



Innovative Local-National Partnership

Last year, NHF Board member Mark M. Murray had a brilliant—and generous—idea. As president and CEO of The Center for Hospice and Palliative Care, Inc., in South Bend, Indiana, he knows first-hand how grateful families are for the services they receive. As an NHF trustee, he understands the ongoing need to raise funds for big, national projects. His innovative idea was to harness his donors' commitment to hospice and ask them to make an extra contribution to NHF.

Mark explains, "Our end-of-year appeal this year included a check-off box next to a suggestion that our donors make an extra gift to the National Hospice Foundation." He views this as an opportunity to give his donors a chance to play a part in making a difference at a larger level. He says, "This partnership offers local donors a chance for an upgrade – toward a first class seat in making a difference on a national and even international level." He notes, "Quality hospice care is not a local issue. When it comes to quality end of life care, what's good for the world is good for everybody. I want my donors to feel like they had a chance to play a part. That's why we're an NHF partner."

Thus far, the check-off option has raised more than \$2,000 and The Center for Hospice and Palliative Care plans to continue the initiative in 2008. Vonda Marrow, Director of Development at the hospice says, "It is our hope that more hospices initiate this kind of program with their donors. I'd be happy to talk to anyone about the nuts-and-bolts of it and why we think it adds value to our program." ■

Opportunity To Help

If your hospice program is interested in a similar fundraising initiative or you would like to speak with Vonda Marrow, please contact NHF staff member Beth Fells at 703-837-3158.

Select Accomplishments of 2007



1)



2)



3)

- Honored Congressional leaders and hospice pioneers in a celebration of the 25th anniversary of the Medicare hospice benefit at the National Hospice Gala which raised more than \$600,000. (1)
- Supported the launch of NHPCO's pediatric initiative with a reception at New Orleans Children's Museum. Board and staff secured more than \$650,000 in gifts and pledges in support of this work. (2)
- Obtained more than \$400,000 in major gifts and pledges for other priority areas.
- Galvanized support for hospice and palliative care in sub-Saharan Africa with the celebratory launch of the Diana Legacy Fund held in San Diego's Balboa Park which featured guest speaker Archbishop Desmond Tutu, 250 distinguished guests, and video messages of support from President Bill Clinton and Elton John. (3)
- Partnered with Evercare Hospice to receive memorial donations with more than \$22,000 generated in the last four months of 2007.
- Received more than \$10,000 in gifts and pledges from NHF, NHPCO, and FHSSA staff members through the end-of-year employee appeal.
- Obtained grants from funders that include 3M, Baxter International Foundation, American Jewish World Service, The Ford Foundation, JEHT Foundation, and Nordlys Foundation.

Message from James Borynack and Don Schumacher



James R. Borynack



J. Donald Schumacher

It's always exciting to see how one year builds upon another. During 2007, we saw much wonderful activity at the National Hospice Foundation.

Highlights of 2007 included a series of vibrant events rich in creativity, energy, and forward momentum for NHF. We were moved by the stirring words of Archbishop Desmond Tutu at our event in San Diego's historic Balboa Park celebrating our commitment to the Foundation for Hospices in Sub-Saharan Africa and the Diana Legacy Fund. At our National Hospice Foundation Gala, we saluted the Congressional leaders who were early champions of the Medicare Hospice Benefit. We demonstrated our commitment to the new Pediatric Care Initiative at an event at the New Orleans Children's Museum.

Additionally, we had Bob Lee cycling more than 6,500 miles across the United States to raise funds and awareness for hospice. His inspiring effort raised more than \$130,000 for NHF and we are deeply grateful for his extraordinary effort. To read more about his ride, visit www.3reasons.org.

The publication of NHF's case statements outlining key initiatives the Foundation is working to support was another significant accomplishment. While this didn't have the glamour of some of our other events, it was an important achievement in our ongoing work to advance care at the end of life. Only by being specific about what we want to accomplish can we hope to make progress.

As many of our supporters know, we have shifted the focus of NHF over the course of the past few years to philanthropic

efforts, which are desperately needed in the hospice and palliative care community. What's been a pleasure to see, as represented by the events mentioned above, is that through our work as the "economic engine" supporting hospice and palliative care initiatives, there has been a great deal of awareness-building and public engagement.

