

HOSPICE GIVING FOUNDATION

Graphic Design Stylesheet

Description

The Hospice Giving Foundation logo has these characteristics:

Colors

- The range of oranges and yellows reflect a morning sunrise/evening sunset, suggesting hope and comfort to the viewer. The purple anchors the design and supports the history of the organization.

Shapes

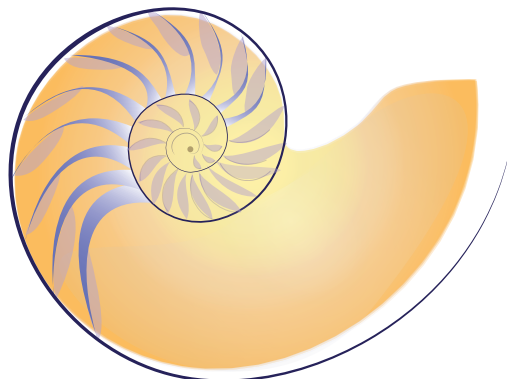
- The shape of the nautilus, carried over from the previous logo, is a metaphor for the end-of-life process, in that it represents the shedding of a shell in order to float free.

Fonts

- The font style chosen for the organization's name is both formal (in the full caps) and modern (the sans serif font-face), while also being accessible and friendly (the variety of weight on the letters - for example the capital 'G' is thinner at the top and bottom of the bowl).

Verbiage

- The name of the organization should always be written as "Hospice Giving Foundation." The name should not be abbreviated to "Hospice" or "Hospice Giving." After a first reference in full, it may be referred to as "the Foundation."
- In most cases, the full name does not take the article "the." So one would say "Hospice Giving Foundation funds compassionate care," not "The Hospice Giving Foundation funds compassionate care." However, it is acceptable to say "The Foundation funds compassionate care."



HOSPICE GIVING
FOUNDATION

Colors

Color Logo

Please use the four-color logo only on a white or cream background.

CMYK



99 • 99 • 33 • 27

CMYK



92 • 100 • 17 • 5

CMYK



92 • 100 • 17 • 5

CMYK



75 • 85 • 0 • 0

CMYK



0 • 30 • 91 • 2

CMYK -accent



29 • 0 • 69 • 22

RGB



39 • 34 • 90

RGB



65 • 43 • 123

RGB



35 • 31 • 32

RGB



92 • 71 • 157

RGB



251 • 175 • 23

RGB



141 • 198 • 63

Hex



27225a

Hex



422d7b

Hex



2e3092

Hex



5c489d

Hex



fbaf17

Hex



8cc63e

Pantone



274c

Pantone



2695c

Pantone



2746c

Pantone



7276c

Pantone



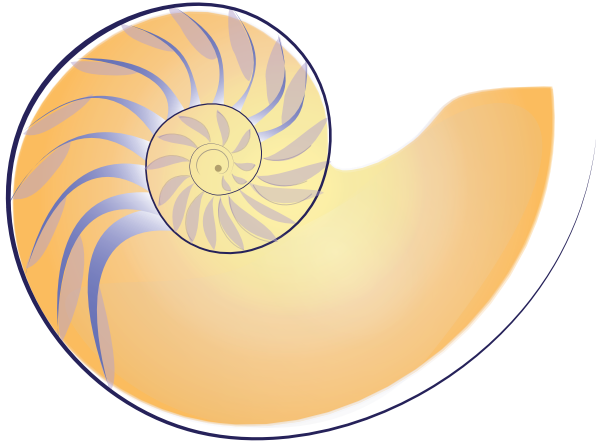
7549c

Pantone



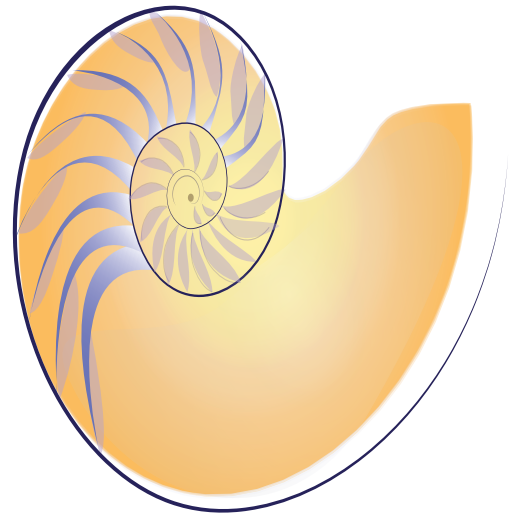
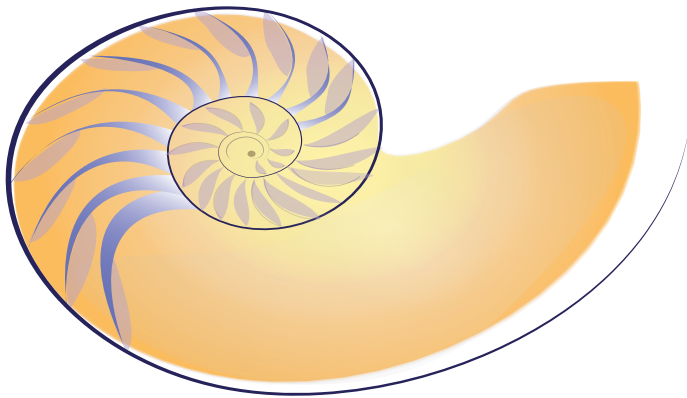
7488c

