



A Run to Remember® story to share with you

“I sleep a lot more, I eat a lot more, and ice is my new best friend”

Alpaca Farmer Laces Up Her Running Shoes and Raises Money for Hospice

“It’s a service that you don’t really appreciate until you need it,” says Emily Hess. She is referring to the hospice care that her grandmother, brother-in-law, and aunt all received. Her grandmother and aunt both died in March 2008 and her brother-in-law passed away in 2007.

Hospice catered to the individual needs of each one. Her grandmother, Irmgard, received hospice care while in an assisted-living facility. Her brother-in-law, Gerard, died from melanoma, leaving behind three young children, who received grief counseling through hospice. Her Aunt May, whose illness was quickly diagnosed and whose timeline relatively short, received hospice care immediately.

Honoring Them through Run to Remember®

In gratitude for all the help her family had received through hospice, and wanting to remember and honor those she had lost, Emily trained for and completed the Columbus Marathon on October 18, 2009.

Through NHF’s Run to Remember® program, she raised an outstanding \$4,760. She blew past her initial goal of \$1,500. How?

She opened her challenge to the community. “This is something that everyone understands. You lose a loved one and you want to remember them in a meaningful way.”

Dedicating Each Marathon Mile

As donations began pouring in, people would write, “Remember my mother,



Emily Hess and three generations of her family raise alpacas on Silver Birch Farm, a converted dairy farm in Ohio.

Maryanne” or “remember my father, Roger.” This gave Emily the idea to dedicate individual miles of the marathon to others’ loved ones as well. On race day Emily carried a list of not only her loved ones but others who wanted their loved ones remembered. “It was not hard raising the money. That was actually the easiest part!”

Pink Motivation?!

On the morning of the marathon, Emily was wearing her pink Run to Remember® shirt with the names of her loved ones on her back.

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NHF Trustee Eleanor Blayney is writing a book, Women’s Worth: Finding your Financial Confidence, to be released in early 2010.

Imagine this: a charitable gift to NHF that provides you with income

NHF Trustee Eleanor Blayney Champions the Charitable Gift Annuity Program – and Makes the Very First CGA

In October, 2009 Eleanor Blayney entered NHF’s history books by making the first Charitable Gift Annuity agreement with NHF.

In exchange, NHF will pay Eleanor a fixed dollar amount for life. She will also receive an immediate charitable deduction on her taxes.

Eleanor says, “As a financial planner, I know a CGA is a good way to express my support for NHF and provide me with funds for retirement.”

“We are immensely grateful not only for Eleanor’s generosity with her CGA, but for her leadership role in bringing this program to NHF” says Brickson Diamond, chair, NHF Board of Trustees. “When Eleanor joined the Board of Trustees, she said she wanted to use her professional financial planning expertise for our benefit. She has worked diligently with staff to implement this program. I am thrilled that hers is the lead gift.”

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Have you become a Fan of NHF on Facebook?

NHF's Facebook Fans List Top Myths about Hospice

The breadth of the replies reveals how much public awareness work is left to do. And that's something your gifts to NHF support .



NHF jumped on the Facebook bandwagon in October, 2009 and has been garnering Fans at the rate of about 100 each week. On October 15th, we asked our Facebook Fans a simple question: **"In your experience, what are the biggest myths about hospice?"** Here are some responses:

- It's a place to die
- Hospice only takes care of cancer patients.
- That hospice is always a physical building—a location rather than a service
- That it helps people to die. Or that you die faster if you accept services
- That it means giving up!
- That they try to make you just let the patient die
- That ALL hospice people are angels... c'mon now
- Hospice can only help you for a year after your loss
- That hospices are there to "pull the plug on grandma"
- Productive discussions with doctors about end-of-life options are "death panels"
- Hospice is only for those who can't afford their own care."
- Hospice is "something the doctor will order, only when he or she thinks I am ready"
- It means you're at the end
- Hospice work is mostly depressing
- Hospice admission=giving up hope

Become a Fan of NHF on Facebook

Become an NHF Fan. You can engage in dialogue and learn hospice news. Find our page by typing "National Hospice Foundation" into the Facebook search box. See you there!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Your Gifts Help Shatter These Myths

Donations to NHF help support NHPCO's Caring Connections consumer education program. Visit www.caringinfo.org to see the broad array of information available.

Charitable Gift Annuity Program Continued from page 1

Her Passion for Hospice Care

When asked what prompted her interest in hospice, Eleanor explains, "The contrast between my father's good death and my mother's bad one impelled me to learn more about hospice care."

"I had been offered hospice services at some point during my mother's illness, but I declined. I thought I already had way too much to do to take anything else on. How I now regret that decision."

Several years after her mother's death, Eleanor retired from Sullivan, Bruyette, Speros & Blayney, a financial planning firm. As she tried new activities, she was surprised to discover that she found the most satisfaction and personal fulfillment from her involvement with hospice.

