

# 2013 Pathways Sponsorship Opportunities



PATHWAYS

Home Health & Hospice

*Partner with Pathways Home Health & Hospice,  
where every program, every employee,  
every activity is shaped by a simple, yet  
distinctive philosophy:  
compassionate patient care comes first*



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# PATHWAYS

## EVENT HIGHLIGHTS

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### **Bridge to Caring**

**March 12, 2013**  
**San Francisco**  
**3:00 pm Bridge**  
**5:30 pm Dinner**  
**6:30 pm Cocktail Reception**  
**7:30 pm Author Talk**

This event will feature Laney Salisbury, author of *Provenance*, which is the “extraordinary narrative of one of the most far reaching and elaborate deceptions in art history.” Afternoon bridge, an exclusive dinner with the author, and cocktail reception options are available prior to the talk. Join us for an event to remember.

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### **Evenings of Remembrance** **May/June 2013**

Those who have lost a loved one over the past year gather for music, readings, and support. Together the attendees create a collective bouquet to remind them of the beauty and love the departed brought to their lives.

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### **Links to the Heart Golf Tournament** **July 15, 2013** **Stanford Golf Course**

A rare opportunity to play the renowned Stanford University Golf Course with colleagues or clients while supporting Pathways. Designed in 1930 by celebrated golf course architects William Bell and George C. Thomas, this golf course is consistently rated one of the finest in the world. The event will feature a box lunch, shot-gun start, scramble, contests, prizes, and dinner on the grounds.

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### **Ambassador Reception** **July 2013** **Atherton**

This reception gathers Ambassadors and sponsors of Pathways’ signature event, the One from the Heart Awards Breakfast. Pathways Ambassadors host event tables and share their enthusiasm for Pathways with the wider community.

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### **Speaker Reception** **October 9, 2013** **Los Altos**

Held the evening before our annual One from the Heart Awards Breakfast, this distinctive event gives donors and sponsors the opportunity to meet our featured speaker and awardees in an exclusive setting.

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### **One from the Heart Awards Breakfast** **Thursday, October 10, 2013** **7:30 - 9:30 am** **Palo Alto**

This inspirational event has become a “must attend” for some 600 corporate and community leaders as well as friends of Pathways. One from the Heart annually honors individuals and organizations that have made an enduring contribution to Pathways and end-of-life care. The event also features a talk by a noted speaker.

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### **Celebration of Light** **November/December 2013**

This heartwarming celebration of life acknowledges the challenges and joys the holidays present. Attended by family members served through the years and Pathways’ staff, as well as others in the community.

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Opportunities exist to underwrite specific costs of each Pathways event. A customized event sponsorship package can be created to meet your unique needs. Please call 408.730.1200 or email [foundation@pathwayshealth.org](mailto:foundation@pathwayshealth.org) for further information.

# PATHWAYS

## SPONSORSHIP BENEFITS AT A GLANCE

- ♥ One from the Heart Awards Breakfast
- ♣ Bridge to Caring San Francisco
- ◆ Both events

	Diamond	Lead Underwriter	Underwriter	Champion	Patron	Advocate	Pacesetter
<b>Special Benefits</b>							
• Invitation to events and receptions	◆	◆	◆	◆	◆		
• Seminar offered to employees upon request	◆	◆					
<b>Publicity for All Corporate Sponsors</b>							
• Company logo on Pathways website	◆	◆	◆	◆	◆	◆	◆
• Press release announcing sponsorship	◆	◆	◆				
• Recognition in <i>Reflections</i> or other newsletters	◆	◆	◆				
• Recognition in all Pathways' corporate partners listings	◆	◆	◆	◆	◆	◆	◆
<b>Event Sponsorships</b>							
• <b>Exclusive</b> - one sponsor acknowledged at this level	♥		♣				
• CEO may address audience and introduce speaker	♥		♣				
• 1 Table for 10	♥	♥	♥	♥	♥	♥	♥
• Complimentary valet parking	♥	♥					
• Reserved seats at dinner/talk			♣	♣	♣	♣	
• Reserved seats at reception/talk			♣	♣	♣	♣	♣
<b>Event-Related Publicity</b>							
• Company logo prominently displayed during event	♥		♣				
• Company logo/name on event media announcements and advertisements	♥		♣				
• Company logo on printed event material	♥		♣	♣			
• Company name on printed event material	♥	♥	♥	♥	◆	◆	◆
<b>Publication Sponsorships</b>							
• <i>Reflections</i> donor newsletter: Company name and logo on newsletter			◆	◆	◆		
• <i>Legacies</i> planned giving newsletter: Company name and logo on newsletter					◆		