Sizing and Proportion

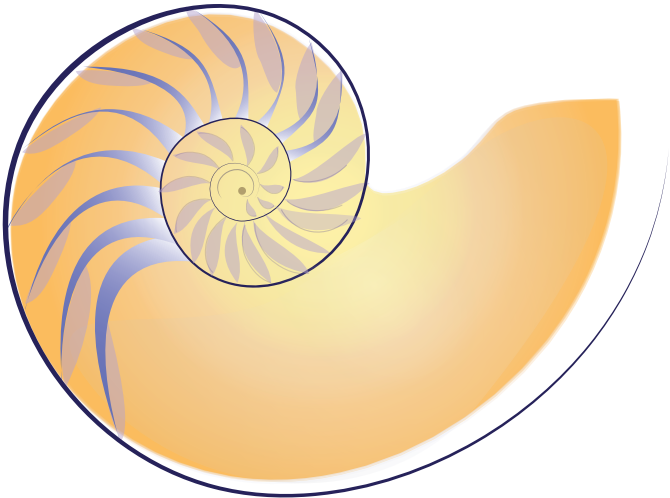


HOSPICE GIVING FOUNDATION

The logo should always be used without distorting the height or the width.



Fonts



HOSPICE GIVING FOUNDATION

The words "Hospice Giving Foundation" are in Alverata Informal PE.

Information

Mission Statement

Hospice Giving Foundation believes living well includes dying peacefully, in comfort, and with dignity. Advocating compassionate end-of-life care, we raise funds and award grants to strengthen local providers' ability to serve our community. We promote advance planning so families can prepare for and access choices for end-of-life care.

Operational Definition:

Hospice Giving Foundation is an independent foundation that raises money in order to award grants to a network of agencies that provide compassionate end-of-life care in Monterey and San Benito Counties. Since 1997, Hospice Giving Foundation has awarded grants totaling more than \$21 million.

What exactly does HGF do?

We have three primary roles:

1. Financial Management: To raise, carefully manage, and invest donor funds and ensure donor dollars are properly directed.
2. Grants: To award grants to qualified agencies and to fully vet all prospective non-profit agencies.
3. Scope: To support a breadth and depth of end-of-life services throughout our community, not just a single entity or type of service. By funding direct patient care, family support, community education, and planning we support a continuum of services.

How do you fulfill those primary roles?

1. Financial Management: We retain professional consultants to manage our investments. HGF maintains spending policies that preserve funds in order to support services for the long term. Our investment advisory committee is composed of local professionals [both board and non-board] who provide neutral advice, monitor investment returns, evaluate the consultants, and provide guidance on investment strategies. We strictly adhere to accepted standards for managing all restricted gifts or permanently endowed gifts.
2. Grants: There is a detailed, formal grant application process. Applicants must submit project, financial, and organizational information in order to be eligible for consideration of a grant. A committee of the board fully reviews and evaluates all proposals, conducts

site visits, and reviews semi-annual and annual reports from grantees which inform us on accomplishments, challenges, and progress.

3. Scope:

a. We have identified five core areas that are funded annually and accept proposals that help fulfill those service areas:

1. Hospice Care
2. Palliative Care
3. Grief and Bereavement Support
4. Community Education (for end-of-life planning)
5. Services for specialty populations such as terminally ill children, Alzheimer patients, HIV-AIDS patients, and Veterans

b. We provide funding for services that are offered throughout Monterey and San Benito County. Special efforts are made to support services in South Monterey County or other similarly underserved areas of our community.

Beyond the basics, what makes you stand out?

