



GOT PLANS?

Are you among the 70% who have thought about it or the 30% who have acted on it?

What is going to happen to you or a loved one if you or they are hospitalized and can't express wishes related to healthcare? Is it likely that you are among the 70% of people who *realize* they need an "advance healthcare plan"? Or, are you among the 30% who have discussed your wishes with your family or loved ones and put them in writing? Advance healthcare planning helps your loved ones and healthcare providers honor your goals and wishes if you are unable to speak for yourself.



Daniel and Miriam Baird thought a lot about it after hearing stories of friends who had not made healthcare decisions and whose families were not only stressed by the medical emergency, but also unsure of how to handle all of the decisions that needed to be made on behalf of their loved one.

Miriam's parents had just moved to Winston-Salem from Los Angeles and her father had health issues. "We were in and out of doctors' offices," says Miriam, "and many times asked, 'does he have a living will?' and our answer was always, 'no,' so we felt like we needed to do something not only for our aging parents but we realized we needed it for ourselves too, so we asked, 'How do we get started?'"

The Bairds attended one of Hospice & Palliative CareCenter's "*Got Plans?*" workshops and commented about their experience. "It was so well-organized with worksheets and great information," commented Daniel. "They sent us home with everything we needed to get started. We worked on it with our parents and with each other. We feel so much better now about having all of that on record."

"It is such a great relief," says Miriam. "We didn't want to put this person that we love so much in a position of making a decision during what would be a very hard time. And it is such a relief. It makes it easier on everyone."

NOVEMBER IS —
National Hospice Month

got
plans?

www.gotplans123.org

We plan for college, marriage, a baby, and retirement – but we don't prepare for end of life. Let's change that.

In observance of National Hospice Month this November, we encourage you to start having important conversations with your loved ones about the kind of healthcare you hope for as you near end of life. We can help you decide, discuss, and document your wishes. Only then can those wishes be honored. Join us at any of our weekly Got Plans? workshops.

"Got Plans?" workshops are offered weekly on Tuesdays. Find a workshop near you: • 1st Tuesday – Winston-Salem at 1:00pm and 4:00pm • 2nd Tuesday – Mocksville at 1:00pm • 3rd Tuesday – Salisbury at 1:00PM • 4th Tuesday – King at 1:00pm. Learn about the Living Will & Healthcare Power of Attorney, review the documents, and receive a free copy. Following the presentation, a notary may be available for those wishing to notarize their documents. A current, government-issued picture ID, such as a driver's license, is required. There is no charge, yet donations are appreciated.

LOOKING FOR A *Heartfelt Holiday Gift?*

Look no further! Your purchase will be a cherished keepsake and provide essential support.

For a truly meaningful holiday gift—look no further.

When you purchase an ornament in honor or in memory of a loved one, you're giving a keepsake that can be cherished for decades to come. And the proceeds from your purchase will help ensure compassionate end-of-life care for many patients and families in our community.

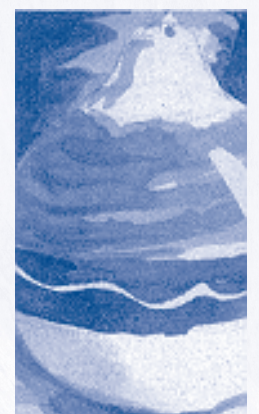


Our **Annual Light Up a Life** Ornament Celebration features three ornaments. **Choose from two porcelain ornaments—available as a ball or a bell—hand painted in a rich navy/amber/ginger coloring with silver accents (see back page for picture of bell), or our Angel Ornament**, made of metal and painted in vintage white. Each ornament can be inscribed

with the name of someone you wish to honor or remember and comes with a gift box and a description of the annual ornament program.

Wire stands are available to display your ornament throughout the year. A tribute card will be sent to those you honor or to the families of the loved ones you are remembering.

Make your holiday shopping simple! **Use the enclosed order form to purchase ornaments for family and friends.** Mail in your form, and you can pick up your completed ornaments at any of our four offices. We can also mail the ornaments to you to wrap and present, or we can mail them directly to the recipient of your generous gift.



