Glatfelter Insurance Company and Haven Hospice Each Claim High-Traffic Spots

New Donors Name Spaces at the National Center for Care at the End of Life

The five-year $10 million Campaign for the National Center for Care at the End of Life continues to attract major donors who can choose specific areas in the building to name. In each issue of this newsletter we showcase some of those named areas—and the donors behind them.

**The Alcove**

Glatfelter Insurance Group has named the Alcove, which is the area right outside the conference room on the first floor. The relationship between Glatfelter Insurance Group and NHPCO dates back to April 2000 when Glatfelter senior managers met in the offices of the National Hospice Organization.

Bruce Williams, president and CEO, explained the impetus for their gift, “One of the people we met at that meeting in April 2000 was Mary Taverna, one of the pioneers of hospice in the United States. Mary was part of a dedicated group of NHPCO’s volunteer leaders who taught us what we needed to know about hospice and supported us while we were getting started. Successful fundraising often comes down to the right person asking and Mary Taverna was the right person to ask Glatfelter Insurance Group to contribute to the Campaign for the National Center for Care at the End of Life. We could not say no to her, because she played such an important role in getting us involved in hospice.”

**The Library**

Haven Hospice is North Florida’s expert in end-of-life and palliative care and is a past Circle of Life Award winner recognized as a national leader in improving the care of patients with serious or life-limiting illnesses. It is a community-based not-for-profit hospice serving 18 counties, most of them rural, and has had the privilege of fulfilling its mission—honoring life by providing comfort, care and compassion to those we serve—for more than 50,000 individuals and their families since 1979.

To learn more about naming opportunities, visit http://www.nationalhospicefoundation.org/files/public/Campaign/NAMINGRIGHTS.pdf or contact Heather Slack-Ratiu at 703-837-3155 or hslackratiu@national-hospicefoundation.org.
Nicole Edwards: In Her Own Words

I am very excited to run for hospice. This is my first full marathon and I have been training hard so far.

Last December my grandfather passed away and was taken care of by his local hospice in his home. I knew he was not doing well and made plans to see him for his birthday and spend Christmas Eve with him also. He lived in Florida and I am in Illinois.

My dad, also in Florida, called me two weeks before I was set to fly out and let me know my grandpa wasn’t doing well. I offered to change my flight and come down that day but he told me to wait until morning and see how things were then.

My Heart Was Broken

He called me the next morning and my grandpa was gone. My heart was broken and I felt full of regret. I just wanted to see him one more time; it had been a few months since I had made the trip down to see him. My dad told me to just come down as I planned and the memorial service would be on his birthday.

When I got down my dad wanted to tell me a story about my grandpa. He wanted me to know how much he loved me and how proud he was of me. In October I had run my first half marathon and all of the times and pictures were posted online. My dad helped my grandpa go online, checking my stats comparing my time to the other racers. I never knew he cared that much. He was never a man of many words. And I am one of 18 grandchildren, so I felt really special.

A Promise Made

When I had a moment alone with my grandpa before I went home I promised him to run a full marathon in his memory. It was a big goal for me, but with him watching over me I knew I could do it. When it was time to sign up I unfortunately could not afford the $145 registration fee and missed out. I thought maybe I’d run Milwaukee instead, but one day I got an e-mail telling me about charity runners being needed for Chicago. As soon as I saw National Hospice Foundation on the list I sat at my computer and cried. When I could finally see the screen I got myself signed up and composed myself long enough to fill out the questions.

And a Promise Kept

Then I obsessively checked my e-mail until I was accepted to run. I am so proud to be part of this team and thankful for the work you do for our loved ones and families. This journey has led me to make new friends, meet new runners, and I’ve even come across some hospice volunteers. Fundraising was out of my comfort zone, and I think I’ve done pretty well so far! I may not be the fastest runner, but I am committed and excited to be a part of all this. This experience has been a very positive one and I think it will only get better. Just like running... I’ve only been running for about three years, but it’s done nothing but good things for my life.
Perhaps you’ve heard of websites that allow people struggling with major illness to share information with their friends and family and organize help. Now there is Hospice Journey, an online service dedicated solely to patients facing the end of their lives. Check it out at www.hospicejourney.org.

Hospice Journey provides free, private personal websites through which patients and caregivers can keep family members and friends updated and coordinated. Each Hospice Journey website is secure and private. Posting updates in one place saves caregivers from the exhaustion of repeating often-difficult news over and over on the phone. Caregivers can easily let a patient’s community know how they can help through the Lend a Hand page containing information about visits, financial support and more.

Expressing What Matters Most
Each website is an environment for people to share their memories and thoughts. Hospice Journey encourages people to say the five things that matter most: Thank you, I love you, Please forgive me, I forgive you, and Good-bye. The website keeps all of these expressions of love and support in one spot for people to review at any time.

