing end-of-life relief and dignity to many more patients and their families who would otherwise have little access to care and support."

- David Lee, MD



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

People resist talking about and planning for death.

Activities to Fund

- Commission a nationwide poll to explore Americans' perceptions, attitudes, knowledge and beliefs about end-of-life issues. Use findings to create educational messages and materials that improve people's capacity to discuss death and plan for it.
- Develop Internet-accessible tools to guide individuals and families through the end-of-life decision-making process.

For a detailed statement about this month's issue, please contact NHF at 703/516-4928.

This Just In...

Run to Remember® isn't one race; it's any race a runner/walker chooses. NHF has had participants at the Columbus Marathon, the Long Beach Marathon, the Houston Marathon, the Big Sur International Marathon, the Flying Pig (Cincinnati) Marathon, the Derby (Louisville, KY) Marathon and the Knoxville Marathon, among others.

Beginning in the fall of 2007, NHF will feature "Spotlight Races" for Run to Remember®. These events will involve focused recruitment efforts and include enhanced team development, as well as a mini-celebration for the team sometime during race weekend. Our first Spotlight Race is The LaSalle Bank Chicago Marathon on October 7, 2007. RTR is one of the designated charities of the event, with more than 30 runners and walkers participating.

To learn more, visit www.runtoremember.org or the National Hospice Foundation Web site.

Run to Remember®—*Whatever the race, whatever your pace.*



Celebrating his 65th birthday this year, Bob 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—NHF, the American Cancer Society and the Les Turner ALS Foundation. Lee is ambitiously pedaling well beyond that goal. As of our print deadline, almost \$350,000 had been raised through A Ride for 3 Reasons!

The 6,500-mile journey started in Jacksonville, Florida and after traveling to Bar Harbor, Maine, Lee flew to Washington State and began the second leg of his

journey across the northern United States. To see where Lee is now, read tales from the road, and support his efforts, please visit www.3reasons.org.



National Hospice Foundation

1700 Diagonal Road, Suite 625 • Alexandria, VA 22314

Phone: 703/516-4928 • Fax: 703/837-1233 • Web: www.nationalhospicefoundation.org