*From the Desk of Linda Darden,
CEO/President*

The hospice movement began in the United States in the mid 1970s and by 1977, our founders had fully embraced the hospice philosophy. They believed deeply in a holistic approach to care at end of life that would allow patients the ability to die at home, pain free, surrounded by family and personal treasures. They embarked on a grassroots effort to establish hospice care in our community. They were visionaries, trailblazers, and above all – a group of compassionate individuals who couldn’t be stopped. In August of 1979, they had established Hospice of Winston-Salem/Forsyth County, Inc. and provided care to North Carolina’s first hospice patient.



Thirty-five years later, we remain proud and committed to honoring that vision. Helping our patients and their families live fully and comfortably, at home, with medical, emotional, spiritual, and social support – replacing pain and fear with hope – that’s our mission. We are firmly committed to excellence and to providing the highest quality care. While in recent years the hospice industry has evolved and new hospice care providers have emerged, we have remained a pacesetter and leader. In fact, this year Hospice & Palliative CareCenter was a recipient of Hospice Honors, recognized as one of our nation’s highest quality hospice providers by Deyta.* More specifically, when compared to 1,700 hospice providers in the US, we were among only 39 hospice providers to receive Elite Status for consistently providing the highest level of satisfaction as measured by the caregivers. That is why we hope that those in need of hospice care will ask for us by name.

We are encouraged by the growing number of people turning to us and trusting us for care. Yet, far too many families continue to tell us that they wish they had called sooner. So as we celebrate both National Hospice Month in November and our 35th anniversary, we realize the need to continue in our efforts to educate the community. Likewise, we recognize the growing importance of advance healthcare planning, and we are as eager as ever to facilitate that process for anyone, free of charge. Our initiative – Got Plans? – encourages individuals to discuss and document their wishes so that those wishes can be honored.

Thirty-five years ago, our founders surrounded themselves with advocates in the medical community and generous supporters. Today, I am honored to write this letter as the fifth CEO of this very distinguished Hospice & Palliative CareCenter, and I am grateful to say that I feel that same support. With an unwavering commitment to quality, compassionate care, all of us at Hospice & Palliative CareCenter look forward to serving generations of families to come.

Sincerely,

Linda W. Darden

Linda Darden
President & CEO

*Deyta is the industry leader used by over 1,700 hospices in the US to measure quality. They use caregiver experience of care surveys to determine quality outcomes.



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We would like to thank our Governing Board of Directors, Foundation Board of Directors, and Advisory Council Chairs for their contributions. Board members volunteer their time and professional expertise, and their efforts are greatly appreciated.

REMEMBERING *Helps Healing*

The holidays can be an especially difficult time for those who have lost a loved one. As you face traditions and events associated with the holidays, it is important to take care of yourself and give yourself permission to say no, to create new traditions, and to create some time and space to remember your loved one who has died.

One way of remembering a loved one who has passed away is to consider a ritual in their honor. Ritual is a helpful way to transform a lifetime bond so that your once vital connection lives on in a new way.

As the holidays unfold, you may consider some of the following rituals helpful:



- **Light a candle.** The candle flame is a universal symbol of vigil and honor. You can create your own candle lighting ritual. Tell a story, read a letter to your loved one, or just observe a moment of silence.
- **Create a sacred space.** Assemble a “memory box” of photos and small personal items to open on special occasions or when you simply want to reflect. Or create a home altar as a space for reflection in the privacy of your own thoughts. For public honor, arrange to plant a tree or donate a bench to a nearby park.
- **Walk, run, or ride for a cure.** Gather a team or go by yourself to raise funds for research in your loved one’s name. Many national organizations hold walks and runs in our area. Or consider our Annual Hospice Hope Run/Walk and begin training and dedicate your participation to your loved one.
- **Support their passion.** Host a gathering and serve your loved one’s signature foods. Or play their favorite music and games. Make a contribution to your loved one’s favorite charity or club.

Please remember that Hospice & Palliative CareCenter offers individual and group counseling, free of charge – thanks to donations. Don’t hesitate to call and arrange an appointment. See our website, www.hospicecarecenter.org, or call 336-768-3972.



