



The Cadillac "Quarter Mile" Team



The Alpena "Two Minute Drill" Team

Season 1 of *Give a Quarter Back* Is a Wrap

In September 2018, Hospice of Michigan kicked off *Give a Quarter Back*, a grassroots campaign designed to inspire widespread public fundraising to ensure that our next generation can benefit from Hospice of Michigan's exceptional end-of-life care.

With its football theme and play on the key position of Quarter Back, the campaign is designed to solicit donations in 25's - \$25, \$250, \$2,500 and up. In all, the campaign's goal is to raise \$5 million over three seasons. Season 1, which concluded in February 2019, raised nearly \$200,000.

THE SEASON 1 HIGHLIGHT REEL:

With an assist from Campaign Chair Marc "Rosey" Rosenthal, Hospice of Michigan drafted an elite team of athletes, coaches, and sports journalists who recorded touching and personal videos sharing their hospice stories and the importance of *Giving a Quarter Back*. Every Friday throughout the season, a new video premiered on social media. You can watch these inspiring videos at www.giveaquarterback.com/videos.

Here are just a few of the many activities that our teams and communities engaged in to *Give a Quarter Back* throughout our state:

Northeast

The Alpena team partnered with two local high schools to conduct "Two Minute Drill" fundraisers during halftime at their varsity football games. For one exciting weekend, volunteers ran through the stands collecting donations at the Hillman Bengals and Alpena Wildcats home games. A *Give a Quarter Back* video was also featured during each halftime show.

Southeast

During a cross-town rivalry game between Farmington High School and Farmington Harrison High School, Oakland South team members and volunteers collected money from fans in the stands during halftime.

The Oakland North team inspired an organization-wide initiative, designing a *Give A Quarter Back* t-shirt that staff and volunteers could wear on Fridays in exchange for a \$25 donation. More than half of all NorthStar Care Community employees made this special donation allowing them to show their *Give a Quarter Back* spirit throughout the campaign.

Southwest

The Grand Rapids and Muskegon teams hosted a tailgate event during the Made in Michigan Day at Grand Valley State University's football game. Representing Hospice of Michigan were 14 staff members and 29 friends/family/community partners, all spreading the word about *Give a Quarter Back*. GVSU's President, Thomas Haas, even stopped by.

Northwest

The Cadillac Team challenged the community to raise a mile worth of quarters. The "Quarter Mile" effort generated significant local media coverage and culminated at an event at Manton High School on January 25th—a true community effort, with staff and volunteers placing \$6,000 worth of quarters around the track. Special thanks to Julie Rushing, CEO at Wexford Community Credit Union and their staff for their partnership, which included matching donations! Denver Bronco and Grand Rapids native, Jared Veldheer,

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A Message From Bob



Bob Cahill, President and CEO

Last year, I had the privilege of traveling to Europe. The highlight of my trip was the day I spent visiting St. Christopher's Hospice in London, where the concept of hospice care as we know it today got its start. During this experience, I was humbled to meet a close personal friend of Dame Cicely Saunders, the pioneer of the modern hospice movement, and the founder of St. Christopher's.

Dame Saunders was a trained nurse and social worker who subsequently became a physician in pursuit of her passion to create today's hospice care. Early in her nursing career, as she cared for a cancer patient in a hospital, Dame Saunders recognized that the patient's cancer medication—dosed every four hours—was not sufficiently addressing his pain. While the medication did offer a brief period of physical relief, the patient would become very anxious and uncomfortable in anticipation of the excruciating pain he would face in remaining hours before his next dose.

Combining her nursing and social work skills with a medical degree, Dame Saunders advocated for the concept of a peaceful death that focused on managing the physical, emotional and spiritual pain that people encounter at end of life. She also recognized the importance of providing bereavement services to patients' families—rounding out the concept of an interdisciplinary approach to care. Dame Saunders' vision to allow patients to live their final

days comfortably, with physical, emotional and spiritual support, would make a profound change in end-of-life care.

In 1967, Dame Saunders established St. Christopher's Hospice, a unique location for patients to receive the compassionate care they needed outside of a hospital setting. Within two years, patients began asking if they could live their final days at home—creating the need to develop the next phase, home hospice care. Today, most hospice care is provided in a patient's home rather than in an inpatient setting.

