



## *A Gift That Will Be A* **CHERISHED KEEPSAKE**

*Your purchase provides essential support to patients and families.*

There is no better time than the holiday season to honor or remember the ones we love. For more than 20 years, our **Light Up A Life** Ornament Celebration has enabled people to display ornaments as a tribute to friends or loved ones while also providing essential support. Proceeds directly benefit Hospice patients and their families.

We are offering three beautiful ornaments as a special way to honor a loved one. Our two porcelain ornaments are handmade and lightweight for hanging on a tree. Available in a ball or bell, they feature a solid white background and are hand painted in glossy green and red with gold accents. We have added an angel ornament made of metal, painted in vintage white. These beautiful angels look like antiques and are sure to add charm to any holiday décor!



All of our ornaments can be hand-inscribed with your loved one's name and year, making them wonderful gifts and

keepsakes. 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.

There is perhaps no lovelier way to honor the memory of someone special during the holiday season than helping others. The families we serve have told us that these ornaments have become cherished family keepsakes that will be passed on for generations. We hope you will feel the same.

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.



Thank you to Allegacy Federal Credit Union for their generous support of the 2012 Light Up a Life Ornament Celebration.



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## **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](http://www.hospicecarecenter.org) for schedules or call 336-768-3972.



## *A Message from the CEO*

Dear Friends,

As 2012 draws to a close, I am looking ahead to 2013 with great anticipation. With the support of an outstanding team of employees and two dedicated boards working hand-in-hand, our mission is clearly the driving force as we set our goals for the new year. I want to share a few of the top goals set forth:

**-Ensuring that EVERYONE who can benefit from our care has easy access.** This is a sentiment that many mission-driven organizations talk about, yet few really commit the resources necessary. I'm proud to work for an organization that cares so deeply for the community and has made inclusion and access such an essential part of our focus. To that end, we will continue with every effort to ensure that all underserved populations understand who we are, how we can be of service, and how to easily access our care.

**-Fostering the most committed, competent and compassionate staff.** I believe that what's best for the patients and families we serve is that our staff feel proud, secure, competent, appreciated and most importantly, passionate about their work. Efforts to increase employee satisfaction and retention are an increasingly high priority for Hospice & Palliative CareCenter. Our goal is to be regarded as "the best place to work" in healthcare.

**-Demonstrating outstanding stewardship of our human and financial resources.** As a not-for-profit agency that relies, in part, on the generosity of donors, it is essential that we make smart decisions regarding staffing and spending of any kind. With reimbursement at stake and the ever-changing healthcare landscape, we will do everything in our power to ensure our future. Financial stewardship is essential.

This organization was built on a solid foundation over 33 years ago and continues to be a pacesetter. For example, this year we enhanced our Continuous Care department for our patients and families that need around-the-clock care due to a medical crisis. Continuous Care is an alternative to our Kate B. Reynolds Hospice Home for patients needing acute symptom management who have a strong desire to remain home. This is a good example of how we are positioned to deliver top-notch care that's in the best interest of the patients and families we serve.

As I write this final letter of 2012, I want to thank Richard Bennett for his ongoing commitment. Richard has been the Chair of our Governing Board of Directors for the past two years. He welcomed me in 2011 and has provided invaluable guidance and support. He is a true Hospice champion. Another dedicated advocate, Charles Hauser, will assume this role in 2013. Charles has been a board member since 2007 and brings a wealth of insight and leadership to our mission. To learn more about Charles, see the article spotlighting him within this newsletter.

Finally, please remember that we are all here to provide care and support. I wish each of you a safe and peaceful holiday season.

With deep appreciation,



Brian Payne,  
President and CEO



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**We would like to thank our Governing Board, Foundation Board of Directors, and Advisory Council Chairs 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.**

## A FAMILY TIME – *A Family Gift* *How Does Hospice fit in?*



**“I wish we had called sooner.” That’s what nearly 90% of all families say once they have embraced the support of Hospice.** And that’s why we are offering you this gift...