As we've worked together to position NHF as the leader in global philanthropic efforts advancing quality, compassionate end-of-life care for all, we've encountered both challenges and opportunities – it seems one doesn't exist without the other. For the commitment and dedication of our distinguished board of trustees and governors, as well as the staff, we offer a heartfelt thank you.

In the late spring of 2008, we will be adding new members to the Foundation team who will help us in our shared mission to support hospice and palliative care.

To each of the supporters who contributed to the work of NHF over the past year, we extend our sincere thanks and appreciation. Through your contributions, both in time and talent, we continue to expand our reach and range of accomplishments. Thank you!

A handwritten signature in black ink, appearing to read "James R. Borynack".

James R. Borynack
Chair, Board of Trustees

A handwritten signature in black ink, appearing to read "J. Donald Schumacher".

J. Donald Schumacher
President

Run to Remember® Sets a New Pace



With more runners and more races than ever, 2007 was a banner year for the Run to Remember® program that benefits NHF and local hospices. The brainchild of runner and former NHF board member Stuart Lazarus, this charitable running program founded in 2002 not only raises crucial funds—it offers runners enormous psychological benefit.

Antoinette, who ran in the 2007 Kentucky Derby Festival Marathon, explains, "Taking part in this race was the most amazing experience of my life. I can count this as the single most influential moments of my young adult life. I decided to join Run to Remember® as a way to honor the dance I would have shared with my grandfather at my upcoming wedding.

One of several teams who ran the Columbus Marathon in 2007 and supported Run to Remember®. This team, led by Stuart Lazarus, raised over \$30,000 for NHF.



Commitment to Caregivers



Central to the hospice philosophy is a deep commitment to caring for the entire family, not just the individual facing the end of life. NHF is proud to announce a new partnership with Enclara Health that builds upon that commitment. Enclara Health is a comprehensive life resource organization whose vision is to achieve the best quality experience for all those affected by end-of-life issues.



The partnership between NHF and Enclara Health draws upon the strengths of each organization, providing funding to NHF and consumer caregiving materials to Enclara.

One of Enclara Health's new services—just launched in 2008—is a free-of-charge web community for patients, families, and caregivers. CareCommunity, which can be accessed at www.MyCareCommunity, is an interactive online community that provides peer group and professional support and compassion. It is a powerful

tool that offers in-depth information about life-limiting illnesses, provides a channel for sharing stories and experiences, and creates a supportive relational network with others in similar circumstances.

CareCommunity allows caregivers to easily create a private personal web profiling themselves and those under their care. Through secure group access participants can easily communicate with friends and family through a blog feature as conditions change, post pictures, and create message boards. One of the most helpful features is the "care schedule" which can be used to coordinate daily caregiver tasks with family, friends, as well as the hospice team.

CareCommunity was funded through a National Institute for Health grant to Enclara Health with the goal of reducing caregiver stress by providing expert advice, personal support, and practical tools for caregiving. A grant from the National Cancer Institute is funding a study to examine the effectiveness of CareCommunity in reducing the adverse effects of caregiving. ■

Opportunity To Help

www.MyCareCommunity

CareCommunity is seeking pioneers to help build this groundbreaking national Web site. Registering on the site is fast, free, and completely confidential. Please encourage caregivers to join the Web site. Even if they have the support and resources they need, they can still share their wisdom and caregiving tips.

My grandfather was cared for so gracefully and gently by the wonderful angels of hospice. He died peacefully at home surrounded by his family thanks to everyone working with hospice. I cannot describe how proud I was to run through the finish line with my grandfather's name on my Run to Remember® shirt and pictures of my grandfathers pinned to it. I know they would have been proud of me and I was more than honored to run in their memory for such a wonderful organization."

In 2008, we are proud to announce that the Marine Corps Marathon will join the Chicago Marathon as a featured race. This means that a certain number of "bibs" will be held for Run to Remember® runners, so that these tough-to-get-into races are now more accessible. But, the beauty of Run to Remember® is that any runner can run a marathon anywhere and still participate in the program, getting online training advice and assistance with fundraising.