**Printed Materials:** Subject to print deadlines and approval  
 Other opportunities available  
 Contact the Foundation for more information: 408.730.1200

# 2013 One from the Heart Awards Breakfast Information

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*When* Thursday, October 10, 2013  
7:30 - 9:30 am

*Where* Crowne Plaza Cabana Hotel  
4290 El Camino Real, Palo Alto

*What* A sit-down breakfast, with the presentation of awards to honorees and a talk by the featured speaker

*Who* Over 600 corporate and community leaders as well as Pathways families and friends

*Why* To raise funds for Pathways patients, families, and programs and to increase community awareness of home health, hospice, and end-of-life issues

To honor individuals and organizations making enduring contributions to Pathways and end-of-life care

*Speaker* To be announced

*Benefits* For complete benefits, see page 2

The One from the Heart Awards Breakfasts have raised over \$4 million for Pathways' programs.

## **PAST SPEAKERS HAVE INCLUDED:**

- Dear Abby (columnist)
- Mitch Albom (author, columnist)
- Isabel Allende (author)
- Dave Drevecky (athlete)
- Peggy Fleming (athlete, commentator)
- Steve Ford (actor, hospice advocate)
- Dan Jansen (athlete)
- Jon Katz (author, hospice volunteer)
- Calvin Trillin (author, columnist)

## **PAST CORPORATE SPONSORS INCLUDE**

Wells Fargo - 2012 Diamond Sponsor  
Alhouse-Deaton Management & Leasing, Inc.  
American Baptist Homes of the West  
Avidbank  
Barney & Barney LLC  
California Home Medical Equipment  
Covenant Care of California  
Dignity Providers of the Bay Area  
El Camino Hospital  
Lucile Packard Children's Hospital  
Palo Alto Commons  
Palo Alto Medical Foundation  
Rambus Inc.  
Sequoia Hospital/Dignity Health  
Stanford Hospital and Clinics  
Tiffany & Co.  
U.S. Bank  
Wilson Sonsini Goodrich & Rosati Foundation

## **SPONSORSHIP LEVELS**

\$30,000	Diamond Sponsor
\$25,000	Lead Underwriter
\$15,000	Underwriter
\$10,000	Champion
\$6,000	Patron
\$3,600	Advocate
\$1,800	Pacesetter

Please note that Tuesday, September 10, 2013 is the deadline for event program listing as a 2013 One from the Heart sponsor.

# 2013 bridge to caring event information

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<i>When</i>	Tuesday March 12, 2013
<i>Where</i>	Metropolitan Club 640 Sutter Street San Francisco
<i>What</i>	This event offers attendees several ways to participate. Options include: Bridge at 3:00 pm Dinner with speaker at 5:30 Wine and Hors d'Oeuvres at 6:30 Speaker Talk at 7:30 <i>Book signing to follow</i>
<i>Who</i>	Nearly 200 corporate and community leaders as well as Pathways families and friends
<i>Why</i>	To benefit the Pathways Dream Team of nurses on call around the clock, 365 nights and days a year, with phone calls and home visits, to address pain and symptom management, reassuring patients and caregivers alike  To spread the word in San Francisco about the caring, compassionate, and professional hospice services of Pathways
<i>Speaker</i>	Laney Salisbury, bestselling author of <i>Provenance</i> , the astonishing true story of how con man John Drewe forever changed the art world  Salisbury also wrote <i>The Cruellest Miles</i> , which recounts the story of how dog-teams tried to save the icebound town of Nome, Alaska, from diphtheria in 1925
<i>Benefits</i>	<b>Underwriter</b> - 15 reception seats or 8 dinner seats <b>Champion</b> - 12 reception seats or 6 dinner seats <b>Patron</b> - 8 reception seats or 4 dinner seats <b>Advocate</b> - 4 reception seats or 2 dinner seats <b>Pacesetter</b> - 3 reception seats <b>Reserved</b> - 2 reception seats  <i>All sponsors receive preferred seating at the speaker presentation</i>  For complete benefits, see page 2