A BRIGHTER HOLIDAY

Helping Hospice Patients and Families in Need

Hospice & Palliative CareCenter welcomes donations from individuals and community organizations for patients and their families during the holidays. In addition to food and small gifts, some families will need financial support simply to stay warm in their own homes. A donation to our Patient Assistance Program can help with some of life’s basic necessities, as well as brighten the holidays for those most in need.

Contributions from individuals and community organizations will:

- Support the purchase of Thanksgiving or holiday meals for patients and their families
- Grant holiday wishes for patients and their families who might otherwise go without
- Help provide emergency funds to ensure that patients and their families are able to stay warm during the winter months

If you are interested in helping, please send your donation to:
Hospice & Palliative CareCenter
101 Hospice Lane
Winston-Salem, NC 27103

Please mark Patient Assistance Program on the memo line.

PARADE PARTICIPATION - *A New Tradition*

Hospice & Palliative CareCenter sported their Hospice Blue in the 2014 Winston-Salem State University Homecoming Parade. Riding atop our blue float, staff waved to thousands of parade spectators. Participating in this parade has become a tradition. “We loved hearing the cheers of appreciation from the people who know us as compassionate caregivers for their loved ones. We also appreciate the opportunity to see, and be seen, by so many in the community who we hope will turn to us for support and specialized care at end of life,” shared Ann Dalton, Chaplain, Hospice & Palliative CareCenter.



HOSPICE & PALLIATIVE CARECENTER - your "hospice" for 35 years



Our roots in Winston-Salem date back to 1977 when our founders began planting seeds for this movement called hospice. In 1979, 35 years ago, we admitted North Carolina's first hospice patient. Today, Hospice & Palliative CareCenter serves over 400 patients and families in 13 counties from offices in Winston-Salem, Mocksville, Walnut Cove, and Salisbury.

This year, as we commemorate our 35th anniversary, we have many reasons to reflect, countless patients and families to remember, many stories to share, and the opportunity to remind you why you chose this hospice—Hospice & Palliative CareCenter—as *your* hospice.

For many people "hospice" is a generic term that describes end-of-life care, and maybe even the name of the organization to call when you are ready for that care. Many people still think that all hospices are the same and that we are somehow linked. Yet, in truth each hospice is a separate organization and there can be differences. To us, hospice is the cornerstone of our programs and services and the core service upon which Hospice & Palliative CareCenter was built. Under our Hospice & Palliative CareCenter umbrella, there are additional programs and services – from helping with advance healthcare planning, to finding guidance and support when learning of a life-limiting illness, to embracing hospice care when facing a prognosis of six months or less life expectancy, to bereavement and grief counseling after the death of a loved one.

After 35 years of service, ***we want people to ask for us by name – Hospice & Palliative CareCenter.*** It might surprise you that after telling a friend about your personal experiences with Hospice & Palliative CareCenter and suggesting they call us to learn more, they end up with another hospice provider. It happens more often than you would think. Some people may ask, "Why does it matter which hospice cares for me or my loved one?" We want you to know the answer to that question so you can be informed for yourself and for others who might ask.

Here are just a few reasons to choose Hospice & Palliative CareCenter:

Patients and families are provided care in all settings, and at any level of care.

- Expert routine Hospice Care at home
- Respite care for caregivers, whereby patients are welcomed into our Kate B. Reynolds Hospice Home in Winston-Salem or our Glenn A. Kiser Hospice House in Salisbury
- For acute symptoms, when medically necessary, around-the-clock care in either of our Hospice Homes – or for our patients who would rather stay at home, around-the-clock care in your home

Experience: As the first hospice in NC and one of the region's largest and most experienced hospices, we provide care to nearly 400 hospice and palliative care patients each day. An extraordinary number of our staff are specially trained and certified in hospice and palliative care.

On-Call Staff 24/7: We are available to answer questions or address concerns day or night – 7 days a week.

Expert Emotional Support: We offer above and beyond emotional, spiritual, and social support with full-time chaplains, social workers, and professional grief counselors who are expertly trained in hospice and palliative care.