In addition to serving on the NHF board, Eleanor volunteers as a patient care volunteer with Capital Hospice, in Northern Virginia.

"Eleanor is an extraordinary asset to the NHF Board," states J. Donald Schumacher, NHF's President & CEO. "She will leave

behind quite a legacy — both in terms of her personal gift *and* her assistance in structuring the CGA program. I thank her deeply and personally." ■

Could a CGA Be Right for You?

According to Maureen Lilly, NHF's director of planned giving & stewardship, CGAs offer many advantages to average, middle-income donors. "A CGA allows you to make a charitable contribution to a cause you believe in. And, at the same time, you receive guaranteed retirement income with some significant tax advantages."

You would be eligible to give NHF a CGA for a minimum contribution of \$10,000. The amount of income you would get, and at what age, varies based on your age and the amount of the CGA. For more information, call us at **703-516-4928** or email planning@nationalhospicefoundation.org.



Hospice “Rock Star”

David J. Casarett Tours in 2010

NHPCO’s consultant medical director and sought-after public speaker is launching a national speaking tour to benefit NHF

To hear Dr. David Casarett speak about his life as a hospice and palliative care physician before a packed house, is to experience something phenomenal. He can literally bring down the house, with hospice professionals on their feet whistling and clapping. At NHF, we admire him as a hospice “rock star.”

The Tour

We are thrilled that our star will actually be touring this year. Dr. Casarett is teaming with NHPCO’s Caring Connections program to promote quality end-of-life care and his book, *Last Acts: Discovering Possibility and Opportunity at the End of Life* which is being published by Simon & Schuster in January. In return he will donate a portion of his fee to NHF. We are so grateful to Dr. Casarett for his generosity.

His Qualifications

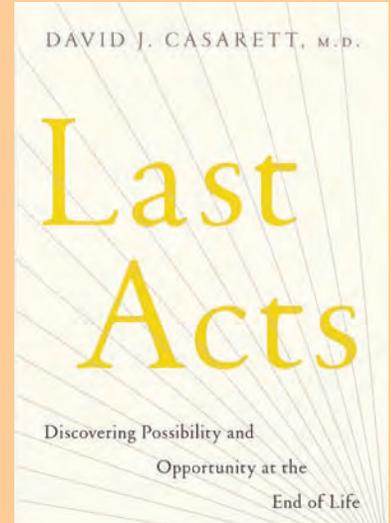
David Casarett is a physician, researcher, and tenured Associate Professor at the University of Pennsylvania School of Medicine, where he specializes in end-of-life care. He is a respected researcher whose studies have enrolled more than 4,000 dying patients and their family members. He holds numerous awards.

Profound Questions

In *Last Acts*, Dr. Casarett explores profound questions. What



David J. Casarett, MD,
author of *Last Acts: Discovering Possibility and Opportunity at the End of Life*



would you do if you only had a few days to live? A few hours? A few minutes? And what should you do? How can you make the best possible use of whatever time you have left? What is the right answer for each of us?

Dr. Casarett shares the compelling stories of many of the patients he’s cared for in his 10 years of practice. *Last Acts* paints a picture of the ways that people choose to spend their time. It helps patients, family members, and loved ones to better understand which choice is the right one for them.

For More Information or to Order

To learn more about the tour, visit www.caringinfo.org/Casarett. To order a book from NHPCO’s Marketplace, call 1-800-646-6460 or visit www.nhpc.org/marketplace. ■

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“As I got ready that morning and put on my shirt, I couldn’t help but think of Gerard. He was the one that took me out golfing for the first time. Knowing I hated the color pink, he got a pink golf ball and said ‘this should help you hit it farther!’ When I stood and looked in the mirror at my pink shirt, I laughed and thought if he was there, he may have said ‘Run faster and you can take that pink shirt off sooner!’”

Emily dedicated her final six miles to her Aunt May. She knew that if she had been living, May would have been one of her greatest supporters during training and on race day. “I envisioned her cheering for me, hearing her voice, and encouraging me to the end. I finished the marathon with a smile on my face—and tears of joy soon followed!” ■

Does Emily Inspire You?

You can choose *any* race (5K to marathon or beyond) and run or walk it at *any* pace. First, register for the race of your choice. Second, register with Run to Remember® at www.runtoremember.org. It is easy to start fundraising with your own personal Web site.

Are You a Hospice Program That Would Like to Benefit?

Contact Stuart Lazarus at stuart@runtoremember.org or (614) 271-7465 to learn how your hospice can put together a team to raise money. We will be offering special orientation sessions in Philadelphia, Dallas, and Los Angeles in 2010; contact Stuart for details.



