



HORIZONS

WINTER 2012 FOR SUPPORTERS OF HOSPICE OF THE VALLEY

Longtime prosecutor gives heartfelt support to Hospice of the Valley

Sydney Davis, a retired litigator, now spends her time and money giving to Hospice of the Valley—supporting end-of-life care and grief services through regular financial contributions and by doing clerical work.

The one-time Arizona prosecutor of capital cases and high-dollar fraud cases helps out by stuffing envelopes, packing boxes and creating phone lists for New Song Center for Grieving Children, a program of Hospice of the Valley. “It is very refreshing to see people who are so committed to what they do and to provide such a valuable service,” she said. “To be a part of that, even in the most menial way, is rewarding.”

Like many Hospice of the Valley supporters, Sydney learned of the not-for-profit agency through personal experience. Her parents, Charlotte and Sy Kaplan, moved from Ohio to Arizona so Charlotte could take part in a clinical study in Scottsdale for ALS patients. Charlotte became a hospice patient in 2000 and grew close to her care team, particularly a nurse’s aide who visited several times a week. “They were phenomenal,” Sydney said. Her mother died that year, followed by her father two years later.

The couple designated their IRAs to charity, including HOV. Sydney followed suit, making memorial gifts in their honor, as well as in honor of friends who had died on HOV’s service. Soon she made an annual giving commitment.

“I grew up with my parents saying: ‘You’ve been given certain opportunities in life. You need to give back,’” Sydney said. The Kaplans gave generously to charities locally and nationally.

Sydney also was looking for volunteer opportunities. A newspaper notice about New Song needing volunteers caught her eye. Coincidentally, New Song executive director Lisa Schmitt was Sydney’s neighbor. The match was made, and Sydney has volunteered ever since. While her critical thinking skills and efficiency make her a stand-out, “the best part is Sydney’s warm and gracious personality and the ‘fun’ she brings to our area when she is here!” Lisa said. “She’ll do anything we ask and just brightens our day.”



New Song Center volunteer Sydney Davis holds a photo of her parents, Charlotte and Sy Kaplan.

Retired for eight years from the Arizona Attorney General’s Office, Sydney has found a place on stage acting in several community performances a year and singing with her cabaret group throughout the Valley.

She finds joy and meaning in life, which includes a commitment to advancing HOV’s mission to enhance quality of life.

“Hospice is so important. And I do know that all hospices are not created equal,” she said. “I think Hospice of the Valley is the premier hospice in the Valley, and it’s a privilege to be a part of it, whether that’s financially or through volunteering.”

For more donor profiles, see pages 4 and 5.

HOV's care spans generations



Susan Levine

I am often reminded of the Guatemalan proverb that everyone is the age of their heart. It is especially true this year as we celebrate our 35th year of providing exceptional hospice care to our community.

Our anniversary presents an opportunity to tell our founders and friends how much they mean to us. It is their

vision and dedication that guides our mission to bring comfort and dignity to every person who comes to us for end-of-life care.

In gratitude, we thank the first generation of givers who have made our continued success possible through their leadership, service and gifts. On May 15 we will recognize the founding friends of Hospice of the Valley and all who have followed them since with a beautiful presentation at our administration office. We look forward to the next generation continuing our great tradition of perfect care for every patient and their family regardless of ability to pay.

To meet future challenges and opportunities, we have added new faces to the Development/Donor Services team. Carol Crockett is vice president of development/donor relations. Alyssa Crockett is director of individual giving and will build our major gifts and planned giving programs.

I am deeply moved by the stories shared by our donors profiled in this issue. Their testimony bridges the generation of giving by young and young at heart, and their loyalty to supporting our mission is inspiring. Our heart remains young as we look ahead to the next 35 years.

Susan Levine

Executive Director

Personally touched by HOV

I am fortunate to be sitting at my desk on a beautiful autumn afternoon (the time of the year that we Phoenicians live for) reflecting on the many times Hospice of the Valley has touched my life, in one way or another, over the past two years. My father's passing, two of my company's vice presidents' mothers' passing, one of my closest friend's passing, a close friend's father's passing, and last weekend, another very dear and close friend's passing. All of them were served by HOV, and I was glad we were there to help. I had nothing to do with the individual care each received, but am gratified to have helped direct them to the right people at HOV.



John Jennings

We all find ourselves in certain places at certain times in our lives and wonder whether it is fate or faith that puts us there. I am thankful to be associated with such a fine organization that helps so many at such an important time and welcome the challenges we have before us. I think about the wonderful people who go to work every day for HOV to fulfill our mission: "Bringing comfort and dignity as life nears its end..." How simple and yet so profound. May it guide us in all we do!

John R. Jennings

President, Board of Directors

Engaging the next generation of supporters

For Katrina Brumm, it was organizing a fundraiser for her fellow college students. For Kari Canon and David Nugent, it was running a race to honor their father. For artist Brian Boner, it was donating a painting for auction.