## 2012 SPEAKER

Bo Caldwell, author of national bestsellers  
*The Distant land of My Father*  
*City of Tranquil Light*

## 2012 CORPORATE SPONSORS

Kayne Anderson Rudnick, Wealth Advisors  
Wells Fargo  
Foley & Lardner LLP  
Mr. & Mrs. Franklin P. Johnson, Jr.  
Ms. Beehaven  
Brannons Medical  
St. Francis Memorial Hospital/Dignity Health  
St. Mary's Medical Center/Dignity Health  
Superior Healthcare Equipment & Services  
Littler Mendelson  
River City Health Care & Pharmacy  
All County Cremation Services

All sponsorships will be matched dollar for dollar by a generous foundation challenge grant

2013 Speaker Sponsors  
*Gary and Jeff Dunker*

Book Sponsor  
*Kepler's Books and Magazines*

## SPONSORSHIP LEVELS

\$15,000	Underwriter
\$10,000	Champion
\$5,000	Patron
\$2,500	Advocate
\$1,000	Pacesetter
\$500	Reserved

Please note that Thursday, February 21, 2013 is the deadline for event program listing as a Bridge to Caring 2013 sponsor.

# 2013 Links to the Heart

## Golf Tournament Information

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<i>When</i>	Monday, July 15, 2013
<i>Where</i>	Stanford University Golf Course
<i>What</i>	A shot-gun start, scramble golf tournament Box lunch and dinner on the grounds
<i>Who</i>	Sponsors and individual players
<i>Why</i>	To raise funds for Pathways patients, families and programs and to increase community awareness of home health, hospice, and end-of-life issues

### SPONSORSHIP LEVELS

\$15,000	Presenting
\$10,000	Champion
\$7,500	Dinner
\$5,000	Lunch
\$5,000	Patron
\$3,500	Refreshment
\$3,500	Shirt
\$2,500	Cart
\$2,500	Photo
\$2,500	Advocate
\$1,500	Prize
\$1,500	Hole-in-One
\$1,500	Putting Contest
\$1,000	Closest to Pin
\$1,000	Long Drive
\$1,000	Roll the Dice
\$500	Hole (18 available)

### SPONSORSHIP LEVELS AND BENEFITS

#### PRESENTING SPONSOR \$15,000

Lunch, golf, refreshments, and dinner for two foursomes  
 Highest visibility VIP seating and sponsor recognition at dinner  
 CEO may present prizes at dinner  
 Display of corporate banner and logo at dinner  
 Highest visibility VIP listing on event signage  
 Logo featured prominently in event program, publicity, and website  
 Press release announcing sponsorship  
 Recognition in Pathways' publications and social media  
 Company name on donor screen in all Pathways offices  
 First right of refusal as Presenting Sponsor of 2014 Links to the Heart Golf Tournament  
 Invitation to events and receptions  
 Seminar offered to employees upon request

#### CHAMPION SPONSOR \$10,000

Lunch, golf, refreshments, and dinner for one foursome  
 High visibility VIP seating and sponsor recognition at dinner  
 Display of corporate banner and logo at dinner  
 High visibility VIP listing on event signage  
 Logo featured prominently in event program, publicity, and website  
 Press release announcing sponsorship  
 Recognition in Pathways' publications and social media  
 Company name on donor screen in all Pathways offices  
 First right of refusal as Champion Sponsor of 2014 Links to the Heart Golf Tournament  
 Invitation to events and receptions  
 Seminar offered to employees upon request

Please note that Monday, June 17, 2013 is the deadline for event program listing as a 2013 Links to the Heart sponsor

