After almost 16 years of helping Cedar Valley Hospice prosper, Executive Director Marvin Fagerlind is retiring. He leaves behind a legacy of monumental accomplishments and an inspiring passion for the organization and its purpose.

“Some people retire from a job. I’m retiring from a place with such a special mission that has, over the years, pulled us all together,” said Fagerlind. “It’s not something you commonly find.”

When Marvin came to Cedar Valley Hospice in May of 2000, he hadn’t really been thinking of switching jobs. He had spent more than seven years working in the Social Services Department of Mercy Medical Center in Dubuque. While there, he educated staff on managing patients, worked in patient care himself on various units and helped to create an unprecedented domestic violence awareness in the city, including the process of how the hospital handled all ER admissions.

On a whim he decided to see what job opportunities were open. He received two interviews (one with Cedar Valley Hospice) and ironically two offers. “I’d come to enjoy healthcare so much, I decided to join the team at Cedar Valley Hospice,” said Fagerlind.

Looking back, Fagerlind is grateful his path led him to the Cedar Valley, allowing him to return to his hometown. He was able to spend quality time with his mother before she died that August. The move back also gave him the opportunity to move into his in-laws former home, which was located in a neighborhood they were familiar with. It didn’t take long for Fagerlind to see he was in the right place.

He remembers the Cedar Valley Hospice interview process surprising him initially.

continued on next page
Our Mission

Cedar Valley Hospice provides the leadership and sets the standard for excellence in delivering comprehensive palliative and end-of-life care to patients and services to those who grieve.

Our Locations

Waterloo Central Office
2101 Kimball Ave., Suite 401
Waterloo, IA 50702
319.272.2002
800.617.1972

Grundy Center Office
310 East G Ave.
Grundy Center, IA 50638
319.824.3868

Independence Office
801 First St. East
Independence, IA 50644
319.334.6960

Waverly Office
207 20th St. NW
Waverly, IA 50677
319.352.1274

Hospice Home
2001 Kimball Ave.
Waterloo, IA 50702
319.272.1771

“There were more than a dozen people, including the board and staff members there to ask me questions,” he said. “But after meeting all of them, I knew right away this was the place to be. The staff is one-of-a-kind.”

Over the years, the feeling became mutual. “Marvin was always so supportive of the fundraising efforts of Cedar Valley Hospice. Always coming early to help set up and usually one of the last to leave,” said Development Director Chris Olds. “I so appreciated his willingness to help and his leadership included never asking his employees to do something he wouldn’t do himself.”

Beyond his support, dedication and kindness – he could also be counted on for a good laugh. “One of the things I will remember and appreciate about Marvin is how he always tried to bring a sense of humor and fun to events and he never seemed to take himself too seriously, in spite of his position as executive director,” said Client Services Manager Nathan Schutt. “For volunteer appreciation dinners, I have seen him in 10-gallon cowboy hats, jester hats and Mardi Gras beads. He was always a very good sport and allowed others to appreciate a laugh on him.”

Michaela Vandersee, Chief Financial Officer, who will serve as Interim Executive Director, is confident the next executive director will continue to inspire staff and lead with purpose. A nationwide search is in progress for the organization’s third full-time director in its 37-year history. Meanwhile, she thanks Fagerlind for his service.

“Marvin’s unwavering dedication to Cedar Valley Hospice, the patients, families and clients we serve and the staff has forever enhanced the services we provide and the commitment of this organization to serve the community into the future,” said Vandersee. “Marvin, above all else, has always shown kindness and generosity in his work. This is a powerful lesson for all of us to strive to show the same grace as we work through our days.”

Fagerlind’s last day was January 15 and he has no regrets – only pride – that he has helped grow an organization that has helped thousands of families. “National organizations like the NHPCO know who we are, and people have heard of us and called from around the country,” added Fagerlind.

