

The National Hospice Foundation is the charity for end-of-life care – accepting, administering and investing contributions on behalf of the National Hospice and Palliative Care Organization, the Foundation for Hospices in Sub-Saharan Africa, Americans for Better Care of the Dying and similar organizations sharing our vision of a world where everyone facing serious illness, death and grief will experience the best that humankind can offer.

NHF's primary focus is to fund programs enhancing hospice awareness and access, while educating the public about the quality and availability of hospice and palliative care. To this end, NHF supports a variety of projects including quality and research initiatives; hospice/palliative care provider education activities; public policy and advocacy efforts; consumer engagement and caregiver services; grief and bereavement programs; and the development of global hospice partnerships.

In 2002, **Ride for a Reason contributed over \$20,000 to the National Hospice Foundation's public engagement campaign.** These funds supported the production and distribution of two public service announcements – “My Father” and “A Message from Elizabeth Dole.” Both enjoyed a great deal of success as reported by Neilson tracking ratings during the initial year of release. Today, these ads receive continued play in select markets, further heightening hospice awareness.

NHF is pleased to continue our partnership with Bob Lee. Again, in 2007, A Ride for Three Reasons will raise funds for the National Hospice Foundation.

Since 2003, NHF's focus has shifted to raising funds for consumer engagement through *Caring Connections*, a program of the National Hospice and Palliative Care Organization. *Caring Connections* is a national consumer and community engagement initiative to improve care at the end of life, launched by a grant from The Robert Wood Johnson Foundation. The program provides free resources and information to help people make decisions about end-of-life care and services before a crisis; helps people connect with the resources they need, when they need them; brings together community, state and national partners working to improve end-of-life care; and spearheads a national engagement campaign called ***It's About How You LIVE.***

The LIVE campaign strives to empower people to make informed decisions about end-of-life care and services. The central message of the campaign is to encourage people to:

- **Learn** about options for end-of-life services and care
- **Implement** plans to ensure wishes are honored
- **Voice** decisions to family, friends and health care providers

- **Engage** in personal or community efforts to improve end-of-life care

LIVE creates a national message about the importance of learning, implementing, voicing, and engaging in these critical end-of-life issues before a crisis arises. Most people do not think about end-of-life issues until it is too late to make informed, thoughtful decisions about care, support, services and quality of life issues. *It's About How You LIVE* provides opportunities for people to learn about issues and options, develop a plan, talk to others about this plan and help others LIVE!

Your generous support of **A Ride for Three Reasons** will provide much needed funds for the National Hospice Foundation to help *Caring Connections* sustain its invaluable program, further develop the LIVE campaign to reach new audiences, and ultimately raise hospice awareness, engaging consumers and encouraging everyone to talk – to connect – about end-of-life issues.

Thank you very much!