I found it fascinating how far the hospice movement has come from those early beginnings. More importantly, I returned with a renewed sense of appreciation for the compassionate work all of us do every day—from our clinical teams to our volunteers, from our board members to our donors. Each plays a critical role in support of our not-for-profit mission to care for anyone regardless of their age, diagnosis, or ability to pay.

Today's changing culture continues to make its impression on hospice care in our country. We see a shift in how our *for-profit* counterparts are responding to their shareholders, making business decisions that not only reduce levels of care, but also avoid high cost patients as a means to cut costs. As a result, we are welcoming more referrals, honored that we can be there for all patients at such an important stage of life.

As a leader of Hospice of Michigan and Arbor Hospice, it is my vision to strengthen the not-for-profit mission to ensure we will always be there for future generations—ready to serve the needs of the community.

We are so grateful for the generosity of our donors, whose support helps our organization continue to do this important work that respects and honors every moment of life.

Thank you!

Bob Cahill

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also got involved by recording his thanks for the care his grandfather received, challenging the community to *Give a Quarter Back*.

In Training for Season 2

Season 2 kicks off in early September, and the game plan is already in development. Next season's play book will focus on identifying businesses and organizations seeking opportunities to give back to the community by establishing

employee giving programs through payroll deduction. Participants will be acknowledged with a *Give a Quarter Back* T-shirt. If you know of an organization/business that is seeking a non-profit partner, please contact Megan LaCross at melacross@hom.org. Details on this program can be found at <https://giveaquarterback.com/t-shirts/>.

We'll see you next season for more stories and ways you can get involved to *Give a Quarter Back!*

Hospice of Michigan in the High Desert

While the temperatures dropped and the snow flew back in Michigan, former Hospice of Michigan Foundation Board member Barbara Gerson, and her husband Mark, welcomed guests to their Palm Springs, California, home to learn about current trends in hospice and palliative care from Dr. Michael Paletta, Hospice of Michigan's Chief Medical Officer. Co-hosting this special gathering with the Gersons was Elizabeth Chamberlain.

Hospice of Michigan is grateful for advocates like Barbara, Mark and Elizabeth for hosting this fun and intimate gathering to further the understanding of the importance of hospice care and the vital role of philanthropy to continue living our mission. If you are interested in hosting or attending one of these get-togethers in the future, please contact Barbara Anderson, Director of Philanthropy, at (616) 356-5266 or banderso@hom.org.



(L to R): Marcie Hillary, Senior Vice President, Community Relations; Dr. Michael Paletta, Chief Medical Officer; Elizabeth Chamberlain; Barbara Gerson; Mark Gerson; Barbara Anderson, Director of Philanthropy

Grant Received To Conduct Research On Industry Burnout Rates

The Michigan Health Endowment Fund has awarded Hospice of Michigan a grant of nearly \$500,000 to conduct research regarding worker burnout rates in the hospice and palliative care industry.

Hospice of Michigan is just one of 30 organizations in the state to receive a grant from the Health Fund, which offered \$14 million in awards to businesses and organizations working to improve the health and wellness of Michigan residents.

A national survey of the American Academy of Hospice and Palliative Care Medicine showed that 62% of respondents met the criteria for burnout. Studies have shown that burnout leads to a high turnover for workers in the hospice and palliative care fields, resulting in poorer quality of care, more medical errors, and less empathy toward the elderly population. In addition, caring for patients with serious and terminal illnesses puts the

physical and mental health of hospice and palliative care workers at risk, which plays a factor in burnout as well.

The NorthStar Institute—the NorthStar Care Community's hub for education, research, and community-outreach initiatives—will lead the study

effort, investing its resources to design and test a customized intervention program aimed at reducing

the extremely high burnout rates of hospice and palliative care workers. This project is being conducted in conjunction with experts from the medical field. It will be completed in four phases over the span of two years:

1. Hospice of Michigan will anonymously survey its nearly 350 clinical employees to understand the predictors and prevalence of burnout.
2. After receiving initial input, up to 50 employees (including clinicians and administrators) will be interviewed to help explore factors that lead to burnout and strategies

to avoid clinician burnout. Potential intervention topics will also be discussed.

