



Executive Director Greg LaGoy

Executive Director's Corner

It has been quite some time since we have published one of our newsletters, however, as you may note, both the size and the look of the newsletter have changed. We hope you'll find articles of interest and importance and welcome any comments regarding the new format. Since so much has happened in the past year and a half, I'll use broad strokes to cover the main points.

My column in the Summer 2002 newsletter focused upon the financial challenges that we were enduring, which had necessitated staff layoffs and which were depleting our reserves. However, in the last paragraph I noted the receipt of a single large donation from the wife of a patient we had served the previous year. Well in the last few months of 2002, we helped take care of Wally (Wallace) Gilroy, who had been a Director of our organization in the 1980's. Wally made us the beneficiary of a special kind of trust that paid him a fixed annuity for a number of years. When he died in November, just three months after his wife's death, also on our service, Hospice Maui received over \$150,000 from his estate.

About the same time, we also received a smaller, but still very substantial bequest from the estate of a man whose wife we had helped care for more than ten years earlier. Then, in early 2003, the very generous benefactor whose gift was noted in the last paragraph of my column in the previous newsletter, made a second, identical unrestricted contribution. Also, in the spring of 2003 we were notified that we were one of eleven local charities named as beneficiaries of the large estate of a woman who we are not aware of ever having contact with. That one bequest was nearly as large as the previous four gifts combined, and the total has given us over six months of operating reserve.

To say the least, the directors, the staff, and I are all very grateful for our recent good fortune. In the fourteen years that I have been here, Hospice Maui has only once been a beneficiary of a large estate, and it provided most of the funds to build our meeting rooms. While most of these funds will be held in reserve, we are spending a small portion to substantially improve the landscaping on the street and along our driveway. (See cover story.)

Another important and unexpected manifestation of this community's generosity

Continued on the next page



... to make comfortable.

- Comfort and dignity for people who are terminally ill.

- Assistance and peace of mind for their families.

News from Hospice Maui

SPRING 2004

Extreme Makeover In Progress

For those of you who are familiar with our place at the top of Mahalani Street, you know that our landscaping motif has been "post-construction-site realism" for over ten years.

During that interval, we built our office building, our storage building, and our meeting room complex. As is often the case, we had enough money with each project to accomplish the basics, but that never included decent landscaping.

With each phase of construction, board members would plead, "Can't we find the money somewhere to do a proper landscaping job?" Sadly, the answer was always "No." But in 2001, we had our new strategic plan in hand, and it clearly stated the goal to improve the appearance of this property. So, we began taking steps to budget and plan for a new look. At that time, Lynn Curtis was working here doing fund-raising and public education. Her husband, landscape designer and contractor, Chris Curtis, generously created and donated a complete and detailed landscape plan. We put together a committee of board members and volunteers, with the hope of bringing the plan to life and transforming our entrance. But before we were able to get rolling, other important issues relating to our financial survival took precedence and our landscaping was once again put on the back burner.

As detailed in the "Executive Director's Corner," we recently received some substantial gifts. And with our place being such an eyesore for so long, moving ahead with this project was a natural priority. And so, we began the process of bringing the plan to life.

For a project like this there are a number of distinct phases. The areas to be planted needed to have small keawe trees and other brush removed, stumps and roots removed, and all of the weeds and grass removed. In some areas, there needed to be some grading and shaping. The next step is the installation of the irrigation system, which is a major undertaking, and accounts for the largest single cost center. The final step



THE HOSPICE MAUI STAFF is so anxious for the landscaping project to begin that they gather daily around a back hoe on the premises to see if their positive energy will get the project going soon. In the driver's seat is Wiebke Daniels, Bookkeeping & Billing, flanked by Hella Theil, RN. In the foreground, left to right: Dana Lambrose, RN, Merlyn Hanada, Social Worker, Cindy Garcia, Administrative Assistant, Luciana Hauen-Limkilde, RN, Kathy Reed-Kameda, Development Director, Carolyn Richardson, Psychosocial Services Coordinator, Edy Salenger, RN, Prakash Mackay, Spiritual & Bereavement Coord. and Counselor, and Elaine Slavinsky, Clinical Director.

is the installation of the plants, which will include some soil amendments with each plant, and finishing off with a layer of mulch.

Two of our board members had a keen interest in the project: Bill Keele, a local general contractor, and Kathy Baldwin, a former hospice nurse and a member of the Mayor's Arbor Committee. Kathy also has a keen interest in native Hawaiian plants and knows some key professionals in that arena. While Chris Curtis's plan had large areas in native plants, our committee felt that, in order to minimize the costs of topsoil and irrigation on the sand dune we're on, it was appropriate that we make some changes to the plan and install only native plants that thrive in these conditions.