In his 15-years, the most important message he will take with him into retirement is: “I’m strongly convinced that at the end of life, everybody deserves to be cared for by Cedar Valley Hospice.”
No doubt you’ve seen a number of advertisements for new employees in recent editions of the newspaper and know that our Executive Director of 15 years, Marvin Fagerlind, is retiring. As they say, the only thing that you can truly count on is change.

The untold story is that often when positions are available within our organization, they are filled internally. This is fantastic for our staff and those we serve – but it invariably leaves another open spot needing to be filled. Currently, we are hiring for several important roles and even held a job fair in late December to provide a chance for those interested to apply and interview for nurse and aide positions throughout our service area. Patient and family needs always come first at Cedar Valley Hospice, and our wonderful staff and volunteers have done a great job covering needs in order to fulfill the mission of Cedar Valley Hospice.

“Staff at Cedar Valley Hospice are the perfect example of teamwork, always working together to ensure that patient/family needs are met,” said Stacy Weinke, Director of Clinical Services. “I just couldn’t be more proud of our staff who continue to set the standard for excellence in hospice care in the Cedar Valley every single day.”

The focus of our marketing and educational opportunities are to provide the community vital information needed to make the decision to seek hospice care sooner.

“We are humbled to be the hospice of choice for many in our area and continue to make sure everyone has access to Cedar Valley Hospice regardless of their age, religion, ethnic background or ability to pay. Many people simply don’t know the variety of services available to them, and it’s our job to get that information out to anyone who might need it,” added Jennifer Siech, Director of Marketing.

2016 will surely be an exciting year for Cedar Valley Hospice as we begin a new era of leadership and opportunity for continued growth benefiting our entire service area. Thank you for being an advocate for Cedar Valley Hospice and continuing to support us in Making Each Moment Matter for your family, friends and neighbors.
Get ready to celebrate like it’s Independence Day at our Patriotic Nights Saluting the Mission of Cedar Valley Hospice event. WE WANT YOU to join us for our sixth annual themed spring fundraising event on Friday, April 1, 2016 at the Park Place Event Centre in Cedar Falls.

This star spangled good time will begin at 6 p.m. with appetizers and the chance for guests to purchase raffle tickets to win a $1,000 cash prize. Our firecracker of a silent auction will be available for those who wish to bid on dozens of silent auction items from local, regional and national donors. An All-American meal, program and entertainment will follow.

Invite your friends, family and even your Uncle Sam to eat, drink and be patriotic at this casual evening saluting the thousands of patients, clients and families served by Cedar Valley Hospice each year. All proceeds raised at the event benefit Cedar Valley Hospice and our mission of Making Each Moment Matter through our compassionate end of life programs and services.

Reserve your seat for this red, white and blue evening of fun and fundraising by visiting www.cvhospice.org for online registration. Reservations can also be made by calling 319.272.2002 or by mailing back the registration form on the following page. Tickets are $60 each with corporate tables available. Please make your plans and RSVP by Monday, March 21, 2016.
reserve your nights tickets

Guest name(s) ____________________________________________________________
Address __________________________________________________________________
City ____________________________ State __________ Zip _________________
Phone __________________________

☐ Please reserve ___________ seats @ $60 each
(Corporate tables available by calling Chris Olds at 319.272.2028.)

☐ Unable to attend but would like to donate to your mission

A minimum of 10 guests will be seated at each table.
I would like to be seated with:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

☐ I prefer a vegetarian entree.  # of vegetarian entrees ____
Please let us know of any other dietary restrictions below:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Please charge my Visa or Mastercard.  Amt: $ __________ Card Number __________________________
Exp. Date _______ CVV/CVC Code _______ Signature __________________________

OR

Make check payable to: Cedar Valley Hospice

Please return this page, your ticket(s) payment or contribution to:
Cedar Valley Hospice • PO Box 2880 • Waterloo, IA 50704

Respond by March 21
fall fundraising fun

The Cedar Valley Hospice Grundy Center location held its annual Soup, Salad & Shop Luncheon fundraiser on Saturday, November 14 at the United Methodist Church in Grundy Center. Beautiful weather helped make the day a success and we raised $6,295 beating last year’s record event by nearly $200. Lucky raffle winners were drawn, and many community members were able to get some of their holiday shopping done by supporting local vendors.

