



**National Hospice
Foundation**

*Committed to compassionate
care at the end of life*

2011 Winter Quarterly Report

NHF Receives Extraordinary \$703,641 Bequest

Robert A. (Bob) and Gladys M. ("Boots") Crane Left a Substantial Gift to Hospice

You can imagine our surprise! With her eyes widening, NHF's director of planned giving and stewardship read that the National Hospice Foundation was the recipient of a \$703,641 bequest. That six-figure donation was NHF's portion of an extremely generous legacy divided equally among nine organizations.

In the letter, the trustee of the Gladys M. & Robert A. Crane Trust explained the circumstances surrounding the bequest. He noted, "Because most beneficiaries of this Trust were not personally acquainted with the Cranes, a brief chronicle of their lives will no doubt be of interest."

Life Story of the Cranes

Bob and "Boots," as they were known, were both born in Chicago in 1916. They were educated in Chicago schools. Mr. Crane earned his J.D. from the University of Chicago and became associated with the prominent Chicago law firm of Hubachek & Kelly. Mrs. Crane became an executive

secretary at R. R. Donnelly & Sons, the largest publishing company in Chicago.

They were married in 1942 and had no children. Avid travelers, the Cranes saw the world via ocean freighter, their preferred method of transportation. They retired in San Diego.

Mr. Crane passed away on December 16, 2006. Following his death, Mrs. Crane remained in her own home, eventually with round-the-clock nursing care as well as hospice. She died on October 16, 2009, in her own bed, accompanied by her nurse and hospice caregiver.

NHF Responds

"To say we were surprised by this bequest is an understatement," said J. Donald Schumacher, president & CEO of NHPCO and NHF. "It was wonderful news to receive. We are working with our board and staff to determine the very best use for these funds. My only regret is that I cannot personally thank the Cranes for their gift." ■



The Cranes were world travelers and loved ocean sailing.

Are You Interested in Leaving a Legacy of Caring?

Your estate does not need to be as large as the Cranes' to have impact

Leaving a bequest to NHF in your will is a simple way to make sure that your commitment to hospice endures. The gift can be whatever size works for you in your estate planning. We are deeply grateful for all bequests. To find simple ways to make a bequest, visit www.nationalhospicefoundation.org/give, call 877-470-6472, or email planning@nationalhospicefoundation.org

From Sea to Shining Sea

**Hundreds of hospice providers and supporters
will converge to celebrate America and hospice**

Join us on Friday, April 8, 2011 at the Gaylord National Resort & Convention Center at National Harbor, MD for the seventh annual NHF Gala, *From Sea to Shining Sea*.

Just a few steps from the nation's capitol, this spectacular venue will help us celebrate hospice and palliative care from coast to coast with an all-American salute. We will also pay special tribute to our U.S. military veterans. Highlights of the

evening include sensational entertainment, one-of-a-kind auction items, and a star emcee, Brad Garrett. Mr. Garrett is an actor and comedian, perhaps best known for his recurring role as Robert Barone in *Everybody Loves Raymond*.

Visit www.nationalhospicefoundation.org/gala2011 for more information (including sponsorships or silent auction donations) or to request an invitation. ■



What's more American than television? Not much! Brad Garrett, actor and comedian, star of *Everybody Loves Raymond*, will entertain as the emcee for the evening.

“From Atlanta to Africa” Event Was a Big Success

On September 14, NHF celebrated the important work of FHSSA in Africa

More than 120 individuals celebrated FHSSA's work in Africa at the “From Atlanta to Africa” fundraising event. The evening reception was held in conjunction with NHPCO's Clinical Team Conference in Atlanta. Generous sponsors contributed \$42,000. The gold sponsors were CCR Events, Hospice Pharmacia, Hospice of the Western Reserve, and VITAS® Innovative Hospice Care®. Silver sponsors were Community Health Accreditation Program (CHAP, Inc.), The Elizabeth Hospice and Foundation, and the Center for Hospice Care. The entire list of sponsors can be found at www.fhssa.org/AtlantaSponsors. ■



The evening began with a special event for top-level donors. Performers from The Drum Cafe led participants, including Nancy Cranton, Rebecca Rodriguez, Molly Guzzino, Jeannee Parker Martin, and Gretchen Brown, in an energizing drum circle.



Cathe Kobacker, member of the FHSSA development committee, was just one of the many people who could not resist the lure of the music and took to the floor dancing.



Guests mingled and dined for several hours. Bidding was competitive on more than 100 beautiful African auction items.



FHSSA
Compassion has no borders

NHF Hosts Gratitude for Giving Event in Atlanta

On Sunday, September 12, NHF's Board of Trustees welcomed friends to the Druid Hills Golf Club in Atlanta, Georgia, for a Gratitude for Giving event. Almost 75 guests attended the evening reception, which featured delicious Southern food.

