

Spring/Summer 2015

Sharing

in the mission

INFORMATION FOR DONORS AND FRIENDS OF TIDEWELL HOSPICE

Proud to Serve

My name is Linda Collins and I have been a Tidewell Hospice volunteer for the past four years. I'm also a retired United States Navy veteran with 23 years of service. When I was asked to participate in Tidewell Honors, I was overwhelmed with pride. It's truly an honor for me to be involved, and it is well-deserved recognition for the individuals I have the pleasure to meet.

I usually arrive for pinning ceremonies wearing my dress blues. The uniform is my way of displaying respect for my fellow comrades and shipmates. Many times, I'm surrounded by the veteran's family members, friends and neighbors.

During my visits, I often hear, "I thought they forgot me" or, "I was in the Navy and it's nice that you are here." I salute each veteran before and after the certificate ceremony, and many times I have given them their final salute. Some of the veterans I meet are alert and anxious to see a fellow service member; some are very ill and unresponsive. Each one is given the same respect, regardless of their ability to respond.

One particular certificate presentation brings especially fond memories. I was asked to make a home visit to an elderly WWII Army veteran. I contacted his family to make arrangements for this special presentation and was told to, "Just leave the certificate at the front door." I knew I could not comply, so I contacted my volunteer coordinator. She called the family and promised that I would not take long and would leave immediately afterwards.

I arrived in my dress blues, presented the Tidewell Honors pin and certificate to the veteran and a certificate

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Tidewell Honors

At Tidewell, our care teams pay attention to the unique challenges that may exist for those who have served in the military. Veterans often face issues – both physical and psychological – at the end of life, and their care requires special sensitivity. As part of the Tidewell Honors program, our clinicians receive special training to help them identify these needs and respond with the treatment, respect and dignity that our veterans deserve. Honors also celebrates their service through individualized pinning ceremonies, the creation of legacy projects and more. Tidewell, our patients who are veterans and their loved ones are thankful for the generosity of donors like you who make Honors possible.





A note from Denise . . .

Thirty five years ago, the spirit of giving – of philanthropy – began what is now Tidewell Hospice. A small group of people decided the southwest area of Florida needed what was then a new model of end-of-life care and began this organization

through financial support and volunteerism. Since then, community support has impacted every improvement, expansion and acquisition. In fact, the “experience” that our patients and families have come to expect from Tidewell is a direct result of investment by the communities we serve.

Our donors understand that when they support Tidewell, they are partnering with us to enhance and enrich the lives of thousands of people. While community support has always been vital to Tidewell’s ability to provide the best end-of-life care, it will be even more important going forward.

As we look to the future, growing our endowment will be a focus. The need for compassionate end-of-life care in our community is ongoing and increasing. A strong

endowment will ensure that together, we are doing all we can for future generations who will need us.

Tidewell helps patients and families find meaning and peace in one of the most difficult and challenging times in their lives, and the value of hospice care is reaffirmed as each person faces the inevitable journey with dignity, strength and hope. A strong, robust endowment will allow us to sustain the end-of-life services we provide to our patients and their families regardless of factors such as the ebb and flow of reimbursement streams.

Thank you again for making an immediate difference and a lasting impact to so many. As always, if I can ever be of assistance to you, or should you wish to discuss your investment in Tidewell, please contact me directly at (941) 552-7658 or at dpope@tidewell.org.

With my warmest regards,

Denise M. Pope, CFRE
Chief Philanthropy Officer



Board of Trustees Profile

Meet Sheryl Kaiser

Sheryl Kaiser swore she would never serve on another board. In her years as an educator and assistant superintendent for a school district in Michigan, she’d participated as a member of many and always came away disillusioned. So when she retired and moved to Florida, Sheryl promised herself that she was done.

“Every one of the boards I’d been on over the years had people who were more interested in advancing their own agenda than doing what was best for everyone. So when Tidewell first asked me to consider joining their board, I quickly said no,” Sheryl recalled.

Tidewell’s persistence, however, combined with the positive experience Sheryl had when both of her parents were cared for at the Bradenton Hospice House at the end of their lives, caused her to finally reconsider and commit to the Board of Trustees in 2014. It was a decision she now relishes.

“I joined not believing a board could be so productive, cooperative and focused on what’s best. I’ve never seen an organization with a climate so positive, and it’s because of the quality of the people involved,” Sheryl said.

After spending much of her first year learning more about Tidewell’s day to day work in the community, Sheryl has now dug into her assignments on the board’s Philanthropy and Corporate Compliance subcommittees. Realizing the complete scope of Tidewell’s programs and services has been her biggest lesson learned so far.

“I had no idea how huge and complex Tidewell was and how much it touches so many people and places. I don’t think most people understand what a unique organization it is,” she said. “And I’ve been really impressed with the dedication of everyone on the board and how it’s able to deal with so many different issues.”

