Santa Barbara Yacht Club rallies in support of VNHC for 7th straight year

Sailors are a tight knit group, crossing paths in harbors around the world, crewing together on boats of all sizes and listening to each other banter for days over the VHF radio at sea.

It’s an exclusive fraternity of men and women with like-minded interests and a healthy sense of adventure that celebrates centuries-old traditions and a breezy nautical lifestyle.

When sailors aren’t busy facing off at the starting line of a Wednesday night “beer can” regatta or anchoring side-by-side in the crystal blue waters of some far away island, you’ll likely find them exchanging rounds of grub ‘n grog in a musty, trophy-filled bar tucked away in the corner of their local yacht club. This is where stories are shared, egos are stroked and legends are born.

At the Santa Barbara Yacht Club (SBYC), Robert “R.P.” Richards is a legend. Deemed the “unofficial mayor of Santa Barbara” by close friend Jimmy Lykes, R.P. was a staple figure at the club who used his jovial disposition and affinity for having a good time to foster the merriment of even the most hardened seafarer. From his beloved “God’s Corner” perch in the SBYC bar, R.P. could always be found playing host to an animated entourage of fellow members and their guests.

“He was full of life, a true yachtsman – one that really embodied the mission of our yacht club in gathering a community of friends who all shared the love for the ocean and respect of the sea,” said Tony Papa, SBYC staff commodore and chair of the 2011 SBYC Charity Regatta committee.

In addition to owning the hugely successful construction company bearing his name, R.P. was well known in the community for his philanthropy and activism. In particular, he was an avid supporter of the hospice movement and never failed to donate use of his 68-foot yacht, Taxi Dancer, to the Santa Barbara Yacht Club’s annual charity regatta benefiting Serenity House, a nonprofit hospice inpatient facility run by Visiting Nurse & Hospice Care (VNHC). However, it wasn’t until he found himself on hospice last year that he fully appreciated what that support meant.

In late August 2010, R.P. was admitted to Cottage Hospital with blood clots in his heart. He had been diagnosed with congestive heart failure years earlier and his heart was now failing at a rapid pace. Following a three week hospital [continued on page 2]

“Each and every Visiting Nurse that took part in my care was professional and competent. Your organization made my life much fuller, much healthier and a great deal easier during a difficult time for me.

– Elizabeth G.
Community Education

Conversations before the crisis

Few decisions are more personal than those embodied in creating an advance health care directive or “living will.” It’s an uncomfortable subject and one often avoided until it’s too late. Some individuals want their lives prolonged by any means necessary, while others prefer medical treatments be withheld, allowing for a natural death. How do you know what you want? Who will make decisions for you if you cannot? How do you start the conversation with your loved ones? These are all questions which will be addressed in an upcoming community education workshop.

An advance health care directive is the primary legal tool for protecting a person’s healthcare wishes if and when they can’t speak for themselves. The health care directive applies any time an individual is unable to communicate, whether or not the situation is life threatening, and for however long is necessary. Examples are a patient’s temporary condition after an incapacitating stroke or chronic state during the long-term, late stages of Alzheimer’s disease.

An advance health care directive can set out someone’s wishes regarding the specific care they do and don’t want, and can appoint someone—usually a close family member—to supervise that care or make decisions for them when they’re unable to do so.

In an effort to increase the number of Americans who have completed an advance care directive, Visiting Nurse & Hospice Care and Cottage Hospital will once again support this important initiative by collaborating on a unique community education program, Conversations Before the Crisis, Put It in Writing, on October 29th, 2011.

The morning session, Conversations Before the Crisis, features presentations by a physician, an attorney and a nurse to help you learn about end-of-life decisions and how to share them with your loved ones. In the afternoon session, Put it in Writing, you will receive a free copy of Five Wishes, an easy-to-use advance healthcare directive. A panel of legal and spiritual professionals will guide you through each wish, with opportunity for discussion that will help you complete your own advance healthcare directive.