November often feels like the official launch of the holiday season. Autumn has settled in, and many people turn their attention to holiday plans, time with family and friends, and gifts. What most people don’t know is that November is also *National Hospice Month*. It’s a time to spare a few minutes to learn more about the compassionate care provided to others who might not have the gift of time to celebrate another holiday. We want November to be a time for both giving thanks and for raising awareness about the importance of understanding choices for end of life care. We also want to offer you and your loved ones a very special gift--the gift of peace of mind.

The gift of peace of mind doesn’t require wrapping paper or a fancy ribbon. Yet it will require an open and honest conversation with family and loved ones about your wishes and plans for the kind of care you want as you age--the care you would want if you were no longer able to speak for yourself.

It could be one of the most important and thoughtful gifts you give your loved ones. After all, we plan ahead for the birth of a

baby, a graduation, a wedding or a vacation. Yet we seldom take the time to plan ahead for the last chapters in our life. While it can be difficult, we can help guide the conversation.

Hospice & Palliative CareCenter professionals encourage you

to talk with your loved ones so that you are prepared to manage life’s changes. As we guide you through this important conversation, you will be creating both a Living Will and a Health Care Power of Attorney (called Advance Directives). Your documents will also be notarized and made official. This service is offered free of charge. **That’s our gift to you this holiday season.**

Many of us, as we think about the quality of life we want to experience in our final months, would want to include hospice care in our planning. It is important to get to know about

the special kind of care offered by hospice and how to select the hospice that is best for you. We believe in supporting you with advance care planning and encouraging you to learn more about our care so that if you are ever in need, you’ll know where to turn. We pride ourselves on being our state’s premier provider of compassionate care during life’s final chapters. We invite you to contact us during this season. Let us help you give the gift of peace of mind to those you love most.

### November is National Hospice Month

***It’s a time to spare a few minutes to learn more about the compassionate care provided to others who might not have the gift of time to celebrate another holiday.***

## 10 SUGGESTIONS for a *More Meaningful Holiday Season*



- 1) Give two hours of time to a friend or co-worker who is overwhelmed with the responsibilities of caregiving.
- 2) Attend a memorial service or prompt a meaningful remembrance moment or ritual with a friend who has lost a loved one this year.
- 3) Consider an alternative gift, such as our Light Up A Life ornament/keepsake or a donation to your favorite charity, for someone on your list who has everything they need.
- 4) Contact your favorite charity to see if you can volunteer a few hours of time.
- 5) Help spread the word about our grief support, both individual and group counseling, so that people facing the holidays after the loss of a loved one know where to turn for support.
- 6) Make a small donation to Hospice & Palliative CareCenter’s Patient Support Fund to help patients and families in need cover basic life necessities such as food and utilities.
- 7) Spend some REAL quality time with a close friend or family member.
- 8) Find a walking or running companion and mark your calendar for the 2013 Hospice Hope Run and Walk, set for April 13, and begin training.
- 9) Make a New Year’s resolution to complete your Living Will and Health Care Power of Attorney, and consider—that if medically appropriate—indicating your wish for hospice care.
- 10) Amidst the hustle and bustle of the season, live the hospice model by cherishing every day and savoring special moments.

## Charles Hauser's *Vision* *Serving People*

There was a movement afoot in Winston-Salem nearly 33 years ago by a group of people who believed there was a better way for people to die. Those people were pioneers who began a crusade to establish hospice care for our community.

Charles Hauser was a proponent of this grassroots efforts taking place. His work in the seventies in health care exposed him to a need for better end-of-life care. It was no surprise to him that the first hospice organization in North Carolina began in Winston-Salem.

Years later, at the encouragement of his friend Dr. Ken Carlson, Charles became personally involved with Hospice & Palliative CareCenter. Charles shared, "I have enormous admiration and respect for Dr. Carlson and the countless contributions he has made to this organization and our community. When he invited me to join the HPCC Board six years ago I was honored."

Charles also related his own personal experiences with Hospice, saying, "When you have first hand experiences with end-of-life care and death, you appreciate the incredible mission of Hospice. My parents and my father-in-law lived long and happy lives. In the end I needed help. In each of their deaths, Hospice helped me, them and our family to insure the later days of life were a meaningful and respectful culmination of lives well-lived."

