

# The Ambassador

The Newsletter of the  
Parmenter Community Board

Volume 1

Number 1

## An Introduction

### Our First Edition

This is the first edition of our brand new newsletter, and it was created for YOU, our Community Board.

We want to use it as a way to keep you up-to-date on all the latest goings on with Parmenter, Wayside Hospice and all of our other programs.

We welcome your comments and input as we begin to build this and other tools of communication (*see the Community Board Forum below*) to help spread the word about Parmenter's programs and services.

## An Invitation

### Tours of program sites

We are planning a couple of tours for Community Board Members. While most of the care and services that Parmenter provides is in clients' homes, we have two programs at a site in Wayland. Parmenter operates our Adult Day Health Center and the



Miriam Boyd Parlin Hospice Residence in the Traditions of Wayland Assisted Living Residence. Many Community Board members have not had the opportunity to see these programs sites. Therefore we are planning two dates when Members can join management staff, hear some information about our programs and services and go on short tours of the Adult Day Health Center and the Hospice Residence. Here are the dates for two upcoming tours:

February 15, 2005, 2 PM • February 24, 2005, 9 AM

COMING SOON to a computer near you...

## Community Board Forum

We have been building an online forum as a place for Community Board Members to meet, brainstorm, share ideas, make suggestions, and learn more about Parmenter. It will be part of a password protected section of our main website that will be for Community Board Members only.

We will let you know when the Forum is officially launched and encourage you to take part in it.

In the meantime, if you would like to check out the beta version, while it is under development, you may visit [www.thedepartmentofcommonsense.com/forum](http://www.thedepartmentofcommonsense.com/forum) and take a look. Look for the words, "START HERE". Clicking this link will take you to instructions for registering. Or, to save all that typing, just send an email to John and he'll send you the link to click on. If you have any questions or problems, please contact John Flaherty at [john@flahertyimaging.com](mailto:john@flahertyimaging.com) or call him at 508-651-9109. He'll be happy to walk you through it over the phone.

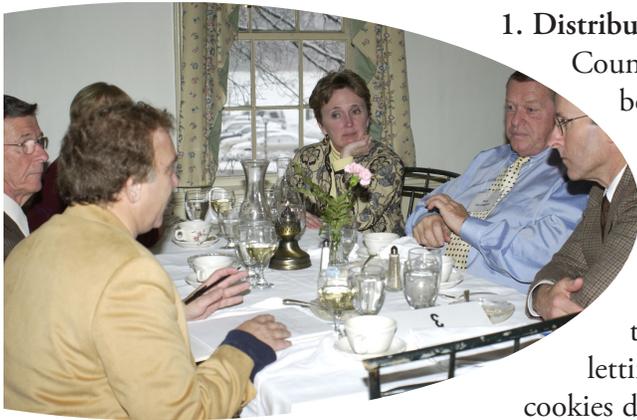


## LOOKING FOR WAYS TO HELP?

Something we noticed right away with this extraordinary group that makes up the Parmenter Community Board is how willing, even anxious, people seemed to be to help. Here are some areas where we could use your assistance:

### Marketing and Public Relations Needs:

*One of our greatest challenges is spreading the word about what Parmenter does. In the absence of information about what Parmenter offers, residents of our communities who could benefit from homecare, hospice or adult day health services turn to larger, regional providers. Without ongoing communication/education, referral sources (MDs, hospital discharge planners and others) tend to refer their patients to other larger, regional agencies or providers with whom they have business relationships. Fortunately, individuals have the right to choose who should care for them. But community education and outreach to referral sources is a major on-going need. There are several ways that Community Board Members and other Parmenter volunteers can help us meet this challenge:*



**1. Distribute printed information around our communities – i.e.**

Councils on Aging, libraries, places where there are public bulletin boards.

**2. Participate in the Parmenter Cookie Brigade.** The Cookie Brigade is a new idea. This is how it works: Several people each bake 2 dozen cookies. They bring them to Parmenter where they are boxed and labeled. Other volunteers bring them to about 10 of our referral sources as a ‘thank you for letting Parmenter/Wayside help care for their patients’. Homemade cookies delivered on a regular basis by Parmenter volunteers sends a

powerful – and delicious – message!

**3. Help us arrange opportunities to speak to various community groups.** For instance, are you a member of a civic organization that invites speakers? Are you a member of a church or temple where we might present a program on death and dying and bereavement care? We try to reach out to area clergy on a periodic basis, but need help in reaching members of their congregations.

### Development:

*Financial support is simply a reality for most healthcare providers. About 15% of Parmenter’s total revenues must come from non-operational sources (grants, donations, fundraising, etc.). This non-operating revenue is needed to cover the un-funded and under-funded care that we provide.*

Last fall, we held a 50th Anniversary Gala at the Boston Marriott Newton Hotel. It was a very successful event which netted about \$60,000 to support Agency operations. While Parmenter has done a number of fundraising activities in the past (golf tournaments, fashion shows, walks), they have not come anywhere near being as financially successful as the Anniversary celebration. Therefore the Board has decided to repeat this effort going forward with a new theme.



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We will be working with the same Event Planner that we used last year and we are looking for volunteers who can help us plan another great event that raises significant financial support for Parmenter.

