

Tidewell | foundation

# Sharing in the Mission

Fall 2020



**YOUR NEW HOME FOR GIVING!**

# Presidents' Letter

Greetings,



What a year this has been for us all, truly testing our stay-in-place and mask-wearing

stamina due to COVID-19. We are so grateful to our donors for your swift and strong support of our urgent needs created by this health crisis.

You can be proud of Tidewell Hospice and our affiliated companies – Approved Home Health, Avidity Home Health and Connexis Medical Services – for rising to the challenge and delivering world-class patient care, despite the challenges COVID-19 presents. Our front-line, dedicated clinical teams are incredibly committed to our patients, and they have worked tirelessly to protect patients, themselves and their families during this challenging time.

This edition of the newsletter highlights past events held in our 40th anniversary year and bookmarks a few dates going forward, noting webinars and events to support the newly formed Tidewell Foundation, Inc. The Tidewell Foundation was created to strengthen our ability to provide financial support to the many critical programs and services of Tidewell Hospice and our affiliate companies under the Stratum Health System family. Launched July 1, it ushers in a new era of leadership in our region for health issues and opportunities.

Debbie Mason, President  
Tidewell Foundation, Inc.  
EVP Tidewell Hospice/  
Stratum Health System

Jonathan Fleece,  
President and CEO  
Tidewell Hospice/  
Stratum Health System

# Gilbert headlined Signature Luncheon



Keynote speaker Melissa Gilbert called herself “the poster child for how not to walk a child through grief” while praising Tidewell Hospice’s Blue Butterfly Family Grief Center during the 11th Annual Tidewell Hospice Signature Luncheon on Feb. 20, 2020. Melissa lost her father, actor Paul Gilibert, at age 11.

“All of that grief and all that pain came out in the wrong places. It came out in putting myself in dangerous situations ... and acting out inappropriately,” said Melissa, an actor and director beloved for her role as Laura Ingalls Wilder in the hit TV show “Little House on the Prairie.” “I’m so extraordinarily grateful that we live in a time when there are organizations like Tidewell who really set a template for how to deal with children in grief.”

The Signature Luncheon, Tidewell’s premier fundraiser, raised more than \$1.5 million during its first 10 years to support programs and services that benefit patients and families. Tidewell celebrated its 40th anniversary year and thanked generous donors while putting a spotlight on the programs and services those donors make possible. Chief Philanthropy Officer Debbie Mason showcased Blue Butterfly with a video during her remarks.

The 12th Annual Tidewell Foundation Signature Luncheon featuring Lorna Luft is set for Feb. 5, 2021. Visit [tidewellfoundation.org](http://tidewellfoundation.org) for updates.

# New Foundation cements Tidewell's commitment to not-for-profit mission



On July 1, the Tidewell Hospice Philanthropy Department transformed into the Tidewell Foundation.

Yet, what is the Tidewell Foundation and what does it mean to our donors and the programs and services their philanthropic giving supports?

## **What is the Tidewell Foundation?**

The Tidewell Foundation is a separate 501(c)(3) not-for-profit with the sole mission of supporting Tidewell and its related companies in meeting our not-for-profit mission of care.

Tidewell named EVP/Chief Philanthropy Officer Debbie Mason, CFRE, a veteran foundation/nonprofit CEO, development and communications professional, to serve as the Tidewell Foundation President. The Foundation Vice President is Marlo Turner, CFRE, a noted philanthropy professional who most recently served as Senior Vice President of a local community foundation. The philanthropy staff will join Debbie in the Tidewell Foundation.

## **What does it mean to you?**

By establishing the Tidewell Foundation, Tidewell

can better position our hospice for increasing its fundraising capabilities and simplify the messages of how meaningful and necessary philanthropic support is to execute our mission.

The Tidewell Foundation demonstrates Tidewell's never-ending commitment to providing a continuum of health care services to the four-county area we serve. Donor support funds our innovative programs such as Nurse Residency, Tidewell Honor Veterans program, Blue Butterfly Family Grief Centers and more.

Last year more than \$4 million in charitable support was provided by Tidewell to patients, families and community members. That included charity care, grief services, Blue Butterfly Family Grief Center, and complementary services.

For more information, please contact Debbie Mason, at [dmason@tidewellfoundation.org](mailto:dmason@tidewellfoundation.org) or 941-552-7658. We hope we can continue to count on you for your support as we launch the Tidewell Foundation.

# Tremendous response from donors powers care during COVID-19

When the COVID-19 pandemic began, Tidewell Hospice was faced with a tremendous need for additional funding, personal protective equipment (PPE), and ways to modify services to care for patients safely and make it possible for our front-line workers to do their jobs.

