



## Joint Statement from the Chairman of the Board and the President & CEO

**T**he year of 2011 has been very successful for Houston Hospice.

Significant progress was achieved in all of our key strategic areas. We continue to operate more effectively while growing the number of patients served. This improved operational performance has led to improved financial performance as well.

In response to this growth we are adding physicians, staff and facilities. We are developing a strategy to increase our capabilities to provide hospice inpatient care. We have been evaluating the feasibility of expanding our inpatient unit located in the Texas Medical Center as well as partnerships with other facilities in areas that will allow us to increase our capacity and provide more accessible inpatient care throughout our service area.

When the Margaret Cullen Marshall Center, our inpatient unit, located at our Texas Medical Center site, was originally constructed, two of the building's three floors were completed leaving the third floor for future expansion. Our plan is to complete this floor which will allow us to bring an additional 13 beds into service on this campus. Another planned



Thomas W. Burke, MD  
Board Chairman



James A. Faucett, Jr.  
President & CEO

enhancement at the Texas Medical Center site will be the restoration of the garden to its original state when the grounds were occupied by Mayor Oscar Holcombe and his family in the 1920's. The Garden Club of Houston, who for many years has provided expertise and resources to Houston Hospice for its gardens, will be overseeing this project.

We continue to be a teaching and learning organization. During 2011 Houston Hospice served as a rotation for numerous medical students, physician fellows and residents and nursing students. Houston Hospice became accredited as a provider of physician CME's (continuing medical education) and nursing CEU's (continuing education units). In 2011, we focused on telling the Houston Hospice story. Numerous presentations about hospice care and Houston

Hospice were given to organizations throughout our communities. We have enhanced our web site and begun using social media.

As the hospice industry works toward establishing standard quality measurements for hospice care, Houston Hospice has maintained its attention to quality and customer

service. Our key quality and service data can be found on our web site.

In 2011 we received generous grants from foundations, gifts from individuals and we had two very successful fundraising events. In April, the Butterfly Luncheon featured Jeffrey Zaslow, co-author of *The Last Lecture*. In October the 13th Annual Laura Lee Blanton Community Spirit Award Dinner honoring Maureen and Jim Hackett for their outstanding service and philanthropy was held. The 2011 year was an exciting year for Houston Hospice. We look forward to meeting the challenges and achieving our goals going forward. We continue to believe that our best years are ahead. Thank you for being a vital part of the Houston Hospice organization and for contributing to our success.

# Newsletter

## A Tribute to Dixie by Ann James, Volunteer

Since 2006, when golden retrievers, “Dixie and Chrissy” became the first certified therapy dogs to join the Houston Hospice volunteer program, the two canine best friends have made regular visits to the Patient Care Center to brighten the days of patients, families and staff members. While Chrissy (eight years Dixie's junior) had the soulful eyes, it was Dixie's smile, pronounced by her whitening muzzle that could turn anyone's frown upside down.

Dixie knew no strangers; she loved everyone. Even those who were not particularly fond of dogs couldn't refrain from petting her. She was a people-magnet, whether walking the halls of the center or strolling in the serene adjacent gardens. Without a single word, her



*Dixie and Lynn Hoster*

gentleness and wagging tail conveyed to those who crossed her path that she sensed their pain, and everything was going to be alright.

This past November, at almost 18 years of age, Dixie with minimal eyesight and total hearing loss enthusiastically made what would be her last visit to the patient care center giving of herself selflessly as she always did to those going through difficult times. One family member defined her presence best when he said, “Thank you, Dixie for giving me my only reason to smile today.”

Much like most of our hospice patients, Dixie died at home two weeks after her last visit – very peacefully, on her own terms and surrounded by her loved ones.

Sincerest condolences are sent to Dixie's mom, volunteer Lynn Hoster. Dixie will be greatly missed.

## Introducing The Legacy Club

Houston Hospice announces the launch of The Legacy Club membership campaign. The Legacy Club is open to all individuals of the Houston community and provides different levels of membership opportunities to accommodate any level of income. The proceeds contribute to the care of the patients and patients' families of Houston Hospice.

The levels of membership range from \$50 to \$1,000 a year. Each level of membership offers a variety of benefits offered from Houston Hospice and the community. In addition, quarterly members' meetings are held with special guest speakers

from the Texas Medical Center.

With one in three people choosing end-of-life care, the hospice community is growing rapidly. Becoming a member of The Legacy Club is a chance to become involved in the hospice movement as well as to become educated about hospice care.

The different levels of membership and benefits can be found on the Houston Hospice web site and you can sign up there. Or, contact Hillary Till at 713-677-7130 or at her e-mail [htill@houstonhospice.org](mailto:htill@houstonhospice.org). Start your Legacy to make last wishes come true.

