



March 2011

Dear Supporter:

As you may know, the **Iowa City Hospice Walk for Dignity** is a community event that gives families and friends an opportunity to celebrate the lives and honor the memories of their loved ones, and to show support for Iowa City Hospice. The best part is that 100% of the donations collected support Iowa City Hospice.

The 2011 Walk for Dignity is scheduled for Sunday, April 17, and we are encouraging not only individuals to get involved, but also encouraging groups to form teams. Whether you are fundraising individually or getting group members involved in a team, it's likely that many of those people have been impacted in some way by hospice care, whether it was in Iowa City Hospice's seven-county service area, or in another community.

This document includes Walk for Dignity information, a "Unique Gifts" sheet that can assist fundraisers in their efforts, a Team Donation Form and Pledge Form. In addition, you can download the Walk for Dignity brochure/pledge form, a Walk route map, and "I Walk in Memory Of" placards from www.IowaCityHospice.org.

For more information or additional materials, please contact Iowa City Hospice at 319-688-4213, 800-897-3052, ext. 119, or judy.frits@IowaCityHospice.org.

With your help, we can continue to ensure that quality, compassionate hospice care and bereavement services are available to anyone in our community who needs them for many years to come. Thank you for considering participating in the 2011 **Iowa City Hospice Walk for Dignity!**

Sincerely,

A handwritten signature in black ink that reads "Judy Frits". The signature is written in a cursive, flowing style.

Judy Frits
Administrative Assistant
Development and Marketing

Encl.



UNIQUE GIFTS

That separate Iowa City Hospice from other hospice providers

As a not-for-profit organization Iowa City Hospice's Mission is to be the leader in providing exceptional patient and family-centered palliative care and grief support services to anyone affected by a terminal illness regardless of their insurance coverage and the cost or complexity of their care.

Iowa City Hospice:

- is the oldest and most experienced hospice in the area, serving Johnson, Cedar, Muscatine, Iowa, Louisa, Linn and Washington Counties since 1983.
- provides service and accepts referrals 24/7.
- individualizes care plans and the most appropriate scope of hospice and grief support services for the patient, caregiver, and family.
- has a highly qualified, experienced staff; more than half have advanced degrees or certification in end-of-life care, with more than 200 collective years of experience in end-of-life care.
- is highly recommended; 100% of families would recommend Iowa City Hospice to others while referring physicians give Iowa City Hospice's care excellent marks, averaging 4.6 on a 5-point scale.
- has a large, dedicated group of more than 600 volunteers, many of whom are trained in specialty areas like dementia care or care for veterans.
- offers educational presentations to the medical community and the community-at-large. We believe that everyone benefits from good information, whether or not they choose Iowa City Hospice as their provider.

Patients or families are not billed for services or medications related to the terminal disease; care is covered by Medicare, Medicaid, some private insurance plans, and generous contributions from the community. Community support is precisely what makes Iowa City Hospice the unique organization our community has valued for more than 29 years.

Iowa City Hospice believes that *everyone* deserves the best end-of-life care available. At one of the most emotional, intimate transitions of your life, our compassionate, experienced staff and volunteers will be there to walk beside you – respecting *your* choices, and *empowering you* to maintain control of your end-of-life care. Studies show we can add days to your life while adding life to your days.



IOWA CITY HOSPICE

**The 12th Annual Iowa City Hospice Walk for Dignity
is Sunday, April 17, 2011, 1 pm
at Willow Creek Park, Iowa City**

**Iowa City Hospice's 2011 goal is to raise \$130,000
and have 1,200 individuals **Walk for Dignity!****

Walk for Dignity TEAMS will help make this happen.
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## **What is the Iowa City Hospice Walk for Dignity?**

- This is Iowa City Hospice's major annual fundraising event. It is also an opportunity for people to honor and memorialize their loved ones who have died.

## **Why should I get involved?**

- **100%** of the donations collected support Iowa City Hospice.
- ***A little goes a long way!*** ***Your contribution directly impacts*** an individual affected by a terminal illness by providing medications related to the illness; end-of-life expertise and support in dealing with medical, emotional and spiritual issues; volunteers to provide companionship; and bereavement support to the surviving family members and friends.
- **Your donation** ensures that **anyone** affected by a terminal illness has **access** to hospice care.
- **NO PATIENT IS EVER BILLED FOR IOWA CITY HOSPICE SERVICES.**
- This is a **fun event!** There will be **children's activities, refreshments** and of course the **Walk!**

## **What is an Iowa City Hospice Walk for Dignity team?**

- A group of walkers who participate in the **Walk for Dignity** and collect **donations** from co-workers, family, friends and neighbors in support of Iowa City Hospice's services.
- Each individual team member collects his/her own **donations** (although **Iowa City Hospice Walk for Dignity** participants are not required to collect donations).
- Team members can visit **[www.firstgiving.com/iowacityhospice](http://www.firstgiving.com/iowacityhospice)** to set up **online fundraising pages**.
- Firstgiving pages make it very easy for people to give using their **debit** or **credit card** (Visa, MasterCard, Discover or American Express).
- To **collect cash or check donations**, team members can use **hard copy pledge forms**.
- Each team member can use either method, or both, in their fundraising efforts.
- **Individuals who collect at least \$150 receive an Iowa City Hospice t-shirt.**

## **How can my group/organization/office get involved?**

- Contact **Iowa City Hospice** at the number/email below to request pledge forms, enroll your team or schedule a speaker to present to your organization.

**With your help this will be the most successful Iowa City Hospice Walk for Dignity yet!**

**QUESTIONS? Contact Judy Frits, at  
319-688-4213, 800-897-3052, or [judy.frits@IowaCityHospice.org](mailto:judy.frits@IowaCityHospice.org)  
Visit [www.IowaCityHospice.org](http://www.IowaCityHospice.org) for pledge forms and information.**