With that in mind, we visited the nearby Maui Botanical Gardens and met with the director, Lisa Raymond. The Maui Botanical Gardens is located less than a mile from here and has nearly identical soil, wind, and precipitation. She discussed with us in detail various ideas and showed us what the plants looked like when mature.

Kathy then worked closely with Anna Palomino from Ho'olawa Farms in Haiku, whose nursery specializes in native Hawaiian plants, to make modifications

to Chris Curtis's original plan. As of this writing they are propagating the plants we will need to do this entire project.

We have engaged a contractor to install the irrigation system for us, so that leaves the last and biggest step: putting in the plants. Since every dollar we save on this project is a dollar that we can spend in some other important area, we are looking to utilize volunteers in as many ways as we can. At the same time we understand that someone who is not very familiar with this task can inadvertently cause more harm than good. So it is our hope to phase the planting process out over a number of weeks, and locate different groups of experienced volunteers who would be eager to participate in this native Hawaiian plant project in such a visible and public location. While we do have some leads, and some experienced people have already offered their help, if you know of anyone who is skilled with installing native plants and might be interested in being part of this project, please give us a call at 244-5555.

In the end, our place will be a showcase of native Hawaiian plants, most of which are indigenous to these sand hills, and some of which are found nowhere else on earth.

A News Attitude

We were sad to say aloha to our friendly **Office Manager Autumn Connolly** and fabulous **RN Lisa Dahms** at the end of February and March respectively. **Autumn** is renewing old friendships and establishing new relationships in Seattle, while **Lisa** is taking some well-deserved time out. We wish them both the best and look forward to **Lisa's** return to Hospice Maui in the future ... Meanwhile, back at the ranch, we were all more than a little pleased to welcome **Cindy Garcia** back as



Administrative Assistant
Cindy Garcia

Administrative Assistant. Cindy was away from Hospice Maui for just a year, and made a seamless transition back into the fold ... Many mahalos for all her hard work go out to **Elaine Yamashita Slavinsky, RN**, who's leaving the **Clinical Director's** position at the end of May to run for State Senator in Maui's 6th Senatorial District. Good luck and warmest aloha **Elaine** ... Replacing her is our own warm and wonderful **Eve-Lynn Civerolo, RN**. **Eve-Lynn** will step up to **Clinical Director** from her position as Volunteer Coordinator ... Another good tidings is that **Anne Rowehl, RN** who did such an admirable job as temporary **Volunteer Coor-**

dinator while **Eve-Lynn** was on a leave of absence, will continue her good work in the position. **Anne and hubby Roger** recently returned from a fun-filled cruise to beautiful Tahiti ... **Carolyn Richardson**, who has served so long and so well as a social worker for our agency, was recently given the position of **Psychosocial Services Coordinator for Hospice Maui** — congratulations ladies! We are happy to welcome **Prem Dawson** as an **On-call Social Work-**



Psychosocial Services
Coordinator
Carolyn Richardson

er. **Prem** also keeps busy and does a great job as **Program Coordinator** at the Alzheimer's Association. World travelers include **Social Worker Merlyn Hanada** who spent an exciting 10 days in Florence (yes, the Florence in Italy) in April, and **RN Merrily Webb**, who just left Maui to join her husband in Panama. **Merrily** said she loved her 2-1/2 years at Hospice Maui, and if she returns to Maui, she'll definitely come back to Hospice ... And did you know that seven current HM staff members been here 11 years or longer??? Drum roll please ... they are: **Greg LaGoy, Executive Director, Carolyn Richardson, Psychosocial Services Coordinator, Eve-Lynn Civerolo, Volunteer Coordinator, Prakash Mackay, Spiritual Care Coordinator, Sandy Hew, RN, Sandy Vilorio, RN and Joseph Kamaka, Medical Director** — what a terrific group — congratulations!!

That's all the news this issue.

Have a fantastically healthy and fun summer! We'll be back with a new News Attitude in November!



