



National Hospice Foundation

Giving Matters

A newsletter of the National Hospice Foundation

SPRING 2018

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The NHF Gala, held at the Washington Hilton, was a great success!



Thank You for Supporting NHF in 2017

It's hard to believe that 2017 is already behind us. As we strive for a strong year ahead supporting even more patients and families at the end of life, we wanted to take a moment to reflect on last year's accomplishments.

On May 2, over 300 people attended the NHF Gala in Washington, D.C. Our supporters learned how special experiences shared with family and friends can improve the quality of life for hospice patients in a way medicine alone cannot. They responded by raising over \$24,000 for the Lighthouse of Hope Fund.

Those funds helped support 56 Lighthouse of Hope experiences in 22 states with grants totaling \$51,347.73. The grants went to hospice patients with special end-of-life requests they could not otherwise afford. The experiences included a honeymoon to Atlanta, a Curious George themed 3rd birthday party, and a mother-daughter spa day, among many other special trips and outings.

In August and September, donors gave generously to the Disaster Relief Fund to provide much-needed support to hospice and palliative care providers after hurricanes

Harvey and Irma. In the wake of disaster, hospice and palliative care teams were braving dangerous weather and road conditions to ensure their patients were safe. Thanks to your support, we gave \$33,000 to hospices in Texas and Florida to cover the damage at hospice offices and the personal losses many staff members faced.

In December, donors answered the call to support even more families and caregivers in 2018 through our year-end appeal, giving over \$37,000.

Throughout the year, NHF also earned several grants to support NHPCO. This included \$55,000 from the Y.C. Ho/Helen and Michael Chiang Foundation and \$25,000 from the Milbank Foundation for palliative care initiatives as well as \$25,000 from Legal & General America to create a "Find a Bereavement Provider" tool on NHPCO's website.

We are humbled by the support we've received to ensure compassionate care for all people at the end of life. We look forward to continuing our work with you in 2018.



Lighthouse of Hope recipient Margaret Edwards (center) was able to connect with family she hadn't seen in over 13 years.

Tax Reform and Fundraising

Tax reform is here and fundraisers need to learn, understand, and adapt to what could be a very different fundraising environment for their organizations. NHF's Vice President of Philanthropy, Sarah Meltzer, answers some questions regarding tax reform and how it may influence donors.

How could the new tax bill impact charitable organizations and giving patterns?

In simple terms, the tax bill doubles the standard deduction and repeals the estate tax (also known as the inheritance tax). Since more Americans will do better on their taxes by taking the increased standard deduction—as opposed to itemizing their deductions—the tax incentive for those taxpayers to make charitable gifts will disappear. According to the Association of Fundraising Professionals, with the doubling of the standard deduction under the tax bill, the number of Americans who itemize their taxes will drop by 30 million.

With regards to the estate tax, charitable deductions are one of the few deductions estates can claim to minimize their tax liability. According to the recently released Giving USA 2017, bequests from estates contributed approximately \$30 billion to the nonprofit sector in 2016. Eliminating the estate tax would no longer encourage families to minimize their tax liability through charitable giving.



Sarah Meltzer, Vice President, Philanthropy

Are you concerned about this and do you think it will impact NHF?

The changes could affect our donations and subsequently those we serve. However, our donors' desire to give might not be tied to tax policy. They are motivated by the care and dedication of our hospice professionals at the bedside. I am honored that many will continue to give to honor a loved one by supporting hospice and palliative care.

How do donors make a difference when they support NHF?

Support to NHF means a patient can have one last experience through the Lighthouse of Hope Fund; a Veteran will have quality care at the end of life through We Honor Veterans; and hospices affected by hurricanes, earthquakes and fires will get support through NHF's Disaster Relief Fund. Every gift makes a difference in the work done by hospice and palliative care professionals working across the country.

What are some other ways people can support NHF?

There are many ways to support our important work. Give through your workplace, either through the Combined Federal Campaign or other giving mechanism (check to see if your company will match your gift!). Include NHF in your will and estate plans. Donate gifts of stock and securities. Sell unwanted items on eBay and donate the proceeds to NHF. Every gift makes a big impact.

Donor Spotlight

Thank You!