Hospice Giving Foundation stays abreast of current local needs as well as looks at trends that will impact future demands for end-of-life care. Funding existing services while simultaneously looking at emerging needs enables us to identify and encourage the provision of services by grantee organizations (e.g.: supporting new initiatives around Palliative Care in the early 2000s). We consider ourselves instrumental in getting people to talk about and plan for end-of-life care.

Our unique model of funding and building awareness for palliative and hospice care helps individuals in our community access appropriate services in a timely manner. This not only enhances quality of life but saves money that might otherwise be spent on costly cure-focused medical interventions. Most Americans still say they want to die at home, yet the dying process often includes unnecessary trips to hospitals and ERs. While patients hope for a peaceful dying process, many still die in fear and in pain.

Hospice Giving Foundation encourages innovative approaches to expanding and improving end-of-life care in our community while supporting programs that provide for dignified and peaceful end of life.

Why do you exist as an independent foundation? Why should I direct gifts to you?

As an independent foundation HGF is unique in its purpose to support a broad scope of services addressing a serious social issue that affects everyone: end-of-life care. Directing your gifts to Hospice Giving Foundation allows you to support a spectrum of services without having to research individual agencies. However, as a donor, you do have the choice

to request your gift be directed to a specific element of end of life care (see Scope above). You may have had a very positive hospice experience in one facility; however your friends, employees, co-workers, and neighbors may not need that specific service. Thanks to funding from HGF, they have choices.

By not affiliating with any other foundations (such as a fund in a Community Foundation) we bring attention to this universal issue. Our funding priorities include ensuring people have choices, access, and opportunities regardless of where in Monterey or San Benito Counties they reside and irrespective of financial status. We support programs which advocate for system-wide improvements, are cost effective, and responsive to current healthcare trends. Through our grants, Hospice Giving Foundation gives structure, strength, and stability to end-of-life care; ensuring services are available for the long term, throughout our community.

Why did you change your name?

We were aware there was a great deal of confusion about who we are – a grant-making foundation – and who we are not – a direct service provider. The key word that helps define us is ‘Giving’ so the board decided to incorporate that into our name. Our goal with this mild re-branding is to help people understand who we are and the great value we bring to the community. We want donors to know that by giving to us they support a broad scope of services and we make sure their funds are used to ensure services are widely available in our community.

What is your relationship with CHOMP? Can you explain the history?

Hospice Giving Foundation started as a direct service hospice provider in the late 1970s. Starting out as a six-bed cancer recovery facility in Carmel Valley, the organization went through various changes, including name changes and affiliations with other service providers. In the 80s a group of community members launched a capital campaign to build a state of the art, 28-bed hospice facility and settled on the name Hospice of the Central Coast. It later turned out that the facility-based model for hospice care could not be sustained financially, as keeping 28 beds filled was difficult and the hospice movement really supported in-home, family centered care. Therefore the decision was made to sell the building, the services, and the name to Community Hospital of the Monterey Peninsula. CHOMP’s program is still called “Hospice of the Central Coast” (HoCC). In exchange for the building, services, and name, CHOMP paid a lump sum which is held in a restricted endowment by Hospice Giving Foundation. Currently HoCC is one of our grant recipients.

The Details

In 1976 hospice had its local beginnings as the Cancer Recovery Project in Carmel Valley. Later it was known as Hospice of the Monterey Peninsula, a division of Central Coast Community Health Care, offering care at home and short-term inpatient care in a 6-bed facility. In 1988 Hospice of the Monterey Peninsula (HMP) raised funds to build a large,

28-bed Hospice House, envisioning it as the community's state-of-the-art facility for in-patient hospice care services. HMP became Hospice of the Central Coast (HOCC) and was not affiliated with CHOMP. In 1994 Hospice of the Central Coast separated from Central Coast Community Health Care. The Foundation was established in 1997 as a result of three interrelated decisions:

- To no longer provide direct hospice care as the model for a 28-bed in-patient care was not compatible with the reimbursement structure nor the emphasis on home based hospice care.
- To sell its hospice facility and service provider entity, Hospice of the Central Coast, to Community Hospital of the Monterey Peninsula
- To focus on raising funds to support a breadth and depth of end-of-life services throughout our community.

CHOMP continues to operate its hospice services under the name Hospice of the Central Coast. In exchange for the services, building, and name, CHOMP paid a lump sum which is held in a restricted endowment by Hospice Giving Foundation. Currently HoCC is one of our grantee organizations. In addition, through the 1997 contractual agreement, CHOMP receives an annual payment from the endowment gains, provided it continues to deliver hospice services. This payment is separate from the competitive grant process. Hospice Giving Foundation is an independent entity not affiliated with CHOMP or HoCC except as noted above.