3. In conjunction with national experts in the medical field from Michigan State University, Duke University and Stanford University, the NorthStar Institute will implement and evaluate a customized intervention program. This is a critical step considering the science of burnout prevention in the hospice and palliative care field is in its early stages of development.
4. A pilot study will then be conducted across the organization to test the benefits of intervention programs.

The results from employee interviews, as well as additional research and consulting, could eventually be used throughout the state to retain and grow this in-demand workforce.

The NorthStar Institute is fully funded through philanthropy. If you would like to support their ongoing education and research initiatives, please visit www.hom.org/donations.

**MICHIGAN HEALTH
ENDOWMENT FUND**

**Keep Up With Hospice
of Michigan Online**

Visit www.hom.org to access information about programs, services and special events. Or sign up to receive Hospice of Michigan's monthly e-newsletter and have the latest news and events delivered to your inbox. To receive the monthly newsletter, go to www.hom.org/get-involved/. It only takes a moment to sign up!

Sharing the Power of Music

Music has a universal power to affect the body, the mind and the spirit. For patients experiencing the pain and symptoms of serious illness, music can enhance relaxation, easing pain and anxiety. Research supports the effectiveness of music therapy even in patients resistant to other treatment approaches. Hospice of Michigan is proud to offer the comfort of music therapy to help patients maximize their quality of life.

Kaitlin Ridgway, MM, MT-BC, a music therapist at Hospice of Michigan, seeks to engage patients through music, tailoring her “play list” to suit their needs and preferences. To help understand the impact music therapy has on patients, Kaitlin shared her perspective on her role as part of the care team:

How did you get involved with hospice?

I completed my internship with hospice in Florida—that was my first time working in hospice. I fell in love with the way that it all worked. I liked being able to provide those connections to patients who may have lost their speech or other functioning, helping them use their voice even though they may not have a voice. Music can bring back memory in a really neat way. I also loved to see how much joy that brought to the families. It felt right.

What instruments do you play?

Guitar, piano, ukulele, violin, djembe (African drum), percussion instruments, autoharp, and melodica.

It’s fun to make adaptive instruments too. I completed a graduate practicum at a site for adults with developmental disabilities, so I gained experience with adaptive instruments. For example, a tambourine with an elastic band that you can put on your wrist or foot, or hand bells with elastic or Velcro to put around someone’s wrist or ankle.

Walk us through a typical music therapy session.

In music therapy, everyone has their own style and works a little bit differently. In hospice, it’s more about what you walk into that day and where the person is physically and emotionally when you get there. It keeps things really interesting because you never know what you’re going to walk into. I just have a toolbox of things that I know have worked in the past, and we can try that, or we may have to try something totally new for the day.

Today, I’m going to see a pediatric patient, who I’m teaching to play the ukulele. Every week she wants to play a different song, so I have some new songs to play with her today. We play the ukulele first, then I have her choose songs she wants to hear or to sing along with me. She also has younger siblings, so sometimes they play instruments. A lot of times I try to relate her to what she’s going through, just giving her that extra time to socialize with someone else and engage in some activities that she used to do at school. Giving her a chance to give herself expression, the opportunity to make some choices, and express some self-control. It’s very different from patient to patient.

What is the most challenging part of your job?

All the emotions that are going on in the individual families and with patients. Finding a way to help them have healthy emotions, but also not let my emotions get in the way of what I’m there to do. It’s the most challenging but also the most rewarding at times.



Kaitlin Ridgway, MM, MT-BC

What is the most rewarding part of your job?

Being able to be there for patients and families at the most fragile time. Giving them a safe space to let some of that out. Music can be very emotional at times, so it works really well to talk about emotions, to share emotions – it seems like a more appropriate place to let emotions out.

What do you wish people knew about music therapy?

That I’m not there to entertain people. Through music therapy sessions, I utilize music to work on non-musical goals – including socialization, cognitive function, relaxation, and pain management – and to assist with coping and grieving skills. Whenever I walk into a facility, someone asks me if I’ll be playing in the lobby. That’s frustrating, but it’s also an opportunity to teach other people. So, it’s an ongoing advocacy role.