For more information about this or other community education programs, please visit www.vnhcsb.org or contact Marion Schoneberger at (805) 690-6295.

Continued from front page

stay, R.P. was transferred to a skilled nursing facility in Santa Barbara where he spent the next few weeks under their care and supervision.

However, the 24 hour clinical setting did not sit well with R.P. and he became increasingly agitated, even trying to escape one evening under the cover of night. While the care he received was outstanding, the unfamiliar surroundings left him fragile and demoralized. R.P. longed to be in his own bed, overlooking the ocean at his Montecito home, surrounded by family and friends. As his days appeared numbered, it seemed only fair that he got his wish.

Tom Parker, a close friend and one of the current owners of R.P.’s former yacht, Taxi Dancer, suggested the family contact VNHC to see if he qualified for in-home hospice care. Following a brief evaluation by their clinical team, R.P. was cleared to return home where he spent his remaining days in comfort and dignity.

“My brother Brian and I who were his basic caregivers were amazed with his immediate change of attitude, it was as if he had just recharged his batteries,” said Pete Richards, one of R.P.’s four sons.

“It was clear that being home on the ocean at Fernald Cove was where Dad belonged. He was able to live his final days to the fullest knowing the medical care he was receiving was the best possible. Dad never passed up a moment to sit on the porch overlooking the ocean and we really feel he passed on his own terms,” he said.

With the same enthusiasm and discipline of his once-devoted crew, VNHC’s team of specially trained doctors, nurses and support staff provided R.P. with individualized, compassionate care that helped support his physical, emotional and spiritual needs as he navigated the remaining days of his life. And when the time finally came for him to say goodbye, he was ready.

Holding his son’s hand in a way that most children only dream of, R.P. died peacefully in his own bed looking west out over the deep blue sea flanking his cherished Fernald Cove. Ever the sailor, he looked up with a smile on his face and said, “I’m shoving off.”

Because of his support for VNHC and longtime relationship with the yacht club, R.P. is being remembered as part of the 7th annual Santa Barbara Yacht Club Charity Regatta, “Yachts of Love,” benefiting charitable care at VNHC’s new Serenity House hospice inpatient facility which opened this month thanks to generous support from the community.

The regatta takes place on Sunday, September 11 from 12:30pm to 6:30pm and features a competitive sailboat race, barbecue and dozens of raffle prizes. The event is open to the public and tickets may be purchased at SBYC or online by visiting www.vnhcslb.org. Cost is $75 for adults and $25 for children under 18.

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Seacoast Yachts
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Santa Barbara Urban Wine Trail
Visiting Nurse & Hospice Care is marking two important milestones and we hope you share our excitement about these important events!

The first of these is the opening of our new, expanded Serenity House. As the only licensed hospice in-patient facility in Santa Barbara County, our new House will go a long way toward meeting the demand for end of life beds in our community.

We admitted our first patients on Monday, August 22nd with love, respect, and the knowledge that the beauty of the setting is surpassed only by the compassion and professionalism of our staff. We are honored and privileged to care for our patients and their families at home and at Serenity House. As one of our Board members said, opening the new House is not just the culmination of a 7 year dream, but the continuation of a 103 year vision. At VNHC, we are very grateful to the generosity of so many people for helping us fulfill that vision.

I am also excited to announce that we will be joining forces with Community Home Health. Considering the future challenges in health care and the similarity of our missions and core values, Community Home Health and Visiting Nurse & Hospice Care will bring together under one roof the best of what each agency has to offer our community. We have begun a gradual transition and Community Home Health will become part of our existing home health department over the next few months. We believe that this move is a very positive one for our community, allowing VNHC to provide more comprehensive, high quality in-home healthcare to all those in need.

While these two milestones are particularly noteworthy, we continue to make progress on other projects, many of which you will read about in these pages. We are grateful to the Santa Barbara Yacht Club for once again hosting the Charity Regatta to benefit VNHC. All of the proceeds from this event support subsidized care at Serenity House. I hope to see you at the Yacht Club on September 11th!