When asked about his vision for the agency, Charles replied, "We need to maintain our focus on serving people. In times of



**"When you have first-hand experiences with end of life care and death, you appreciate the incredible mission of Hospice."**

uncertainty, reimbursement challenges and political debate, we must remember that our purpose is to enhance 'the way we live.' Our vision should be steadfastly directed on services to those who desire to live life to the fullest."

Charles concluded by saying, "Perhaps the most rewarding aspect of my involvement at Hospice is watching our very dedicated staff do what they do. It is clear to me that for many, our work is a calling. Whether it is hands-on care, grief counseling with friends and families, education, or operational support, our staff is totally committed to their work. That's inspiring!"

When Charles is not busy with his professional work or Hospice, he enjoys time with his wife and two daughters—all three are redheads. Charles also said, "I enjoy playing golf—albeit not very well. I like to read nonfiction, and most recently my wife is teaching me bridge."

Charles is proud to be a native of Winston-Salem and enjoys being involved in the community. He has served on several not-for-profit agency boards, from arts-based SECCA and Piedmont Craftsmen to Senior Services, to name a few. He also serves on advisory boards for both corporate and collegiate institutions. Charles is currently 1st vice-chair of the Hospice & Palliative CareCenter Board and will become chair in January 2013.



### **A BRIGHTER HOLIDAY** *Helping Hospice Patients and 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 cover the cost of gas, electricity, or heating fuel 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.

Whether it is sponsoring a meal (approximate meal cost -- \$58), buying gifts, adopting a family, or making a monetary contribution to the Patient Support Fund, your continued support will enable families to have a brighter holiday in 2012.

If you are interested in helping, or have questions, please contact [Marinda.maxwell@hospicecarecenter.org](mailto:Marinda.maxwell@hospicecarecenter.org) or [Shannon.neal@hospicecarecenter.org](mailto:Shannon.neal@hospicecarecenter.org) in our Volunteer Services Department.

## Cowboy Boots & Golf Shoes? Surprisingly - A Great Combination!



The **2012 Hospice Hope Classic** proved to be one of the most entertaining golf outings of the year! On Wednesday, August 1, we hosted 63 teams at Tanglewood Park. The field filled up fast. But the REAL fun began the night before at the **Hospice Classic Hoedown**. As a token of appreciation and gratitude, players and sponsors were invited to WinMock at Kinderton to enjoy tasty BBQ, beer, wine, and live music. Guests competed in games of luck, wit, and chance. Speaking of luck, the folks from Allegacy Federal Credit Union won the \$10,000 Cash Prize drawing, graciously donating half of it right back to Hospice & Palliative CareCenter!

Thanks to the tremendously talented volunteers in our community, we were able to hold these two events back-to-back. Guests at the Hoedown enjoyed the festivities and arrived at Tanglewood the next day for a picture-perfect round of golf, fun, and fellowship. Thanks to their hard work, and the dedication of our wonderful sponsors and players, this record-setting year raised over \$108,000 with two full fields of players!

The success of events like these can only be accomplished with the support of the community. We are grateful to all who participated and hope to see everyone at next year's tournament. **Save the date for July 31, 2013.**



## Bermuda Run... A Legacy of Support

Every year for the past 16 years, the Bermuda Run Classic Committee has held events in the month of August to build awareness and raise funds to benefit the Kate B. Reynolds Hospice Home, and this year was no exception. Our heartfelt thanks go to Erin Hege, the chair of this year's events, and our friends for continuing the tradition of August being Hospice Month at Bermuda Run.

The ladies of Bermuda Run enjoyed an afternoon of fabulous food and chic new style trends at a Fashion Show and Luncheon. George Bambalis narrated the fashion show, which featured designs from his boutique, Nitsa's Apparel. Each of the models – Bermuda Run residents – looked beautiful in their stylish outfits as they displayed their runway struts and twirls.