All four have supported Hospice of the Valley in different ways, but their stories have a common denominator: Katrina, Kari, David and Brian have a personal connection to hospice care and each is under age 40.

This is the next generation of supporters that Hospice of the Valley seeks to engage, hoping to build on the agency's already strong base.

To reach that generation, the agency's Fund Development department is working to draw more young people to fundraising events and to make giving easier through online obituaries, the soon-to-be redesigned HOV website and other efforts, said Alyssa Crockett, HOV's director of individual giving.

In a more informal effort, Off the Vine organizers used their contacts to attract more young people to the annual wine auction in October. For this spring's AAHA! An Auction of Heirlooms and Art, organizers invited young adults to join the event planning committee. Admission prices for people under 40 have been lowered from \$200 to \$150.

Fund Development also has partnered with Legacy.com, a provider of online obituaries. The company is providing links to HOV's donation page from online obituaries. Since the pilot program began Nov. 1, online giving to HOV is up dramatically.

"We're excited to connect with young donors and appreciate their efforts to support our mission," Alyssa said.



Brian Boner, a Phoenix artist, shown here in his studio, doesn't have a personal connection to HOV, but his father received hospice care in South Dakota. The experience stuck with him and he agreed to donate "Chirp"—a bird-themed piece—to AAHA! two years ago. His focus on birds is rooted in his late father's love of birds, making "Chirp" an ideal fit for the auction. "Hospice care...eases the transition between life and death," said Brian, 36. "I wanted to bring a positive piece to the auction."



Katrina Brumm, Regina Garcia and Heather McMahon at the 5K Helping Hand run in Tempe. Katrina, 24, decided to support HOV after the agency cared for her grandmother, Anne Teefy, at Coronado Home. In 2009, Katrina and her fellow students at Arizona State University organized the run. Now an annual event, the run has raised \$18,000 and is planned again this spring. The run benefits HOV's Helping Hand Fund, which pays for expenses not covered by insurance.

Donors contribute time, money, talent

Hospice of the Valley supporters generously give to the agency in many ways. It may be volunteering, making donations to a special program, or including the agency in estate plans. Together, the contributions—big and small—have helped HOV continuously provide care in the community for 35 years. The supporters featured in these profiles are among those who help ensure HOV's future. *Profiles by Susie Steckner. Photos by Michael Ging.*

Peter and Kathleen Youngren



Why HOV: Various family members had good experiences with hospice care on the East Coast. When the Youngrens moved to Arizona,

Kathleen was impressed by HOV's television ads featuring Hugh Downs.

What they do: While updating their wills, the couple began discussing how best to distribute their assets. Hospice care had been important in their lives and Kathleen decided to check out HOV. She was impressed with the agency's services, history and not-for-profit status. The couple, who doesn't have children, decided to include HOV in their estate plans. "For us, it would be a shame to think that that money would be divvied up 20 different ways to distant relatives," Kathleen said. "It's important to us that the money creates a legacy."

Jesse and Joey White



Why HOV: HOV cared for Jesse's father, Terence White, in 2003, and the compassion of the staff still resonates today. "I

got to see firsthand how Hospice of the Valley operates, just how generous and kind the staff was," he said. "They did whatever it took, at the drop of a hat."

What he does: Jesse and Joey, whose family owns three Valle Luna restaurants in Phoenix, organize two events that have raised more than \$12,000 for HOV. A spring fishing tournament typically draws about 60 participants, but hundreds of friends and family show up for a campout that includes an auction, raffle and barbecue dinner. In the fall, about 140 people take part in a golf tournament that is followed by dinner and a raffle at Valle Luna.

"My dad didn't have any money put away. He raised four boys and didn't have a retirement fund," Jesse said. "There was no money to pay for care when he needed it. That was never an issue. Nobody (at HOV) ever stuck their hand out and asked for it. That's what makes it easy for everybody to dig into their pockets and pull out \$20 to buy another strip of raffle tickets."

Gary Kelly



Why HOV: When Gary and his wife Judy moved to Arizona, Gary decided to volunteer for a not-for-profit hospice that was

later bought out by a for-profit organization. The change didn't sit well with him. HOV's slogan, "Not for profit, for comfort," struck the right chord. "I felt much more comfortable volunteering for a hospice that is for the patient, not for the dollar."

What he does: Gary volunteers for HOV's 11th Hour Companion program, which offers companionship to patients at the end of life and families who want a

supportive presence. When Gary's mother was ill, the family didn't know about hospice care. Gary sat at her bedside as she passed away and believes patients should all have someone by their side.

"It's probably the greatest gift I've received, being part of the program...it's not always easy, but it's always rewarding," he said.

