

A CASE FOR

EDMONTON'S FIRST
RESIDENTIAL COMMUNITY
HOSPICE CENTRE



A HOME
FOR HOSPICE

Building on a Legacy of Compassion

At some point in our lives, we will all be touched by life-threatening illness, or by death, grief and bereavement. This universal experience becomes much more personal as we deal directly with terminal illness.

When that time comes,
imagine a place – a home away from home – filled with warmth and compassion.



Message from the Cornerstone Patron

After a careful look at Pilgrims Hospice and their plans to build a Residential Community Hospice Centre in Edmonton, I knew it fit within our philanthropic plans.

Compassion for the final journey and support for families is at the core of what Pilgrims Hospice does. It is this purpose that my family and I whole heartedly support.

I have great confidence in Pilgrims Hospice, our philanthropic community, and elected representatives to seize the opportunity that A Home for Hospice presents: a better-than-home residential hospice to meet the growing need for specialized end-of-life care in our community.

I am pleased to pledge \$3 million in support of this important initiative.

I hope you will join my family in support of this unique legacy opportunity to provide our friends and neighbours in Edmonton with the kind of home we all want for our end-of-life journey.

The time is now.

- Harold A. Roozen

THE CHALLENGE

Most people would prefer to die at home surrounded by loved ones. But this may not be a viable option for everyone. Some may have no or limited family to help with their care needs. Those who have help may find their caregivers burning out due to financial, physical and/or mental burdens that often comes with caregiving.

In situations when acute hospital care is not required, but compassionate end-of-life care and support is, what choices do Edmontonians have?

Currently, palliative placement in Edmonton is limited to hospitals and continuing care facilities. These limited options are not always appropriate to the diverse circumstances of our community members. There are no placement options in Edmonton's west end and more beds are required to meet growing need.

With limited choices available, hospital beds are often occupied by terminally ill individuals who do not necessarily need acute care. Emergency rooms are serving as costly gateways into the system. End-of-life care is excessively costly to individuals and the system.

A pressure-cooker situation: *The need is growing, fueled by our increasing and aging population, the rise in chronic illness and the backlog created by the inefficient use of acute hospital beds and emergency rooms for palliative care.*

A CALL FOR EVOLVED END-OF-LIFE CARE OPTIONS

Edmontonians are looking for more end-of-life options for themselves and their loved ones. Fortunately, a specialized model of care already exists: the residential community hospice. Found internationally, across Canada and in a number of Alberta communities, this option offers exceptional, cost-effective, community-based end-of-life care in a beautiful, relaxed, homelike setting.

It is time for Edmontonians to have this option.



“When asked, most people indicate they would prefer to die at home, and yet almost 70% of Canadian deaths occur in a hospital.”

– CHPCA (Canadian Hospice Palliative Care Association)



THE OPPORTUNITY

Edmonton's First Residential Community Hospice Centre

A welcoming oasis of support in our community, the Residential Community Hospice Centre will provide a special place of comfort and compassion and a special kind of healthcare, incorporating the best of end-of-life care models from across the country.

Purpose-built to embody the spirit and principles of hospice care philosophy in a way we have not yet seen in Edmonton, the Residential Community Hospice Centre will offer specialized, person and family-centred care from a homelike, community setting.

At the heart of the new Hospice Centre will be a warm and family-friendly, end-of-life residence with 12 comfortable suites for individuals in the final stages of life who do not require acute medical care. Open kitchen and dining, child play space, quiet rooms and dedicated living spaces will allow residents to live their best life, to their own schedule and in their own unique way, surrounded by loved ones and cared for by specialized professional staff and trained, supportive volunteers.

In this home away from home, celebrations, laughter and the participation of family and loved ones are encouraged. Children and pets are welcome. Meals can be eaten when desired.

Under the same roof, an integrated hospice wellness centre will offer individual and community support programs. Caregivers will receive respite. Loved ones experiencing grief and loss will begin their healing. Questions and concerns surrounding the end-of-life will be met with compassion and understanding.

Here, our community will learn how to best support the tender transitions of death, from diagnosis through bereavement.