HOSPICE MAUI STAFF

EXECUTIVE DIRECTOR
Greg LaGoy

ADMINISTRATIVE ASSISTANT
Cindy Garcia

BOOKKEEPING & BILLING
Wiebke Daniels

CLINICAL DIRECTOR
Elaine Slavinsky

DEVELOPMENT DIRECTOR
Kathy Reed-Kameda

HOSPICE NURSES
Felomina Genilla-Garvin
Joyce Roark
Luciana Hauen-Limkilde
Edy Salenger
Sandy Hew
Hella Theil
Dana Lambrose
Sandy Vilorio

HOSPICE SOCIAL WORKERS
Prem Dawson
Merlyn Hanada
Kathleen Maxwell

MEDICAL DIRECTOR
Joseph Kamaka

PSYCHOSOCIAL SERVICES COORDINATOR
Carolyn Richardson

SPIRITUAL CARE & BEREAVEMENT COORDINATOR & COUNSELOR
Prakash Mackay

VOLUNTEER COORDINATOR
Anne Rowehl

Executive Director's Corner

Continued from page one

occurred last summer when the Lahaina Yacht Club selected Hospice Maui as the recipient of the income from its annual golf tournament. Their substantial efforts, along with the generosity of West Maui businesses and many dedicated golfers, resulted in our receiving nearly \$15,000, which will be used to the benefit of patients living on the west side.

On the business side of our operation, we also have good news. Without including any of the large gifts that I have mentioned so far, we ended our fiscal year last June with a balanced budget. In addition we have maintained a balanced budget for the first nine months of this fiscal year.

Research shows that we served the largest number of patients and families ever in calendar year 2003. Hospice Maui admitted one hundred seventeen patients to our service, and on any given day we were serving a census of about 15 patients. While it might seem to make sense that having served the largest number of patients, we would have also had the highest average census, that was not the case. The reason is that

our patients are coming on to our service later in their disease and we have less time to work with them. So our census last year was lower than some previous years even though our total number of patients served was higher.

On a personal/professional note, I am currently in the MBA program at the University of Colorado at Denver. It is a full-time course of study specializing in health-care administration. It is an executive program in which I go to Denver five times during a two-year period for a week or two at a time of intensive in-classroom instruction, followed each time by sixteen weeks of on-line conferencing with professors and students, plus various projects, readings, and research. It is amazing to me how differently I am able to see this organization and the people with whom I have become so familiar over these years. I fully expect that the tools I am acquiring will be used to the substantial benefit of this organization and our community.

One of the things that I would like to mention here is something that I touched upon in an earlier newsletter. Three years ago Hospice Maui adopted its first strategic plan since 1990.

Unlike many such plans, which are forged by directors and staff during a single, long working session, ours was the result of weeks of information-gathering from many circles of interested groups and individuals. Because the process was so inclusive, the plan was very broad and had items and priorities which we would not have come up with ourselves. To prevent the resulting plan from merely collecting dust, we did two things: 1) the Board delegated the responsibility for each of the goals and objectives outlined in the plan to one of our many committees, and 2) the board dedicates one meeting per year to reviewing our progress and updating the plan. That means that each board committee structures all of its activities around the strategic plan. In the three years since the plan was adopted, it has had a powerfully positive impact upon every aspect of operation, specifically because it is so deeply integrated into every area of the organization.





HOSPICE MAUI BOARD OF DIRECTORS

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Scottie Clark

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Bill Keele

Donna McCleary

Thomas Schwab

Karen Temple

Who's on Board?

Tom Schwab is now in the fifth year of two, three-year terms on the Hospice Maui Board of Directors. He joined the Board simply because of a "call out of the blue" from Executive Director Greg LaGoy. At that time he was aware



Tom Schwab

of the agency but had no direct experience with it. Schwab unequivocally feels that "Hospice Maui is a tremendous cause." He stated that "One of the greatest opportunities in life as human beings is to help other human beings. Having the opportunity to assist in providing help to someone in the most traumatic time of their lives is a life-enhancing and humbling experience."

Mr. Schwab was President of the Board of Directors from 2000-2002. He feels that the Board's long-term planning, accomplished in conjunction with the Executive Director, is the most notable accomplishment during his tenure. He said that the strategic plan is an extremely good tool for developing realistic goals and an excellent benchmark for keeping Hospice Maui on track. He hopes to see greater community support and awareness of the agency in the future. He stated that "Hospice provides such a wonderful process, he's hopeful that not only will more people begin using our services but also that they will use them earlier in their illnesses."

With children out of the nest, Tom and wife Michele moved to Maui in 1998 from Madison, Wisconsin and now live in Kihei. Schwab is the Senior Vice President – Investments at Salomon Smith Barney. Michele and Tom have three children on the mainland, two in Colorado and one in Minnesota, and enjoy getting away to visit with

them at least once a year, as well as getting in some time on the slopes in Breckenridge

Vivacious and energetic **Scottie Clark** had firsthand experience with Hospice Maui several years ago when her husband, Terence O. Clark, Jr., was ill and they used the agency's services. Since that time Scottie has worked along side our Bereavement Counselor, Prakash Mackay, in the grief support program including the holiday grief support workshop, the annual Makena Memorial Day Service and H.E.A.L.



