



Donor News

A publication for our distinguished donors

August 2009

State of the Agency, by Lynn Campbell, RN, BSN, MSN



The Visiting Nurse Association of the Inland Counties (VNAIC) is healthy, strong, and serving more patients than ever before. All around us, the economy is causing difficulty in peoples' lives, but the VNAIC provides service to our home care and hospice patients who, without our care, might face hospitalization.

It is true that there are challenges with the State of California's Medi-Cal payments and that there are more under-insured or un-insured people needing help, but the VNAIC is managing its resources very carefully and we are able to continue serving those who are in need of our care.

“The VNAIC is healthy, strong, and serving more patients than ever before.”

During trying economic times, it is especially important that we all continue to support charities that care for those with limited resources. Many people have lost their jobs or had their health insurance coverage reduced, but the VNAIC is still able to serve them. Our donors understand that contributing during tough financial times makes all the difference for those in need.

Thank you for your past donations and more importantly, thank you, in advance for your future generosity.

Lynn Campbell, President/CEO, recently completed her 31st year with the VNAIC, the last 19 years as President/CEO.

The President's Council on Development

Pamela Troxel, Chair

Joanne Allen	Elaine Hill
Gina Bikales	Bill Johnston
Debra Clark	Loren Rice
Barbara Gietzen	Peter Solomon
Cindy Guzzo	Judy Vossler

Go Green With Us!

We need your help! In an effort to become more cost effective and environmentally friendly, the VNAIC is implementing a new e-mail program.

Call or e-mail Brianne in our Office of Philanthropy, (760) 773-6260 or brianne.lawson@vna-ic.org, to have your name added to our e-mail list for preferred communication.

Help us. Help those we serve. Help the environment.

2009 ANNUAL MEETING HELD IN MARCH



Our Board of Directors, local dignitaries and their representatives, staff, volunteers and donors gathered on March 2nd at the Riverside Convention Center for our 2009 Annual Meeting, marking the beginning of our 78th year of continuous service. This year's highlights included the John L. Treadway Loving Care Awards, which are given annually to special caregivers who go above and beyond the call of duty. Other presentations included customer service awards for staff, leadership awards, and staff service awards. Two new Directors were elected to the volunteer Board of Directors who serve without compensation.

For a complete story on our 2009 Annual Meeting, a list of our Board of Directors, or to download a copy of our 2008 Annual Report, visit our website at www.vna-ic.org/2009_annual_meeting.php If you would like a hard copy of our 2008 Annual Report, please call the Office of Philanthropy at (760) 773-6260.

Tough Times Make For Tough Decisions

A recent article in the *Wall Street Journal* on May 24, 2009 reviewed the economic difficulties many charities are experiencing. Often, a concerned donor wants to know their donation will support the cause, not be used as a bailout of the organization, or worse, that the organization will not survive.

Knowledge and understanding of the business side of charitable giving can help in making an informed decision and restore confidence in the charity. The article suggested finding answers to five basic questions about a charity before you give:

- What portion of spending goes to programming versus operational costs? (A figure of 75% or more is considered good.) *82% of our spending goes towards programming costs.*
- What has the charity accomplished? 1) *Continued effective management of resources.* 2) *Continued provision of charity care and free community services.*
- What challenges does it face? *Rising service costs and decreasing reimbursement.*
- Can you direct your gift to one of the charity's specific programs if you desire? *Yes, though we encourage donors wishing to do so to contact our Office of Philanthropy prior to making their gift.*
- Does the charity sell its donors' names to other groups? If so, can you ask that your information not be shared? *No, we will never sell your name or other information.*

At the VNAIC, we manage your charitable gifts with great care and welcome questions such as these from donors. Call our Office of Philanthropy at (760) 773-6260 for more information.

Changes in Giving Opportunities

Some changes have taken place in giving opportunities for the VNAIC. These include a new and easy way for you to donate while surfing the internet and a new process in signing up for the Ralphs Community Partners Program.

Set **www.goodsearch.com** as your default search engine, and select "Visiting Nurse Association - Inland Counties" as your charity of choice. The VNAIC will receive a donation each time you use goodsearch to find information on the web.

Ralphs now requires that all registration for the Community Partners Program is done individually through their website. In order to continue contributing to the VNAIC or to register your card visit, **www.ralphs.com**.

Foundation and Community Support 2009 To Date

Bob Hope Chrysler Classic	\$14,000.00
City of La Quinta	\$1,000.00
Kaiser Permanente	\$7,500.00
Prudential California Realty	\$1,340.30
Rancho Casa Blanca	\$1,000.00
Sempre Energy	\$1,500.00
Sunset Hills Children's Foundation	5,000.00
Google Grants	In Kind

The following events took place in the Coachella Valley in support of the VNAIC:

Melissa Morgan Fine Art sponsored a Meet The Artist event in May to benefit the Mourning Star Center.

