

PRESS RELEASE

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Houston Hospice Appoints New VP of Development and Community Engagement

HOUSTON, TX -- After a nationwide search, Houston Hospice, Houston's oldest, largest, independent, nonprofit hospice, has announced the appointment of Aida Matic, CFRE, as the new VP of Development and Community Engagement, effective December 14, 2020. A seasoned fundraising executive, Matic brings over 20 years of experience to the role and joins the organization from Tidewell Hospice in Sarasota, Florida.

"Houston Hospice is thrilled to welcome Aida Matic as our new VP of Development," said Rana McClelland, President & CEO. "The board of directors and leadership team are impressed by her strong work ethic, expertise in hospice donor relations and track record of success. With Aida as our development leader, we look forward to expanding our donor base, increasing community relations, and engaging more volunteers."

Matic's appointment is in conjunction with the retirement of Cynthia Nordt, Houston Hospice's past VP of Development and Marketing. Over the past 13 years, Nordt lead the philanthropic initiatives for Houston Hospice, including the addition of the Inpatient Unit's 3rd floor, located in the Texas Medical Center, and the historic garden renovation initiative provided by The Garden Club of Houston.

"I am honored to join Houston Hospice as the VP of Development and Community Engagement," said Matic. "As a new member of the Houston community, I look forward to reaching out to our dedicated supporters and friends and building new relationships with those who are passionate about hospice care for the terminally ill, pediatric patients, veterans and the under insured."

About Houston Hospice

Houston Hospice is a 501(c)(3) nonprofit organization that provides compassionate, end-of-life care to all patients and families across 10 counties in the Greater Houston Area. Established in 1980, we are the oldest, largest, independent, nonprofit hospice in Houston and a proud member of the Texas Medical Center. For more information visit www.houstonhospice.org.

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Photo: Aida Matic, VP of Development and Community Engagement, Houston Hospice, joins the 40-year-old nonprofit organization from Sarasota, Florida.