NHF extends our sincere thanks to everyone who donated during our year-end campaign, especially

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|---------------------------------|--|-----------------------------|
| ■ ATL Information Systems, LLC | ■ Cathy Gibney | ■ Bill Osler |
| ■ Richard Carlson | ■ Grand Lodge Benevolent, Patriotic Order of Does of the USA | ■ John and Cynthia Salamone |
| ■ Dr. Stephen Connor | ■ Corey Harper | ■ Karen Schlansky |
| ■ The Honorable Robert Dole | ■ Rev. William Manger | ■ Tom Bihn, Inc. |
| ■ Susan Faust | ■ Chris Montag | ■ Wade Trim |
| ■ Fuller Family Charitable Fund | | ■ Bob Ward |

A Day at the Spa – A Lighthouse of Hope Story

Aida Castro's Lighthouse of Hope story is about the bond between mother and daughter, memories of the past, and the importance of self-care. Aida has a background in cosmetology but has been unable to focus on her skill because of her illness. Liz Manlin, a social worker at VNA Hospice of Philadelphia, applied for a Lighthouse of Hope grant requesting funds to cover a mother and daughter day at the spa.

In the application she expressed the need for this very special day: "A day at a local spa would lift their spirits, provide a much needed opportunity for mother-daughter bonding outside of the home and assist in providing a break from the daily demands of living with a terminal disease."

In September of 2017, Aida and her daughter Christe spent a day at a spa in Philadelphia. Liz sent the following letter after the visit.

Aida and her daughter Christe and I met at the salon in downtown Philadelphia. I usually see Aida at home, dressed in pajamas or shorts and a tank top, but today she was wearing black pants, a wrap shirt and pin and gold shoes. She looked well put together for a day downtown! We took the elevator upstairs to the salon and got acquainted with the staff who would be styling Aida and Christe's hair. Aida was very excited to be around the salon crew - she is an entertainer at heart and loves to make people laugh. She selected a bright red color for her hair and her stylist, Barbara, got to work!

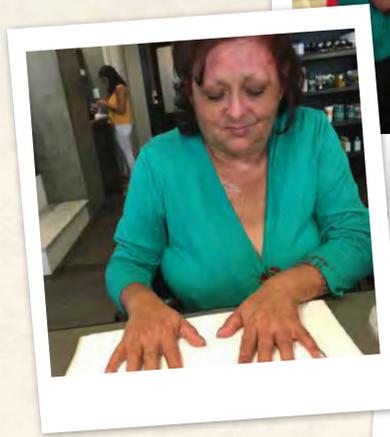
When I returned later, Aida had a beautiful blown out red hair-do and her daughter Christe had blue highlights! Christe, who normally works the day away caring for her young children and her mom, looked relaxed and peaceful and was smiling the whole time. They were so pleased to be pampered and "beautified" and to have time together as mother and daughter to be themselves and focus on self-care.

By the end Aida was exhausted both physically and emotionally but certainly buoyed by the opportunity to have a special day at a fancy salon with her beloved Christe.

Thank you again Lighthouse of Hope for making this possible!

The NHF Lighthouse of Hope Fund offers children and adults with a life-limiting illness, such as cancer, heart failure, liver disease, end-stage renal disease and ALS the chance to take a break by allowing them to have their wishes and dreams come true. Such dreams, big or small, can help people with life-limiting illness improve the quality of their lives in ways medicine alone cannot.

To learn more, please contact Emily Van Etten at 703.647.5165 or evanetten@nhpco.org.





National Hospice Foundation

Committed to compassionate care at the end of life

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Learn more about NHF at

www.nationalhospicefoundation.org

Gala

2018 NATIONAL HOSPICE

HONORING THE INNOVATORS OF HOSPICE

**TUESDAY,
APRIL 24, 2018**

WASHINGTON HILTON,
WASHINGTON, DC

6:30PM – 11:00PM

COCKTAIL RECEPTION, AUCTION,
ENTERTAINMENT AND DANCING

National Hospice and Palliative Care
Organization



The 2018 National Hospice Foundation Gala will celebrate the innovators of our time, those that lead the way during a critical moment in history. They listened and navigated thoughtfully. They responded and adapted with grace, spirit, and grit.

NHF will showcase these innovators through stories printed on keepsake postcards at every attendee's seat. An investment of \$1,000 will enable you to share their story with the hospice community. This is your opportunity to honor an outstanding healthcare professional and/or individual innovator.

YOU WILL RECEIVE A

- **Keepsake postcard** with your organizational name and story
- **5x7 Tribute Tile** at the National Center for Care at the End of Life
- **Opportunity to submit photos or video clip** for NHF to use as appropriate

To learn more about how to honor your hospice innovator, purchase tickets, become a sponsor, or donate an auction item, contact Joy Nguyen at jnguyen@nationalhospicefoundation.org, 703-647-5167, or visit www.nationalhospicefoundation.org/gala.

THANK YOU TO OUR LEADING SPONSORS!

as of February 9, 2018

- American Hospital Association
- Infinity Hospice Care
- Furst Group
- Kinnser Software, Inc.
- Glatfelter Healthcare Practice
- StateServ Medical - Hospicelink