



Hospice Care - It's not about giving up hope . . . it's about letting hope in.

OUR MISSION:

Hospice & Palliative CareCenter provides compassionate care for individuals living with a life-limiting illness and their families, through quality medical, emotional, spiritual and social support.

PROGRAMS & SERVICES

If you would like information about any of the following programs and services, for yourself, a family member or friend, please call the office nearest you:
336-768-3972 in Winston-Salem
336-753-0212 in Mocksville
336-591-1124 in Walnut Cove
704-633-5447 in Salisbury
or 1-888-876-3663, or visit us on the web www.hospicecarecenter.org

Hospice Care
Home Health Care
Kate B. Reynolds Hospice Home
Palliative Care Services
Carousel Pediatric Program
Grief Counseling Center
Community Support Program
Community Partnership for End of Life Care

TIMELESS ORNAMENTS MAKE TREASURED GIFTS

Please Support Hospice's 20th Annual Ornament Celebration

If you're in search of thoughtful gifts for the loved ones on your holiday giving list, please consider our beautiful handmade ornaments. In addition to making someone's holiday more meaningful, you'll be supporting Hospice patients and families.

You can choose from our handmade porcelain bells and balls, as well as a Battenberg Lace ornament. The ornaments can be inscribed with the name of someone you wish to honor or remember.

For a gift of \$100 or more, you will receive Hospice's 2010 series handmade porcelain ball inscribed with your honoree's name.

For a gift of \$50 or more, you will receive Hospice's 2010 series handmade porcelain bell inscribed with your honoree's name.

For a gift of \$15 or more, you will receive a Battenberg Lace ornament with your honoree's name.

If you wish to display your ornament throughout the year, please include an additional \$5 gift, and you will receive a perfectly suited gold-toned stand.

To Order:

Simply return the order form from the enclosed Light Up A Life Ornament Celebration brochure, visit our web site at www.hospicecarecenter.org or call the Hospice & Palliative CareCenter office nearest you. Please plan to use a credit card for orders placed over the phone.

Special thanks to our Presenting Sponsor:



MORE ROOM

Man whose wife was Hospice patient works on addition to Hospice Home

Because the Kate B. Reynolds Hospice Home didn't have a room available right away, Bob Ball's wife had to wait a day before she could go there. Now, thanks to Ball — and the many others who worked on the 10-bed addition to the home that opened in October — other families won't have to wait.

Ball's wife, Janet, died in the Hospice Home on August 10. Ball has worked for I.L. Long Construction Company for 20 years, and a few weeks later, he found himself back at the home installing pillars and doing finishing work on the addition.

"When I saw how big the addition was, it made me happy that they were going to have more room," Ball said. When his work took him within three doors of the room where his wife had stayed, the hair on his arms stood up. "I wasn't dwelling on the fact that we were there," he said. "It just happened."

As it turned out, Jan, as her husband calls her,



Bob Ball, with I.L. Long, worked on the expansion

spent only the last few hours of her life in the Hospice Home. Even though she wasn't there long, he is grateful for their time at the Hospice Home. "The people there helped me deal with it," he said.

The Balls' relationship with Hospice began in February after they found out the cancer that first appeared in 2008 had returned. "It had come back in a different form, and it was inoperable this time," he said. Twice a week — usually on Mondays and Thursdays — nurses from Hospice would come to their home to help Ball care for his wife. In between visits, they would call.

"If I needed them more, they would come," he said. "They put me at ease with the care they gave, never a negative thought, and it was, 'What can we do to help you? Without them, I don't think I would have been able to do what I had to do for her.'" Ball is also grateful for the support that

(Continued on page 2, More Room)

A MESSAGE FROM THE CEO



November is National Hospice Month and we use this time to bring special focus to the compassionate care and benefits that Hospice and Palliative Care provide to so many in our community. Whether you are seeking care for a loved one, trying to plan ahead for yourself or a family member, or learning about how you can help spread the word – November is an opportunity to speak out and raise awareness so that anyone in need has information and immediate access to help, hope and support when they need it most.