# 2013 Links to the Heart

## Sponsorship Levels & Benefits

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### **DINNER SPONSOR \$7,500**

- Lunch, golf, refreshments, and dinner for one foursome
- VIP seating and sponsor recognition at dinner
- Display of corporate banner and logo at dinner
- VIP listing on event signage
- Logo featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways' publications and social media
- Company name on donor screen in all Pathways offices
- First right of refusal as Dinner Sponsor of 2014 Links to the Heart Golf Tournament
- Invitation to events and receptions
- Seminar offered to employees upon request

### **LUNCH SPONSOR \$5,000**

- Premiere seating and sponsor recognition at dinner
- Display of corporate banner at lunch
- Premiere listing on event signage
- Logo featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways' publications and social media
- Company name on donor screen in all Pathways offices
- First right of refusal as Lunch Sponsor of 2014 Links to the Heart Golf Tournament
- Invitation to events and receptions

### **PATRON SPONSOR \$5,000**

- Premiere seating and sponsor recognition at dinner
- Premiere listing on event signage
- Logo featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways' publications and social media
- Company name on donor screen in all Pathways offices
- Invitation to events and receptions

### **REFRESHMENT SPONSOR \$3,500**

- Select seating at dinner
- Display corporate banner or logo at Refreshment Stand
- Select listing on event signage
- Company name featured in event program, publicity, and website
- Press release announcing sponsorship
- Company name on donor screen in all Pathways offices

### **Shirt Sponsor \$3,500**

- Select seating at dinner
- Corporate logo on golf tournament shirts
- Display corporate banner or logo at registration
- Select listing on event signage
- Company name featured in event program, publicity, and website
- Press release announcing sponsorship
- Company name on donor screen in all Pathways offices



# 2013 Links to the Heart

## Sponsorship Levels & Benefits

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### **Cart Sponsor \$2,500**

- Preferred seating at dinner
- Sign on each tournament golf cart
- Listing on event signage
- Company name in event program, publicity, and website
- Press release announcing sponsorship
- Company name on donor screen in all Pathways offices

### **Advocate Sponsor \$2,500**

- Preferred seating at dinner
- Listing on event signage
- Company name in event program, publicity, and website
- Press release announcing sponsorship
- Company name on donor screen in all Pathways offices

### **Photo Sponsor \$2,500**

- Preferred seating at dinner
- Display corporate banner or logo at registration table during photo distribution
- Listing on event signage
- Company name in event program, publicity, and website
- Press release announcing sponsorship
- Company name on donor screen in all Pathways offices

### **Hole-in-One Sponsor \$1,500**

- Good seating at dinner
- Company sign at Hole-in-One hole
- Listing on event signage
- Company name in event program, publicity, and website
- Company name on donor screen in all Pathways offices

### **Putting Contest Sponsor \$1,500**

- Good seating at dinner
- Company sign at the first putting contest tee
- Listing on event signage
- Company name in event program, publicity, and website
- Company name on donor screen in all Pathways offices

### **Prize Sponsor \$1,500**

- Good seating at dinner
- Listing on event signage
- Company name in event program, publicity, and website
- Company name on donor screen in all Pathways offices

### **Contest Sponsors: \$1,000 each**

#### **Closest to Pin, Long Drive, and Roll the Dice**

- Good seating at dinner
- Company sign at Contest hole
- Listing on event signage
- Company name in event program, publicity, and website
- Company name on donor screen in all Pathways offices

### **Hole Sponsor \$500 / hole**

- Reserved seating at dinner
- Company sign at sponsored hole
- Listing on event signage
- Company name in event program, publicity, and website
- Company name on donor screen in all Pathways offices

### **Welcome Bag Sponsor**

Contact Holly Smith at (408) 773-4109 for details.

Please note that Monday, June 17, 2013 is the deadline for event program listing as a 2013 Links to the Heart sponsor.