These two important milestones, and all of the other activities at VNHC, have one thing in common – the generous support through time, energy, and donations that we receive from the community. We remain grateful for all that you do for us and we will continue to work hard to fulfill our mission of providing the very best home health care available to all those in need – including those unable to pay.

Thanks for your continued support.

Lynda Tanner, President & CEO

Serving our community better

Lasting Impressions

Visiting Nurse & Hospice Care is constantly evaluating its services, measuring success against industry standards and ensuring we remain at the cutting edge of home care. Below are some recent facts you may find interesting.

- Our Hospice program provided end-of-life care to 811 patients in 2010 through over 52,000 visits made by nurses, social workers, spiritual counselors, home health aides and physicians.
- Our Home Health program served over 1,900 patients in 2010, with more than 22,795 home visits throughout greater Santa Barbara.
- Our Personal Care Services program served 573 individuals in 2010, totaling more than $240,000 in subsidized care.
- Our Loan Closet loaned nearly $100,000 worth of durable medical equipment and supplies, at no charge, to over 1,750 patients and families in 2010.
Despite a challenging year, Visiting Nurse & Hospice Care continues to serve the community through subsidized care and special programs.

While VNHC provides benefits to the community in a variety of ways, the most significant is in our provision of subsidized care. Since our founding in 1908, we have maintained a strong commitment to our charitable mission ensuring that no one is turned away because of an inability to pay. In 2010, we provided over $1.3 million in subsidized care through our home health, hospice and personal care programs.

Additionally, VNHC holds several community education programs that provide important information around topics like caregiving and advanced directives. These programs draw a large segment of the population each year and provide resources that help patients and families to cope with serious illnesses.

The new Serenity House offers patients and their families a residential, home-like setting in natural surroundings where they’ll receive high-quality and individualized around-the-clock care from a team of specially trained doctors, nurses, medical social workers, spiritual counselors, hospice aides and volunteers that support emotional, spiritual and physical needs at the end of life.

Each private room is equipped with a bed, flat screen TV, comfortable upholstered chair, closet, refrigerator, spacious ADA approved (Americans with Disabilities Act) bathroom, and its own outdoor patio with sweeping views of Santa Barbara’s lush hillsides.

24-hour care is provided by a highly trained staff including physicians board certified in Hospice and Palliative Medicine, a nurse practitioner certified in both Family Practice and Advance Practice Hospice and Palliative Nursing, registered nurses, licensed vocational nurses, home health aides, medical social workers, spiritual counselors, a dietician and bereavement counselors. “Serenity House is so much more than just a fancy building with a pretty view,” said Michelle Martinich, board chair of VNHC.

“Our team of qualified doctors, nurses and support staff offer a continuum of care which addresses both the needs of the patient and their families. With about 30 staff and dozens of trained volunteers, Serenity House offers a variety of medical and integrated approaches to providing comfort, dignity and peace at life’s end.”

Thanks to generous support from the community, VNHC’s new Serenity House is now accepting patients. Serenity House is an inviting yet medically advanced hospice inpatient facility, featuring state-of-the-art equipment and a dedicated team of compassionate clinicians, support staff and volunteers.
New hospice facility to meet growing need

As the only licensed hospice inpatient care provider in Santa Barbara County, VNHC found its existing 6-bed facility could no longer adequately satisfy the demand for hospice care in the community. Between 2008 and 2009 alone, Serenity House saw a 71% increase in the number of patients served and often, a waiting list of 10 or more people awaiting care.

In order to meet the increasing demand for quality end-of-life care, VNHC embarked on an ambitious capital campaign to fund an expanded hospice facility. By the end of 2007, community members had donated over $8 million to fund the project and with additional support from a large bequest, the medical nonprofit was ready to move forward with plans to build a new Serenity House.