“We have established Gratitude for Giving events so that whenever we are gathered for a board meeting or conference, we take the opportunity to meet—and thank in person—those individuals who have supported NHF in the past,” explains John Mastrojohn III, NHF's executive director. “And, we also take the opportunity to introduce new friends to our work to promote compassionate care at the end of life.” ■



NHF staff member Maureen Lilly and NHF Trustee Eleanor Blayney work closely together on charitable planned giving.



Guests Todd Picou, Susan Lloyd, and Gretchen Brown enjoy time together.



Brickson Diamond, NHF's 2008-2010 board chair, celebrated with family and friends.

Thank You!

We send an extra-special thank you to:

- **Tim Fenbert**, our host at the Druid Hills Golf Club, and the two corporate sponsors of the Atlanta Gratitude for Giving event: **Home Healthcare Solutions, Inc.** and **Mopdog Creative + Strategy**.
- **The Gold, Silver, and Bronze sponsors of “From Atlanta to Africa”**. See the full list at www.fhssa.org/AtlantaSponsors
- **The JINGO Foundation** for a \$5,000 gift in support of NHPCO's consumer initiative, Caring Connections.



Sarah Friebert, NHPCO's consultant medical director for pediatrics, donned her running gear and ran on the Run to Remember treadmill to raise money for pediatric work.

- **Megan Bhatt**, who has taken her Run to Remember commitment to a whole new level by volunteering to recruit others to the program. If that is an appealing idea to you, contact Stuart Lazarus at stuart@runtoremember.org
- **Sue Hazelton** for graciously lending us her story of her sister Cathy's time in hospice. Sue's generosity allowed us to tell Cathy's story in our year-end appeal, which touched the hearts of many donors.



Run to Remember: Wrapping Up 2010

A year of outstanding growth leads to new opportunities

Every year, Run to Remember, NHF's athletic fundraising program gets bigger and better. 2010 was no exception. Here are highlights from the year:

- Our participants did an incredible job fundraising and so we blew past revenue projections (final number to be reported in the annual report). We give deep thanks to each Run to Remember walker or runner this year! You are hospice heroes.
- In the spring, we unveiled a totally overhauled website. It is jam-packed with information for both individual runners/walkers as well as for hospices. Make sure to take a peek at www.runtoremember.org.
- We fielded large teams at the Bank of American Chicago Marathon and the Marine Corps Marathon. Run to Remember is an official charity of both these premier races. These marathoners were among our very top fundraisers and we are so grateful to them!
- For the second year in a row, Alive Hospice in Tennessee organized a team of "Pavement Pounders" to raise unrestricted dollars to support their program. This year, they doubled the number of participants!
- Through Cheryl Brown's outstanding efforts at the Hospice of Washington County in Maryland, we had the largest Run to Remember hospice team in our history.



Jen and Andre Robin, a brother-sister team, ran the Bank of America Chicago Marathon to honor their father who passed away this year. The heart and soul of Run to Remember is memory: honoring those who have passed away, but left us with countless memories.

- Stuart Lazarus (RTR program director) and Sarah Meltzer (NHF staff member) raised more than \$8,000 to support the capital campaign for the National Center for Care at the End of Life. They, and 10 other teammates, shared running shifts for 32 hours straight as they completed the overnight 200-mile Bourbon Chase relay in Kentucky.
- Ultramarathoner and elite athlete Jim Smith dedicated his Badwater Ultramarathon to Run to Remember and was our very top fundraiser, bringing in more than \$12,000. Jim vows to be back in 2011! ■



Before the Hagerstown 5K race began, the Hospice of Washington County Run to Remember team joined hands for a moment of silence.

The Nationwide Better Health Columbus Marathon has been Designated a National Memorial Race

The Goal is to Bring Many Hospice Runners to Columbus, OH for a Special Experience

On Sunday, October 16, 2011 a sizeable contingent of Run to Remember® runners will take to the streets of Columbus, OH as part of the Nationwide Better Health Columbus Marathon. For the first time ever, the National Hospice Foundation has named a specific marathon as a "National Memorial Race"

While people are still encouraged to participate in any race (marathon length or otherwise), this new designation marks an exciting turning point for Run to Remember. In 2011, for the first time, NHF will work closely with a marathon to make it a destination race for runners from all over the country.