Scottie Clark

Scottie feels that working with the Board of Directors and Executive Director on the development and implementation of a strategic plan for Hospice Maui has been the pinnacle of her work on the Board. Scottie stated that "Being involved with long term planning opened her eyes to what Hospice has accom-

plished and what should be accomplished in the future." Scottie just took over the reins of the Board's Public Education Committee and will have a very active role in ascertaining that the community becomes better aware of Hospice Maui and its services. A concern she expressed is the need for better patient-physician communication regarding services available at Hospice Maui.

One of Scottie's dreams is to see a Hospice residential facility in Maui. She feels that it is becoming more and more difficult for people to provide home care for family members because of the need for at least two income-earners in the home. A residential facility would provide compassionate and quality services in a comfortable, calm and pleasing atmosphere.

Scottie is now beginning the second year of her second term on the Board of Directors. She was born and raised in Kansas and has a Bachelor of Science in Chemistry. She was the head of hematology at Northwest Hospital in Seattle, Washington for many years, and retired as a medical technician. Scottie is now married to retired Episcopalian Priest Layton Zimmer who was formerly with the Good Shepherd Episcopal Church in Wailuku. They have six children along with nine grand children between the two of them, who are now scattered between California, Idaho, New Mexico, Washington, D.C. and Connecticut.

A Look at our Volunteers

By Hospice Maui's Volunteer Coordinator Anne Rowehl

Volunteers are an essential and committed part of the Hospice team. Some of the Hospice Maui volunteers have been with our organization since its founding in 1981. Our volunteers undergo extensive training that not only helps prepare them to be present with terminally ill patients, but also allows them to explore their own feelings about death and dying.

Volunteers may be assigned to provide light care giving to patients and families, prepare meals, transport patients to doctor appointments or on outings and, probably most importantly, listen and be with them as they talk about their feelings, fears, sadness and any other issues surrounding their terminal illness. Some volunteers have specialty skills they bring to patients such as providing reiki or other massage therapy, assisting with makeup and manicures and even cutting hair. Volunteers are often with patients and their families

for several months. Bonds are formed and friendships may last a lifetime.

Volunteers also come to the Hospice Maui office on occasion to assist with office or development projects. Others



paint, package and distribute Hospice gift tags that are sold at various Maui locations. After the death of a loved one, specially trained bereavement volunteers may maintain contact with and support for a family member for a year or longer, assisting that person with the grieving process.

Volunteers are encouraged to communicate with the Volunteer Coordinator while they are assisting with patients and their families. Although volunteers are not medically trained personnel, they can observe changes or needs in patients and communicate that to the Volunteer Coordinator who then passes the information on to the nursing / psychosocial / spiritual counseling team.

Our volunteers come from all parts of Maui. They are men and women of varying ages and professions. Some are married and busy raising families. Some are retired. Each of them brings valuable life skills to their assignments. We couldn't do our work without the assistance of these fabulous people.

The entire Hospice Maui staff sends out a big mahalo to all of our volunteers for their hard work, commitment and dedication.

New Developments

Our recently hired Development Director Kathy Reed-Kameda reports that she's had a busy and interesting four months learning about Hospice Maui and its services. Additionally, in conjunction with Executive Director Greg LaGoy and the Fund Raising Committee comprised of Tom Schwab, Betty Leis and Karen Temple, she developed and began implementing a 2004 Development/Marketing Plan. The ultimate goal of the plan is to implement a Planned Giving Program and encourage Mauians to consider bequests for Hospice Maui.

Reed-Kameda's responsibilities include raising both awareness of and funds for Hospice Maui, and the Macy's Community Shopping Day (see story page 4) in April was the first event executed as part of the 2004 Plan. A full contingent of public education and fund-raising activities are planned for the remainder of the year. Event highlights include participation

in the Maui Hotel Association's Charity Walk, donor-recognition get togethers, a house party to assist in acquiring new donors and a major fund-raising event in late 2004 or early 2005!

Some of our public education activities are an increased schedule of speaking engagements for Executive Director Greg LaGoy, public awareness campaigns in local media, expanding the Hospice Maui Newsletter from two to four pages and mailing it out semi-annually, and participation in local health and senior fairs.

