

your HOSPICE HOUSE

UPDATE

SPRING 2009



PATIENCE, PERSEVERANCE & PASSION

One man's quest for a Hospice House



Ten years ago, Mike Bradburn didn't even know what a hospice house was. Now building a hospice house in Whatcom County has become his passion.

In 1999 and 2000, in just two years, Mike Bradburn lost both of his parents. "When Dad was dying, the doctor mentioned something about hospice," says Bradburn, but it was never considered because he died shortly after surgery. When Mom developed cancer though, things were different. We tried home care and a skilled nursing facility, but neither were good situations for her at the end of her life. Then a social worker suggested Longview's hospice house. Mom was there for seven months and during that time, hospice house became not just a place but inspired a powerful belief in the concept. "All my life, I'd been in awe of people who truly had a cause. When Mom died, I knew that helping to build a hospice house would be mine."

When Bradburn moved from Seattle to Bellingham, one of the first people he contacted was Whatcom Hospice Foundation Executive Director Mike Kirkland. "At that point, Whatcom Hospice had an average daily census of about 40 patients," says Bradburn. "I was told that, from a feasibility standpoint, a census of around 100 was needed to consider building a hospice house."

"So, I had to learn patience," says Bradburn. "I knew what the goal was; I just had to figure out how to get there."

PATIENCE Continued inside.

HOW CAN YOU HELP?

Spread the word to your friends and associates about the Hospice House campaign. If you need more information or would like some printed materials to share, please contact Donor & Sponsor Relations Officer

Karen Hagen at:

(360) 788-6851 or khaggen@peacehealth.org.

Why People Give

By Nancy Steiger
CEO/Chief Mission Officer
PeaceHealth, Whatcom Region



“Fundraising is not actually about money. It’s about the values that are expressed through the dollars given. You are giving people an opportunity to invest in making the world a better place. You are empowering someone to make a difference.” That’s how Judy Levine, professional fundraiser, summed up why people give in a recent article in the New York Times. I couldn’t agree more.

Over the last several months I have heard remarkably moving stories from people who have donated to the Hospice House campaign. Many of you have shared stories about the ways the Hospice program has touched a loved one. Your stories point to two primary reasons people give to the Hospice House campaign. Many people express the desire to “give back.” They are grateful for the care of a nurse, the comfort offered by physician, and the experience of end-of-life care that is patient centered and family oriented. For others, what moves them to donate is the desire to make sure friends and neighbors have the option of quality end-of-life care in a hospice house.

The Hospice House campaign really is an opportunity to invest in making the world a better place. Having worked as an oncology nurse for many years, I can speak first hand about the need to offer people meaningful end-of-life care. I am proud to be living in a community that is responding to this need with a roll-up-your-sleeves campaign to build our Hospice House where quality end-of-life care can be available to anyone, regardless of the ability to pay.

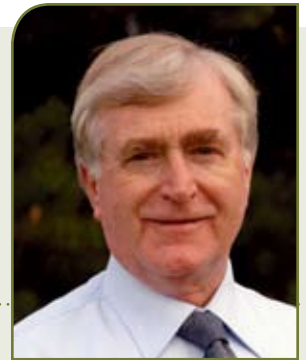
The outpouring of support for Hospice House has been inspiring. Large and small donations have brought us a long way. In-kind donations from companies such as Zervas Group Architects, Dawson Construction, Mills Electric, and Diamond B Constructors will allow us to maximize the value of every donated dollar. In the coming months, the Hospice House capital campaign will be reaching out for donations of in-kind services and volunteer time to help finish Hospice House. But in the meantime, we need to reach our fundraising goal so we can break ground in September, 2009.

Thank you for all you have done to make the Hospice House campaign a success!

HOW CAN YOU HELP?

As most fundraisers will tell you, people give because someone they know asked them to. **Who do you know who would appreciate the opportunity to make a difference through the Hospice House capital campaign?** Our staff would be pleased to help set-up an informal meeting and answer any questions. You can contact **Karen Haggan at: (360)788-6851 or khaggan@peacehealth.org**

From the Executive Director



By Mike Kirkland

We hope you will enjoy this first issue of Hospice House Update. The purpose of this publication is to thank you for your generous support of the capital campaign and to keep you up-to-date on progress so far.

In addition to the contributions you have already made, many of you have asked if there is anything else you can do to assure the success of this project. For this reason, included in most of the articles in this edition, we offer suggestions as to ways you may become further involved and/or help us reach out to others you may know. We’ve also included contact information to get you connected directly to the person leading that particular portion of the campaign.

This is a very exciting time for the Whatcom Hospice Foundation as we strive to offer hospice patients and their families this much-needed option as they face the end of life. With your continued help, despite the current economy, we are confident we can meet our campaign goals.

HOW CAN YOU HELP?

Keep up to date on Hospice House Capital Campaign progress. If you have any questions or need more information about any aspect of the campaign, please don’t hesitate to contact **me at: (360) 788-6865 or mkirkland@peacehealth.org**.