A Quality Event

"The Nationwide Better Health Columbus Marathon is truly a quality event," explained Stuart Lazarus, Run to Remember National Program Director. "There are many factors we consider when selecting a destination event, including the attractiveness of the host city, the overall organization and national ranking of the event, the quality of the staff among other things. The Nationwide Better Health Columbus Marathon exceeds our expectations in all areas and we are pleased to direct hundreds of Run to Remember runners and

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Seven Tips for Helping People with Intellectual Disabilities Cope with Grief

Special to the NHF Quarterly by Lisa Kynvi, MA, MT-BC, LMHC

As a music therapist and licensed mental health counselor who worked for more than a decade in a special education setting before coming to work full-time in hospice, I have a particularly strong interest in helping clients with intellectual disabilities navigate the rough waters of grief and bereavement.

Some of the most important points that professionals need to consider when helping this population are:

- 1. There is a serious lack of death education** with this population, and clients may need extra help and sensitive attention to learn what death means.
- 2. Think creatively:** Your client may need to go many times to the empty house to search again for her mother. She may need to feel her own heartbeat, and yours, to understand alive, in order to then understand dead.
- 3. One does not need to understand the concept of death in order to feel the loss and the grief;** we have to presume clients are experiencing the loss on every level, no matter what they can or cannot tell us with words.
- 4. Some of the most serious problems arise** when well-meaning family members and professionals assume these clients need to be protected from the truth and from experiencing their grief.
- 5. Actions usually speak more clearly than words,** and you may see grief expressed in searching, fleeing, withdrawing, aggressing, self-injuring, regressing, and particularly in increasing compulsivity.



It can be very helpful for non-verbal children to have the opportunity to express their feelings of loss in non-verbal ways, such as banging a gong.

- 6. Ask yourself: What is my client saying with what s/he is doing?** What does it mean? What does s/he need to move on?
- 7. Especially if your client is non-verbal,** use as many non-verbal ways of expressing emotion as possible: vocalize and sing on "ah," draw, paint, dance, tear paper, throw things, beat a drum (use a mallet or stick), shake maracas or bells, yell, hit a pillow. Help them move all the way through the expression and on to something else before you stop to steer away from compulsive repetition. Open and close sessions with a positive, connecting, and meaningful song. ■



Ms. Kynvi, from the Merrimack Valley Hospice in Lawrence, MA, presented on this topic at a session at NHPCO's Clinical Team Conference. An NHF staff member attended her session and thought that the information was so important that it should be shared widely. Ms. Kynvi is happy to answer questions. She invites contact at **978-552-4151** or **lkynvi@homehealthfoundation.org**.

For other information, see NHPCO's Disabilities Outreach Guide at <http://www.caringinfo.org/Community/Disabilities.htm>. Your donations to NHF support the creation of tools that help hospices reach out to diverse populations.

Columbus Marathon Continued from page 3

walkers from across the country to participate in Columbus in October."

The 32nd Nationwide Better Health Columbus Marathon and Half-Marathon will be held on October 16, 2011 and will have the capacity of 6,000 marathoners and 11,000 half marathoners. According to Running USA, the Nationwide Better Health Columbus is consistently one of the 25 largest marathons in the United States. For more race information, visit: www.columbusmarathon.com.

How to Register

Run to Remember will provide outstanding support to any runner planning to participate in the National Memorial Race, including a pre- or post-race event in Columbus and lots of advice and support along the way. Registration is a two-step process. First, register with the marathon at www.columbusmarathon.com and then register with Run to Remember at www.runtoremember.org. Any potential participant with questions should immediately contact Stuart Lazarus at stuart@runtoremember.org. ■

If you are responsible for fundraising for your hospice, consider this new program

The Charitable Gift Annuity: a Revenue Stream That's Now Possible for Hospices

NHF's new program carries all the risk, so that you can reap the benefits

Through a special NHF program, your hospice can now offer the option of a charitable gift annuity to your donors and volunteers. The charitable gift annuity (CGA) can be an excellent fundraising tool for many nonprofits. NHF is positioned to take the administrative burden off your development team entirely. Your job is to recruit potential donors.

How NHF Can Help

A new section of the NHF website (www.nationalhospicefoundation.org/CGAsForHospice) includes a lot of information about CGAs and the NHF partnership program. It features materials that can help educate your hospice leadership. We also offer outreach templates that you can personalize and share with potential donors.

Under the partnership, NHF will assume the financial risks and take on the administrative burdens (e.g., monitoring/complying with state regulatory requirements and managing the investment and administrative responsibilities).

Benefits of this Program to Hospices

The benefits of CGAs—especially the tax advantages and guaranteed income—make them an appealing option for many middle-income Americans and, thus, can expand your pool of prospective donors.

Once the donor passes away, the remainder of the funds left in the annuity would be shared between NHF and your hospice, based on the designation by the donor. The portion for the referring hospice can range from 50 to 80% of the remainder.

