



July 2008 Issue



Brenda Long

It is with bittersweet emotions that I share with you my resignation as Executive Director. Thank you for the kindness and inspiration you have shown me during my tenure with the Arkansas Hospice Foundation. It has been a most rewarding journey, a journey into the world of Arkansas Hospice and the deep compassion and support shown to our patients and their families. I have had the privilege to work with a wonderfully committed group of board members, donors and staff, and witnessed their sincere desire to extend these services to others. You have blessed me personally; I look forward to watching the Foundation continue to grow. Best wishes for continued success to provide the service of care and compassion to those in need.

Welcome to the Arkansas Hospice Foundation!

We are pleased to announce a new member to the Arkansas Hospice Foundation staff, Donna Young. Donna will begin this month as our Database Coordinator. She brings extensive database experience and a background working with non-profits. Welcome, Donna!

Horace C. Cabe Grant

Arkansas Hospice recently received a \$38,800 grant from the Horace C. Cabe Foundation. Funding will be used to purchase video cameras, tripods, new computers, editing software, screens and projectors.

Two exciting new projects are already underway, made possible with the new equipment:

- Hospice staff will create educational libraries in DVD format for each of our nine offices and two hospice centers. Materials will be available to staff, medical students, volunteers, patients and caregivers. The libraries will be used in a variety of ways ... information for patients and families regarding what to expect at end-of-life, tips for caregivers to help with the challenges of caring for someone in the home, staff orientations, volunteer trainings, clinical and management trainings, general information about end-of-life for physicians/nurses, churches and civic groups, and to exchange information with Seke Rural Hospice, our African hospice partner in Zimbabwe.
- Through a legacy-film project led by Janice Morrison in Hot Springs called "My Life Lives On," patients will have an opportunity to record their personal comments and stories to leave on DVD for their families. Our first attempt at a video diary, led by Kim Clatworthy of the Arkansas Hospice Angels in 2006, was very beneficial to the family. The patient's daughter, Janet Davis, said, "I watched the DVD and I am so thankful to all of you for providing this for us. Of course the tears just flowed from my eyes. You cannot imagine how special and honored we feel to have been treated like you guys have treated us!"

Arkansas Hospice Foundation's Media Department will manage the programs. Special thanks goes to Arkansas Hospice employee Kelle Mills for her assistance and to the Cabe Foundation for its generosity in creating this grant.



How You Can Help ... E-mail communication saves time and money, so please give us your e-mail address to receive the First Monday Memo online! Call Tommy Glanton at 501-748-3312 or e-mail tglanton@arkansashospice.org for more information. Visit us on the Web at www.arkansashospice.org to learn more about Arkansas Hospice, upcoming events and volunteer opportunities.

River Cities Restaurant Week

It's practically here! Your taste buds will come alive! On Aug. 15-30, some of Little Rock and North Little Rock's finest restaurants will open their doors to food lovers everywhere.

Visit one or several of our participating restaurants during these dates and relish their three-course dinners for \$35 per person or lunch specials for \$20 per person. Each participating restaurant will have a special fixed-price menu to drool over and make your palate salivate. You can learn more about this wonderful food extravaganza by calling Tommy Glanton, Special Events Manager, at 501-748-3312 or visiting www.rcrestaurantweek.com. And if that's not enough, check out our articles in the August issues of *Inviting Arkansas* and *Soiree*.

Arkansas Hospice will receive \$5 for each meal to further its mission of enhancing the quality of life for those facing terminal illness. Helping never tasted so good!



Hospice 101 Takes Off!

A big thank you to EURONET Worldwide for giving us the opportunity to present its employees with our first Hospice 101 class on June 18th. A staff member from Arkansas Hospice Community Outreach provided more than 30 employees with a very informative lesson about hospice. EURONET provided lunch for all who attended.

We hope to provide many more businesses and organizations with educational information about Arkansas Hospice. If you would like to have a Hospice 101 class at no charge for your company employees, please contact Peggy Roberson at proberson@arkansashospice.org or 501-748-3306.

Media Department Wins Diamond Award

The Media Department of Arkansas Hospice (along with help from Jan Walker) won the Arkansas Hospital Association's Diamond Award for the 2008 Giving Calendar! The Diamond Awards honor excellence in hospital marketing and public relations and are presented in several categories such as advertising, annual report, Web site, publications, special video production and writing. Entries are evaluated by a panel of judges not affiliated with any Arkansas hospital.



This year, the Media Department also received the Certificate of Excellence and Judge's Merit awards for the Arkansas Hospice Foundation Donor Report and BIG Event invitations, respectively.

This is Arkansas Hospice's third Diamond award. We won in 2006 for redesigning the Web site and in 2005 for a special purpose publication distributed by the Foundation. Last year, we also won the Certificate of Excellence for our newsletter, *Arkansas Hospice Matters*.

Farewell to Brenda

Arkansas Hospice wishes to express its gratitude to Brenda Long for her service as she prepares to step down from her role as Executive Director of the Arkansas Hospice Foundation. She provided two years of dedicated service to the Foundation and leaves it in a strong position to continue moving forward in its key role of providing support to Arkansas Hospice. On behalf of all of us at Arkansas Hospice, thank you Brenda, and best wishes as you prepare for new adventures in life.

— Michael V. Aureli, Arkansas Hospice President & CEO

Mission Moment ... Did you know Arkansas Hospice has a Therapy Dog program? These specially-trained dogs provide comfort and companionship to patients in hospitals, nursing homes or wherever else they are needed. Studies have shown that holding or petting an animal causes blood pressure to lower, a release of strain and tension, and can draw a person out of loneliness and depression. The next Therapy Dog Certification class will be July 26 from 9 a.m. to 4 p.m. at the Arkansas Hospice office in Little Rock. Cost is \$25. Please call 501-748-3392 to sign your pooch up today!