The ninth annual Waverly Tour of Homes, held on Sunday, December 6, had the biggest turn out in the history of the event. Warm temperatures and the generosity of six homeowners who opened their beautifully decorated homes to support Cedar Valley Hospice resulted in raising $3234 – another record! From glittering mantels to a decorated workshop for the men, there was definitely something for everyone to enjoy.

We also continued the tradition of giving in all of our sites raising more than $80,000 to date for the 2015 Tree of Love Campaign. In celebration of many successful years of this holiday event, ornaments available for different giving levels had a variety of shapes from trees to angels.

The response was so positive for this new offering that we will continue with it in the coming years.

Thanks to everyone who donated, attended or volunteered to help with our fall events. The support of each of you is critical to our ability to serve those in need of our services throughout our service area.

third-party events

We often receive information from individuals planning to hold special events to raise funds for our organization and we are always excited to partner with the community in this way.

A third-party event is any fundraising activity hosted by a non-affiliated group, organization or individual which benefits Cedar Valley Hospice. Some examples of these kinds of fundraising opportunities include golf tournaments, jeans days at businesses, bake sales, benefits or workplace contests.

We have drafted guidelines to facilitate these opportunities which can be found on our website at www.cvhospice.org to make the process easier. Please contact our development staff at 319.272.2002 or colds@cvhospice.org to notify us of a third-party event for more information.

In December, NXT Bank representatives delivered a check to Director of Marketing Jennifer Siech and Communications and Outreach Specialist Carly Pollock after their Cedar Valley branch-wide staff contest to increase customers. Winners from the Waterloo-Cedar Falls area donated to a charity of their choice and Cedar Valley Hospice was that choice!
In November, the Greater Cedar Valley Alliance & Chamber came to the Cedar Valley Hospice Home to mark its 15th anniversary with a ribbon cutting after the community answered the call by giving more than $500,000 to support updates in the Home. A special section was also published in the Waterloo-Cedar Falls Courier, highlighting the facelift and featuring articles on what services are available, along with photos and patient/family stories. Thank you to each and every donor who contributed to the “Continuing the Journey” campaign and everyone who has supported the Hospice Home since it opened its doors in 2000.

In December, Cedar Valley Hospice paid a special tribute to longtime advocate and the founder of the first hospice in Independence, Dorothy Burkhart. Burkhart died in September of 2015, leaving behind a long legacy of support. Back in the early 80s, she inspired the community to stand behind her grassroots effort so no family had to be alone at the end of a loved one’s life. Her son, daughter-in-law and grandson, along with several of the community members who played a key role in creating a hospice in Independence and fostering its success, came to dedicate the plaque celebrating her for her efforts. Burkhart’s plaque is posted in our Independence office.

We plan for weddings, the birth of a child and retirements but rarely do we have conversations about how we want to be cared for at the end of our lives. Having a discussion with your loved ones and developing an advance directive – a written statement of your wishes regarding medical treatment – is a gift to your loved ones. It is not difficult to accomplish, but does require some thought and conversation. For more information on advance directives, visit www.caringinfo.org, www.agingwithdignity.org or the Cedar Valley Hospice website at www cvhospice.org.
2016 sponsorship opportunities

"As a professional organization of cosmetologists and barbers, we know the importance of relationships with our clients and see similar values in the work and philosophy of Cedar Valley Hospice. We choose to partner with Cedar Valley Hospice to celebrate and continue the relationships with our clients and to enhance the lives of those being served by the agency. Taking care of people in a compassionate and dignified way is truly at the core of what CBI and Cedar Valley Hospice do, and it is why we are proud to be a sponsor.”