A VIABLE MODEL OF CARE EXCELLENCE

Free-standing residential community hospices – those not attached to hospitals or long-term care facilities, and operated by independent community organizations – already exist across the country. Within Canada, Ontario currently leads the way in free standing residential hospice care with 39 in operation and another 20+ in development. In Alberta, they operate in Calgary, Red Deer and Okotoks. These facilities have demonstrated that they are highly cost-effective, and offer end-of-life services that are enriched by the specialized care setting.



COST-PER-BED COMPARISONS

When end-of-life care is shifted from hospital to residential hospice care, overall financial sustainability is improved while at the same time enhancing quality of life for the individual and their family.

DIFFERENTIATORS OF AN INTEGRATED COMMUNITY HOSPICE CARE MODEL

Complementary to end-of-life support currently available in Edmonton, the Residential Community Hospice Centre will:

- Provide comprehensive end-of-life care, from diagnosis through death to bereavement.

- Operate within a purpose-built facility that has the ambiance and comfort of a home rather than a hospital or institutional facility.

- Provide integrated services through programming that attends to both the ill person and their loved ones.

- Care for the whole person, addressing physical, emotional, psychosocial and spiritual needs through a multidisciplinary specialized team approach.

¹ Based on information from 2012.

² Based on information from Ontario, Red Deer and Fraser Valley

³ CHPCA. (2017). CHPCA Fact Sheet – Hospice Palliative Care in Canada, Summer 2017

Residential Community Hospice care has tremendous potential to relieve pressures on our healthcare system while meeting the community's evolving needs.

ALLEVIATING BURDEN

With a typical average stay of 17 days for residents, the addition of 12 palliative hospice care suites could provide a quality end-of-life experience for 200 individuals and their loved ones per year.

Caregivers also benefit. When an individual is relieved of the full responsibility of caregiving, they can go back to being a husband, a wife, a daughter, a son, a brother or a sister in the final precious time left with a loved one. All can spend quality time together, focusing on what's most important to each individual.

CLEAR PATHWAYS OF SUPPORT

Navigating the patchwork of services that coordinate institutional palliative care is often frustrating and confusing for families at a time when they are vulnerable, stressed and in need of support as they make painful life and death decisions.

Integrating residential hospice and community support programs under one roof will make it easier for clients and their families to get the support they need, when they need it.

THIS NEW HOSPICE CENTRE WILL GIVE OUR COMMUNITY:

increased and enhanced capacity to support our children, families and communities during one of the most vulnerable of human experiences

a place where people can experience dignity and quality of life to the very end of life, honouring the whole person

improved resiliency for the Edmonton Zone care system, through the addition of a complementary and collaborative community-based partner that specializes in whole family, end-of-life care and support

better use of healthcare resources

a timely plan whereby construction could start in spring of 2019 and doors could open for our first residents at the end of 2020



“How we care for the most vulnerable at the most vulnerable times is a measure of our compassion as a society.”

– CHPCA (Canadian Hospice Palliative Care Association)

Building on A Legacy of Compassion

PILGRIMS HOSPICE

“With a legacy of providing end-of-life care in the greater Edmonton area, Pilgrims Hospice has evolved into an organization that is positioned to do more and prepared to deliver.

The time has come to offer our established programs alongside residential hospice care - in a purpose-built, standalone building:
A Home for Hospice.”

– Monica Robson, Executive Director



**PILGRIMS
HOSPICE**

ROOTED IN COMMUNITY

For over two decades, Pilgrims Hospice has upheld the belief that death is a human experience, rather than a medical one. Established in 1994 as a not-for-profit, registered charity, Pilgrims Hospice has been rooted in the community since the beginning. Today, the organization is supported by a stable and growing Community of Compassion. Volunteers contribute over 4000 hours of service annually and over 90% of its annual operating budget is raised from individual donors, planned legacy giving, corporate partnerships and foundation funding.

ESTABLISHED END-OF-LIFE SUPPORT PROGRAMMING

Pilgrims Hospice has consistently delivered effective end-of-life support programming to the community. Spiritual care and complementary therapies (art, pet, recreation and massage therapies) are interwoven among the following person and family-centered programs:

- » Adult Day Program
- » Volunteer Home Visiting Program
- » No One Dies Alone Program
- » Bereavement Support Groups and Grief Counselling
- » Expressive Arts for Grieving Children, Teens and Families

A HUB OF SPECIALIZED INFORMATION SHARING

In addition to continuously training community volunteers through the Canadian Hospice Palliative Care Volunteer Training program, Pilgrims Hospice’s experienced and specialized staff increasingly provide end-of-life workshops and education to the community and to professionals.