FHSSA

Compassion has no borders

NHF's FHSSA Impact Fund

Supports Compassionate Care Where the Need is Great and Resources are Few

Through the FHSSA Impact Fund, NHF raise funds to support the programs of our affiliate organization, FHSSA. The work of FHSSA is extraordinary. FHSSA:

- **Connects** organizations in the United States and sub-Saharan Africa through its Partner Program.
- **Collaborates** to provide quality, comprehensive, compassionate hospice, and palliative care.
- **Expands** comprehensive care services, **supports** families, and **transforms** communities.
- **Engages** supporters to **sustain** FHSSA's efforts in order to multiply the impact of their services on the ground.



FHSSA works through partners to train volunteers as home-based health care providers in rural African communities.

You can help meet the tremendous need in Africa

NHF and FHSSA Launch the IMPACT of 10 Campaign

The IMPACT of 10 Campaign helps FHSSA continue to support compassionate care where the need is great and resources are few

IMPACT is simple: You give your IMPACT gift. Every gift of every size makes an IMPACT – whether \$10, \$20, \$50, \$100 or \$1,000. And then, we ask you to contact **10** family members, friends, neighbors, or co-workers to multiply your IMPACT by 10! Your participation in the IMPACT of 10 Campaign will help FHSSA continue to support compassionate care where the need is great and resources are few.



Guests enjoyed the silent auction, which featured more than 80 items hand-crafted in Africa.

10 Years of Progress, A Future of Hope

FHSSA Celebrates Its 10-Year Anniversary

On September 25, 2009, the NHF and FHSSA teams combined forces to put on a stellar special event at the Grand Hyatt Denver. With 200 guests enjoying the festivities, we raised more than \$60,000 to support FHSSA. We celebrated FHSSA's 10th anniversary and all that had been accomplished on the ground in sub-Saharan Africa in that decade.

We also toasted the future! The FHSSA board and staff have worked very hard to plan the next 10 years of work. The focus of all FHSSA efforts is increasing the availability of quality hospice and palliative care in Africa.

NHF and FHSSA would like to especially acknowledge the event's Premier Sponsor, VITAS Innovative Hospice Care for their commitment, as well as Gold Sponsors (The Denver Hospice, Hospice of the Western Reserve, Suncoast Solutions, and Hospice Pharmacia), CCR Events, a Silver Sponsor. ■

Why 10?

FHSSA is celebrating a decade of IMPACT. FHSSA connects through its Partner Program more than 80 hospices in 28 states with a hospice in 1 of 16 African countries to promote comprehensive hospice and palliative care. FHSSA supports its African partners to provide compassionate care to the entire family and community - nutritional and medical supplies, bedding and school uniforms for orphans and vulnerable children, securing donated bicycles and vehicles, and creating volunteer caregiver networks.

To Make a Gift or Receive an IMPACT Kit

To make your own IMPACT gift, visit www.fhssaimpact.org. To receive beautiful printed IMPACT kits to share within your networks at the office or in your faith, civic, and community organizations, please contact the FHSSA team at **703-647-5176** or via email – giving@fhssa.org. ■

NHF Appreciates New Members Who Joined The Legacy Society

We thank these individuals for naming NHF in their wills and becoming part of The Legacy Society. You can also build a legacy of caring in this way. To become a member, simply notify us of your intentions by emailing planning@nationalhospicefoundation.org or phoning us at 703-516-4928. ■



Mary Labyak,
NHF Trustee



Jeannee Parker Martin,
NHF Trustee



Galen Miller, Executive
Vice President, NHPCO
and Bob Ward



Susan Messina,
NHF Staff



Marilyn M. Morfogen and
Zachary P. Morfogen
(NHF Trustee Emeritus)



Beverly Sloan,
FHSSA Board of Directors

Thank You!

In this challenging fundraising environment—2009 was one for the history books!—we are extra pleased to have good friends working on our behalf.

We would like to thank:

■ **Evercare Hospice & Palliative Care** for directing a total of \$118,300 (as of 11/3/09) to NHF. Because Evercare Hospice & Palliative Care is incorporated as a for-profit entity, any gifts given to it are not tax-deductible to the giver. Therefore, in order to maintain donors' intent in making a gift toward hospice, Evercare Hospice signs checks over to NHF. We can then harness those local donations to make a national impact.



■ **Sung Hee Kim**, for donating her company's graphic design services to NHF. Her mother received services from an Evercare Hospice. In gratitude, Sung Hee offered SAGETOPIA's pro bono services, including designer **Rachel Ver Steeg's** time. Because NHF and Evercare Hospice have a philanthropic partnership, Evercare Hospice directed her to us. We are most grateful to Sung Hee, Rachel, and Evercare!

■ **The staff at the Center for Care at the End of Life**—home of NHF, NHPCO, and FHSSA—for their generous support of NHF during the year-end employee appeal. We were thrilled that **91%** of the staff had pledged or made a gift, for a grand total of **\$14,014**. This was significant growth from 2008, when 70% donated \$10,669.