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What do you wish people knew about hospice?

That it's not just about people dying. My role helps show that in the most obvious way, which I really appreciate. I wouldn't say that my job's always sunshine and rainbows, but a lot of times my job is to make someone smile.

Tell me about some memorable experiences you've had as a music therapist with hospice patients.

I recently worked with a patient who had increased confusion and difficulty speaking full statements, but she

could still sing all of the words to her favorite songs. I was able to facilitate connections between her and her daughter and husband by allowing them the opportunity to sing these familiar songs with her. The music therapy interventions worked as the mediator for the communication that she had previously lost.

Another patient had been a drummer in a band in his younger years. He told me he had played a lot of events, but had never recorded any of their music. So together we chose a list of songs, we made some recordings, and I put

together a CD for him to share with his family. But the best part of the whole legacy project was hearing his voice so bright on the recordings and during music compared to other times of the day; his singing and playing was so full of life.

Music therapy, like other complementary therapies (massage and pet therapy), is completely funded by philanthropy. To help Hospice of Michigan continue to provide the comfort of music, please visit www.hom.org/donations or contact Stephanie Maurice at (248) 387-6013.

Quality of Life Comes In Many Forms

Hospice of Michigan patient Myles loves gaming with his friends online—but he was heartbroken when his PlayStation 4 was lost during a recent move.

Imagine the smile on his face when Hospice of Michigan's Quality of Life Fund purchased a brand new system, 10 games and a \$20 gift card to play online! This special gift was delivered through the coordination of staff, friends, and family.

Thank you to all who helped improve Myles' quality of life.

Hospice of Michigan's Quality of Life Fund

Providing essential non-medical needs to improve everyday life.

Here are a few recent examples of how the Quality of Life Fund has made an impact:

- An infant scale for a pediatric patient who needs to be weighed weekly, but lives one hour from the hospital.
- A portable wheelchair ramp to allow a patient the ability to go outside and see his garden.
- A digital baby monitor for a pediatric patient allowing a mother to leave the room, step outside, etc. and still monitor her daughter for seizures.
- Tickets for a patient to attend the Irish Festival one last time and say good-bye to the friends he has made there through the years.
- Participation fees for a patient to continue participating in the Miracle League of Michigan non-competitive fall baseball league.



- Tickets for a pediatric patient to go see Disney in Concert at the Ann Arbor Symphony.
- A storage unit for the family of a pediatric patient who came home to find their rental home was listed for sale and needed to move quickly. They are staying with family until they can find a new place to live.

Quality of Life is fully funded by philanthropy. If you would like to support, please visit our website at www.hom.org/donations or contact Michelle Gallagher at (231) 527-0927.

Will You Plant a Seed for the Next Generation?

A planned gift, regardless of the size, has the power to change lives for generations to come. Hospice of Michigan would be honored to be included in your long-range plans. Thoughtfully planned, an estate gift allows you to enhance your own and your family's financial well-being while fulfilling your philanthropic goals.

Impact the future of end-of-life care with a gift to Hospice of Michigan

Hospice of Michigan's nonprofit mission is committed to serving all patients who need and seek our care, regardless of age, diagnosis, or ability to pay. That commitment – a program we call Open Access – has been part of Hospice of Michigan's mission for more than 40 years.

Your planned gift to Hospice of Michigan will not only help provide the care patients and families need, but will allow Hospice of Michigan to continue important research and training efforts designed to improve the state of end-of-life care.



When you name Hospice of Michigan as a beneficiary in your estate plan, trust, or will, you will be recognized as a member of the **June B. Hamersma Planned Giving Society**, a group of individuals who share a passion for leaving a legacy for the future of Hospice of Michigan.

To learn how you can include Hospice of Michigan in your estate plans, please call Stephanie Le at (248) 346-4253.