# PATHWAYS

## OTHER SPONSORSHIP OPPORTUNITIES

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*Create visibility for your company by sponsoring a Pathways publication or issuing a challenge grant. The Pathways audience represents a wide diversity of the Bay Area, including high-net worth individuals, community leaders, and professionals.*

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### Reflections

Community and Donor Newsletter • Circulation: 18,000  
Sent Three Times Each Year

Listing as the exclusive sponsor of *Reflections* offers recognition and visibility among 18,000 donors, sponsors, family members, and friends of Pathways throughout Santa Clara, San Mateo, San Francisco, Contra Costa, and Alameda counties.

**Sponsorship: Three issues: \$15,000      Two issues: \$10,000      One issue: \$5,000**

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### Legacies

Annual Planned Giving Newsletter • Circulation: 6,500

Listing as the exclusive sponsor of *Legacies* offers recognition and visibility among 6,500 current and potential planned giving donors throughout Santa Clara, San Mateo, San Francisco, Contra Costa, and Alameda counties.

**Sponsorship \$5,000**

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### Challenge Grant

Leverage Your Donation and Inspire Others

Sponsor a challenge grant and your name will be mentioned on the Pathways website and in selected letters and publications until the end of the match period. This includes regular mailings throughout Santa Clara, San Mateo, San Francisco, Contra Costa, and Alameda counties. You can increase your philanthropic impact while helping Pathways to deliver compassionate care. To structure your Challenge Grant package, please contact the Foundation at 408.730.1200.

**Minimum Sponsorship: \$5,000**

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# PATHWAYS

## SPONSORSHIP PLEDGE FORM

Please fill out form on the reverse side

### Bridge to Caring

March 12, 2013  
San Francisco

- UNDERWRITER \$15,000       CHAMPION \$10,000  
 PATRON \$5,000       ADVOCATE \$2,500       PACESETTER \$1,000

Non-tax deductible portion: \$75 per person for dinner/talk  
\$50 per person for reception/talk  
\$15 per person for bridge

### Evenings of Remembrance

May / June 2013

- PATRON \$5,000       ADVOCATE \$2,500  
 PACESETTER \$1,000       GUARDIAN \$500       STEWARD \$250

### Links to the Heart Golf Tournament

Monday, July 15, 2013  
Stanford Golf Course

- PRESENTING SPONSOR \$15,000       CHAMPION SPONSOR \$10,000  
 DINNER SPONSOR \$7,500       LUNCH SPONSOR \$5,000  
 PATRON SPONSOR \$5,000       REFRESHMENT SPONSOR \$3,500  
 SHIRT SPONSOR \$3,500       CART SPONSOR \$2,500  
 PHOTO SPONSOR \$2,500       ADVOCATE SPONSOR \$2,500  
 PRIZE SPONSOR \$1,500       HOLE-IN-ONE SPONSOR \$1,500  
 PUTTING SPONSOR \$1,500       CLOSEST TO PIN SPONSOR \$1,000  
 LONG DRIVE SPONSOR \$1,000       ROLL THE DICE SPONSOR \$1,000  
 HOLE SPONSOR \$500 / HOLE

For non-tax deductible portion, call 408.730.1200

### One from the Heart Awards Breakfast

Thursday, October 10, 2013  
Palo Alto

- DIAMOND \$30,000       LEAD UNDERWRITER \$25,000  
 UNDERWRITER \$15,000       CHAMPION \$10,000  
 PATRON \$6,000       ADVOCATE \$3,600  
 PACESETTER \$1,800       DONATION \$ \_\_\_\_\_

Non-tax deductible portion: \$40 per seat (\$400 per table of 10)

### Celebrations of Light

November / December 2013

- PATRON \$5,000       ADVOCATE \$2,500  
 PACESETTER \$1,000       GUARDIAN \$500       STEWARD \$250

### Publication Sponsorships

- REFLECTIONS: DONOR NEWSLETTER       \$15,000 THREE ISSUES       \$10,000 TWO ISSUES       \$5,000 ONE ISSUE  
 LEGACIES: PLANNED GIVING NEWSLETTER       \$5,000 EXCLUSIVE SPONSORSHIP

