



# Donor News

A publication for our distinguished donors

Summer 2011

## VNAIC Welcomes New CEO



On June 28th, Mike Rusnak assumed the position of President/CEO for the Visiting Nurse Association of the Inland Counties. Mr. Rusnak has over 26 years of experience in the Home Health industry and 15 years of experience as a CEO. In addition to his experience as a senior executive, he is a Registered Nurse and Respiratory Therapist. He will relocate permanently to the Inland Empire over the next couple of months from the Chicago area.

The VNAIC Board of Directors began their executive search in January when longtime President/CEO, Lynn M. Campbell announced her retirement after more than 33 years with the Agency, more than 20 years as the President/CEO. Ms. Campbell has many plans including spending more time with her grandchildren and traveling.

## Windermere Real Estate Helps Keep the Coachella Valley Cool

Throughout the month of July the Coachella Valley Windermere Real Estate offices collected donations of fans for the Nightingale Society's annual Fan Club. They received approximately 200 fans, which were distributed on July 26th to local senior centers. In addition to collecting the fans, Windermere also surprised us with a check for \$1000 to be used to purchase more fans and air conditioners for our patients in need.

The thank you notes we receive from Fan Club recipients reinforce just how much a difference the donation of one fan can make.

"I applaud your group and thank you and them for your kindness, thoughtfulness and compassion for 'we seniors' who are on a limited income."

Thank you again to Windermere Real Estate Southern California, and to everyone who has ever donated to the Fan Club. You have made a difference in the lives of many!



Windermere Real Estate employees with donated fans.

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 Development Department at (760) 773-6260 or visit us online at

[www.vna-ic.org](http://www.vna-ic.org) [www.mourningstar.org](http://www.mourningstar.org) [www.hospiceforlife.org](http://www.hospiceforlife.org)

[www.VNA-IC.org](http://www.VNA-IC.org)

**President/CEO:**

**Mike Rusnak**

**VP of Clinical Operations:**

**Paula Peoples**

**VP of Finance, CFO:**

**Norm Lynde**

**Administrative Office:**

**6235 River Crest Drive, Suite L**

**Riverside, CA 92507**

**Phone: (951) 413-1200**

**Development Department:**

**42-600 Cook Street, Suite 208**

**Palm Desert, CA 92211**

**Phone: (760) 773-6260**

**Toll Free: (866) 333-1424**

**Email: [brianne.lawson@vna-ic.org](mailto:brianne.lawson@vna-ic.org)**

Visiting Nurse Association  
of the Inland Counties  
6235 River Crest Drive Suite L  
Riverside, CA 92507

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
RIVERSIDE, CA  
PERMIT NO. 126

## Local Chef Offers Cooking Classes for Mourning Star Kids

Chef Aaron Kiefer and the staff of East Meets West catering provided a group of children from the Palm Desert Mourning Star Center with free cooking lessons throughout the month of June. The final night of classes on June 28th also included the preparation of dinner for the kids' parents/guardians.

The kids had a great time working with the East Meets West staff, and learning to cook things such as homemade sourdough croutons, wild mushroom and spinach stuffed chicken breast, and molten lava cake.

Chef Aaron has been a huge supporter of the Mourning Star Center and Camp Erin. At our most recent Heart of Fashion event he not only donated a personalized teddy bear, but also three private dinners and cooking classes for live auction.

Special thanks to both Chef Aaron and the East Meets West Catering staff for donating their time and sharing their expertise with the future culinary artists of Mourning Star Center!

If you are interested in contacting Chef Aaron for your upcoming party or event, please call (760) 285-2323.



## Former VNAIC President/CEO Lynn Campbell Receives Nightingale Society Lamplighter Award

Lynn M. Campbell has been selected as the recipient for the 2011 Lamplighter Award. The Nightingale Society presents this award in recognition of an individual who has demonstrated exceptional commitment to the health needs of their community.

The award presentation will take place at the 2nd Annual Tradition of Caring Wine & Appetizer Reception, held September 17th at 5:30 PM on the roof of the Riverside Art Museum.

The event will also feature an opportunity drawing, raffle, silent auction, and live entertainment. Tickets are \$50 each or \$90 per couple, proceeds will benefit the community service programs of the Visiting Nurse Association of the Inland Counties.