Our community rose to the challenge. You have donated thousands of masks, in addition to hand-sewing masks and gowns to protect our colleagues and patients. You have given generously to support the extra staff needed to care for these patients, sent meals to our front-line workers, made it possible to purchase additional PPE and medical equipment through your support and even supported our need for childcare for our clinical colleagues.

Local community foundations also provided ways for Tidewell to continue to serve patients. **William G. and Marie Selby Foundation, Inc.** helped fund the purchase of iPads to provide telemedicine service. Support from the **Truist Foundation** as well as the **Manatee Community Foundation and Lakewood Ranch Community Fund** helped meet our childcare needs. The COVID-19 Response Initiative of **Gulf Coast Community Foundation and Charles & Margery Barancik Foundation** and the Health Care Grant of the **Community Foundation of Sarasota County** allowed us to provide our colleagues with adequate PPE and funding needed to cover the tremendous burden COVID-19 has created. Also, we offer our thanks to the **Venice Golf and Country Club Foundation and the Wilson-Wood Foundation**. And, we are grateful to many individual donors who offered financial support and in-kind donations of PPE and other supplies.

Our Blue Butterfly families meet virtually, offering



## COVID-19 Donor Response

36,000  
GLOVES



1,500 N95



2,000  
FACE  
SHIELDS



320  
HAND  
SANITIZER



3,000  
HAND  
SEWN



5,000  
SURGICAL  
MASKS



1,000  
YARDS  
OF FABRIC



400  
GOWNS



500  
GOGGLES



more than 40 sessions through video conferencing, so that families receive the support they need. Our Professional Relations team members became “chalk walkers,” brightening the sidewalks of local facilities with their messages of love and hope, for healthcare workers, patients and residents of assisted-living facilities.

If you would like to continue supporting Tidewell’s COVID-19 response, providing care to patients, families and our community, visit:

# Save the date for amazing upcoming events

## November 11 – Veterans Day

Join us at 1 p.m. Veterans Day as Tidewell presents Jessica Lynch, POW for an inspiring talk that will call to the power perseverance. For more information visit [www.tidewellfoundation.org](http://www.tidewellfoundation.org).

## November 21 – Turkey Trot Walk and Run

Let's come together and step it up for the 2020 Turkey Trot for the Tidewell Foundation benefiting Tidewell Hospice!

This one-day, virtual challenge will be Nov. 21, 2020 and offers participants the option to run or walk any distance they chose at any location all while raising needed funding for Tidewell Hospice and its programs. Sponsorships are needed! For more information call 941-552-7546 or email [turkeytrot@tidewellfoundation.org](mailto:turkeytrot@tidewellfoundation.org).

## December 1 – Giving Tuesday

Brought to you by Lincoln Financial Group, join us for an incredible community talk by Ben Nemtin, nationally known motivational speaker. For more information visit [www.tidewellfoundation.org](http://www.tidewellfoundation.org).

## February 5, 2021 – Signature Luncheon

Brought to you by Caldwell Trust Company the 12th annual luncheon is back and featuring Keynote Speaker Lorna Luft.

Daughter of legendary star, Judy Garland, Lorna Luft is a health advocate, Broadway star, and author of two books –“Me and My Shadows” and “A Star is Born: Judy Garland and the Film that Got Away.” Lorna talks candidly about the challenges of mental illness and the courage it takes to seek healing.

Scheduled for 11:30 a.m. to 1 p.m. at The Ritz-Carlton Sarasota, we are currently planning for an in person event, and if we have to move to virtual, we will make that call as we get closer.

To become a sponsor or purchase tickets email [tickets@tidewellfoundation.org](mailto:tickets@tidewellfoundation.org).

# Giving Challenge raises \$107K

We are blown away by the generosity Tidewell Hospice experienced during the 2020 Giving Challenge presented by The Community Foundation of Sarasota County! Thank you!

The COVID-19 pandemic has created additional challenges for all of us, including our patients, colleagues and families. However, it has not stopped the generosity of Tidewell's community of donors with nearly 700 people coming together to raise more than \$107,000 during the 2020 Giving Challenge.

Our original goal was to raise \$16,000 to provide virtual reality headsets to each hospice house allowing those isolated due to the pandemic the opportunity to connect with loved ones. Our donors went above and beyond! The additional funds raised will allow us to continue to modify our care for patients during COVID-19, providing additional personal protective equipment, charity care services and clinical colleagues to care for those in need.

Thank you for providing our patients with peace, joy and cherished connection with your donations.

# Tidewell's Music Therapist finds new ways to reach community

Along with the fear and uncertainty surrounding COVID-19, social isolation has been identified as a growing threat to our well-being, especially for our hospice patients.