### Challenge Grant

\$5,000 MINIMUM

\$ \_\_\_\_\_

To Arrange Details: Call 408.730.1200 or email foundation@pathwayshealth.org

### Corporate Partner

- We cannot sponsor right now but will make a contribution to Pathways in the amount of \$ \_\_\_\_\_

# PATHWAYS

## SPONSORSHIP PLEDGE FORM

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ENCLOSED IS OUR SPONSORSHIP OF \$ \_\_\_\_\_ \*       ENCLOSED IS OUR DONATION OF \$ \_\_\_\_\_

WE PLEDGE \$ \_\_\_\_\_ TO BE SENT BY \_\_\_\_\_ (DATE)

OUR CHECK  IS ENCLOSED    WILL BE MAILED   PLEASE CHARGE    VISA    MASTERCARD    AMERICAN EXPRESS    DISCOVER

CARD # \_\_\_\_\_ SECURITY CODE \_\_\_\_\_ EXP DATE \_\_\_\_\_

ACCOUNT NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

COMPANY/ORGANIZATION \_\_\_\_\_  
NAME AS IT SHOULD APPEAR IN PUBLICATIONS AND LISTS

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ - \_\_\_\_\_

PHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_ EMAIL \_\_\_\_\_

AUTHORIZING SIGNATURE \_\_\_\_\_

PRINT NAME AND TITLE \_\_\_\_\_

\* *One from the Heart*: \$40 per person (\$400 per table of 10) is not tax deductible  
*Bridge to Caring*: \$75 per person dinner/talk, \$50 per person reception/talk, \$15 per person bridge is not tax deductible  
*Links to the Heart*: call 408.730.1200 for non-tax deductible information

*Thank you for your support of the patients and families Pathways serves. Our mission is to provide compassionate, high quality home health and hospice care, promoting comfort, independence and dignity.*

**PLEASE MAKE CHECKS PAYABLE TO: PATHWAYS HOME HEALTH AND HOSPICE**

Mail form and check to: 585 North Mary Avenue, Sunnyvale, CA 94085-2905 or Fax form to: 408.730.1223  
Pathways is a 501(c)3 not-for-profit community-based public benefit organization - Tax ID #94-2823240

For more information, call 408.730.1200 or email [foundation@pathwayshealth.org](mailto:foundation@pathwayshealth.org)

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# PATHWAYS

## PROGRAMS & SERVICES OVERVIEW

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### HOME HEALTH, HOSPICE, AND PRIVATE DUTY

Pathways is the preeminent not-for-profit provider of home-based health care services in the Bay Area, promoting comfort, independence, and dignity. Services are comprehensive and reflective of the highest standards of care found in any medical setting.

With medical services increasingly being provided at home, Pathways is at the forefront of our health care system. Each day the Pathways “hospital without walls” offers a continuum of services, around the clock, for nearly 1,000 patients who are recovering from an injury or illness, managing a chronic disease, or facing the end of life.

What sets Pathways apart is the extraordinary level of caring offered to all its patients, which is communicated through dedicated staff and volunteers, generous community support, strong collaborative relationships, and an array of programs to meet special needs.

Pathways provides health care that is community based and local, yet by providing services to five Bay Area counties, the agency benefits from economies of scale. The organization maintains a strong financial position with modest reserves that ensure continuity of operations at the high level of patient care upon which the community depends.

### REPUTATION FOR EXCELLENCE

*“I was always well aware of the fine work of Pathways Hospice, but not until I experienced your care first hand did I fully appreciate the work you do. Pathways is one of the best, if not the best, service organizations in the community.”* - the late Robert Jamplis, MD

former CEO & President of Palo Alto Medical Foundation

Patient, family, and professional accolades are our greatest source of pride. One family member described the care he received as “the kind of compassionate service I thought no longer existed in this world.”

Reflecting excellence across all areas of operations and patient care, Pathways Home Health and Hospice is accredited by The Joint Commission. The Joint Commission is the nation’s foremost standards-setting body in health care.

In addition, Pathways’ staff, seen as leaders and experts in the industry, are often asked to make presentations at the national, regional, and state levels.