Fundraising for Hospice Programs
Hospice Journey websites include a “Support Hospice” section where family and friends may donate to a local hospice or NHF in honor of their loved one. Only hospices affiliated with Hospice Journey can receive donations, so to establish a relationship, contact Hospice Journey directly at info@hospicejourney.org or call them at (877) 365-5533. Hospice Journey is offered by The Samvara Project, a 501(c)(3) non-profit. The service is free to patients and families and to hospice programs.

Can you imagine how useful this would be?

Hospice Journey Collaborates with Hospices to Provide Free Personal Website to Patients and Their Families
People Can Designate Memorial Gifts to go to a Local Hospice or NHF

Hospice Journey Was Designed with Respect and Love
Much of the inspiration for Hospice Journey came from the experiences that one of the founders had as she cared for her mom in the last months of her life with the help of a hospice in San Francisco. The executive director has been a hospice volunteer since 1995 and has been honored to journey with families facing end of life. Her grandparents were served by hospice in 2007 and 2008. The members of the Hospice Journey team have a deep respect for hospice for helping people to live their final months and days with comprehensive, compassionate support and expert care.

IN MEMORIAM
Marilyn Morfogen
July 18, 1929 – September 6, 2011

Along with her husband, children, grandchildren, extended family, and multitude of friends, we at the National Hospice Foundation mourn the passing of Marilyn Morfogen, the wife of NHF founder and Trustee Emeritus, Zachary P. Morfogen.

NHF President and CEO J. Donald Schumacher said in words published in her obituary: “We honor Marilyn for the inspiration and passion to get the Morfogens involved in hospice many years ago when the hospice movement was getting started in the United States. Marilyn has always been involved in Zach’s hospice commitment and has truly made a difference in advancing hospice care across the nation. We were especially honored to have Marilyn participate in the HBO reception where NHF announced the Zachary Morfogen Art of Caring Award on June 23, 2011, in New York. Marilyn has so many friends and admirers in the hospice family to remember her and the legacy she has inspired.”

Donations to the Morfogen Arts and Education Fund can be made by noting Marilyn Morfogen’s name in the “In Memory” box. www.nationalhospicefoundation.org/donatenow

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Can you imagine walking this much?

To Celebrate her 60th Birthday and Raise Awareness about Hospice,
Joyce Michel Designed Project 22 and Walked 484 Kilometers This Summer
NHF/NHPCO Staff Joined Her on Two Walks in DC

Joyce Michel, who lives in Philadelphia and is an avid rower, first became part of the NHF family in 2008 when she gave a generous donation for the pediatric hospice initiative. That donation came from the proceeds of the Hutchinson Cup Regatta, a head race on the Schuylkill River that is held in memory of her husband Tom who passed away in 2003.

Project 22
In 2011, Joyce turned 60. As she thought about how to mark that turning point, she decided to leave the water—temporarily, anyway—and move her activity to land for the summer. She devised “Project 22”, an endeavor that had her walking 22K 22 times in 60 days. That’s a total of 484 kilometers, or 300 miles!

Many of her walks were solo. When she had the chance for friends and family join her, she jumped at the opportunity. Twice she took the train down to DC to walk with members of the NHF/NHPCO staff.

Walking in DC
On July 1 and August 10, we were blessed with delightful weather—a rare gift in the scorching 2011 summer. Knowing that Joyce would be donating some of the proceeds from Project 22 to the We Honor Veterans program, we designed a walk that started at Arlington National Cemetery and meandered past many monuments, including the WWII, Korean, and Vietnam war monuments.

“We are so grateful to Joyce for her extraordinary effort to bring attention to hospice and to raise funds. It’s no easy thing to get up in rain or shine and walk 13.67 miles (22K) day in and day out. It’s a testament Joyce’s passion for hospice and her inner fortitude. Those who walked with Joyce came away energized, despite some sore feet,” said John Mastrojohn, NHF’s executive director.

Joyce Michel’s father served in World War II and her uncle died in the Normandy Invasion. She wanted to pause during the July 1 walk at the memorial to that war.

The Eight Beams
By Zachary P. Morfogen, in honor of his wife, Marilyn

The pure white
Of devotion
Enhancing
Her first decade.

Soft sunlight streams
Center stage
Dancing
Her second decade.

Bridal veil flow
Beauty embraced
Celebrating
her third decade.

Tender sweet yellow
Radiance of children
Blossoming
Her fourth decade.

Precious dazzle rewards
Tasting the world
Expanding
Her fifth decade.

Solid glowing gold
Partnering elegance
Associating
Her sixth decade.

Warm gentle sunset
Legacy outreach
Rewarding
Her seventh decade.

Tender moon rays
Spiritually graced
Flowering
Her eighth decade.