— Sonya Snyder, Treasurer, Cosmetologists and Barbers of Iowa - The Magnificent Seven

There are many ways to give to Cedar Valley Hospice – each provides financial support for the important care and services we provide. If you are a business owner or individual who would like to show your support for our mission while receiving marketing recognition illustrating your philanthropic and community spirit, then a Cedar Valley Hospice sponsorship is for you!

We offer several kinds of sponsorships for any of our fundraising events, including those at our sites. Sponsorships vary in amount (starting at just $250) and benefits increase with giving levels. Sponsors can choose to support one event and focus all of their promotional benefits at once or donors at the Champion or higher levels ($2,500 or more) will be acknowledged within our marketing materials for all three of our main fundraising events, including: Patriotic Nights Saluting the Mission of Cedar Valley Hospice in April; Release and Remember in August; and Tree of Love in December. We also hold the Rabbit Donnelly Memorial Golf Tournament in Independence in June; the Grundy Center Soup, Salad and Shop Luncheon in November; and the Waverly Tour of Homes in December.

estate gifts recognition

Many donors choose to make arrangements through their estate plans allowing Cedar Valley Hospice to receive financial support after their death. These gifts (such as bequests, trusts, retirement plans, insurance policies or some other form of deferred gift) are not only valuable to continue the work of our mission, but can also be a tax benefit to the donor. For more information on planned giving, please contact our Development Director Chris Olds at 319.272.2002 or colds@cvhospice.org or visit www.cvhospice.org and click on our sponsorship brochure under "education & resources/publications."

Cedar Valley Hospice is honored to recognize donors who gave estate gifts in 2015:

Mildred Demmel
Tunis E. Den Hartog
Margaret G. Diestelmeier
Jean R. Seacat Kimball
Elizabeth B. Taylor
Describe your position with Cedar Valley Hospice.

As an admissions nurse, I meet with patients and families along with a social worker to discuss hospice criteria and admit patients to our program. It involves meeting with patients and families throughout our service area and offering education and support about terminal illnesses.

How does it support the mission of Cedar Valley Hospice?

‘Cedar Valley Hospice provides the leadership and sets the standard for excellence in delivering comprehensive palliative and end-of-life care to patients and services to those that grieve.’ I believe my position is important because I provide that initial information and set the foundation for the primary care staff that will be caring for those patients on a day-to-day basis.

What are the most enjoyable aspects of your job? Why?

I am always meeting new people. I think the best part of my job is knowing that I am helping others and seeing the relief from patients and family members when they realize they are not alone in this end-of-life journey.

In your opinion, what makes Cedar Valley Hospice stand out above the other hospice providers in the area?

I believe that Cedar Valley Hospice patients are not just a number. Our staff truly cares for each and every one of our patients. I worked with another hospice in the Des Moines area as they cared for both of my parents. It was very difficult for me to stop being a hospice nurse and just be a daughter. I had to try to not question why they did things the way they did them, because it wasn’t the Cedar Valley Hospice way. I have helped patients that have had family members with other hospices and they have shared how much better the care is with Cedar Valley Hospice.
At Cedar Valley Hospice, we work hard to provide up-to-date information on hospice, palliative care and more. Our social media streams and website allow you to access the latest happenings at our agency, from anywhere you may be.

**facebook**

Every week we bring you different stories of experiences from those who have benefited from hospice services. Other posts are often educational or provide updates on our community events. Like us on Facebook to join a community where you can be aware of opportunities and engage with our organization.

Sept. 9, 2015 POST:

2015 Release & Remember: Sunday, Aug. 20, 2015 was a day many will no forget! Thank you to our sponsors, community members, volunteers and staff for making this day so memorable for all involved.

www.facebook.com/CedarValleyHospice

**twitter**

Follow current updates on our community involvement activities and critical healthcare information that relates to hospice care and more.

Dec. 27, 2015 TWEET:

Looking to work for a great employer? We are having a job fair for RN’s and Nurses Aides 12/29/15 3-6 pm!

www.twitter.com/cvhospice

**website blog**

Once a month, we post an article written by our staff. These posts are specific to topics our patients, families and friends are experiencing. Make sure to subscribe to our blog to stay educated on important healthcare topics.