Here are some ways that volunteers might be able to help in our Development efforts:



1. Ann Rossini, a member of our Board of Trustees, has once again offered to co-chair this event. It will be at the Marriott, sometime in September or October, with the exact date yet to be determined. We are looking for a co-chair to work with Ann, as well as people to help with marketing, tickets, invitations, corporate sponsors and silent auction planning.

2. In order to help secure Parmenter’s long-term future, the Board of Trustees has been working with Development Counsel, Harvey Boulay to plan a three-year, \$5,000,000 Capital Campaign for Endowment. We are in the early stages of this Campaign. If any Community Board Members are interested in helping Harvey, Cindy Mayher and members of the Development Committee brainstorm approaches to potential major donors, we would be grateful. We are not necessarily asking for help soliciting donors, as much as helping us identify connections.

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**News**

**Wayside Hospice Appeal Breaks Record**

The annual appeal for Wayside Hospice has achieved record-breaking results.

Parmenter Executive Director Cindy Mayher said, “We are thrilled at the response to this appeal. It is really gratifying to know that our Wayside Hospice program is valued by so many people.”

As of the end of December, the hospice appeal raised over \$85,000, more than double the amount raised the previous year.

Wayside Hospice provides end-of-life care for the terminally ill in their own homes. For those who cannot be cared for at home, Wayside operates the Miriam Boyd Parlin Hospice Residence, located at Traditions of Wayland on Route 27 in Wayland. The Hospice Residence has round the clock staffing and serves up to six terminally ill persons and their families.

**Parmenter awarded ECCLI Grant**

Competing against many other agencies throughout the state, Parmenter has been awarded a 2-year \$150,000 grant to provide supplemental training for our Home Health Aides. This grant is really a win/win situation for all parties concerned:

**For Our Clients,** it provides a better trained group of aides who will be better equipped to serve them on many levels.

**For Our Aides.** Additional training and education is always a good thing. In this case, it will lead to improved job skills, greater job security and additional compensation, as they complete the career ladder



section of this program.

**For Our Staff.** This program is designed in such a way that it provides diversity training for our staff to better acquaint them with some of the challenges that our diverse group of aides faces as they progress through our programs.

**For the Community.** Wayland and the Metrowest area, to which Parmenter provides such great health-care, do not look the same in 2004 as they did in 1954, when we began.

As the world truly has become smaller, so too has our own service area. With increasing numbers from the Asian and African communities in many of our towns, it is essential that we have the ability to provide a diverse staff who can understand and meet the needs of these communities.

## Taking Stock

Periodically donors ask if they can support Parmenter by making a gift of securities, and how to go about this. Making a gift of appreciated securities (stocks, bonds or mutual funds) to Parmenter is easy and has special tax benefits. When contributing appreciated securities held for more than one year:

- Parmenter receives a gift equal to the market value of the securities.
- You can take a charitable tax deduction equal to the market value of the securities.
- You avoid paying any capital gains tax.
- You remove the value of the securities from your taxable estate.

### Example:

*Rather than giving a gift of cash to Parmenter, you donate stocks that you purchased five years ago for \$2,500 that are now worth \$10,000. You can take a federal charitable tax deduction of \$10,000, and avoid paying any capital gains tax, which saves you a total of \$4,600 in federal income tax. So, your \$10,000 gift costs you only \$5,400!*

### Thanks!

## Thank You to the Painters!

The main room in our Adult Day Health Center was in need of a paint job. It has been four years since we opened this wonderful program and it has received hard use. We contacted the Retired Men's Association and on one Saturday in January, about 16 men with rolls, trays and brushes in hand appeared and went to work. Several of these men are also new members of Parmenter's Community Board. In less than six hours, the entire job – walls and trim were done! The program space is bright and clean again for the seniors who attend. Thank you!

## How do you want to hear from us?

This is our first Community Board Newsletter. One of the suggestions that we heard from Members was that they wanted to know how they could become better informed about the Agency. Hopefully this newsletter is a beginning means of meeting that need. At this time we are expecting to develop a Community Board Newsletter every 6 – 8 weeks. We are sending this first issue by snail mail, but if you would like to receive it by email, please let us know. It is available as a PDF file, which you can easily download, and even print in full color, if you like. If you have any comments or questions about this newsletter specifically, or how we communicate with you, please feel free to call Cindy Mayher (508-358-3000 x233) or email her at [cmayher@parmenter.org](mailto:cmayher@parmenter.org).



### Outreach

## Parmenter's Board of Trustees is looking for new members

Parmenter's Board of Trustees has openings for several new Trustees. We are looking for individuals from various backgrounds who are interested in contributing to the success of the organization. The Board is very active: the full Board meets on the 4th Monday of the month and in addition, Trustees agree to serve on one or more Committees.

If you or someone you know might be interested, we would like to hear from you.

Please call Cindy Mayher at 508-358-3000 x233 to learn more about this opportunity.

The Ambassador is published by Parmenter Community Health for our Community Board Members.

Any questions, comments or suggestions should be directed to Cindy Mayher, Executive Director at 508-358-3000 x233 or [cmayher@parmenter.org](mailto:cmayher@parmenter.org).