Visitation restrictions at local long-term care and assisted-living facilities have separated many seniors from the people closest to them. Additionally, at Tidewell we've had to restrict visitors at our hospice houses for the safety of patients, colleagues and families. However, we've been finding ways to help both patients, their loved ones and community members make the best of the situation, with the resources and programs we have.

Introducing Michael Russo, Tidewell's Music Therapist. Typically, Michael can visit patients in their homes, long-term care facilities and our hospice houses to provide music therapy. His work and time spent with patients and their families, provides moments of comfort, peace and lowers pain and anxiety levels during their care. With COVID-19, Michael modified the way he provides care. At times, he is able to play music through windows at long-term care facilities, providing "concerts" not only for patients, but many in the facility who aren't in Tidewell's care. Additionally, to give our community bright spots of joy, comfort and connection, Tidewell offered sing-along music therapy sessions with Michael on our Facebook page. The sessions have ended, but you can enjoy recorded sessions on the Stratum Health System Caring During a Pandemic page: <https://tidewellhospice.org/home/caring-during-a-pandemic>.



# Meet the new Tidewell Foundation Board of Trustees



Renee Eppard has been serving our community for more than 40 years. Starting in her career as a realtor, she connected families with a place to call

home, now she is the Inaugural Chair of the Tidewell Foundation Board of Trustees.

“As I was losing a dear friend to lung cancer I was introduced to the support that Tidewell offered,” shared Renee. “I was also extremely touched by Signature Luncheon Speaker Lisa Swayze and her journey with Patrick. Her words that our job is to help our loved ones go from this world to the next resonated with me.” This was the just the starting point of her service, as she joined the Tidewell Hospice Board of Trustees in 2017.

When asked about some of the best parts about serving on the Board she included: opening the new Lakewood Ranch Hospice House, attending the graduations of the Tidewell sponsored CNA programs, and the Blue Butterfly program.

“The launch of The Tidewell Foundation is a visionary step in helping to tell the story of how Tidewell serves our community,” included Renee. “With philanthropy as our main task, we are able to focus on promoting our exceptional programs, help donors experience first-hand the impact of their support and develop new initiatives that meet the needs of our community.

Jan Miller’s service to Tidewell Hospice began in 2004, where she sat on the Board of Trustees for the then Hospice of Southwest Florida. As a Trust Officer, Jan understands the importance of the mission of Tidewell Hospice and the comfort it provides patients and families at the end of ones life. Supporting Tidewell Hospice his her passion.



“As a Trustee, I have had so many wonderful experiences representing Tidewell in the community. But I had never had a personal Tidewell experience until 2010 when my mother was diagnosed with terminal lung cancer,” shared Jan. “My mother became a Tidewell Palliative Care patient and ultimately a Tidewell Hospice Patient. The level of care, concern, support, and comfort we received as a family is something that can’t easily be put into words. My mother and I were extremely close and shared many wonderful times together, but the last 5 months of her life were some of the very best and is something I will always treasure, thanks to Tidewell.”

When asked why creating a foundaiton to so important to Tidewell Jan shared, “ A Foundation ensures the organization will be here to support the critical services of Tidewell Hospice for future generations.”

# Sharing in the Mission

## Tidewell offers Hope Line for COVID-19 support



During this time of fear and uncertainty, Tidewell Hospice Social Workers, Chaplains and Grief Counselors are using their unique skills to offer support through the Community Hope Line. This

24/7 service is open to all residents of our four-county service area, whether or not they have a previous relationship with Tidewell.

The Community Hope Line number can be reached at 941-556-HOPE (4673), toll-free at 855-930-HOPE (4673) or via email at [communityhope@tidewell.org](mailto:communityhope@tidewell.org).

Services available for callers through the Community Hope Line:

- **Grief Support:** No one needs to face this pandemic alone. Grief specialists are available to provide grief education and emotional support. Supported 100 percent by donors, our grief services are available support callers over the phone or via a Zoom video conferencing session, free of charge.
- **Spiritual Support:** Regardless of where a caller is or what his or her background may be, the Hope Line offers the opportunity to speak to a chaplain. The chaplains at Tidewell are all non-denominational, ordained and clinically trained to

walk with you wherever you are on your journey.

- **Social Support:** Social workers at Tidewell see themselves as problem solvers. The coronavirus and the resulting stay-at-home order have caused people to lose jobs, face financial problems, experience childcare concerns and suffer shortages of certain necessities. Though they cannot provide direct financial support, Tidewell social workers can connect callers with community resources available to help them navigate this new normal.

This is not a crisis hotline but a “hope” line for people who need help dealing with today’s challenges. For psychiatric or medical emergencies, people should call 911.

For other resources, videos and more from Tidewell, offering support during COVID-19, you can visit <https://tidewellhospice.org/home/caring-during-a-pandemic>.