Being a Healthy Caregiver – January BLOG:

According to Mayo Clinic, unpaid caregivers provide 80 percent of long-term care in the United States. Caring for a loved one is rewarding, but not easy and comes with many types of stress. If you are a working caregiver, life can be more difficult trying to balance a job along with your caregiving responsibilities. Many times even if you are at work and not physically there, your thoughts are still on your loved one’s situation...

Read the entire post at blog.cvhospice.org.

**upcoming chatter**

April 16, 2016 is National Healthcare Decisions Day. To promote and recognize this special day, throughout the month we will be hosting a series of presentations on advance care planning. If you are on Twitter, make sure to follow the hashtag #NHDD.

To learn more about advance directives including Five Wishes or to find out dates of future presentations, visit www.cvhospice.org or call Carly Pollock at 319.272.2002.
new friends committee welcomed

Volunteers recently joined the Friends Committee, chaired this year by Janis Hansen, second from right. The committee is responsible for helping to fundraise and prepare for Cedar Valley Hospice events throughout the year. From left: Gloria Speigel, Seila Hadzic, Hansen and Carol McCombs. Not pictured: Kelly Turner.

service spotlight

Shirley VanDeest

Cedar Valley Hospice volunteer since 2002

Giving back to Cedar Valley Hospice is second nature for Shirley VanDeest. She’s been a patient/family volunteer since 2002 and served over a decade in two different stints on our Grundy Center Advisory Board. She is also an active participant and planner of the annual Soup, Salad & Shop Luncheon fundraiser in November. For her, it was an easy decision to serve. “My mother was on the Cedar Valley Hospice program and their team helped me so much,” Shirley said. “Whether I needed some reassuring or support, they were there and so easy to talk to. After mom died, I wanted to be a part of helping someone else as they did for me.” Since then, several family members have been served, including her husband of 48 years, Jim, in 2009. Ultimately, she says, experiencing first hand the comfort Cedar Valley Hospice can bring to a family has helped her become more knowledgeable about the hospice process. “I don’t think people realize in the beginning what Cedar Valley Hospice can offer,” said Shirley. “So they get on the program fairly late and then say, ‘If I knew they were going to be this kind of help for my family, I would have called sooner.’” That’s the message she tries to spread in the community as part of the advisory board – that Cedar Valley Hospice is “special and unique.” Meanwhile, Shirley enjoys spending time with patients – visiting, playing cards or doing puzzles. “I’ve made a lot of friends,” she said. “I became really close with one patient. She was from the same area as I, and we visited about the community. She would light up when I came and always wanted to hold my hand. You know your visits are important then. She would say, ‘Oh please come back again.’ It’s so rewarding to bring joy into someone’s life,” she added. “Rewarding to the families too, not just us.”

volunteers thanked for service

BELOW: Paula Steimel, Manager of Volunteer and Support Services, held a holiday volunteer appreciation open house in December for volunteers from all our sites. This photo shows some of our patient/family volunteers. “All of Cedar Valley Hospice volunteers give so much to others and have formed a strong team who enjoy getting together,” said Steimel. “It is only normal at holiday time to be thankful for the special gifts you have in your life. Our volunteers are definitely one of the many special gifts we celebrate because we couldn’t serve our mission without them.”
calendar of events

Mark your calendar for these upcoming Cedar Valley Hospice fundraising events. You can also stay up to date by visiting www.cvhospice.org or our Facebook page.

Friday, April 1, 2016
Patriotic Nights Saluting the Mission of Cedar Valley Hospice
Park Place Event Centre, Cedar Falls
6-11:30 p.m.

Saturday, June 4, 2016
15th Annual Rabbit Donnelly Memorial Golf Tournament
Three Elms Golf Course, Independence
7 a.m. registration, 8 a.m. shot gun start

Sunday, August 28, 2016
5th annual Release & Remember
Riverloop Amphitheatre, Waterloo
1-3 p.m.