In-House Pharmacy: Our fully staffed, in-house pharmacy responds to medication needs immediately and makes home deliveries.

Volunteers: Our 400+ volunteers provide emotional support, assistance, and friendship for patients and families.

Community Bereavement: Grief support helps those served by hospice as well as anyone in the community facing a death related loss.

Large geographic coverage area: We cover 13 counties from 4 offices spread throughout the region: Walnut Cove/Stokes County, Winston-Salem/Forsyth County, Mocksville/Davie County, Salisbury/Rowan County.

We encourage patients and families to choose a hospice like you would choose your doctor. Ask for us by name because all hospices are not created equal.

BERMUDA RUN - A Legacy of Support

Every year for the past 18 years, the Bermuda Run Classic Committee has held events to build awareness and raise funds for Hospice & Palliative CareCenter, and this year was no different. The ladies of Bermuda Run enjoyed an afternoon of fabulous food and chic new style trends at a fashion show and luncheon. Anitra Mitchell narrated the fashion show which featured designs from her shop, Mainstream Boutique, as well as furs from Anastasia Furs. Each of the models – Bermuda Run residents – looked beautiful in their stylish outfits as they displayed their runway struts and twirls.

Other events included tennis and golf – two days of fun and sports – on the links and on the courts. The final event was an evening of socializing at a cocktail reception, followed by a dinner and variety talent show at Bermuda Village.

This memorial event, established in 1996, has brought in more than \$800,000 over the years. We remain sincerely thankful to the Bermuda Run Classic Committee for their hard work on our behalf. We also give thanks to all of our friends at Bermuda Run who open their hearts and wallets to help ensure our continued success. We truly appreciate all of their efforts to raise funds and awareness for the many programs and services that make Hospice & Palliative CareCenter exceptional.



Many thanks to this years committee: (l to r)Kathy Watson, Joyce Simnor, Sally McGuire, Eloise Masche (not pictured Josh Greer).

2014—A YEAR-LONG CELEBRATION OF 35 YEARS—

Thanks to friends and sponsors

As the year draws to a close, we want to express our sincere gratitude to our donors and friends, and to the local businesses and media sponsors who made our 35th Anniversary year so special. We especially want to thank the 35 spokespeople who *shared their story so that others would better understand ours.*

Our media and business sponsors made it possible for us to commemorate this year with a focus on raising awareness. Our hope was that people who don't know us firsthand would see our 35 testimonials and begin to understand what a special difference Hospice & Palliative CareCenter can make. It has been a tremendous opportunity to showcase the comprehensive services we provide.

Thank you to our 35 ambassadors for sharing their stories:

1. Tina Carson-Wilkins
2. Susan Easter
3. Tricia Zylstra, RN, Team Leader Walnut Cove, Hospice & Palliative CareCenter (HPCC)
4. Reverend Willard Bass
5. Chris Barrow
6. Jim May
7. Sherri Karns
8. Claire McNaught
9. Laura McKinny
10. Dr. Allison Brashear, Wake Forest Baptist Health
11. Jan Detter
12. Ike Keener
13. Peter Juran
14. Kristine Elliott, VP Human Resources, HPCC
15. Betty Speaks
16. Aaron Singleton
17. Beth Bryant
18. Reverend Konnie G. Robinson
19. Libby Gish
20. Dr. Charles S. Stinson, Novant Health Forsyth Medical Center
21. Miriam Hernandez
22. Ben Bryant
23. Ann Dalton, Chaplain, HPCC
24. Vonda Henderson
25. Callie Carter, 30 Year Volunteer, HPCC
26. Nora Kowalcheck
27. Bill Porter
28. Marketia Street, Hospice Aide, HPCC
29. Elly Fornasier
30. Genevieve Sinclair
31. Ouida Hedgecock
32. Dr. Allen Chamovitz, Physicians Eldercare
33. Jaden Pledger
34. Colleen Bell
35. David Hinton



Thank you to our generous 35th anniversary sponsors:

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Create Your Legacy AT THE HOSPICE FOUNDATION

You already have what you need to make it happen



One of the most tax efficient and easiest ways to make a significant impact on the future of end-of-life care at Hospice & Palliative CareCenter is to use an asset that almost everyone has. It doesn't require giving away any money now. It keeps your commitments to family and your commitments to charity in line. What is it? Your retirement plan. Almost everyone has an IRA, 401k, or other plan for retirement. It is also one of the easiest assets to designate to support nonprofit organizations, using the beneficiary designation form. Why would you choose your retirement plan to support The Hospice Foundation?