In addition to spreading the word which focuses on the care and benefits of choosing Hospice & Palliative CareCenter, we take this time to once again say a heart felt thank you to you, the community. As I walk around our beautiful campus, that I've come to think of as a Campus of Care, I marvel at what you have been able to create...the beautiful grounds with shade trees, walkways lined with flowers, the inviting new wing to Hospice Home, and the learning center devoted to medical and clinical education for true palliative care pioneers. Because of your support and belief in this organization, Hospice & Palliative CareCenter has been able to meet growing needs and provide the exceptional care that you deserve.



To paraphrase our dedication piece commemorating our recent expansion and capital campaign: It is hard to express the level of gratitude we feel for our community and our donors who continue to support us every step of the way. Our connection to you is vital to our success – thus the name of our campaign, Vital Connections, was so appropriate. We commemorate this milestone because of you, and we pledge to consistently provide the absolute best compassionate care. The only way we can say thank you is to be exceptional stewards of your generous gifts and extraordinary trust you have shown.

JoAnn Davis,
President & CEO

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We would like to thank our Governing Board and Foundation Board of Directors for the contributions they make to Hospice & Palliative CareCenter. Board members volunteer their time and professional expertise for the agency, and their efforts are greatly appreciated.

MORE ROOM (Continued from page 1)

I.L. Long gave him when he had to miss work to care for her. The people there were "perfect," he said.

The Balls met when he was 22 and she was 19. After they married, they had three children — Gina, Christina, Robby. In the early years of their marriage, they lived in Erie, PA. When the economy there turned bleak in 1987, they started looking for places with brighter prospects. Jan had a cousin here, and Winston-Salem was one of the places they checked out. They liked it and decided to come this way.

A cut-off phone call brought the Balls together. He had called his mother long-distance, and when the call was cut off, he ended up on the phone with an operator — Jan — for a couple of minutes. Joking with him as she worked to re-establish the call, she said, "I bet you're trying to talk to a girl." "I said, 'Yeah, my mother.'"

Talking with her gave him a good feeling, and he did something that he wouldn't normally have done. "I said, 'Why don't you call me later tonight when you get off work?' and she did."

That night, they talked for a couple of hours. "We were comfortable with each other," Ball said. And so began 40 years together.



New Wing of Kate B. Reynolds Hospice Home.



CAMPAIGN TO EXPAND HOPE & SUPPORT

Open Houses Commemorate Success and MORE ROOM

The week of October 11 was full of emotion for those who have been connected to the recent expansion project on our Winston-Salem campus. Capital campaign volunteers were grateful for the amazing show of support – especially during the worst economic downturn in decades. Donors and advocates were proud and delighted to see the fruits of their generosity come to fruition. Construction workers were motivated and moved to be part of something so meaningful (see cover story – More Room). Staff members were anxious to see the new areas completed and especially excited to show-off the new buildings to the community.

As the Vital Connections Capital Campaign draws to a close and the construction ‘punch-list’ is completed, the community can take heart in knowing that their Hospice will do everything possible to provide the absolute best quality end-of-life care and that they live in a generous community who support our efforts every step of the way.

The expansion project included both a 10 room addition to our Kate B. Reynolds Hospice Home and a new Palliative Care Clinic in our expanded SECU CareCenter.

(Continued on page 5, Expansion)



WALNUT COVE OFFICE – IN THE LIMELIGHT – TWICE!

Voted “Best of the Best” &

Chamber Business of the Quarter



From our office in Walnut Cove, Hospice is caring for nearly 60 patients and families in Stokes and surrounding counties. In a Readers Choice Survey sponsored by the Stokes News, Hospice & Palliative CareCenter was voted “Best of the Best.” Also in recent news, our Walnut Cove office was recognized as the King Chamber of Commerce “Business of the Quarter.”

HOLIDAY WISH LIST . . .

A Way to Help Hospice Patients & Families in Need



Hospice 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.

Please consider making a contribution to our Patient Support Fund. This fund will help Hospice cover the cost of gas, electricity, or heating fuel needed to enable our needy patients and families to remain comfortable in their homes. It may also be used to provide groceries and other basic necessities.

Your donation can make a difference for families experiencing both emotional and financial hardships due to the illness of a loved one. In addition, a \$45 gift will cover the cost of a holiday meal for a needy patient and his or her family.

Contact Mary Roscana in Volunteer Services to learn more about the special ways you can help.
336-768-3972



OUT-N-ABOUT

Hoping to Raise Awareness – Did you see us?