Colin Skinner Wraps Up His Epic Journey

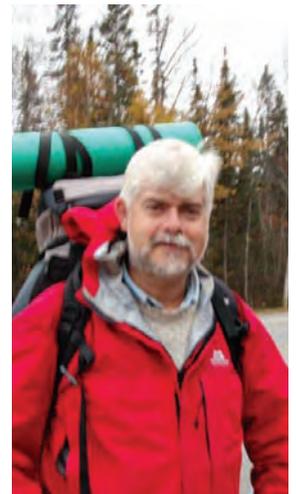
With his "Walking for Hospice" placard on his back, Colin Skinner collected money—and stories—during his three month journey

He slept in the woods. Met a possible ghost in a lighthouse. Walked on narrow country roads and dodged big trucks. Entered Flint, Michigan at 3AM and encountered a scary character—who surprised him with cash, not a mugging. This was Colin Skinner's life from mid-August to late-November, 2009. This British man walked from New York City to Minot, ND, visiting hospices along the way. His goal—as it was when he first walked from New York to California in 1988—is to raise awareness of hospice.

He blogged for us at www.nationalhospicefoundation.org/colin. This became our #1 most popular Web page. At least 2,000 separate individuals visited his blog! Perhaps you were one of them?

What's Next?

Colin would very much like to return to the U.S. in 2010 to continue his trip. He would walk from Minot, ND to San Francisco, CA. If he does, he will most assuredly be blogging for NHF again. ■



In Memoriam

With deep sadness, we learned
that our friends had died

Reverend Forrest Church (1948-2009)

**“Want what you have,
do what you can,
be who you are.”**

—Forrest Church



On April 24, 2009, exactly five months before his death on September 24, Forrest Church, MDiv, PhD, Minister of Public Theology at All Souls (New York City), received the Buchwald Spirit Award for Public Awareness from NHF.

Just months after receiving an award from NHF, Forrest Church of the Unitarian Church of All Souls (New York), died on September 24, 2009. He was 61. He had fought esophageal cancer for three years.

In his acclaimed book, *Love & Death* (Beacon Press, 2008), he had candidly shared his end-of-life journey. For that work, we honored him in April with the Buchwald Spirit Award for Public Awareness. ■

Ambassador Henry L. Kimelman (1921-2009)

The National Hospice Foundation lost a leading supporter and founding board member on November 9 when Ambassador Henry L. Kimelman passed away after a lengthy illness. He was 88.

Born in Brooklyn, NY in 1921, Henry L. Kimelman dedicated his life to America's relationship with Caribbean nations. He rose to the post of Ambassador, representing U.S. interests in Haiti from 1980-81. He was the first U.S. Ambassador to be awarded Haiti's highest civilian decoration, the Grand Cross of Honor and Merit.

Shortly after his service to the government was over, Ambassador Kimelman embarked on significant charitable work. In addition to his involvement with NHF, he was the director emeritus and founding donor of the Community Foundation of the Virgin Islands and served on the Board of Governors for the Franklin and Eleanor Roosevelt Institute in

In the World's Cathedral (for Forrest Church)

by Bob Hill

*And so we gathered, and so he made it,
as he said he could, as we knew
he would, to the hallmark birthday,
and all because of the radiance,
ablaze in his eyes,
which he borrowed fully
from the light, always slanting,
shimmering, with audacious freedom,
in the world's cathedral.*

*As son, husband, father,
prophet, poet, priest,
all these, and friend, too, he said
what he had been saying
all along, the one thing
that always wins, always lasts:
our tears in another's eyes,
flowing from the source
that conquers every fear.*

*We told him good joy,
we returned to him what he had given
freely, a glad, grateful peace,
which he grants, even now,
to those here and to those coming
in a new legacy, and this too:
the best courage, the best oration,
the best oblation is love. Love. Love,
his for us all and ours for him, forever.*

Bob Hill is Senior Minister, Community Christian Church, Kansas City, MO and was a personal friend of Dr. Church's. He also serves on the board of Kansas City Hospice and Palliative Care.

Hyde Park, New York. He supported the Adopt-a-Classroom program, Partners for Health, the George McGovern library, and the Charlotte Kimelman Cancer Institute (named after his wife and the first of its kind in the Virgin Islands).

“We extend our deepest sympathies to Ambassador Kimelman's family and friends, particularly his wife Charlotte, who is also a dear friend to NHF” said J. Donald Schumacher, President & CEO of NHF. “We are glad to have had a gentleman of his caliber serving on the board and then supporting NHF at the Visionary level at the last several Galas. We appreciate his service to NHF and mourn his loss.” ■

Learn more about NHF at www.nationalhospicefoundation.org

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**National Hospice
Foundation**

*Committed to compassionate
care at the end of life*