Architectural, Construction Plans Well Underway

“The generosity and enthusiasm of everyone involved in the bricks and mortar phase of the project is truly inspirational.”

Under the leadership of Mike Hammes, plans are now well underway for the Hospice House September, 2009 groundbreaking.

Currently the construction committee meets on a bi-weekly basis to iron out the details of the 12-bed facility which is scheduled to be completed in July 2010. The committee includes architects, engineers, contractors, sub contractors, Whatcom Hospice staff members and experts on healthcare regulations.

“The generosity and enthusiasm of everyone involved in the bricks and mortar phase of the project is truly inspirational.” says Hammes. “The committee members are giving hours and hours of their time and talent to this project. We’ve been waiting a long time to get to this point, but now that it’s all really coming together, I think we all agree it’s been well worth the effort.”

WANT TO KNOW MORE?

If you would like to know more about the specifics of the Hospice House project, or would like further information about making an in-kind donation, contact **Mike Hammes** at:
mike@ramconstruction-wa.com.



CONSTRUCTION COMMITTEE

Sarah Allen (*Zervas Group Architects*)
Bob Becker (*Whatcom Hospice Foundation*)
Jody Biermann (*Biermann Design, inc.*)
Matt Cloninger (*KingWorks Consulting Engineers*)
Ben Coon (*PeaceHealth, Whatcom Region*)
Pete Dawson (*Dawson Construction*)
Diana Fewing (*Whatcom Hospice Volunteer*)
Karen Hagen (*PeaceHealth*)
Mike Hammes (*Ram Construction*)
Richard Hammond (*Whatcom Hospice*)
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Mike McCallum (*Dawson Construction*)
Bill Parker (*Diamond B Constructors*)
Mike Smith (*Zervas Group Architects*)
Karen Ssebanakitta (*Whatcom Hospice*)
Steve Tevelde (*K-Engineers*)

PATIENCE *Continued from front page.*

That’s where perseverance came in. “I began talking to everyone who would listen,” says Bradburn. “As the hospice program grew, the coalition began to grow. As I was a pilot, I was able to easily transport folks to the hospice house in Longview, to help them to understand how it looked and felt and what this would mean for Whatcom County.”

A breakthrough came when a Rotary colleague, Rod Elin, suggested the current site. And in 2006, Bradburn had gathered enough support that a charette was held,

bringing together many of the partners who will eventually be involved.

“In the next two years, it really started to come together,” says Bradburn, “and it’s been really rewarding to watch.”

Now, although others are taking a leadership role in the campaign to raise funds for the project, “my passion remains strong,” says Bradburn. “When we open the doors and we admit that first patient, I know it will be worth every minute that was put into it.”

Making a Dream a Reality



For Mike Hammes, owner of RAM Construction General Contractors, heading up the effort to build Hospice House is all about dreams. In the early 1990s, Mike's dream was to own his own construction business. And for that he needed capital. Recognizing the potential of Mike's dream, a friend, Perry Mortensen, loaned Mike the \$50,000 needed to buy an excavator and the dream became a reality.

Sadly, in 2000 his benefactor was diagnosed with liver cancer and soon became a hospice patient. "For six months I witnessed the care and compassion Perry received from hospice," says Mike, "and I promised myself that if I ever had the chance to thank them, I would." In just a few years, Mike had that opportunity. Already a member of the Whatcom Hospice Foundation Board of Directors, Mike volunteered to assume leadership of the Hospice House construction committee.

"What I'm doing pales in comparison to what the hospice team does every day," says Mike of the hours and hours he continues to give to the Hospice House project. "Every part of the job poses a challenge, but I never forget what the end result will be. I always think about what this project would have meant for Perry and what it will mean for the hundreds of other people who receive the gift of hospice every day in Whatcom County."

"Today, this project is no longer a vision," says Mike. "We have a plan, we have a construction team on board and we're ready to go."

With the generosity of many and the continued devotion of many more, Mike's dream for his friend and for hospice patients for years to come will soon become a reality.

HOW CAN YOU HELP?

Every dollar saved in these tough economic times brings the Hospice House closer to completion. If you, or anyone you know, would like to donate an in-kind service or in-kind materials, contact **Mike Hammes at: mike@ramconstruction-wa.com**.

Help Spread the Word



By Karen Haggan

For the past several months, the campaign committee has been conducting what is known in the world of philanthropy as the quiet campaign phase. During this time we have contacted people like you who had expressed an interest in being involved and, in general, we have met with most of you in small groups or one-on-one.

We are now widening our search for contributors to include those groups and organizations who have not yet had the opportunity to hear about Hospice House directly. As our speaker's bureau committee chair, David Hannah, has said, "This is the group of people we might call the 'You Never Knows' meaning that in most cases we will not have a feel for what type of involvement these people will have until we have a chance to meet with them.

During this phase of the campaign, we will continue to hold one-on-one and small group meetings and looking for ways to involve newcomers to our county who may not have yet had the chance to become part of this very exciting campaign.