Giving Back

Students' Barrister's Ball Supports Jo Elyn Nyman Anchors Programs for Children

Hospice of Michigan is thankful for the support of the Grand Rapids' Student Bar Association at Western Michigan University's Cooley Law School. The Association's annual Barrister's Ball raised more than \$3,000 for **Jo Elyn Nyman Anchors Programs for Children!** The Barrister's Ball is the Student Bar Association's largest fundraising event. This year's event – attended by nearly 150 law students, faculty, staff, attorneys and business leaders – raised funds for the many services Anchors Programs for Children provides for terminally ill children and their families, including comfort care, nursing, and emotional and grief support.



Big Gratitude In Big Rapids

On October 30th, UAW Local No. 389 and the Big Rapids Masonic Lodge No. 171 teamed up to donate \$2,000 to Hospice of Michigan in memory of Virginia S. Parker, a long-time resident of Reed City and an active community member. Pictured is Virginia's son Bruce Parker (middle) along with UAW and Masonic Lodge members and Hospice of Michigan staff. Thank you for your generosity!

A Warm Surprise

Earlier this winter, a group from the Alpena County 4-H Club stopped by our Alpena office to deliver hand-made blankets for our patients. As the intense winter weather settled over northeastern Michigan, the blankets were a welcome gift to patients, keeping them warm and comfortable.

We're so grateful to community organizations like the Alpena County 4-H Club for their thoughtful and generous donation.



Gifts of Time and Talent Help the Healing Process

Losing a loved one triggers many different emotions that impact how we grieve. At Hospice of Michigan, we recognize that everyone handles their grief in different ways and are proud to provide the support and resources to help the bereaved cope with their loss.

We will often see a bereaved caregiver use their time and talents to turn their grief into a way to help others during their end-of-life journey. Such unselfish acts of kindness not only bring relief to the bereaved, but also provide a special comfort to our patients and their families.

Jim Sommerfield and Charles Kreger are two individuals who have done just that.

The Comfort of Corian Crosses

In January 2018, Jim Sommerfield lost his wife of 47 years, Mary Ellen, to cancer. Hospice of Michigan's Traverse City team was proud to have been selected to provide the comfort and support of hospice care.

"We help families in taking care of their loved ones during their most vulnerable time," says Beth Urban,

Hospice of Michigan's nurse who cared for the Sommerfields.

Jim recalls that whenever Beth visited, she took care of managing Mary Ellen's medications, assessed their needs, and provided the support they needed to ensure Mary Ellen's pain was managed. In addition, Jim appreciated how Hospice of Michigan's bereavement manager checked in on him for several months following Mary Ellen's passing. The personalized and genuine concern for both Mary Ellen and Jim's well-being made an impression.

Always fixing things and tinkering, Jim remembered how Mary Ellen found a sense of comfort in the small cross that was given to her when she was ill.

"I was trying to come up with a way to give back to the people who helped me so much when I was hurting. So, I decided to make crosses out of Corian for those in hospice care," said Jim. To date, Jim has made and donated 1,200 crosses to Hospice of Michigan.

Carving with Compassion

Charles Kreger experienced the compassionate touch of Hospice of Michigan when his wife, Theresa, was cared for in 2014. Like Jim, Charles also wanted to show his appreciation and give back.

Already a member of the Michigan Wood Carvers Association, Charles learned about their Comfort Carvings project – since 2013 members have carved "comfort" crosses and birds to give to hospice patients. This project brought on new meaning for Charles.



Charles carves crosses and birds for hospice patients.

In memory of his wife, Charles now carves wooden birds and crosses for Hospice of Michigan's Cadillac-area patients. He takes solace knowing that his love of wood carving can bring comfort to hundreds of patients.

Jim and Charles do not seek money or recognition for their efforts. Their reasons are much more personal – showing their heartfelt gratitude and creating beautiful tributes to their beloved wives, Mary Ellen and Theresa.

Supporting those who have lost a loved one is an essential component in hospice care, yet the service is not covered in the reimbursed hospice benefit. Your donation can help Hospice of Michigan continue providing robust group and individual grief support programs.

If you would like to give back, please contact Stephanie Maurice at smaurice@hom.org.



Jim Sommerfield creating Corian crosses.