In 2007, a record number of Run to Remember® runners raised \$126,000, which represents a 200% increase over funds raised in 2006. Stuart Lazarus says, "2008 is going to be an even bigger and better year—and I look forward to working with runners new to the program, as well as returning participants." ■

To learn more about the program or to register, visit www.runtoremember.org.

Opportunity To Help

Runners can designate one-half of their dollars raised to a local hospice of their choice. If your hospice would like to participate by recruiting runners, contact Vice President Pam Bouchard, at 703-837-3157.

NJHPCO Inaugural Award Named in Honor of NHF Founding Chair Emeritus, Zachary Morfogen

The New Jersey Hospice and Palliative Care Organization established the Zachary P. Morfogen Prize in 2007 to honor—and promote—excellence in patient comfort within a non-hospice setting.

The prize is named in honor of the hospice pioneer, Zachary Morfogen, whose exemplary efforts helped establish and advance end-of-life care in this country. While serving as the first president of Riverside Hospital (Boonton, NJ) during the 1970s, Morfogen visited Dame Cicely Saunders at St. Christopher's Hospice in London. He was so moved by the experience, he named a study

group that pioneered one of the first freestanding hospices in the U.S. He went on to found NHPCO (then the National Hospice Organization) in 1978, and the National Hospice Foundation in 1992.

"It's wonderful to see Zachary recognized with such a fitting honor," remarked J. Donald Schumacher, NHF president. "He has done so much for hospice care in this country and it is most appropriate that this award from the New Jersey Hospice and Palliative Care Organization bears his name."

The 2007 inaugural prize was presented to St. Joseph's Children's Hospital (Paterson, NJ) during a ceremony in November. ■



Pictured at the award presentation is Zachary Morfogen with hospital representatives Patricia Fallon (left) and Ruthanne Braddock (right). The prize itself is one of Morfogen's paintings, which was donated by the Wally Findlay Galleries, courtesy of James R. Bornyack, the current chair of NHF's board of trustees.

National Hospice Foundation Recognizes Notable Individuals at the 2008 Gala

The 2008 National Hospice Foundation Gala – "A Red Carpet Affair" – provided NHF with a special opportunity to recognize several distinguished individuals who have generously lent their influence to support hospice and palliative care at the local, national and international levels. Awards were presented at the Gala on Friday, April 11, at the Omni Shoreham Hotel in Washington, DC.

2008 Award Recipients

Melissa Gilbert, actor, producer and pediatric care advocate was presented with the NHF Humanitarian Leadership Award in recognition of her work on behalf of children facing life-limiting conditions. Ms. Gilbert is the board president of the Children's Hospice and Palliative Care Coalition and spokes-

person for the Partnering for Children campaign launched by NHPCO, NHF and CHPCC in 2007.

Mary Fisher, artist, author and an international champion who has cast a spotlight on the great need for compassionate hospice and palliative care in sub-Saharan Africa, was honored with NHF's Global Vision Award.

The inaugural **Art Buchwald Spirit Award for Public Awareness** was given to writer and director **Steve Stockman** and leading actor **Julianne Nicholson** for their work on the film *Two Weeks*. The award is named in memory of the late humor columnist Art Buchwald, who became an outspoken advocate for hospice care during the last year of his life.

Look for additional news and photos in the next NHF quarterly. ■

Breaking News: Reader's Digest Foundation Presents NHF with \$100,000 Donation

As this issue of the NHF quarterly went to press, it was announced that the Reader's Digest Foundation will award National Hospice Foundation a \$100,000 grant. This gift is part of Reader's Digest Foundation's new \$1 Million Make it Matter initiative.

This unrestricted grant is the second in a series of ten \$100,000 grants that the Reader's Digest Foundation is making to a variety of nonprofit organizations throughout the year as part of its new initiative.

The grants have been inspired by individuals who are taking action and giving back to communities in significant ways. The story that inspired the grant to NHF appears in the May 2008 issue of Reader's Digest. ■

Learn more about NHF and opportunities to support end-of-life initiatives at www.nationalhospicefoundation.org

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