### PATHWAYS’ MISSION

Compassionate, quality family-centered health care in your place of residence, promoting comfort, independence, and dignity

- Established in 1977
- Not-for-profit 501(c)(3)
- Public-benefit organization
- Offices in Sunnyvale, South San Francisco, & Oakland

### WE SERVE

- People recovering from an injury or illness, managing a chronic disease, or facing the end of life
- Children and adults
- Over 5,000 patients annually
- Five Bay Area counties:
  - Alameda County
  - Contra Costa County
  - San Francisco County
  - San Mateo County
  - Santa Clara County
- Those living in private homes, group residential settings, and nursing facilities

### STAFF & VOLUNTEERS

- 600 employees, including physicians, nurses, home health aides, social workers, physical therapists, dietitians, spiritual counselors, and pharmacists
- 500 volunteers

# COMMUNITY GIFTS AT WORK

## HOW YOUR SUPPORT MAKES A DIFFERENCE

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### ENSURING CARE AND COMFORT FOR PATIENTS AND FAMILIES

**UNINSURED/UNDERINSURED CARE** Ensuring comprehensive services for those with no insurance or insufficient coverage. As a policy, no one needing hospice care is turned away for lack of funds.

**DREAM TEAM** Addressing pain and symptoms and assisting at the time of death—no matter the hour. When problems arise, immediate assessment and skilled intervention are crucial. Knowing help is just a phone call away gives families the peace of mind and confidence to care for loved ones at home.

**GRIEF SUPPORT PROGRAM** Helping family members understand and cope with grief and loss and empowering them to move forward in their lives with greater hope and wellness. The program addresses both common and complex grief responses such as depression, illness, and social withdrawal during the year following the loss of a loved one.

**FACILITY HOSPICE PROGRAM** Providing residents in skilled nursing and residential facilities with care that addresses their particular needs at the end of life. These patients may have especially challenging diagnoses, such as Alzheimer's, which make it difficult for families to provide care in the home.

**VOLUNTEER PROGRAM** Bringing a caring presence, extra helping hands, and special skills, our volunteers are key members of the hospice team. Volunteers also help at the organizational level in a variety of valuable ways.

**PATHWAYS KIDS PROGRAM** Supporting families whose children have life-threatening illnesses. An individually tailored program is developed for each family, whether their goals are to preserve hope for a cure, a remission, or a death without pain.

**INTEGRATIVE THERAPIES** Providing a range of options for patients whose pain cannot be controlled by medication or when there are impediments to using medication. Options include guided imagery, meditation, aromatherapy, acupressure, Acutonics, bioenergetic techniques, and pet-assisted activities.

### ENABLING PATHWAYS TO INNOVATE TO MEET COMMUNITY NEEDS

**CHRONIC CARE MANAGEMENT PROGRAMS** Addressing the unique needs of community elders suffering from chronic illness, which can cause repeated hospitalizations and a reduced ability to live independently.

**TRANSITION CARE PROGRAMS** Providing innovative and individualized care to smooth the transition from hospital to home. Our PATH Program sends a pharmacist to provide patient care consultations, medication reconciliation and management, and clinical education for staff. The HARP Program features home visits by a physician and home care visits from Pathways nurses and therapists until the patient is well enough for office visits.

**CARE-ORIENTED TECHNOLOGY** Includes telemonitoring which allows rapid response to critical medical issues, bedside technology that ensures coordinated care at home, and information systems that ensure medical records are immediately available in case of a disaster.

# PATHWAYS

## 2011 - 2012 CIRCLE OF CARING

### CORPORATE, ORGANIZATION, & FOUNDATION PARTNERS

#### VISIONARIES \$50,000+

Anonymous	Sequoia Hospital/Dignity Health
El Camino Hospital	Sobrato Family Foundation
Joseph & Vera Long Foundation	Washington Hospital Healthcare System

#### BENEFACTORS \$25,000 - \$49,999

John and Marcia Goldman Philanthropic Fund	Sequoia Healthcare District
Hurlbut-Johnson Charitable Trusts	Sharks Foundation
	Wells Fargo

