



*Building the Dream*  
Campaign for the Inpatient Facility



*Caring for the people of the East End, their families and loved ones . . .*

## Our Mission

*East End Hospice provides care and comfort for terminally ill patients, their families and loved ones living on the North and South Forks of Long Island, including Eastern Brookhaven Township. □ Health care professionals and volunteers offer pain and symptom control as well as palliative care, social, emotional and spiritual support to patients and their loved ones in a comfortable and caring environment. □ EEH also seeks to promote awareness of the benefits of hospice care in our communities through educational and informational presentations to civic, fraternal, and religious groups, professional organizations, and educational institutions. □ No one shall be denied care by East End Hospice because of inability to pay.*



## About East End Hospice

*Certified in 1991, East End Hospice, a 501(c)(3) not-for-profit corporation, has provided services to over 8,000 terminally ill people and their families on Eastern Long Island, primarily in their homes under the direction of professionals, and with valuable assistance from dedicated volunteers. Supporting families through the times of grief and bereavement is an essential part of our Hospice service, including children's bereavement programs as well as Camp Good Grief – our acclaimed day camp for children aged 4 to 16 now in its 14th year.*



*Recent campers at Camp Good Grief.*

# East End Hospice Inpatient Facility

## The Need

In twenty years of managing end-of-life care, East End Hospice has recognized the need for inpatient care with greater efficiency and efficacy than the current arrangement for in-hospital care. Hospitals are institution-based, designed for short-term stays – not structured for the homelike environment where most people prefer to spend their last days.

The need for inpatient hospice care has been steadily rising. In 2009, 28 percent of our patients were unable to complete their course of illness at home and required admission to an institution to die safely. Many others would benefit from hospice services as well but are not referred for care, and remain in hospitals or nursing homes.

Ideally, a hospice patient could live the last days at home with family and friends, yet this is not always possible. Hospice experience identifies several categories of patients needing hospice care and appropriate for a stay in our Inpatient Facility –

- Persons living alone at home
- Those with an impaired primary caregiver
- Young adults with children at home
- Those seeking to decrease the economic burden
- Those seeking temporary respite care

As the number of people aged 65 and over increases, the demand for hospice services will continue to rise. Medicare estimates that the need for hospice services will increase annually by 9 percent over the next two decades.

## A Donor's Generosity

East End Hospice received a generous bequest of six acres of waterfront property on the hamlet of Quiogue, with the request that the property be used for Hospice purposes. The Board of Directors studied the property's suitability for use as our long-needed Inpatient Facility – considering wetlands, health department runoff standards, and zoning requirements. The property was found to be well suited for our project, and the Board unanimously approved moving forward.



## The Building

Our proposed Inpatient Facility has been designed to preserve a homelike environment, with all necessary equipment to safely accommodate eight patients, the maximum allowed by New York State Department of Health regulations. Each patient will have a private room with a beautiful view and access to a terrace and outdoors. Common areas and intimate gathering spaces for family and visitors, and work-spaces for staff and volunteers are part of the design.

Renowned architectural firm Roger Ferris + Partners, LLC, provides an outstanding rendering of the planned East End Hospice Inpatient Facility and surrounding areas.

Surrounding grounds will be affected as little as possible to preserve the character of this peaceful setting. The sun room and library are set in a wing that wraps protectively around the patient wing – perfectly situated to capture light on the water and stunning East End sunsets. Skylights illuminate the main hallway.

A transitional space just outside each patient room permits families to gather for quiet moments or a private conversation. A full kitchen for use by families and staff, a spa room with a soaking tub, and other facilities meant to pamper are also within the building's design.



## Project Costs & Capital Campaign

Planning, set-up, and construction costs for this special hybrid building – a medical facility with a residential character – are estimated at \$10,000,000. A capital campaign to raise funds for the facility is underway and key individuals are being engaged. Steering and Building committees – of Board, staff, and dedicated community volunteers – are in formation. The campaign has been

designed with opportunities for those on Eastern Long Island and beyond to make generous gifts to East End Hospice.  Responding generously to the need for private funds, several people have stepped up already. Early silent phase commitments have been very encouraging. For details, please contact Campaign Coordinator Maggie Goldfarb at 631-288-7080 or [mgoldfarb@eeh.org](mailto:mgoldfarb@eeh.org).



## East End Hospice Inpatient Facility Ways of Giving

**E**ast End Hospice can accept a wide variety of gifts in support of the campaign and for general operating expenses.

Common forms of gifts are outlined below, and other specific gifts may be considered. Given the complexities of the tax laws regarding charitable giving, it is important for anyone considering a major gift to consult an attorney or tax advisor.

Gifts to the campaign can generally take two forms: an outright, immediate gift of cash, securities, or other property; or a pledge commitment, payable over three to five years.

- **Cash:** The simplest method of giving is an outright gift of cash, made by actual cash, check, or credit card.
- **Securities:** A gift of stocks, bonds, or other publicly traded securities may provide a significant benefit to you as a donor while also supporting the mission of East End Hospice.