IDEALLY LOCATED

Pilgrims Hospice has operated from a repurposed building in the mature Edmonton neighbourhood of Crestwood since it was purchased in 2000. This accessible and beautiful location, directly west of downtown, bordering Glenora and west-end communities is ideal for a Residential Community Hospice Centre.

EXPERIENCED NEW LEADERSHIP

In 2016, the Pilgrims Hospice Board underwent an intentional search to find an Executive Director with specific experience to guide its future. Monica Robson operated one of Canada's respected residential community hospices, St. Joseph's Hospice of Sarnia-Lambton. Under her leadership, this exceptional end-of-life residence ran at over 90% occupancy and cared each year for 175 to 200 individuals and their families and loved ones.

As the Executive Director of Pilgrims Hospice, Robson has focused on building organizational capacity and relationships with Alberta Health Services, Alberta Health, and community partners in end-of-life and supportive care.

Message from the Executive Director

The hospice environment is like no other, infused with warmth and compassion.

Specialized staff and volunteers provide exceptional care for those most vulnerable in the community –helping those facing the end-of-life live well, until the very end.

Visit any residential hospice and you'll likely find the comfort of a warm bowl of soup, freshly baked treats, a cup of coffee or a mug of tea. Moments are treasured and precious memories are made.

When death occurs, dignity is present. The person and their loved ones are honoured.

Now is the time to come together, as a community of compassion, to work with our healthcare partners to reduce system pressures, increase efficiencies with viable new options and ensure we care for the living and dying in the most optimal settings possible.

- Monica Robson, Executive Director, Pilgrims Hospice Society



Operated by Pilgrims Hospice Society, Edmonton's first Residential Community Hospice Centre will increase the capacity of our community to support good deaths, good healing and thus good health.

Working Together to Meet Strategic Priorities in End-of-Life Care

A recent report of the Auditor General⁴ speaks to the need for integrated care that should be "delivered in the most appropriate location, in a community setting rather than a hospital whenever possible."

Pilgrims Hospice's intention is to work collaboratively with all levels of healthcare partners to ensure its care complements the current healthcare system by providing an additional quality end-of-life option, and integrated support services in a unique community hospice setting.

As a fully participating partner in primary health care, the community hospice helps people avoid crisis by reducing end-of-life stress and addressing the burdens of grief.

Hospice care recognizes that mental health is often impacted by the stresses that come with facing end-of-life. Each person processes grief and bereavement uniquely, and mental health issues may be triggered during this vulnerable time. When one in five Albertans are currently impacted by mental health issues⁵, Hospice support of children, youth and families offers a meaningful, preventative contribution to the province's mental health strategy.

We are all stakeholders in how we think about and plan for end-of-life.

"Our province has untapped potential to improve individuals' health and to lead the country in delivery of care. Most of the building blocks exist; they have yet to be put together."

– Better Healthcare for Albertans, Office of the Auditor General of Alberta, May 2017

⁴ Government of Alberta. (2017). *Better Health for Albertans. Report of the Office of the Auditor General of Alberta, May 2017.*

⁵ Government of Alberta. (2017). *Valuing Mental Health: Next Steps. Alberta Health, June 2017.*

"My mom came to Hospice ...at a point where it felt we could not provide the care she deserved at home. She needed someone available around the clock and it was overwhelming for family and friends, so she decided that she was ready...

For our family, it was such a weight off our shoulders. We could just be with her and not have to worry. She was [there] just shy of three weeks. I think she really liked it and I know she was more comfortable than she had been at home. I think she really appreciated knowing her friends and family could come visit and that's all they had to do. It was a positive experience for her. I got a sense of peace from her.

It was a better-than-home kind of thing.

It was a place where we all felt comfortable and at home ... I wish everyone was lucky enough to stay [there] in their final days."

Karlee's mother Marie journeyed through one of Alberta's few free-standing residential community hospices, Red Deer Hospice, in 2014. Karlee is now a dedicated hospice volunteer.