#### CHAMPION \$10,000 - \$24,999

CareMore Foundation	Palo Alto Medical Foundation
William G. Gilmore Foundation	Peninsula Health Care District
City of Menlo Park	San Jose Mercury News Wish Book Fund
Gordon and Betty Moore Foundation	John & Beverly Stauffer Foundation
	Yahoo! Employee Foundation

#### PATRON \$5,000 - \$9,999

Alhouse-Deaton Management & Leasing, Inc.	Lucile Packard Children's Hospital
Allscripts	Palo Alto Commons
Myrtle L. Atkinson Foundation	Pepsico Foundation
Barney and Barney LLC	Rambus Inc.
Danford Foundation	Roberts Foundation
Kayne Anderson Rudnick Wealth Advisors	See's Candies, Inc.
Los Altos Community Foundation	Stanford Hospital and Clinics
Francis S. North Foundation	U.S. Bank

#### ADVOCATE \$2,500 - \$4,999

Asset Management Company	Outrageous Foundation
Berg & Berg Enterprises	David and Lucile Packard Foundation
Covenant Care of California	Valley Presbyterian Church
Foley & Lardner	

#### PACESETTER \$1,000 - \$2,499

Anonymous (3)	The Medline Foundation
ABM Industries Incorporated	Moss Adams LLP
American Baptist Homes of the West	Newman Hall - Holy Spirit Parish
Applied Materials Employee Giving Program	Dignity Memorial Funeral Providers of the Bay Area
Avidbank	Palo Alto Lions Charities, Inc.
Brannons Medical	Peet's Coffee & Tea
BridgePoint at Los Altos	ProCare HospiceCare
California Home Medical Equipment	Sand Hill Global Advisors, Inc.
Campi Properties Inc.	St. Francis Memorial Hospital
Cashin Company Realtors	St. Mary's Medical Center
Dignity Providers of the Bay Area	Summa Peto Foundation
First Presbyterian Church	Superior Healthcare Equipment and Services
Foothills Congregational Church	Thoits Bros., Inc.
Gap Inc. Giving Campaign	United Methodist Women
Have A Ball Foundation	VALIC
Holy Trinity Episcopal Church	Visa Employee Matching Gift Program
Los Gatos Community Foundation	Wells Fargo Community Support Campaign
McCorduck Properties, LLC	Wilson Sonsini Goodrich & Rosati Foundation

Listings reflect gifts from January 1, 2011 - December 15, 2012

# PATHWAYS

## BOARDS AND KEY EXECUTIVES

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### Pathways Home Health and Hospice Board

JoAnn Kemist, *President*  
Gratia Barton  
Sherry Eldridge  
Tom Harshman  
Michael King

Eric Pifer, MD  
Diana Russell  
Nan Strauss  
Greg Walton

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### Pathways Foundation Board

Mark Kelsey, *Chair*  
Christine Alloo, *Vice-Chair*  
Ronald A. Castellino, MD  
Minda Cutcher  
Clarence Ferrari, Jr., JD  
Gunilla Follett

Tom Follett  
Nancy Hassen  
Harvey Hinman, JD  
Kingsley Jack  
Marilyn Jandro  
Carol Proffitt

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### Pathways Honorary Board

Kingsley Jack, *Chair*  
Richard Babb, MD  
Rev. Dr. Mark Bollwinkel  
Patti Cavender  
Gunilla Follett  
Tom Follett  
Kris Klint

Paula Kushlan, MD  
Kathy Ladra  
Janet Larson  
Jack Melchor  
William Reller  
Isaac Stein  
Madeline Stein

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### Key Executives

Barbara Burgess, *CEO*  
Georgia Rock, *COO*

Satu Johal, *CFO/CAO*  
Sandra K. Coolidge, *RN PHN*  
*Vice President of Admissions, Community Relations & Philanthropy*

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### Development Staff

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Ellen Hoebeke <i>Executive Assistant</i>	ehoebeke@pathwayshealth.org	408.773.4108

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*A not-for-profit, community-based organization,  
with 501(c)3 tax-exempt status*

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**PATHWAYS**

*Home Health & Hospice*

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