HOW CAN YOU HELP?

Who do you know who has not yet had an opportunity to become involved in the campaign? Do you have a neighbor or friend who is new to the area and might like to know more about Hospice House? If the answer to either of these questions is yes, please contact **Karen Haggan at: (360) 788-6851 or khaggan@peacehealth.org**.

Volunteers are always needed to help the support staff. If you are willing to assist with mailings or other clerical tasks, contact Shaaron Coleman at (360)733-1231.

Speakers Bureau Being Formed

Although all of you who are receiving this update have already received information about Hospice House, there are still many in our community who will be enthusiastic about making a contribution, but, so far, know little about the capital campaign.

To bring this information to as wide a circle of potential donors as possible, the capital campaign committee is now organizing a speakers bureau. A training session for speakers is in the works and presentations are being assembled. For most speaking engagements, a member of the Whatcom Hospice Foundation staff or a Whatcom Hospice professional will accompany the speaker to answer questions from the audience.

David Hannah, who chairs this committee, has already compiled a list of more than 300 groups and organizations in the county who might provide a venue for such presentations. However, there is no substitute for a personal introduction.

As Nancy Steiger said in a related article in this *Update*, numerous studies about philanthropy have shown that the vast majority of people who give, do so because someone they know asked them to.

HOW CAN YOU HELP?

The more people who know about Hospice House, the wider the circle of financial support will be. If you know a group or organization that would like to have a speaker, or better yet, if you'd be willing to introduce our speaker to your group, contact **David Hannah at: (360) 527-4968 or davidh@wibank.com.**

L to R: Dick Hovde, Orphalee Smith, Karen Ssebanakitta and Ed Lowery at the Hospice House Capital Campaign retreat enjoying a tasting of Hospice House Dunham Cellars Trutina.



Hospice House Campaign Committee

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Barry Kramer
Margie Orem

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Toast to a Successful Campaign

What better way to raise a toast to a successful Hospice House campaign than with a glass of Hospice House Trutina wine from Dunham Cellars. David and Cheryl Blair have produced this special private label stock and are donating \$11 per bottle directly to the campaign. Thanks to their efforts, we have grossed more than \$10,000 since October 1.

Purchasing Hospice House Dunham Cellars wine is a visible way to show your support for the campaign at your next dinner party or special event. And this wonderful wine makes a perfect gift.

HOW CAN YOU HELP?

Hospice House Dunham Cellars Trutina wine is great, whatever the occasion. To purchase Hospice House wine, contact **David or Cheryl Blair at: (360) 739-5200 or dab@dunhamcellars.com.**

*Plans are now in the works for the Hospice House groundbreaking, tentatively set for September 2009. More details in the next issue of **UPDATE.***

Welcome Glenn Welch

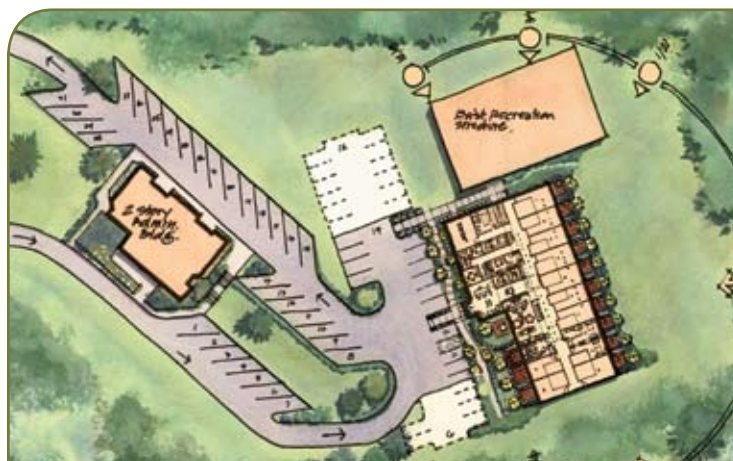


We are delighted to welcome Glenn Welch to the PeaceHealth family. Glenn is serving as Chief Development Officer for both the St. Joseph Hospital Foundation and the Whatcom Hospice Foundation.

Tours Available

Hospice House will be located in Bellingham at 2806 Douglas Avenue on a site currently owned and occupied by Catholic Community Services. There are three buildings on the site. One will be extensively remodeled to become Hospice House. The second will be refitted to become the home of Whatcom Hospice and provide space for volunteer training and hospice sponsored groups to meet. Although both are now in use, it is possible, by appointment, to tour the site.

We encourage those of you who have not yet seen the site to arrange a tour. To do so, please contact **Karen Hagen at: (360) 788-6851.**



Say Hello to Shaaron



When you call the Whatcom Hospice Foundation office, the first voice you will likely hear will be that of Administrative Assistant Shaaron Coleman. Shaaron has been with PeaceHealth for more than 16 years. She provides support services to the St. Joseph Hospital Foundation and the Whatcom Hospice Foundation.