Gary and Judy make annual gifts to the program and have included HOV in their estate plans. "Hospice of the Valley is an organization that touches so many lives, in so many positive ways, that we couldn't think of a better place to see our lifetime of hard work go," Gary said.

Dale Sparks



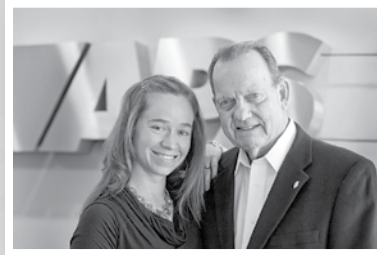
Why HOV: HOV cared for Dale's mother, Celeste Sparks, and his family was struck by the agency's ability to get things done,

whether helping with living arrangements or obtaining medical equipment.

What he does: Dale, founder of Quench Fine Wines, a division of Hensley Beverage, became a supporter of HOV's Off the Vine Vintage Wine Auction about a decade ago and became a sponsor in late 2000. He personally donates auction wines, secures donations from wineries and private collectors, and helps provide drinking wines for the event.

Recently married, Dale and his wife Michelle requested donations to HOV in lieu of wedding gifts. "Emotionally, I could never do what hospice volunteers do with patients, so this is really the best way I can help out," he said. "There's immense satisfaction for me that I can pay my debt and help people in the future."

T.J. Houle and Jim Wellington



Why HOV: T.J., a senior business systems analyst at Arizona Public Service, began volunteering for HOV before she

had a personal experience with the agency. Then, her grandmother, Phyllis Gillespie, was moved to one of HOV's palliative care units, where she died a few hours later. "She got to this place where she felt safe and cared for and ready to go," T.J. said.

Jim, a retired manager in APS' human resources department, cared for his wife Joyce at home for several years, but realized toward the end that he needed assistance. His wife's doctor suggested HOV, and the agency's staff responded immediately. The next several months were filled with loving compassion, Jim said.

What they do: T.J. and Jim make individual donations to HOV. Jim also makes memorial contributions for his friends. Both have committed to regular volunteer work.

T.J., who has volunteered at several palliative care units, is currently the volunteer area leader at Ryan House. She loves spending time with patients, but also jumps in to do whatever the staff needs. T.J. also volunteers with the 11th Hour Companion program, which offers companionship to patients at the end of life and to families who want a supportive presence. "To be a part of that experience for someone is very fulfilling," she said. Her volunteer experiences have made her a better employee at APS, she noted.

Jim joined the Speakers Bureau so he could raise awareness about hospice care. He relates his personal experience, hoping to encourage people to call HOV sooner than later. "I don't want anyone who has a situation similar to mine to struggle through it and not know about hospice," he said.

Grants support HOV's mission

Services for children wins support

The Salt River Pima-Maricopa Indian Community has awarded a \$150,000 grant to support compassionate care to children nearing end of life. The grant funds will be used for direct patient and family care, administrative support and grief support through New Song Center for Grieving Children, a program of HOV.

“The Community recognizes the vital services provided by Hospice of the Valley,” said President Diane Enos. “We commend the work they do through the Pediatric Program to care for children and provide much-needed support for their families.”

HOV is the sole provider of pediatric hospice and palliative care in Maricopa County. With the opening of Ryan House in Phoenix in March 2010, the agency consolidated its inpatient pediatric services there. New Song offers grief support groups to children, teens, young adults, parents and family caregivers. It currently serves 125 families Valleywide and will expand services this year.

Health education for older adults offered

The Grayhawk Classic Residents' Foundation will fund four health education workshops with a \$25,000 grant to HOV. The workshops will focus on exercise, dementia and advance directives, and are designed to improve the daily lives of older adults.

“The Board of Directors strongly supports the work of Hospice of the Valley and recognizes its role as a leader in educating professionals and the public,” said Jane McGrath, the foundation's president.

The themes of the workshops are how to incorporate exercise principles into the daily lives of older people; how to improve the quality of life for family and friends of people with dementia; and how to provide older adults with good medical information so they can make the best health care decisions for their future.

Music therapy comforts children

The Helen S. Boylan Foundation has awarded a \$10,000 grant for HOV's pediatric music therapy program, Little Tears, Big Fears. The grant will support harp and music therapy for pediatric hospice and palliative care patients at Ryan House and at their homes. Funds also will be used to purchase musical instruments and equipment. The grant will build on the success of the Little Tears, Big Fears program, which was created with support from the Boylan Foundation in 2010. The goal of the program is to offer children with life-limiting illness a healthy outlet for expression.

Grief support for children enhanced

New Song Center for Grieving Children has received a \$5,000 grant from Cox Charities to enhance bereavement services to West Valley families. New Song is planning to offer a six-week family support program in the West Valley in spring 2012. It is looking for a location in the far West Valley to provide ongoing grief support groups starting in the fall of 2012.