- It is a good investment: Hospice & Palliative CareCenter is the oldest hospice in the state and has been providing the highest quality end-of-life care for generations. Much of this care is made possible through support from donors like you.
- It is tax-wise: A retirement plan is one of the worst assets to pass on to your family and one of the best to give to charity because of how it is taxed at death. Individual beneficiaries of retirement assets are required to pay income taxes on those assets and possibly estate taxes as well, whereas charities are not. So, dollar for dollar, more of your money would go towards a charitable cause than if you designated it to an individual.
- It matches your priorities: Because you can choose multiple beneficiaries for different percentages, you can make gifts at death that are in line with your priorities. For example, you could leave 75% to your children and 25% to The Hospice Foundation. No matter how the value of your account fluctuates, your commitments remain in line.
- It is easy: No trips to the attorney's office or new legal documents are required. Just contact your financial advisor or retirement plan administrator to complete your beneficiary designation form. We can provide you with The Hospice Foundation's tax ID for your form.
- It is free: You are making a major gift to support our mission but are still able to use the assets while you need them.
- It makes an impact: Many people can make a much larger gift through an estate commitment than they ever could during their lifetime. It is your opportunity to make a lasting impact and lasting difference for years to come.

Legacy gifts like this one help ensure continued high quality, loving care when people need it most. We would love to talk with you about how you can make The Hospice Foundation a part of your plans for the future. We appreciate all of the support that we receive, in all of the wonderful ways that we receive it. **Please contact Nancy Grantham at 336.331.1305 or Nancy.Grantham@hospicecarecenter.org.** We hope to hear from you!

WHAT DO COWBOY BOOTS AND GOLF CLEATS *Have In Common?*

More than 200 golfers came out to Tanglewood Park on Wednesday, July 30 to find out! That's when Hospice & Palliative CareCenter hosted our annual golf tournament, the **Hospice Hope Classic**. The outing, presented by Allegacy Federal Credit Union, is one of the most entertaining golf outings of the year. Whether you are a golfer or you just love to socialize, this event is for you!

The festivities began the night before with a party – the **Hospice Classic Hoedown**. Each player was invited to bring a guest to gather at **WinMock** on the evening of **Tuesday, July 29** to enjoy tasty BBQ, beer, wine, live music, and a **\$10,000 Cash Prize drawing**. Hoedown guests kicked up their heels and mingled with fellow competitors while playing fun games of luck and chance. Dek Driscoll (pictured in the center photo) was the lucky winner of the \$10,000 cash prize drawing, graciously donating it right back to Hospice & Palliative CareCenter!

Thanks to the hard work of our tremendously talented volunteers we were able to hold these two events back-to-back; and because of the dedication of our wonderful sponsors and players, we raised over \$105,000!

The success of events like these can only be accomplished with the support of the community. We are so grateful to all who participated this year and hope to see everyone at next year's tournament.

Hospice Classic Hoedown



**Save the date for
July 29, 2015.**



Kadren Robertson Memorial GOLF TOURNAMENT – A Stokes County Tradition

The sun was most certainly shining on Hemlock Golf Club in Walnut Cove on September 5, 2014, as golfers came out to play in the *Kadren Robertson Memorial Golf Tournament*. The players fondly remembered their friend and long-time supporter of the hospice mission – Kadren Robertson – and gladly raised money for Hospice & Palliative CareCenter.

The staff at Hemlock Golf Club graciously hosted the tournament and worked diligently to ensure its success. “We can’t say thank you enough to our friends at Hemlock for all they do on our behalf. This is a beautiful course and we are grateful to see so many of our golfing supporters return year after year,” shared Robert Garcia of Hospice. “Proceeds from the tournament help bridge the gap between the reimbursements we receive for providing Hospice Care and the actual cost of providing that care,” added Garcia.

