

# Alpenglow Quarterly

April 30, 2010

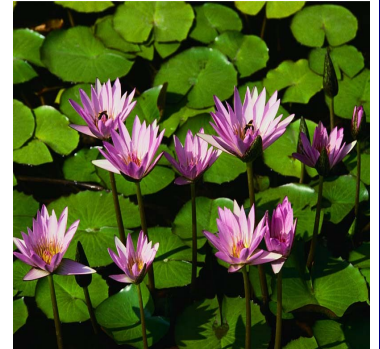
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## Message from the Director

This is the first edition of the very first newsletter that I have ever written. Heading a not-for-profit foundation is something I never envisioned for myself earlier in my career. Having spent most of that career in business finance, the idea of being involved with a not-for-profit foundation rarely crossed my radar. However, a new challenge combined with an opportunity to “make a difference” in the world was highly intriguing at this point in my life. While I expect a sharp learning curve in my initial endeavors, I hope to leverage some critical relationships for guidance in establishing a viable charity. Much of that guidance will be provided by an amazing Board of Directors selected by our management team for their vast experience and their involvement in the community. The board and myself will be focused on our mission which is to educate the local community about

the benefits of hospice care and to provide high quality hospice services to less fortunate patients and their families in our service area. Our primary source of funding has come from the gracious friends and families of our patients at Alpenglow Hospice. Through programs like the “Memorial in Lieu of Flowers” program described below, these friends and family members have really made a difference in launching our charity. We will continue to partner with these families and provide education to our local community concerning the benefits of quality hospice care. We hope to expand our impact by utilizing many other funding sources including grants, corporate donations and events. Thank you for taking the time to consider becoming involved with a charity that is obviously close to your heart. We are hopeful that you will remain a member of the Alpenglow Family and



make a difference in the life of another. Thank you again for your gracious consideration.

Eric Lenore - Managing Director

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## Memorial Program in Lieu of Flowers is a Big Success!

Our initial fund raising campaign focused on seeking memorial donations in Lieu of Flowers. In several cases we have arranged memorial donation programs whereby the donor made a tax deductible donation in memory of their loved ones. The donor memorializes their loved one with a gift to the Foundation and at the same

time they receive a tax deduction. Alpenglow provides tax receipts and “Thank You” notes directly to the donor on behalf of the family. Finally, other patients and their families benefit from enhanced hospice benefits, especially in cases where the family has little or no hospice benefits. Our donors have been incredibly gracious in these

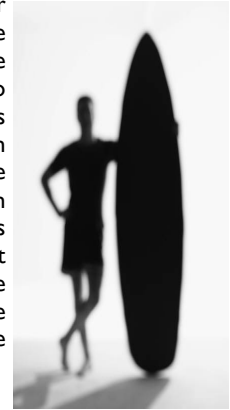
tough economic times. They have witnessed first hand the benefits of high quality hospice care and are thus inclined to contribute to the cause. We would like to leverage these memorial program relationships by providing opportunities for loved ones to continue to support the hospice cause in future campaigns.

## Alpenglow Hospice Foundation Making a Difference

Losing a loved one can be one of the most difficult ordeals that any human being will endure. This life event can be even more profound when a young child loses a parent. Alpenglow Hospice has assisted family members (young and old) in the bereavement process prior to and following a loss. Nevertheless, this process is never routine and is always highly personal. Our social workers and spiritual counselors help family members and loved ones cope with the pain of loss and foster un-

derstanding of what the individual is feeling. Recently, our staff provided support and counseling to a 15 year old boy whose father was being cared for by Alpenglow Hospice. The boy's father was only 48 years old and was diagnosed with incurable pancreatic cancer. The boy's favorite activity was spending time at the beach surfing with his father. Touched by the boy's strength and bravery, the trustees of Alpenglow Hospice Foundation wanted to provide a springboard for his future by assisting his mother in establishing a fund in

her husband's name and contributing \$500 as the seed donation. Alpenglow Foundation was established for this very purpose, to make a difference in a family members' life through the efforts of hospice staff and donors to the Foundation. This child's story is only one of many that we encounter in our work with the community. These family members and especially children need something positive in their lives to somewhat temper the pain that accompanies losing a loved one. We hope that our humble gesture will give this young man a ray of hope for the future.



### **“Thank You” Defined**

We often use this phrase in passing to briefly acknowledge the efforts of another that positively impact our lives. However, there are times when a “Thank You” goes much deeper, coming from the heart of a gracious recipient. At Alpenglow we receive thank you notes from families that simply touch the heart. Our hospice staff often become an extension of the family during a

patient's illness. This emotional support system often elicits a heartfelt “Thank You” that is neither rehearsed nor superficial. A “Thank You” that makes our team proud of what they do and happy to make a difference in the life of another. A “Thank You” that brings a tear to the eye and warm splendor to the soul. This is a genuine gesture and the patients are grateful that

we exist in their lives. A similar “Thank You” is what I want to communicate to all our donors and contributors of Alpenglow Hospice Foundation. For without you we could not bring the expertise, support and compassion to those that most need our help. “Thank You” for making the difference in the life of another.

***“A Thank You  
that brings a tear  
to the eye and  
warm splendor to  
the soul”***

### **Employee Spotlight - Mercedes Martinez**

Alpenglow Hospice is committed to providing its patients and families with the best interdisciplinary team available. Each patient is cared for by a comprehensive team which includes a Certified Home Health Aide (CHHA). The CHHA is one of the most critical members of the team as they provide much of the day-to-day personal care for the patient. Their responsibilities run the gamut from simple bathing and feeding to interacting with the nursing staff concerning changes in the patients' condition. Arguably one of the premier CHHAs in the profession is Alpenglow's own Mercedes Martinez. Mercedes is a devoted mother, caring professional and faithful friend. She has mastered the delicate art of giving the most intimate of personal care to the very ill, while still allowing them to preserve their dignity and humanity. Mercedes is a single mother raising an amazing son (Omar) by herself. The limited spare time that she has is spent with her son to insure his life experiences are both broad and memorable. Her ability to balance the demands of a family and career on her own is truly inspiring. So with great admiration and appreciation we celebrate Mercedes Martinez, our first Employee Spotlight.