Winston-Salem State University Homecoming Week & Parade

Hospice participated in this year's Homecoming week beginning on October 22 at the Thompson Center on Winston-Salem State University's campus, providing information to Alumni. Then, on Saturday, we participated in the big parade. Staff, board members, volunteers, and friends of Hospice boarded the Hospice float and waved to thousands of fans who came out to enjoy the parade.



Dixie Classic Fair

Congratulations to Hospice for winning 4th place in the Themed Display competition at the fair. This year's theme was Unleashed. The cash prize awarded to Hospice will be used for the Patient Support Fund!



Hispanic Festival

Hello (Hola)! What a Fiesta (Lo que es una fiesta)! Great food, good weather, and excellent dancing (Gran alimentos, el buen clima, y exelente baile). A special thanks to all the volunteers for your enthusiasm and time commitment (Un agradecimiento especial a todos los voluntarios para su entusiasmo y dedicacion de tiempo). Also, thank you Arem for talking about HPCC in your native language (Tambien, gracias Arem para hablar sobre el hospicio en su lengua maternal).

Rock The Block

Rock the Block was bigger than ever this year and Hospice had a FANTASTIC day at our booth!! One of our volunteers even "hung out" with Chris Paul, the NBA basketball player who sponsored Rock the Block this year. Many thanks to our volunteers from local high schools and universities for helping Hospice Rock The Block!



November is National Hospice Month Please help us spread the word . . .

- Medicare, Medicaid, and most insurances pay for services
- Anyone, including family and friends, can make a referral
- Families often wish they had called sooner
- We can help earlier than you think



ANSWERING HIS CALL

Chaplain encourages patients to give voice to their concerns

When Craig Walker was a Baptist minister, people kept telling him that he had a gift for helping those experiencing hardship. After a while, he began thinking that God might be speaking to him through these people.

“Maybe He has other plans for me,” he thought. “The calling of God is something you are trained and raised to listen to.” Pondering God’s plans for him put Walker on a path that led to his becoming a chaplain with Hospice & Palliative CareCenter four years ago.

“I have a lot of passion for this work,” he said. “I love being with people. I love hearing someone’s story and being invited into that story.” Walker’s responsibilities include visiting with people in Hospice care who live in assisted-living or skilled-care communities. At any given time, he might be working with 45 people in 17 facilities in Forsyth County.

As he works with someone, one goal is to answer the question: “What is the suffering this patient is dealing with?” Some people may be struggling with anger at God. Some may fear becoming too dependent on others. Others may be troubled by the indignities that illness can bring. Their discomfort with such issues may make it easier to open up to a Hospice chaplain than to the minister at their church. “Sometimes, we have a hard time being vulnerable in front of our minister,” Walker said.

Listening with empathy and without judgment, he encourages them to give voice to their concerns. To someone



Craig Walker, Chaplain

“One of the greatest needs for all of us is to know that our life has counted for something . . .”

who asked, “Does that sound terrible to you that I am angry at God?” he would say, “I think God is OK with your anger...The very place God will always be is where we are hurting.”

Walker, who is 50, spent more than 11 years as a Baptist minister before entering the clinical pastoral education program at Wake Forest University Baptist Medical Center. After the first year, he applied for a second year. “I really needed it to get all the pieces put together,” Walker said. “You’re learning a lot about who you are.” Like many ministers, he said, he was a people pleaser, which meant that he didn’t always take good care of himself. But learning to establish boundaries doesn’t mean that he holds back when he is with patients, spouses, and family members.

“I try to give absolutely my whole self when I am there,” he said. That does mean taking care of himself by doing such things as going hiking with his wife, Tonia, and their sons, Andrew and Nathan. “My family is the way I relax, the way I get away from the intensity of Hospice work,” he said.

In his Hospice work, Walker works not only to help someone deal with troubling issues but also to help each person explore the ways in which his or her life has been meaningful. “I think one of the greatest needs for all of us is to know that our life has counted for something — it has been of worth to someone beyond myself.”