What will it take to build A HOME FOR HOSPICE in Edmonton?

Campaign Goal Breakdown

NEW BUILDING CONSTRUCTION	\$8,000,000
<i>Approximately 30,000 square feet</i>	

FURNITURE AND EQUIPMENT	\$1,000,000
<i>All furnishings for residence, suites, medical/care staff, community programming, administrative offices</i>	

RELOCATION FOR TWO YEARS	\$200,000
<i>We will continue to serve the community through existing programs while the new Hospice Centre is in construction</i>	

DEMOLITION	\$200,000

FIRST TWO YEARS OF OPERATION	\$5,400,000

CONTINGENCY	\$200,000
<i>Unforeseen expenses related to relocation, furniture or equipment</i>	
TOTAL	\$15,000,000

Message from the Board Chair

The campaign goal for Edmonton's first Residential Community Hospice Centre is a collaborative community investment of \$15 million. This is a big investment, with a big return for the community.

In addition to \$9 million to build and furnish this very special place, our goal includes two years of operating costs (\$5.4 million). We chose to include this in our campaign goal as we do not, at this time, have a commitment of operational funding support from provincial health authorities.

With the growing demand for end-of-life care options, the need for integrated family support, and appreciation of the potential of community partnerships to alleviate system pressures and enhance our capacity, we are confident such a partnership will come.

We also recognize there are times when the community needs to lead the way when something is critically important. This is one of those times.

- Garnet Clark, Chair, Board of Directors, Pilgrims Hospice Society

A Good Life AND A Good Death

Death and grief are often still hidden in the shadows of silence, despite their universality. This impacts the mental health and quality of life of everyone touched by death and grief.

Edmonton is a great place to live. But the final chapter matters. How we treat and support our community members and loved ones through their last months, weeks and days matters. It matters to them and to those that care for them.

Dignity at the end of life, through access to appropriate care settings and support, can create the ending that elevates the value of a life and defines the individual's story within their community. Now is the time to begin a new end-of-life care era in Edmonton.

*"How people die remains in the memory of those who live on."
– Dame Cicely Saunders, founder of the modern hospice movement*

Message from the Campaign Cabinet Chair

It's my honour and privilege to lead a team of dedicated community builders as they make a difference in our community. I do this in my mother's memory. I was on the phone with my mother when she died. She died alone. Because of this, the hospice philosophy of care resonates with me personally, as I know it does with many others.

This Residential Community Hospice Centre gives us the incredible legacy opportunity to elevate end-of-life care in Edmonton to a level that honours our standard of living and aligns with the needs of Albertans.

At the 2018 Pilgrims Hospice Gala, we "quietly" launched our campaign amongst a sold out crowd of 350 supporters, all of whom recognized the leadership gift of \$3 million dollars from the Harold A. Roozen family with a lengthy standing ovation. This remarkable gift is the cornerstone upon which we invite you to build A Home for Hospice.

– Richard Wong, A Home for Hospice Campaign Cabinet Chair

CAMPAIGN CABINET MEMBERS

Beth Allard-Clough

Garnet Clark

Heidi & Grant Fedoruk

Dr. Louis Francescutti

Doug Goss, *Advisor*

Bruce Kirkland

Patrick LaForge

Monica Robson

Drew Schamehorn

Elexis Schloss

Tim Spelliscy, *Advisor*




Richard Wong

**A Home For Hospice will take
the commitment of the community.**

Where do you fit in?

LEADERSHIP PHASE ➡ MAJOR GIFTS & PUBLIC PHASE ➡ BRING IT HOME PHASE

Ways to Help

-  **Donate** at a level that is meaningful to you.
-  **Mobilize Support** by sharing this opportunity with your community.
-  **Book a Meeting** to find out more:

Shelaine Sparrow
Manager: Capital Campaign & Major Gifts
Pilgrims Hospice Society

780-413-9801 ext108
shelaines@pilgrimshospice.com

www.homeforhospice.com

Legacy projects like this come along once in a lifetime.

“There are no do-overs with death – you want to do it right.”
– Dr. Louis Hugo Francescutti

pilgrimshospice.com

780-413-9801