A prime component of the Plan was the installation of a new system to more efficiently utilize our donor database. The computer program called Ebase was just installed last month and staff are nearing completion of transferring older data into the new system. Use of the new system will help Hospice Maui staff serve patients and their families, as well donors and friends much more effectively.

We'll pick up!

We're getting ready to have a fabulous Hilltop Bazaar right here at Hospice Maui from 8am to 3pm on Friday and Saturday, July 23-24 and each of you can help make this sale a tremendously success.

Save your clean, useable, unique home and yard décor, clothes, shoes, accessories, luggage, dishes, art, toys, furniture, books, CDs, DVDs, etc., etc. – just anything that might sell and help us raise some bucks for Hospice Maui in our huge Hilltop Bazaar.

We are able to pick up smaller items and clothing, etc., however, furniture and other large items would need to be delivered to us at 400 Mahalani Street in

Wailuku – the last building on the left at the top of the hill on Mahalani!

We ask that goods be delivered only between 8:00 a.m. and 4:00 p.m., Monday through Thursday, July 19-22. We will also pick up only during that time period. Just call Kathy at 244-5555 to make arrangements to have articles picked up.

And, we'll need volunteers to help sort, price, arrange and sell. Hospice Maui Volunteer Coordinator Anne Rowehl will be calling our dedicated volunteer staff in the near future. If you haven't volunteered with us before but would like to be a part of this fun and fruitful Hilltop Bazaar, give Anne a call.

LEAVE A LEGACY™ MAUI

A media and educational campaign to increase public awareness about the importance of charitable giving through wills or other estate gifts.

Americans are very generous people. Annually, we donate \$150 billion to the charitable organizations of our choice. These organizations provide us with essential services ranging from education to arts preservation, disaster relief to health research. However, of all this donated money, less than 6% is donated through estate gifts.



LEAVE A LEGACY™ MAUI is a campaign to help educate people from all walks of life as to the possibility of making an estate gift to the charity of your choice. Both those of us who are able to give generously during our lifetime, and those who have felt constrained or been unable to make lifetime gifts, can discover ways to make major contributions through thoughtful, well-planned Wills and other gift techniques. With foresight, dedication, and a little planning, we can continue to make a difference even after we are gone.

Hospice Maui is joining other nonprofit organizations by taking the lead in promoting the LEAVE A LEGACY™ MAUI educational campaign. For more information about the campaign or how you can include your favorite charities in your estate planning, contact your personal tax or estate advisor or call Hospice Maui at 244-5555.



Gifts may be in the form of money, property, investments, or a portion of an estate. Gifts can be given simply as a thank you to a beloved organization, or to ensure the continued vitality of the community for generations to come. Tax benefits may be derived from these gifts. An attorney, accountant or financial advisor can help determine the type of gift that is right for each individual.

LEAVE A LEGACY™ MAUI – a promise made by one generation to succeeding generations that valued institutions will be there for them.

PREFER PDF?

If you'd prefer to have your Hospice Maui Newsletter emailed, or would like extra copies for friends and relatives, just call Kathy at 244-5556 or email her at krk@maui.net and she'll send copies or add your name and email address to our PDF mailing list.



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Mahalo to macy's

Hospice Maui was one of the eight local nonprofit organizations privileged to be selected by Macy's to participate in the 2004 Macy's Community Shopping Day on April 8. Thanks to many wonderful Hospice Maui supporters, our agency raised over \$2,500.00 which, of course, will be used in our care of terminally ill patients and their families on Maui.

The agencies sold \$10.00 tickets that provided ticket holders with an addi-

tional 10 to 20% off just about everything at both Macy's stores in Kahului on April 8. Shoppers were also treated to a variety of events and entertainment on that day, as well as the opportunity to win a \$500.00 Macy's shopping spree. Each nonprofit agency retained all proceeds from the tickets they sold. Additionally, Macy's personnel sold tickets in-store for approximately three weeks prior to the event, and that money was divided up among

the participating organizations. If ticket holders were not able to shop on April 8, they could pre-select and pre-pay for merchandise and pick items up at the store from April 8-22. The Community Shopping Day is an annual Macy's event nationally, and local nonprofit organizations were fortunate that the Queen Ka'ahumanu Center Macy's stores were chosen as the Hawaii locale this year. Hospice Maui would like to thank Macy's for providing this wonderful opportunity. Special thanks go out to store manager Annette Elsberry-Wyer, Administrative Assistant Lynn Wright, and Director of Special Events Lavina Wong.