CAMPAIGN TO EXPAND HOPE & SUPPORT (Continued from page 3, Expansion)

Newly expanded facilities include:

The Kate B. Reynolds Hospice Home

- ~ For Hospice patients who need intensive skilled nursing beyond what can be provided at home
- ~ For Hospice patients who need short-term symptom management, such as medication adjustments or relief from pain
- ~ For families or primary caregivers who need a break from the stress and physical demands of caring for someone at home



Palliative Care Clinic

The goal of Palliative Care is to help patients live the best quality of life possible as they seek aggressive treatment for chronic and serious illness. Palliative care, we believe, is the result of the primary physician and a palliative care physician working collaboratively for the benefit of their patient.

A Palliative Care Partner -
a partner to insure improved quality of life

Your Primary Physician
+ A Palliative Care Partner
= Total Care

Both our Kate B. Reynolds Hospice Home and our Palliative Care Clinic are staffed by leading medical experts in the field of Palliative and Hospice Care.



ALTERNATIVE HOLIDAY GIFT IDEA

A Meaningful Way to Give This Season

When looking at gifts for this holiday season, why not consider an alternative gift with a donation to Hospice & Palliative CareCenter? Alternative gift giving is a concept that has been around for years and is founded on the premise that sometimes the most thoughtful gift you can give others is a donation to a charity in their honor. Non-profit organizations all over the world have inspired support in this way for their humanitarian and environmental efforts.

Here at Hospice & Palliative CareCenter, we have lovely holiday cards that you can present to relatives, neighbors, friends, and associates, honoring them with a contribution made in their name. Recipients of these unique holiday cards are touched to know that the gift they have just received will have a very real and meaningful impact on people in their own community.

Please consider supporting the alternative gift giving program at Hospice & Palliative CareCenter. The impact your donations make is significant and will be long lasting.

“How wonderful it is that nobody has to wait a single moment before starting to improve the world.”

--Anne Frank

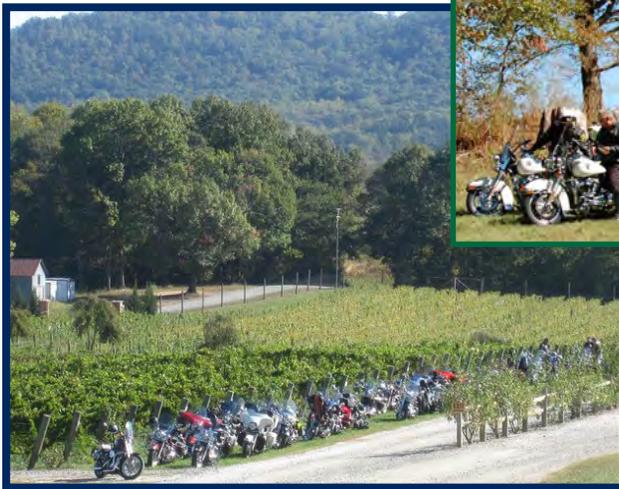
FRIENDS OF HOSPICE GO ABOVE AND BEYOND TO SUPPORT

Fundraising to help patients and families

The 6th Annual Ginny B Motorcycle Ride

The ride was held on Saturday, October 16, to benefit both Hospice & Palliative CareCenter and Mountain Valley Hospice. The ride this year covered 90 miles of beautiful country roads in Yadkin and Surry counties and visited Raffaldini, Divine Llama, and Sanders Ridge Vineyards. Vineyard owners gave a short talk on the history of their vineyard and a tour of their facility, showing how the grapes make it from the field to the bottle. The Yadkin County Sheriff's Department provided a motorcycle escort for the entire route!

Thanks to David Cornelius for organizing this great event for the 6th straight year and for supporting Hospice & Palliative CareCenter. David is already in the planning stages for the 7th Annual Ginny B which will be held next October!



Ginny B Motorcycle Ride

Homestead Hills Fall Festival

Kudos to Christie Atkinson and Homestead Hills for a highly successful Fall Festival, held on October 2, filled with fun and games and a silent auction. Over \$1,600 was raised to support Hospice & Palliative CareCenter's patients and families. Thanks to Christie and all of our friends at Homestead Hills for this very successful event!

Quality Cruise Inn

Quality Inn and Suites on Hawthorne Road sponsored a Quality Cruise Inn to benefit Hospice patients and families on Saturday, August 28. There were over 100 vehicles, thanks to the Yadkin Valley Cruisers, as well as live entertainment, great food prepared onsite, and dancing in the parking lot. Everyone who attended was a winner....especially Hospice. We appreciate Gail Kolischak, Sales Manager for Quality Inn and Suites Hanes Mall, for her hard work on this event.