Daisy
Fresh and green
Is her meadow.
You can make a big difference through payroll deduction

**Join in Supporting Hospice Through Your Workplace Giving Campaign!**

It is hard to believe that it was 50 years ago that President John F. Kennedy created the Combined Federal Campaign. The CFC enables federal employees to help people in local communities, across the nation, and around the world through charitable giving. According to official CFC data, despite the tough economy, last year Federal civilian, postal, and military donors pledged $281.5 million to the CFC.

NHF's parent organization, the National Hospice and Palliative Care Organization (NHPCO), is honored to participate in the CFC and receive gifts through this and many other employee campaigns. CFC donations to NHPCO go directly to programs that help hospices across the country serve everyone, including Veterans, children, caregivers, and grieving families.

As you make your charitable giving decisions before the end of the year, consider hospice care (CFC#11241). While you honor the memory of loved ones, your giving will help NHF and NHPCO take important actions to ensure that hospice care continues.

Not a federal government employee? Does your company hold a workplace giving campaign? You can help hospice across the country by including NHPCO in your company's workplace giving.

**NHPCO CFC#11241        FHSSA CFC#11018**

**Does your employer match employee gifts? Double your impact to hospice**

Questions? Need more information? Call or email Sarah Meltzer, 703-837-3149 or smeltzer@nationalhospicefoundation.org

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**Thank You! Thank You! Thank You!**

**With great pleasure, we acknowledge and thank:**

- **Duke Energy Services** for a very generous donation of more than $100,000, garnered through employee payroll deduction and a matching gift from the company.

- **Hospice of the Carolina Foothills** for inaugurating “Jeans Day” once a month and donating the first proceeds raised by denim-clad employees to the Disaster Relief Fund and We Honor Veterans.

- **Whole Foods Market Old Town** (Alexandria, VA) for providing refreshments for two receptions held at the National Center honoring Project 22 walker Joyce Michel.

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**National Hospice Foundation Gala**

*Please join the National Hospice Foundation on March 30, 2012 for our 8th annual gala. It will be held at the Gaylord National Resort & Convention Center National Harbor, MD, as part of the National Hospice and Palliative Care Organization's 27th Management and Leadership Conference. This annual event celebrates NHF donors' commitment to compassionate care at the end of life.*

**National Hospice Foundation Gala**

**Friday, March 30, 2012**

**Gaylord National Resort and Convention Center**

**201 Water Street, National Harbor, Maryland**

**6:30pm Cocktails and Silent Auction**

**7:30pm Dinner and Awards**

**Dessert and Dancing to follow**

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**Thank You!**

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Are you ready to get a jump start on holiday shopping?

TisBest Charity Gift Cards Make Unique Presents—and Benefit NHF

Retailers start promoting the winter holiday season even before Halloween, so the frenzy has begun. This year, relax. Make it easy on yourself. Sit down at your computer and order up some gifts that make the world a better place. TisBest Charity Gift Cards work like any other gift cards, with one meaningful exception: the recipient directs the funds to one of 250 national charities on the TisBest website. (And NHF is on the list!).

If you use this link: http://tiny.cc/nhf, TisBest will donate an extra $2 to NHF for each card purchased. But that's not all. In addition, TisBest will let your recipients know that you recommend the mission and work of NHF—thus encouraging your friends and family to at least consider NHF for their donation.

A Gift Card Recipient Speaks
Kelly Richmond, of Michigan, wrote us and said, “I received a TisBest gift card as a Christmas gift in 2010 which I think is a wonderful idea. When I went online this summer to research the charities that I could donate to I didn’t have to put any thought into it once I came across the National Hospice Foundation.

You see, I lost my mother in May of this year [2011] due to stomach cancer. My mother put up a strong battle; however, the cancer just consumed her body. When it came to her end of life I knew I wanted her home so I could care for her with the help of hospice.

Although my family was initially against having hospice, I wanted them to see how wonderful the program really is not only for the patient but also for the family during and after death. We had wonderful hospice care and I am so glad my mother was comfortable and peaceful in her passing. I think a lot of people have the wrong idea of what hospice is so educating them so they can make the decision before end of life nears, I think, is a wonderful thing.”

Here’s a glimpse for you of the conversation on Facebook

Answer Fast: What are the Two Words You Would Use to Describe Hospice Care?
July 9, 2011 Facebook Posting

Compassionate care Endless love
Life affirming Beautiful comfort!
Loving endings Passion and pride
Godly love Much appreciated
Individualized Care
Alleviating suffering Kind and understanding
Comfort and support

Social Networking with NHF

Join the conversation on Facebook! You can find us at www.facebook.com/NatHospFdn. We share ideas, updates, and stories.

Follow our tweets at Nhfn_news.

A few posters couldn’t contain themselves to just two words!
One wrote: “Words can’t describe what hospice care does for the ill and their families. I was blessed to be part of it for several years.” And another shared: “Amazing and filled with grace.”

Learn more about NHF at www.nationalhospicefoundation.org
Ph: 703-516-4928 or 877-470-6472 Fax: 703-837-1233
info@nationalhospicefoundation.org
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