## Record-Breaking 2011 Fundraising Events



*Honorees Jim and Maureen Hackett,  
Chairmen Kelli and Eddy Blanton*



*Featured Speaker Jeffrey Zaslow  
and Chairman Sharon Owens*

### Butterfly Luncheon

Butterfly Luncheon Chairman Sharon Owens was pleased with the record breaking funds raised – over \$225,000.

### Laura Lee Blanton Community Spirit Award Dinner

This year's event raised \$325,000 which broke the record for the most funds raised at a Spirit Award Dinner.

# Great Day Houston

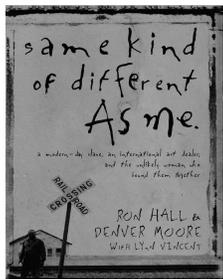
**O**n Monday, November 14th, Houston Hospice had the pleasure of attending Great Day Houston as audience members. Great Day Houston is hosted by Deborah Duncan and has been Houston's top morning show for almost ten years. The theme for the show was Medical Monday and featured a panel of doctors that answered health-related questions from the audience.

Houston Hospice was featured in a live plug during the show which included a picture of the staff as well as a live voice-over describing National Hospice Month. At the end of the show, Deborah Duncan interviewed Vice President of Development, Cynthia Nordt, about the moment of silence that was going to take place later that day at noon at our Texas Medical Center location in honor of National Hospice Month.



*Houston Hospice staff and volunteers*

Staff members and volunteers from Houston Hospice attended Great Day Houston. The show was a terrific experience and helped expose Houston Hospice to the community. We hope to attend the show in the future and to continue educating the community about hospice care.



## Mark Your Calendar

**O**n Tuesday, April 10, 2012, at the Hilton Post Oak Hotel, Houston Hospice will hold its annual Butterfly Luncheon benefiting the operations of Houston Hospice and providing the primary funds to support its Butterfly Program serving children. The 2012 luncheon will feature Ron Hall, co-author with Denver Moore, of the popular and poignant book *same kind of different As me*, a story of faith, love and persistence to become involved in life and giving, prompted by the loss of his wife.

## New Board Member Michele J. Sabino Joins Houston Hospice Board



*Michele Sabino, EdD*

**M**ichele Sabino, EdD has joined the Houston Hospice Board of Directors. Sabino brings over 40 years of experience in education, training, development, philanthropy and fundraising to Houston Hospice and is a valued addition to the board of directors.

Sabino's main focus of her career has been education. Previous positions Sabino has held include:

- Special Assistant to the President for Strategic Partnerships at the University of Houston
- Executive Director of University Advancement at the University of Houston
- President of the Houston Independent School District Foundation

In addition, Sabino has been involved in many community engagements such as:

- Vice chair and board member of the capacity building committee for the Fifth Ward Enrichment Program
- Board member of Career and Recovery Resources
- Board member of the Houston Chapter of the Red Cross
- State of Texas Advisory Committee on Adult Education

Sabino's credentials include an EdD in Adult Education and Applied Linguistics from Texas A&M University along with an MS in Urban Studies from the University of Nebraska at Omaha. Over the past 20 years, Sabino has had many accomplishments in fundraising and education. Her extensive background in education will be a great benefit to the Houston Hospice board.

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**Houston Hospice is a member  
of the Texas Medical Center**

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#### Mission Statement

*Houston Hospice provides uncompromising, compassionate end-of-life care to patients and families in our community.*

*Through the efforts of specially trained and highly skilled interdisciplinary teams of health care professionals and volunteers, Houston Hospice patients and their families are guided through the process of illness, by receiving clinical care, psychosocial support, spiritual guidance and volunteer assistance.*

## 30% of Facebook Users are 35 Years or Older

This year, Houston Hospice has made large strides in developing an online presence. The development department has devoted time and effort in creating Houston Hospice's social media accounts.

Part of these efforts was hiring a summer intern, Andy Yan, to improve the web site and to help with the social media accounts. Andy created links on the Houston Hospice webpage to various social media accounts.

So far, Houston Hospice has created a Facebook fan page, a Twitter account, a LinkedIn company page, a blog and videos on YouTube. These social media tools will help Houston Hospice maintain and cultivate its connection with its generous supporters and reach out to those not familiar with Houston Hospice.

The purpose of creating a social media existence is to inform those who are caregivers to an ill loved one about the growing options of hospice care. A recent report shows that 30% of Facebook users are 35 years old or older. Houston Hospice is making sure to reach this demographic by participating in all platforms of social media.

**If you would like to opt out of receiving the Newsletter please notify us by e-mail to [sshrum@houstonhospice.org](mailto:sshrum@houstonhospice.org).**