“While Cox Communications gives back to the community in many ways, funding for Cox Charities grant recipients comes directly from our employees, partners and Cox customers themselves. We are very proud of them,” said Steve Rizley, senior vice president and general manager of Cox Communications Arizona.

Grief needs assessed for LGBT community

A \$5,000 grant from the Phoenix Pride Community Fund will support a bereavement needs assessment. HOV will develop, conduct, analyze and report on grief support needs in the lesbian, gay, bisexual and transgender community. Survey results will be used to identify how HOV can improve bereavement services for the LGBT population. HOV provides grief support groups to the LGBT community.

HOV news briefs

Soup Troop nourishes patients



Left to right: Sue Gomez, Raquel Munoz, Daniel Chavarria, Becky Faulkner and Marvin Faulkner, making soup for before the holidays at HOV's administrative office kitchen.

Thanks to HOV's "Soup Troop," patients at palliative care units around the Valley are getting hearty, homemade soups at mealtime.

Volunteer groups cook together at the agency's inpatient hospice homes, then package the soup in single-serving containers that can be frozen. The soups are distributed to

other inpatient homes and used as needed.

HOV launched the culinary program in August. Individual volunteers and groups from The Church of Jesus Christ Latter-day Saints in Chandler, Luke Air Force Base and Xerox have cooked flavorful, easy-to-make soups. Xerox also has contributed \$850 to the program.

HOV is seeking more volunteers to help cook soups for patients. Information: 602.636.6336.

Quilts bring warmth and comfort to patients

Nearly 400 beautiful handmade quilts were donated to HOV in November by Reap What You Sew, a community quilting group and ministry of First Christian Church in Phoenix. The group has contributed 1,400 quilts since 2005 to benefit HOV patients and families.

Quilts are given to adult and pediatric patients and to children participating in support groups at New Song Center for Grieving Children. Families may keep the quilts as a remembrance of their loved ones.

Recognition Wall for Friends of Hospice

The Friends of Hospice Recognition Wall will be redesigned and moved this year to the central reception area of HOV's main administration building. The new

design and location will reflect the vision and generosity of donors who helped HOV grow deep roots and thrive during the agency's first 35 years. The new Recognition Wall will be unveiled May 15 at a ceremony honoring lifetime members and their families.

HOV's new TV commercials air

Hospice of the Valley has created new 30-second television commercials that are designed to engage diverse communities. Several commercials follow the same format—two or three people taking turns reading from a letter of thanks to HOV. The spots feature a biker wearing leather and chains, a gay man and a Hispanic family, respectively.

Two commercials are personal testimonials. One is from Ned Stolzberg, MD, an HOV medical director, whose parents were cared for by HOV. The other is from Harmony Blair and Cheryl Blair Hurst, whose mother was on HOV's service.



Harmony Blair and Cheryl Blair Hurst

"Our new commercials show Hospice of the Valley's care is accessible and appreciated by people of all ages, races, cultures and sexual orientation," said Susan Levine, executive director. The commercials were scripted and produced by HOV staff in conjunction with Uncle Ralph Films. Funding came from donations specified for advertising purposes.

Hugh Downs, retired celebrity broadcaster, offers the closing line: "Hospice of the Valley. Not for profit. For comfort." One of Downs' commercials continues to be broadcast in the mix of new ones.

Sign-up for email updates

If you would like to receive email updates from Hospice of the Valley about topics of interest to our donors and supporters, please contact us at emailfunddevelopment@hov.org.



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Glamour. Sophistication. Cocktails. Fun.

Join us March 3 for a Mad Men-inspired evening when HOV's signature fundraising event, AAHA! An Auction of Heirlooms and Art, takes a 1960s turn inspired by the hit television show. The evening of fine art will be infused with ambiance—martinis anyone?—and no one worth their fedora hat or stiletto heels will want to miss out.

The evening begins with a cocktail reception where guests browse our “art gallery” of silent auction items. We bring in art walls and pedestals and display the pieces as you would see them in a gallery. A live auction and sit-down dinner follow, along with entertainment. Look for collectible art, antiques and art-related items, with sale proceeds benefitting HOV's end-of-life care programs and services.

Tickets are \$200 per person or \$150 for young professionals (40 and under). Sponsorships start at \$3,000.



AN AUCTION OF HEIRLOOMS AND ART

We'll take you to Mad Men's Madison Avenue advertising world at the Arizona Biltmore Resort & Spa. Feel free to dress for the part.

Reservations: www.hov.org/special_events.aspx or call Laura Charnofsky: 602.636.6380. For sponsorships, contact Trisha DiSano: 602.636.5314 or tdisano@hov.org. For item donations, contact Neita Bridger: 602.636.6343 or nbridger@hov.org.

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