Other events in August included a Tennis Tournament and Hospice Golf Classic, two days of fun and sports – on the courts and on the links. The month ended with an evening of socializing and cocktails at the Bermuda Run Classic Clam Bake. Singles and couples alike kicked up their heels on the dance floor to some amazing 60s music performed by The Attractions Band, a local group with the proud distinction of recently being inducted into the Carolina Beach Music Hall of Fame!

***This memorial event, established in 1996, has brought in more than \$600,000 over the years. We remain sincerely thankful to our friend at Bermuda Run for this legacy of support.***



## W-S State Homecoming Parade HPCC showing support for community

H-O-M-E-C----O-M-I-NG, It's Homecoming Ya'll! This was one of the few chants you heard on the campus of Winston-Salem State University during the week of October 14, 2012. It was an exciting week of celebration and Hospice was happy to be a part of the parade for the 3rd year. We had a beautiful float with enthusiastic and cheerful staff who rode, including Brian Payne, our CEO. The parade began at 4th and Poplar Street in downtown Winston-Salem, and ended on Camartrie Street on Martin Luther King Avenue. The community loved seeing Hospice in the parade saying, "we love you Hospice," "thank you for taking care of us!" We love our community too and want to support our friends and families every step of the way!



## KADREN ROBERTSON Memorial Golf Tournament – A Stokes County Success

Every golf cart at Hemlock Golf Club in Walnut Cove was full of golfers playing in support of Hospice & Palliative CareCenter on September 7, 2012. In addition to celebrating a full turnout, organizers were proud to permanently re-name the tournament the *Kadren Robertson Memorial Golf Tournament*, remembering a long-time supporter of the hospice mission.

Valencia Robertson and the staff at Hemlock Golf Club graciously hosted the tournament and worked diligently to ensure the success of the event and to make sure that golfers had a wonderful day. Proceeds from the tournament will help bridge the gap between the reimbursements received and the actual cost of providing care. Hospice faces a two-million-dollar shortfall each year. Events like this support the care that touches so many patients and families in Stokes and surrounding counties.

*Thank you to the sponsors, players, and volunteers for your tremendous support! We look forward to seeing you at next year's event.*



## ARBOR RIDGE of Stanleyville

**Arbor Ridge of Stanleyville** Executive Director Karen Hicks presented Hospice & Palliative CareCenter with a check, Monday, October 22, 2012 in the amount of \$655.00. The check represented the proceeds of a 50/50 benefit raffle held at their Cruise-In and Chicken Stew on September 28 - one of several public "Good Neighbor" events held regularly by Arbor Ridge of Stanleyville. Karen Hicks, Executive Director of Arbor Ridge, presented Carolyn Breese, Director of Development of Hospice & Palliative CareCenter with the check.



Hospice & Palliative CareCenter benefits from the generosity of many groups in the community. When local businesses and organizations contact us expressing interest in holding a fundraiser on our behalf, we embrace their shared passion for providing hospice care and are grateful for the philanthropic spirit.

## THE 8<sup>th</sup> ANNUAL Dot, Bob and Ginny B Memorial Ride

The 8th Annual Dot, Bob and Ginny B Memorial Ride was held on Saturday, October 13, with record-setting fundraising results. Thanks to David Cornelius for organizing this exciting event in support of Hospice & Palliative CareCenter. The day was perfect for over 50 motorcyclists to enjoy the Yadkin Valley countryside. The ride began at the Honda of Winston-Salem at 591 Stratford Road and ended at the Forbush Volunteer Fire Department, where Dean Cornelius prepared a delicious barbecue chicken lunch for riders and guests. Thanks, David, for your generous support over these past 8 years. We're already looking forward to the 9th Annual Dot, Bob and Ginny B!



## From Our MAIL BAG

July 9, 2012

Dear Hospice,

Do you know how you are needed? I am still overwhelmed by the beautiful care you all provided at a time when I could not function.



My wife was dying, and I was exhausted caring for her. And then, we reached out to Hospice. After we called, equipment arrived right away, and the meds were prescribed and delivered before 7pm! There you were...so organized, calming the waters, giving Rosemarie hope, looking after her and treating her as though she was your family.