Hospice faces a nearly two million dollar shortfall each year. Events like this support the care that touches so many patients and families in Stokes and surrounding counties.



A Family Touched GIVES BACK The “Ginny B” Memorial Ride

“We started the ride as a way to give back to Hospice & Palliative CareCenter for all that they did for Ginny back in 2004. She was an adventurous and active woman and she inspired me to organize this ride,” shared David Cornelius, her son-in-law. “Before she died, I had asked her what she thought about me getting a motorcycle. She told me, ‘You only live once.’”

David admitted that organizing the ride is a lot of work, yet he and his wife Terri were so moved by the care Hospice provided when Ginny had lung cancer that it felt wonderful to give back. “We’ve raised \$9,000 over the nine years we’ve been hosting this event. We would like to reach \$10,000 this year.”

Since Ginny’s care, Terri’s father Bob, who had Alzheimer’s; David’s mom Dot, who had colon cancer; and most recently, Terri’s brother Mike have all benefited from Hospice & Palliative CareCenter.

The ride, held on Saturday, October 11, marked the 10th Annual Ginny B Ride. Prior to the ride, David announced that this year would be the last. “This year’s ride will be bittersweet. After 10 years, we are ending the ‘official’ Ginny B rides. It was a very hard decision, yet we feel that 10 years is a good stopping point for the ride,” shared David.

This year’s route was the best ever, leaving Honda of Winston-Salem on Stratford Road, traveling up Country Club road to Lewisville, then onto Shallowford Road into Yadkin County. From there, riders traveled some of the prettiest roads over to Shiloh General Store in the Amish area of Yadkin County, then back roads towards Wilkesboro, before heading northeast to Stone Mountain State Park for lunch.

“We are very thankful to David and Terri for their efforts and generosity. They have certainly gone above and beyond on our behalf,” shared Beth Bryant of Hospice & Palliative CareCenter. “We are glad we could be there for their loved ones and so very appreciative that they wanted to give back in this way.”



David and Terri Cornelius (above), organizers of the Ginny B Memorial Ride.



*“Ginny B”
Memorial
Ride*

NOVEMBER IS —
National Hospice Month



www.gotplans123.org

We plan for college, marriage, a baby, and retirement — but we don't prepare for end of life. Let's change that.

There's no better time than November to think ahead about the care you want at end of life.

To learn more about ongoing clinical and community education contact us:

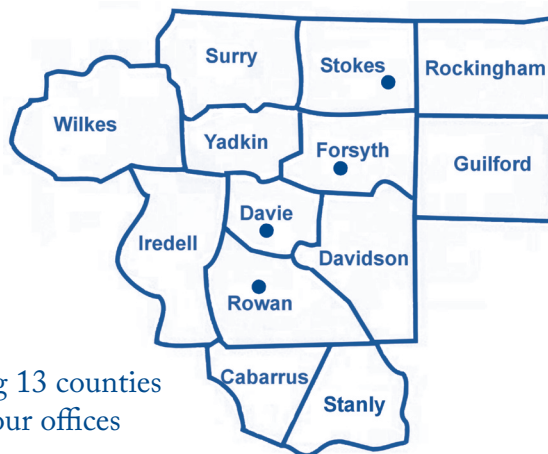
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(888) 876-3663

Winston-Salem (336) 768-3972

Walnut Cove (336) 591-1124

Mocksville (336) 753-0212

Salisbury (704) 637-7645



Serving 13 counties from four offices

Hospice & Palliative CareCenter admitted the very first patient to receive hospice care in North Carolina in August of 1979. Thirty-five years later, we are proud to serve patients and families in 13 counties throughout the Piedmont Triad region.



Save the Dates - 2015

Hospice Hope Run
Saturday, April 18, 2015

Camp Carousel • Monday - Friday
July 27-31, 2015

Hospice Hope Golf Classic & Hoedown
July 28 & 29, 2015

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