- **Real Estate, Closely Held Stock, and Personal Property:** Major gifts of real estate, closely held stock, and personal property such as land, houses, paintings, antiques, rare books, and other collectibles can also be considered.
- **Insurance Policies:** Gifts of life insurance can be an effective way to maximize charitable giving. East End Hospice must be made beneficiary and owner of an insurance policy before it can be received as a gift.
- **Planned Gifts:** By placing East End Hospice in your will, you can continue your charitable commitments past your lifetime and have a significant impact on the future of East End Hospice.
- **Pledges:** All pledges must be confirmed in writing through a pledge form or letter of intent, and fulfilled by cash or gifts of assets acceptable to East End Hospice.



### Naming Opportunities

<input type="checkbox"/> Inpatient Facility	\$5,000,000
<input type="checkbox"/> Patient Wing	\$1,000,000
<input type="checkbox"/> Family/Service Wing	\$500,000
<input type="checkbox"/> Patient Suite (8)	\$250,000 (1 Reserved)
<input type="checkbox"/> Sun Room	\$250,000
<input type="checkbox"/> Library	\$100,000 (Reserved)
<input type="checkbox"/> Garden	\$100,000 (Reserved)
<input type="checkbox"/> Spa	\$100,000
<input type="checkbox"/> Staff Area	\$50,000
<input type="checkbox"/> Family Bereavement Areas (3)	\$50,000 (2 Reserved)
<input type="checkbox"/> Terraces (8)	\$50,000
<input type="checkbox"/> Gazebo Area	\$40,000 (Reserved)
<input type="checkbox"/> Office	\$25,000
<input type="checkbox"/> Nursing Station	\$25,000 (Reserved)
<input type="checkbox"/> Kitchen	\$25,000
<input type="checkbox"/> Medication Room	\$25,000

*Additional naming opportunities are available. For more information, please call Maggie Goldfarb, Capital Campaign Coordinator, at 631-288-7080, or email [mgoldfarb@eeh.org](mailto:mgoldfarb@eeh.org).*



## Letters from our Patients' Families & Friends

### Southampton

*"Be assured that, if needed, East End Hospice will be right by your side to help offering a high level of end-of-life care for your loved one. My mother was treated with gentle care and kindness, enabling her to leave us in peace and comfort."*



### East Hampton

*"Hospice skillfully provided us with safety, support, assistance, and guidance available 24 hours a day – a selfless, sacred service of love. All of you have our eternal gratitude."*



### Westhampton Beach

*"There are not enough words to express to all of you how much you helped my sister and me through the most awful (yet wonderful) week of our lives. It meant the world to our family – and we could have done it only with the help of your knowledge, love, understanding, and support. You are truly God's Angels."*



### Riverhead

*"It was because of you that we honored her wish – you led by example and loved with your whole heart. You made her feel comfortable and listened to her private thoughts and desires – all while encouraging us and supporting our hearts. The calm in such a crisis will stay with us forever. You do what you do so well; lucky are those you help."*



### Shelter Island

*"Thank you for your frequent messages of care, concern, and comfort. I want to assure you that your thoughtfulness is greatly appreciated. From the bottom of our hearts we truly thank you."*



### Cutchogue

*"The words 'thank you' are so inadequate for expressing our heartfelt gratitude to everyone at East End Hospice. We are truly honored to have been cared for by such wonderful people. Your kindness while going through our painful ordeal is a gift of your hearts."*



### Quogue

*"My brother loved all of his hospice contacts and I did too. Their warmth, kindness, and understanding helped us for the last months of his life, and brought us closer together."*



## Together We Can Build an Inpatient Facility for East End Hospice . . .

With your help and generosity we can provide Long Island's East End with a much-needed hospice facility that puts the patient's wishes first. A place families can turn to when home care, hospitals, long drives, and waiting lists aren't the right options. We can give them a place, a home, in beautiful surroundings that are less about dying and more about living.

### **Building Committee**

Steven M. Cohen, *Chairman*  
Frank Fillipo  
Roger Ferris, AIA, RIBA  
Lynn S. Jerome  
L. Wesley Lowd  
Anthony Meyers  
Sandra Ogris  
W. Michael Pitcher  
Priscilla Ruffin  
Jacalyn Weinstein  
Kathleen Zarchin

### **Campaign Steering Committee**

L. Wesley Lowd, *Chairman*  
Jane Campbell  
Rick Hoffman  
Carol Lee Nespole  
W. Michael Pitcher  
Priscilla Ruffin  
Mary Slattery  
*Committees in formation*

### **East End Hospice Board of Directors**

W. Michael Pitcher, *Chairman*  
Steven M. Cohen, *Vice Chairman*  
Priscilla A. Ruffin, RN, MS, NPP, *President & CEO*  
Sherry B. Wolfe, *Secretary*  
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Jacalyn K. Weinstein  
Kathleen M. Zarchin  
Louis J. Avvento, MD, *Medical Director*

*Help us make a difference in the lives of your friends and neighbors  
who need the special care Hospice can provide. □ For more information, please call the  
East End Hospice Development Office at 631-288-7080  
or email [mgoldfarb@eeh.org](mailto:mgoldfarb@eeh.org).*



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