In February, *Wine and Music at the Gardens on El Paseo* hosted a night supporting the VNAIC.

Stitches for Kids and the *Coachella Valley Quilters Guild* donated over 500 quilts for Camp Erin and The Nightingale Society's Project Warmth.

VNA Legacy Society ANNOUNCED

Doug Morin, Director of Philanthropy, announced that a Legacy Society has been established to recognize donors who plan to leave a gift to the VNAIC in their will, trust, or other gift planning vehicle after their lifetime. "We receive several bequests each year and often don't know about them until we receive them. The VNA Legacy Society will encourage donors to notify us of their intentions, allowing us to better understand their desires, and recognize them for their gift," says Morin.

"Deciding to include the Visiting Nurse Association of the Inland Counties in our estate plans was an obvious one. . . We didn't know that informing the VNAIC of our plans was important. By doing so they were able to work with us and our attorney to make sure our gift would be used exactly as we wanted," says Ray Mastalish, VNA Legacy Society member.

Legacy Society members receive personal communication from senior staff to keep them informed about the Agency. Recognition as a Society member is given throughout the year in Agency publications and on the website. Like Mastalish, donors have the opportunity to share their story which helps encourage other donors to notify the VNAIC of their intended gift.

For more information about the VNA Legacy Society, go to www.vna-ic.org/legacy_society.php or call Doug Morin in the Office of Philanthropy at (760) 773-6261 for a confidential discussion with no obligation.

Another Successful Fan Club Season



The Nightingale Society's 7th Annual Fan Club Drive has been another success, thanks to all of our generous donors. The VNAIC was able to provide evaporative coolers, fans, and air conditioners to our most needy patients over the several months of intense summer heat.

Fan distribution was also carried out at the Indio and Joslyn Senior Centers in the Coachella Valley and The Goeske Center in Riverside.

Over the past seven years, the Nightingale Society has distributed over 950 fans. Thank you again to those who have donated.

Camp Erin Palm Springs 2009

Sixty-six children attended the third annual Camp Erin in Big Bear over the weekend of July 24th to July 26th. The three days included a variety of grief related activities and crafts in addition to the traditional camp experiences such as canoeing, swimming, and sing-a-longs.

Karen Moyer, the wife of Major Leaguer and Moyer Foundation President - Jamie Moyer, was a very special guest at this year's camp. The Moyer foundation established Camp Erin in 2002 as a tribute to Erin Metcalf, a 17 year old girl who died of liver cancer in 2000. Camp Erin Palm Springs is one of 28 Camps in existence in 18 states, which have been made possible through grants provided by the Moyer Foundation.

Due to the generosity of our donors, kids from throughout the Inland Empire were able to attend at no cost, each receiving a Camp Erin t-shirt, bag, teddy bear, and quilt.

The Mourning Star Center of the VNAIC is a non-profit grief support program for grieving children and those who love them. For more information about Mourning Star or Camp Erin, visit www.mourningstar.org



Letters from The Heart...

A recent letter from a Palm Desert Home Health patient -

"Words fail in describing the help and guidance each of the Visiting Nurses provided. They showed me how to take a shower, get on and off the commode, get in and out of the house, and simplify many other tasks...Please extend my sincere thanks and appreciation to all the Visiting Nurses. Their care, concern, and encouragement makes the seemingly impossible, possible."

We are always happy to hear from our patients. If you would like to submit a testimonial, please call the Office of Philanthropy at (760) 773-6260.

Visiting Nurse Association of the Inland Counties

www.VNA-IC.org

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The Visiting Nurse Association of the Inland Counties (VNAIC) provides hospice and comprehensive, home health care services from seven offices located throughout the Inland Empire. The VNAIC is Medicare certified and a licensed home health provider, accredited by the Community Health Accreditation Program (CHAP). Our dedicated and professional staff provides excellent care to homebound patients as identified by their physician.

As a charitable organization, the VNAIC provides a number of community services such as charity care, bereavement care, and community and professional education. Additionally, The Mourning Star Center of the VNAIC provides specialized grief support services for children and teens. The VNAIC is a non-profit organization, Tax I.D.No: 95-1641973, and accepts donations to support these services.

For more information contact the Office of Philanthropy
at (760) 773-6260 or visit us online at

www.vna-ic.org www.mourningstar.org www.hospiceforlife.org

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