“Thanks to an outpouring of support from this unique community, we were able to raise enough money to cover the entire cost of design and construction for the new facility,” said Lynda Tanner, president and chief executive officer for VNHC.

“Their incredible generosity and commitment to VNHC’s charitable mission allowed us to build Serenity House with no construction loans or debt and we can now focus all of our efforts and attention on providing the best end-of-life care possible,” she said.

Trained hospice volunteers offer additional support to clinical teams and are a significant part of a patient’s continuum of care at Serenity House. With a diverse set of skills and backgrounds, they assist with a number of activities and programs including integrated therapies, flower delivery and our Elly Nadel Music Therapy program. To learn how you can become a hospice volunteer, contact Arlene Stepputat at (805) 690-6274 or visit www.vnhcsb.org.

Handful of naming opportunities still available

Room With a View

The building and landscaped grounds of the new Serenity House offer a number of opportunities to remember or honor loved ones with permanent recognition plaques.

Many VNHC supporters have chosen this as a form of lasting remembrance of a beloved family member cared for by hospice at the end of their life’s journey.

All gifts will be used to support care for terminally ill patients at Serenity House.

Available Naming Opportunities

<table>
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<tr>
<th>Name</th>
<th>Cost</th>
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<td>New Building (1)</td>
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<td>Wings (2)</td>
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<td>Patient Rooms (6)</td>
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<td>Patient Spa Room (1)</td>
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<tr>
<td>Hospice Office (1)</td>
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<td>Patient Patios (3)</td>
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<tr>
<td>Memorial Benches (7)</td>
<td>$15,000</td>
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<tr>
<td>Memory Wall (Unlimited)</td>
<td>$5,000-$10,000</td>
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</tbody>
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For more information about naming opportunities or to make a gift, please call Tamara Skov, Foundation Executive Director, at (805) 690-6222 or e-mail tskov@vnhcsb.org.
This list recognizes total cumulative giving from our Leadership Giving members between January 1, 2011 – August 31, 2011

**Founder’s Council**
$10,000 & Above

- The Bank of Santa Barbara
- Cottage Health System
- Mr. & Mrs. Thomas Crawford, Jr.
- James M. De Loredo
- The Stephen & Caria Hahn Foundation
- Ann Jackson Family Foundation
- James S. Bower Foundation
- Sara M. McCune
- Lady Leslie Ridley-Tree
- Santa Barbara Bank & Trust
- Eric A. Skipsey
- Anne & Michael Towbes
- Santa Barbara County’s United Way
- The Williams Corbett Foundation
- The Wood-Clayssens Foundation

**Centennial Council**
$5,000-$9,999

- Stan & Roberta Fishman
- Patricia Gregory
- Barbara & Bob Kummer
- John Masline
- John C. Menudier
- Mithun Family Foundation
- Alan R. Porter
- Dick & Maryan Schall
- Kate Schepanovich

**Chairman’s Council**
$1,000-$4,999

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Thank you for your on-going support.

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Ted & Sue Dalzell
James and Wendy Drasdo
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Dr. Roger & Keiko Dunham
Mercedes Eichholz
Chris & Bob Emmons
Jan Everote
Margo & Bob Feinberg
David & Monica Fishman
Sam & Sally Fordyce
Fresco, Inc.
Susan Freund

**Planned Giving**

Leaving a legacy of care and compassion for future generations

VNHC is delighted to announce that Nancy Bullock has joined our team as Planned Giving Officer. Nancy has over 20 years of experience in resource development. She and her husband, the Rev. Dr. Jeffrey Bullock, have lived in Santa Barbara for 9 years and she has been involved with many community projects and volunteered with local nonprofits.

Nancy would be happy to speak with you about leaving a legacy in your will or estate plan that ensures Visiting Nurse & Hospice Care will continue to promote the well being of every community resident, including those unable to pay. Gifts can range from simple bequests of any amount to annuities, stock or property gifts, or other choices that could be beneficial, tax-wise or even pay benefits to you or a loved one for a lifetime. If you would like more information, please call Nancy at (805) 690-6282 or email nancy.bullock@vnhcsb.org.