CGAs are also a powerful way for all people—at both middle and high income levels—to champion the hospice cause and leave a legacy. NHF now makes it easy for hospices to offer this philanthropic option to donors.



How Does a CGA Work?

The donor makes his/her contribution to a nonprofit organization—be that a cash contribution, or other asset (such as publicly traded securities)—which is then reinvested.

In return, the nonprofit agrees (via a formal contract) to pay the donor fixed, guaranteed payments for life (and/or the lifetime of a spouse or partner), while the remaining balance will go to the nonprofit.

The net proceeds that the nonprofit will receive will depend on (1) the lifespan of the donor and (2) the rate of return on the invested donation.

Online Tools

www.nationalhospicefoundation.org/CGAsForHospice

- CGA Basics
- Pros and Cons of a CGA Program
- How the Partnership Works
- Materials to Share with Your Leadership
- Who are Your Prospects?
- Marketing Tools and Materials

We are happy to talk to you! Start by emailing planning@nationalhospicefoundation.org



**New Year's Resolution
Put CGAs to Work for Your Hospice**

Showcasing the NEW Office of Philanthropy

In the new structure, NHF and FHSSA are both housed in the Office of Philanthropy

Normally, we do not report on our organizational structure. However, given the significance of recent changes—and the very positive implications it has for our continued good stewardship of donors' funds—we decided it was important to share the news.

NHF and FHSSA (which began as the Foundation for Hospices in Sub-Saharan Africa) are both affiliates of the

National Hospice and Palliative Care Organization (NHPCO). All staff members of both NHF and FHSSA are employees of NHPCO and are detailed to work for the affiliate organizations. Our core services, such as accounting, IT and HR, are also provided by NHPCO staff.

In early September, NHPCO announced the first major reorganization in 10 years. Under

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Have you joined NHF's page on Facebook?

Wise Words about the Experience of Being with Someone When They Pass Away

On October 18, 2010, we asked our Facebook fans to answer this question: "If you have been with someone when they died, what would you say to others who haven't yet had that experience?" Here is a sampling of their thoughtful responses.

It is a blessed experience that is very hard to explain. Being invited into someone's last months, days and hours is an honor that holds big responsibility, but gives even bigger rewards in knowing you have helped a patient and family during this time in their lives.

I was there when my dad died and I know that the last thing he heard was my voice. It's an honor to be there at the end of someone's life here. It's as awe-inspiring as birth in many ways.

I'd tell them to spend as much time with their dying loved one and embrace every moment.

The overwhelming peace that fills a room at that time is like nothing else. As hospice professionals we are given an invitation second to no other when asked to attend a person's final moments.

It is awe-inspiring and cannot truly be described with words. There is a quiet and a peace that fills the room. It can be emotionally and spiritually overwhelming.

facebook

I tell them that Hospice is a wonderful organization, and that they'll be there for you and patient until the very end.

Each death is different, not every death is peaceful, but the most important thing to focus on is the comfort and needs of the patient. Never take a single second for granted.

I'd tell them to remember their voice and touch, and if and when the dying slip into a coma, talk to them and say, "I love you."

I'd tell them that the patient may be afraid to die, and just being there can comfort them.

Social Networking with NHF

 Join the conversation on Facebook! You can find us at www.facebook.com/NatHospFdn. This is where we discuss a range of topics. If you want to raise money for NHF through Facebook, we welcome that and direct you to www.causes.com/hospice

 We also have a Twitter account, so you can follow our occasional tweets at [Nhf_news](https://twitter.com/Nhf_news).



Office of Philanthropy Continued from page 5

the new plan, NHPCO has four offices with four senior vice presidents leading each of them. NHF and FHSSA are now both housed in the Office of Philanthropy, which is led by John Mastrojohn, III, serving as executive director of both affiliates.

John is also a member of the senior leadership team, along with fellow senior vice presidents, Kathy Brandt (Office of

Office of Philanthropy Staff- Standing: Mary Williams, John Mastrojohn, Maureen Lilly, Anthony Barnes, Susan Messina, Shelley Smith, Sarah Meltzer
Seated: Caitlin Lachal, Heather Slack-Ratiu, Erinn Nanney

Education and Engagement), Cathy Gibney (Office of Administration), and Jon Keyserling (Office of Health Policy), as well Galen Miller, executive vice president, and J. Donald Schumacher, president & CEO.

"We are very energized by this change," said Mastrojohn. "Within days of the decision, we made the immediate change to combine communications efforts for NHF and FHSSA. This makes terrific sense from an efficiency and communications perspective." He added, "The two teams are working together very effectively on a number of fronts and we look forward to increasing our efficiencies and effectiveness as we move into the new year." ■

Learn more about NHF at www.nationalhospicefoundation.org

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