What does the future hold now that Sheryl’s view of board membership has changed?

“The experience so far has been intellectually challenging and really expanded my understanding of all the good things Tidewell does for people,” she said. “My goal is just to be a productive member and offer what I can based on my expertise.”

Consider a Gift of Life Insurance

Most donors choose cash and property when making gifts to the charities they support, and while these donations can provide valuable tax deductions, many donors are left wishing they could do more. One option to consider is the idea of leveraging a life insurance policy as an effective and convenient asset for giving.

If your children are grown and financially independent, you have adequate retirement savings, and your home is paid for, your life insurance policy may be obsolete. You can make excellent use of such policies by giving them or the proceeds they will eventually generate to your favorite charity.

The most tax-effective way to donate life insurance is to transfer the policy so that the charity becomes the owner and beneficiary. You are entitled to an immediate charitable deduction for income tax purposes. If you continue to pay the premiums, each payment is a deductible charitable donation. The policy is also removed from your estate, which can mean significant estate tax savings.

Naming the charity of your choice as the beneficiary of your policy is another way to provide it with death benefit proceeds. Although this approach doesn't offer the income tax advantages that come with gifting a policy, it still reduces the donor's estate by the amount of the death benefit.

Transfer of assets from an insurance contract is absolutely incontestable, and the donor remains in a position to change the beneficiary prior to his or her death. If the donor chooses to stop paying premiums, the charitable organization can continue the process or allow the policy to lapse.

By either gifting a policy outright or naming it as a beneficiary, you can provide a charity such as Tidewell with a large gift that creates a lasting legacy.

Compassion In Caring 2015

Thanks to everyone who attended the sixth annual Compassion In Caring luncheon on Friday, Feb. 13 at the Ritz-Carlton in Sarasota. More than 500 supporters turned out for this signature event that has raised more than \$550,000 since 2010 to fund Tidewell programs and services. The day started at a VIP reception with special guest Bill Rancic, who you may remember from the first season of the television series *The Apprentice*, which culminated with him being hired by Donald Trump. Bill has gone on to author three books and is a regular contributor on a variety of TV programs – including a reality show that features Bill and his wife, Giuliana. Bill's keynote address provided some entertaining insider stories, and also focused on his experiences as a caregiver while his father and then Giuliana battled cancer.



Special thanks to the sponsors who made this event possible, including:

- Presenting sponsor – Caldwell Trust Company
- Speaker sponsor – SunTrust Foundation
- Signature sponsors – Bouchard Insurance and Northern Trust
- Visionary sponsors – StateServ, Target Graphics and Willis Smith Construction



Tidewell Hospice is celebrating the 20th anniversary of the Bradenton Hospice House.

Tidewell, then known as Hospice of Southwest Florida, admitted its first Manatee County patients in 1988, but it wasn't until seven years later that the organization had a permanent home in Bradenton. Thanks to amazing community support and the generous contributions of our donors, Tidewell's six-bed Bradenton Hospice House opened its doors for the first time in September 1995. The facility has since been renovated and expanded in 2005 to become the largest of Tidewell's seven hospice houses with 14 rooms. This year, we celebrate a significant hospice house milestone with two decades of round-the-clock, professional end-of-life care. And your support continues to have an incredible impact. Tidewell provided \$1,144,755 in unreimbursed care in Manatee County in fiscal year 2014, and served 2,649 patients, including 587 at the Bradenton Hospice House.

Tidewell Hospice, Inc.
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Return service requested

This is your
donor
newsletter!

THANK YOU FOR YOUR SUPPORT

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of appreciation to his wife. I stood at attention and saluted this American hero. It almost seemed as though he was waiting for this final recognition of his service to our country. By the time I reached the front door of his home, he had passed. He waited for me.

I have also encountered many former Navy veterans who have actively engaged in conversations with me.

We often find ourselves reminiscing about our service, places we were sent and the experiences we shared.

Tidewell Honors provides every veteran with a personalized "thank you" for their service. It is so important that they know that they have not been forgotten, and it gives me great pride to be able to be part of something that is so simple but also so meaningful.

Focus on Giving: Remembrance Walkways

Tidewell's Remembrance Walkways are calming retreats where it's common to find people taking time to reflect and remember someone who was special in their life. Bricks engraved with personalized messages dedicated to loved ones create these unique pathways at each of Tidewell's seven hospice houses, and the surrounding gardens enrich and complement the experience. Hospice house residents, visitors and staff find the scenic walkways especially comforting.



A master landscape plan has been designed for each of the walkways and also includes enrichments such as bougainvillea trellises, planting beds, butterfly gardens, shade trees, wooden footbridges, arbors, bowl urns, and wooden benches. Each item or area presents

an opportunity to memorialize or honor family and friends in a way that provides special meaning to those who stroll through the Remembrance Walkways.

For more information about this program, please visit tidewell.org or call the Philanthropy Department at (941) 552-7502.

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