

# Arkansas Hospice Foundation, Inc.

## Annual Report — Fiscal Year End September 30, 2005

The mission of Arkansas Hospice Foundation is to support the program and services of Arkansas Hospice. Foundation programs and activities focus on raising funds and community awareness of Arkansas Hospice's programs while nurturing the special relationship with our donors through excellent service. Activities include an annual fund drive focused on staff, board, volunteers and the community; a semi-annual newsletter, direct mail campaigns, grant writing and major and planned gift solicitation. The Foundation seeks awards opportunities in recognition of exceptional staff, volunteers, and programs and services. Numerous nomination applications were submitted in 2005 with resulting awards at community, state, and national levels. In FYE2005, the Foundation continued to systematically develop relationship within our communities through a variety of volunteer opportunities and programs (including the Arkansas Hospice Angels), the Council of Friends, and the Towbin Society High Tea for our special donors. The Arkansas Hospice Resale Shops bring shoppers, donors and volunteers to the organization, increasing community awareness and bereavement support. The Volunteer program continues to grow, with the Arkansas Hospice Angels volunteer program leading the way. The in-kind value of volunteer services in fiscal 2005 was over \$338,000.

## Awards

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- ✦ Best Nurses in Arkansas, Arkansas Democrat-Gazette, First Place – *Terry Minton, RN, Director of Inpatient Services*
- ✦ NHPCO 2005 Photo, Writing, and Film Contest, Film category, First Place - *Angels Among Us (collaborative effort with AETN)* The film made the finalist list in the international New York Festival competition
- ✦ Senior Arkansans Hall of Fame, Arkansas Human Services – *Arkansas Hospice volunteer, Dr Virginia Vollmer*
- ✦ Arkansas Hospital Association Diamonds Awards Competition, Special Purpose category, First Place – *Towbin Heritage Society Planned Giving brochure*
- ✦ Arkansas Hospital Association Diamonds Awards Competition, Writing category, Judges' Merit Award – *Pampered by an Angel newsletter article about Arkansas Hospice Angels program*

## Annual Giving

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- ✦ Annual Giving (\$187,188) encompasses the annual fund drive, direct mail, memorials and honorariums
- ✦ 3,452 donors made gifts to Arkansas Hospice Foundation (2,237 of these were new donors)
- ✦ 64% of gifts were tribute gifts ... made in memory or honor of someone special
- ✦ Arkansas Hospice Foundation contributed over \$65,000 in donor goods and services to Arkansas Hospice

## Special Events

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- ✦ *A Fair to Remember*, the Foundation's annual October dinner and auction grossed \$84,000
- ✦ A committee of board members and volunteers, chaired by Larry F. Witherspoon, III, hosted a successful second annual *Spring Swing* golf tournament at Maumelle Country Club in May doubling proceeds to \$22,000
- ✦ Emerald Park Golf Association's second annual tourney netted \$3,851 to benefit Arkansas Hospice

## Grants

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- ✦ The Morris Foundation completed funding of AETN's hospice documentary, *Angels Among Us*, and assisted with its grand debut, June 2005, at Little Rock's IMAX Center
- ✦ National and local foundations awarded \$45,669 to fund programs and services of Arkansas Hospice, including information technology equipment (laptop computers), bereavement, charitable care, and education
- ✦ Actual cash received in FYE05 from grant proceeds was \$49,522; at year end \$85,000 pending

## Planned Giving

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- ✦ Arkansas Hospice Foundation held its first annual High Tea in September 2005 to honor Towbin Heritage Society members and provide an opportunity for discussion with Towbin members, board members, staff, and other significant donors in a personal, intimate setting
- ✦ The Towbin Heritage Society membership grew with a new charitable gift annuity, notification of three bequests, and several new expectancies

## Resale Shops

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Our shops made changes in 2005 that are leading to future growth. We implemented new policies as well as promotional activities which are creating not only better sales but more focus on our mission.

- ✦ Shop I Kavanaugh – at the end of FY05 in operation three years, three months  
Gross sales = \$51,220 Expenses = \$65,451 Net = (\$14,231)
- ✦ Shop II 12th Street – at the end of FY05 in operation one year, ten months  
Gross sales = \$62,566 Expenses = \$92,392 Net = (\$29,826)

## Friend-Raising

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- ✦ Council of Friends, our dedicated group of young professionals organized in '04 to raise funds, friends and awareness, staffed the annual phone-a-thon to thank Arkansas Hospice donors during the Annual Fund Drive, hosted the first St Patrick's Day Event at Cotham's in the City (raising \$8,225), and contributed hours of boundless enthusiasm helping out at *A Fair to Remember*
- ✦ Sparkles Memorial Lighting Ceremony – in November 2004 (FYE05) the first annual Sparkles ceremony honored staff and volunteers, and remembered our love for those who have gone. A light was shining in the 12<sup>th</sup> Street Resale Shop and Offices for every tribute donation made during the year.
- ✦ The first annual Sweetheart Saturday (Feb 2005) was conceived and organized by the Arkansas Hospice Russellville office. The event grossed \$4,500; proceeds were designated for laptop computers.

## Newsletter

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- ✦ Two newsletters were produced in FYE2005, and included stories of our patients, volunteer programs, special events, bereavement support, and planned giving; as well as recognition of Arkansas Hospice donors ... with special emphasis on memorial gifts and those remembered.
- ✦ Each issue was mailed to about 14,000 donors, patient families, volunteers, and a variety of other individuals, groups, and businesses identified as having an interest in Arkansas Hospice. Another 4,000 newsletters were included in patient packets, distributed in our resale shops, inpatient centers, branch offices, and hand-delivered to doctors' offices, nursing homes, and church and civic groups throughout the state.

## Russellville Building Campaign

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- ✦ Community leaders from the Arkansas River Valley formed an energetic Steering Committee to assist the Russellville inpatient hospice building project. Now, the Capital Campaign Committee, it meets regularly to schedule community presentations and fund raising strategies. The committee has generated a 'quiet' \$100,000 towards the \$2,000,000 fund raising goal.
- ✦ Foundation staff provides the organizational support for the campaign; the Russellville Hospice Center Feasibility Study by Hueston Consulting Group, with seventy personal interviews and one hundred and fifty letter/surveys to measure community support; data management and donor services.
- ✦ The Foundation team and Arkansas Hospice's Media Specialist produced a variety of professional-quality print materials for the Campaign, including logo, letterhead, brochures, and case statement.

## Volunteer Services

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- ✦ Conducted 4 volunteer trainings, certified 45 direct patient volunteers; conducted 2 AH Angels trainings
- ✦ Speaker's Bureau Volunteer Team made 4 community presentations; Bereavement Volunteer Team formed
- ✦ Direct patient service volunteer hours totaled 14,852 with a cash equivalency of \$338,339.
- ✦ Board member volunteer hours totaled 902 hours.
- ✦ Total volunteer hours in Russellville were 2,262 with a cash equivalency of \$39,450.
- ✦ Kim Clatworthy, founder of Arkansas Hospice Angels, was hired as a Volunteer Coordinator to further develop the very successful Angels program. Angel pampering services were kicked off in Hot Springs, Conway and Pine Bluff with spa days. The program continues to receive wide-spread media coverage. Angels volunteers served 417 patients with 281 hours of pampering care and professional in-kind services valued at \$16,108.



Dee Brazil-Dale, Executive Director

January 24, 2006  
Date