Notes of Hope Weekly Affirmations of Comfort and Support

Sometimes in the midst of grief or distress, a few thoughtful words can bring great comfort and healing – that is the concept behind **Notes of Hope**, Hospice of Michigan's weekly affirmation email program.

Notes of Hope are short, positive and supportive affirmations, quotes or lessons delivered weekly to inspire and encourage the reader. All **Notes of Hope**

affirmations are authored by Hospice of Michigan's expert grief support counselors.

It is our hope that **Notes of Hope** will be a gift to you.

You can sign up to receive your **Notes of Hope** at www.hom.org/notes-of-hope/. And remember to invite family and friends who could benefit from receiving **Notes of Hope**.

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Every Person, Every Time.

PURPOSE STATEMENT

We meet our patients and families where they are with urgency, purpose and compassionate accountability surrounding them with decades of dedicated hospice expertise.

CULTURE STATEMENT

Our strength comes from working together providing more layers of support for anyone with a terminal illness who seeks and needs our care regardless of age, diagnosis or ability to pay.

Barley, BBQ & Beats—Bigger and Better Than Ever!

May 11th

DeVos Place | Grand Rapids
 (Location Change for 2019)

May 17th

The Wex | Cadillac

May 23rd

Eastern Market, SHED 3 | Detroit

You're invited to be part of Hospice of Michigan's signature fundraiser—*Barley, BBQ and Beats*—a unique celebration showcasing barbecue from leading pit masters and hand-crafted cocktails from select Michigan distilleries, all set to the rhythm of live music from hometown favorites.

Originating in Grand Rapids in 2016, Hospice of Michigan expanded this popular community event to metro Detroit in 2018 and will debut in Cadillac in May 2019.

These three entertaining evenings will raise critical funds and build awareness for Hospice of Michigan's Open Access Program. Open Access is our commitment to the communities we serve, promising to take care of anyone who seeks our care regardless of age, diagnosis, or ability to pay.



Tickets are \$40 in advance and \$45 at the door.

To purchase tickets and find out more, visit www.hom.org/bbb2019

If you wish to remove your name from future fundraising solicitations, contact the Donation Processing Center, 800-669-9335 or email: info@hom.org.

Locations

- Ada (Grand Rapids)
- Alpena
- Ann Arbor
- Big Rapids
- Bloomfield Hills
- Cadillac
- Clinton Township
- Dearborn
- Fremont
- Gaylord
- Ludington
- Muskegon
- Southfield
- Traverse City



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Annual giving is the foundation of Hospice of Michigan's ability to fulfill its nonprofit mission of serving all who need our care regardless of their diagnosis, age, or ability to pay. It is through our donors' annual support that we are able to offer the quality, compassionate care that everyone deserves at the end of life. A special thanks to our 2018 Annual Giving Society individual donors and organizations!

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THIRD PARTY EVENTS

Third-party events are activities organized by individuals or groups to raise money to benefit Hospice of Michigan. The following third-party events raised \$1,000+ in 2018.

- Advent Golf Outing
- Advent Lutheran Church - Sportsman Dinner
- Alpena Alcona Area Credit Union
- Ancient Order of Hibernians Golf Outing
- Atlanta Eagles Ladies Auxiliary Luncheon
- Blessing of the Bikes
- Cadillac Golf Outing
- Cliff Wellman Memorial Golf Outing
- Curry House - Rock around the Clock
- Ed Stange Memorial Golf Outing
- Garland Charity Golf Classic
- Jim Dandy and the Fancy Pants CD Release Party
- Kaleb Fry Golf Outing
- Lighttouch Tattoo - Suicide Awareness Event
- Ludington Fish Fry/Boil & Auction
- Moose on Bikes
- Shamrock Invitational
- Taylor Eagles Club Soup Up for Hospice
- Teamsters Local 406 Golf Outing
- WMU-Cooly Barrister's Ball

If you would like information about organizing a third-party event, please contact Megan LaCross at (734) 794-5116.

Employees are donors too!

The Legacy Club and Caregivers Club represent Hospice of Michigan employees who contribute annually at levels of \$1,000 and \$500 respectively. We are grateful to all of our employees for their commitment to the compassionate care they provide, as well as their monetary support.

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