Surely you can see what comfort you bring.

Thank you! Thank you! All of you!!!

Jack Scherer

*Note: After a long journey with ALS disease, Jack's wife passed away in his arms. He knew the moment she passed away and felt joy that she was in heaven. Jack whispered to her – "remember to mention me to St. Peter." What started as a blind date 60 years ago has ended in a Heavenly Journey.*

## ROWAN HOSPICE HOUSE

### Major Milestone

A long-awaited dream is coming true for the communities in Rowan and surrounding counties. In December, our Rowan Hospice & Palliative Care office in Salisbury will open a **home away from home** for patients and families in need of around-the-clock care--the Rowan Hospice House. The Hospice House features 14 private patient rooms--each with a private patio, plenty of comfortable family rooms, a chapel for intimate groups to gather, beautifully landscaped gardens, easy parking, and so much more. Designed with every comfort in mind, the Rowan Hospice House is being built as a sanctuary for both patients and families to utilize for decades to come.



July 17, 2012

To the Entire Staff of Kate B. Reynolds Hospice Home:

My name is Natalie Bowling and I am the granddaughter of Joan Bowling, a patient of yours last year. It has been an entire year since my grandmother passed away at the Kate B. Reynolds Hospice Home. She would have been 87 years old this Saturday, July 21.



I wanted to write you all to express how grateful my family and I are that you were there to take care of her during her final days. My grandmother thought the world of Hospice. I will never forget the amazing nursing staff and doctors that were there with her each day. Some of you were even able to bring a smile to her face when we thought she wasn't really there anymore. You all taught us so much about life, about love and about caring for each other. You gave us more than a place where my grandmother didn't have to suffer anymore; you gave us a home for a week and hope for the future after God took her to heaven.

The day she passed away on June 2, 2011, I decided to go back to school for nursing because you all inspired me so much. I have been working hard on my pre-requisites and will be applying for the 2013 AND Program at AB-Tech in Asheville. If I can touch a heart half as much as you all touched my family's, then I will have lived a perfect life. Every CNA, Nurse, Doctor, Med Student and everyone else involved, did an outstanding job of making sure my grandmother was comfortable and content.

On behalf of the Bowling family, we couldn't have asked for anything more for our beautiful Joan. Thank you so much and I wish you all the very best in life. You are ALL truly angels.

Sincerely,

Natalie Bowling

*A Gift That Will Be*  
**A CHERISHED KEEPSAKE**

*Your purchase provides essential support to patients and families*



See page 1 for story and the Light Up A Life Ornament brochure for ordering information.



**Save the Dates - 2013**

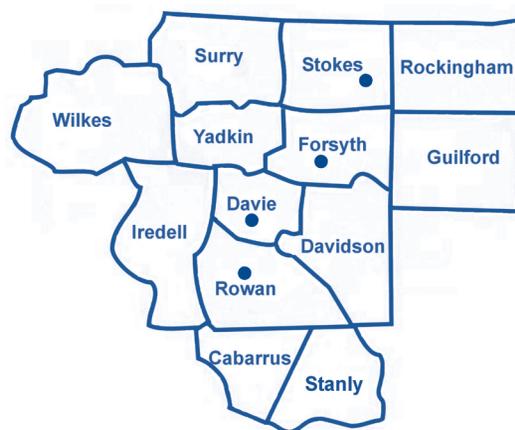
**Hospice Hope Run**  
**Saturday, April 13, 2013**

**Camp Carousel - Monday - Friday**  
**July 22-26, 2013**

**The 2012 Hospice Hope Classic**  
**July 31, 2013**

**HospiceCareCenter.org**  
(888) 876-3663

Winston-Salem (336) 768-3972  
Walnut Cove (336) 591-1124  
Mocksville (336) 753-0212  
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**PROGRAMS & SERVICES**

- Supportive Care Partners
- Hospice Care Services
- Kate B. Reynolds Hospice Home
- Grief Counseling Services
- Advance Care Planning Consultation
- Volunteering Opportunities



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