For questions regarding this event, please call the VNAIC Development Office at (760) 773-6260.

## Camp Erin 2011

The 5th Annual Camp Erin children's bereavement camp was held over the weekend of July 22-24. Due to the generosity of individual donors and foundation grants, each of the 60 children from within the Inland Empire were able to attend camp at no cost.

Throughout the weekend the children took part in a variety of grief activities, in addition to traditional camp experiences.

Here is what some of the kids had to say about their time at camp:

"Camp gave me the satisfaction that even though I may feel alone, I'm not!"  
- 15 year old camper

"I had tons of fun! It helps to talk."  
- 11 year old camper

"It was more than amazing because it was the coolest camp in the whole world."  
- 6 year old camper

## GOODBYE TO VNAIC DEVELOPMENT DIRECTOR

Doug J. Morin leaves the VNAIC after 16 years, the last 7 as the Director of Development, to assume the position of CEO with the Desert Samaritans for Seniors in Palm Desert. Mr. Morin was responsible for establishing the Development Office for the VNAIC. Since then, more than \$4.6 million has been raised through grants and donations to support the organization.

"It is only because of the people I have worked with and the many opportunities I have been afforded while here at the VNAIC that I am capable and confident in my skills and ability to assume this senior leadership position." Mr. Morin will remain a member of the VNAIC Legacy Society and looks forward to other opportunities to support the organization.

## Desert Healthcare District Grant Makes Big Impact

In September of 2010, Desert Healthcare District (Palm Springs) awarded the Palm Desert VNAIC Hospice office \$116,623 to implement a Point-of-Care (POC) system, basically creating an electronic medical record system for the program that serves, on average, 120 patients at a time, or more than 700 patients in a year. "POC is much more than an electronic medical record though," says Nancy Wristen, Clinical Systems Coordinator, "because it allows us to accumulate and distribute up-to-the-minute information about a patient. In hospice, where the clinicians focus is on the patient's quality of life, rapid exchange of information at all hours of the day and night is very important."

"We are very grateful to the District for awarding this grant" says Anne Marie Clark, RN and Palm Desert Hospice Director. "The staff love the ability the system provides them to share information quickly and easily with their team members, update a patient's medical record, change medications and even communicate that information remotely from the field or their home."

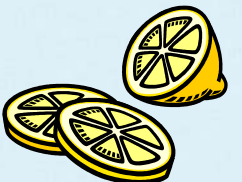
The grant provided 21 laptop computers, software, licenses and carrying cases for the Palm Desert Hospice clinicians, including nurses, social workers, and hospice physician. A grant from The H.N. and Frances C. Berger Foundation provided additional funding for the balance of laptops needed, and also for our Yucca Valley Hospice Program. Implementation of the POC system was completed in May following extensive training and follow-up support for staff.

Agency wide, the VNAIC implementation of a Point-of-Care system will cost nearly \$1 million. If you would like to assist in these efforts, please contact the Development Office at (760) 773-6260.

## Girls Sell Lemonade to Raise Money for VNAIC

Lauren and Zoe, two sisters from the Murrieta area, recently held a lemonade stand as a fundraiser for the VNAIC. In the letter she sent describing her experience, Lauren explained that "We did the lemonade stand to help the people that had helped our father. It felt good to give the money to the Visiting Nurse Association. My father was very happy that you guys came and helped him. We did not get a lot of money but I donated it all to your organization!"

VNAIC staff members were very touched to hear the story of Lauren and Zoe's lemonade stand, and we would like to thank them once again for the kindness and generosity that they have shown. We look forward to hearing more from them in the future!



## Foundation and Community Support

**City of Palm Desert** - \$5000 for Palm Desert Mourning Star Center group support.

**Home Depot Foundation** - \$1000 gift card for the purchase of fans and air conditioners for the Nightingale Society Fan Club.

**Macy's Community Shopping Day** - Over \$1,485 was raised for Camp Erin from the sale of tickets and a percentage of purchases made at the May 14th event.

**Riverside International Wine Competition** - Six cases of wine for use at fundraisers and events.

**Willmas Charitable Trust** - \$30,000 for Victorville Mourning Star Center.