VISIONARY WITH TIRELESS DEDICATION RECOGNIZED

JoAnn Davis Receives Leadership Award

Accomplished leadership, tireless dedication, and a continued commitment to ensure quality end-of-life care are the hallmarks of JoAnn's quarter-century service to our industry. That is why the entire staff of Hospice & Palliative CareCenter (HPCC) enthusiastically nominated JoAnn Davis, President and CEO, for The Carolinas Center 2010 End-of-Life Care Leadership Award.

The Carolinas Center is the Carolinas' only statewide organization dedicated to improving care at the end of life in North and South Carolina. Its purpose is to champion the highest quality end-of-life care across every stage of life by providing leadership, partnership, education, and resources.

As both a trailblazer and pacesetter, JoAnn has pursued countless opportunities to improve quality end-of-life care, broaden the continuum of care, and expand



Accomplished leadership, tireless dedication and a continued commitment to ensure quality end of life care are the hallmarks of JoAnn's quarter-century service to our industry.

access to care. Thirty-one years ago this organization became the first hospice in the state to provide compassionate care to a patient. JoAnn has continued as a pacesetter with values and leadership that span not only HPCC's service area, but beyond.

During a visit last year, Donald Schumacher, President and CEO of the National Hospice and Palliative Care Organization, spoke at our annual meeting honoring our thirty-year anniversary. "I visit 150 hospice programs a year and yours is one of the top five in the United States," he said. That statement is in large part a result of JoAnn's twenty-five-year pursuit to advance excellence in hospice and palliative care.

Long after her retirement, scheduled for the summer of 2011, her contributions to this industry, our community, and the patients and families we serve will be felt and appreciated.

IT WAS A REAL SWINGIN' SEASON

At Bermuda Run –

August was Hospice Month, and not only were racquets and clubs swingin'! A family night at the movies, a ladies luncheon fashion show, and casino and cocktail nights were among the fund-raising events. The exceptional crew who organized this year's events, combined with the many volunteers and participants, raised almost \$65,000. Thank you – thank you!



At Hemlock Golf Course –

In Walnut Cove, golfers came out for a beautiful day of friendly competition. The course, the volunteers, and the wonderful lunch – prepared by Janet Lewis and the father/son team of Charles and Mike Montgomery – were among the highlights. Watch for this tournament to become a signature event in Stokes County to benefit patients and families for years to come. Thanks to our sponsors and players, \$8,200 was raised.



At Reynolds Park Golf Course

– The course was packed on August 13 with new and old friends who supported the captain's choice tournament. In the ninety degree heat, it's safe to say the competition was heated. With special thanks to our presenting sponsor, the Pete Kulynych Family Foundation, the tournament raised over \$22,000.



GOLF • GOLF



Grief Support Only a Phone Call Away

The loss of a loved one can be an emotional hardship. With the help of grief counseling you can learn to remember your loved ones with less pain. Hospice & Palliative CareCenter offers a variety of grief support groups as well as individual grief counseling. Please contact the office closest to you to schedule an appointment or to inquire about additional groups, workshops, or other special events that may be offered throughout the year. In addition, you can find a comprehensive listing on our web site at www.hospicecarecenter.org

Thanks to donations, there is no charge for our grief counseling services. While there is no fee for our groups, advance registration is requested.

Don't face grief alone when help is only a phone call away.

Serving 13 counties from 4 offices

336-768-3972 Winston-Salem 336-753-0212 Mocksville
336-591-1124 Walnut Cove 704-633-5447 Salisbury

LIGHT UP A LIFE ORNAMENT CELEBRATION

Give the loved ones on your list this treasured keepsake *and* you'll be extending hope and

comfort to Hospice patients and families.

Select from these handmade porcelain ornaments:



-Porcelain Ball - \$100

-Porcelain Bell - \$50

-Crocheted Angel - \$15

Call 768-3972 or visit www.hospicecarecenter.org to place your order.



Hospice & Palliative
CARECENTER

THE CIRCULAR - FALL 2010 ISSUE

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