**Samaritan Society Members**

We are deeply grateful to the following visionary VNHC supporters!

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- Susan Trescher
- Nancy Vaughan
- Raissa Veronique
- Edwin & Mary Weston
- Elizabeth Whitney
- Sue Williamson

* Deceased

Membership in Leadership Giving

For more information about Leadership Giving, please contact Tamara Skov, Foundation Executive Director, at (805) 690-6222 or email tskov@vnhcsb.org.
Listed below are VNHC memorial and honored donations from June 1, 2011 to July 31, 2011. We apologize if we have inadvertently omitted any donations and request that you contact Rachel Wilkinson at (805) 690-6290.
**Community Recognition**

**VNHC receives South Coast Business & Technology Award**

Visiting Nurse & Hospice Care was honored for their “Excellence in Service” at the 17th annual South Coast Business & Technology Awards.

Founded in 1995, the awards honor five prestigious individuals and businesses who have shown an extraordinary commitment to helping the South Coast stay economically vital by growing and expanding their business or technical professions.

An independent Steering Committee composed of local executives leads the balloting and sponsorship of the event, while the details of the event planning are managed by the Scholarship Foundation of Santa Barbara. This event is the largest business networking event in Santa Barbara, drawing 700 guests and 95 corporate sponsors each year.

“We are very excited about our fantastic honorees,” said Jeff Carmody, co-chairman of the event’s steering committee.

“IT is an honor to be in the company of so many bright and distinguished business leaders. Each of our honorees has been blessed with talent, and each has used their talent to the fullest.”

Lynda Tanner, president and CEO of VNHC, accepted the award on behalf of the century-old nonprofit.

“VNHC was founded in 1908 by 14 amazing women who joined together for the good of the community and compassion for the less fortunate,” she said.

“I’d like to think that if those 14 amazing women from 1908 came to Santa Barbara today, they would stand tall, proudly nodding their heads in affirmation of the excellence and service that we continue to provide.”

We’re very honored to accept this award on behalf of the incredible nurses and staff who make VNHC one of the best places to work in Santa Barbara.

**CEO Lynda Tanner named Top 50 Business Leader**

Lynda Tanner, president and CEO of Visiting Nurse & Hospice Care, was recently named one of the Tri-County’s top 50 outstanding women business leaders by the Pacific Coast Business Times.

Tanner was honored along with other recipients of the award at an annual event honoring women recognized as senior-level executives and business owners who have consistently demonstrated qualities of leadership and reflect the dynamic role women play in the local business community.

“Lynda has demonstrated a tireless commitment to empowering employees in their professional pursuits while encouraging open communication and transparency among staff, management and VNHC’s board of directors,” said Michelle Martinich, VNHC board chair.

**Upcoming Events**

**Santa Barbara Yacht Club Charity Regatta**
September 11, 2011
12:30PM - 6:30PM
Santa Barbara Yacht Club
Contact Tamara Skov
805-690-6222

**Hospice Volunteer Training**
October 12/19/26 & Nov 2
1:00PM - 4:00PM
VNHC Boardroom
Contact Arlene Stepputat
805-690-6274

**Santa Barbara Senior Expo**
October 19, 2011
9:00AM - 12:00PM
Earl Warren Showgrounds
Contact Marion Schoneberger
805-690-6295

**Conversations Before the Crisis/Put it in Writing**
October 29, 2011
9:00AM - 3:00PM
Cottage Hospital
Contact Marion Schoneberger
805-690-6295

**Viagenco Treasure Sale**
October 1, 2011
9:00AM - 3:00PM
VNHC Parking Lot
Contact Susan Saperstein
805-690-6279

**Loss of a Spouse or Partner**
November 7/14/21/28, 2011
6:00PM - 7:30PM
Registration Required
Contact Sam Geli
805-690-6219