



# 2016 Pathways Sponsorship Opportunities



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

# Contents

---

Event Highlights	1
One from the Heart Awards Breakfast Information	2
Sponsorship Levels and Benefits	3
Links to the Heart Golf Tournament Information	5
Sponsorship Levels and Benefits	6
Sponsorship Pledge Form	8
Pathways Information	
Circle of Caring: Corporate, Organization, and Foundation Partners	10
Pathways Programs & Services Overview	11
Community Gifts at Work	12
Pathways Boards and Key Executives	13

**Legacy Society Luncheon**  
**April 20, 2016**

A luncheon for those who have notified us that they have named Pathways in their estate plan. Held each Spring to say thank you and to keep members abreast of Pathways current programs.

---

**Evenings of Remembrance**  
**May 15 and 22, 2016**

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.

---

**Summer Reception**  
**June 23, 2016**  
**Atherton**

Join other One from the Heart, Links to the Heart, and corporate supporters for a delightful evening of fun and friends.

---

**Links to the Heart Golf Tournament**  
**July 11, 2016**  
**Stanford Golf Course**

Pathways 4<sup>th</sup> annual golf tournament at the acclaimed Stanford University Golf Course provides an opportunity for a great day on the course with colleagues or clients while supporting Pathways Clinical Team for Inpatient Hospice Services at Stanford Hospital.

---

**Speaker Reception**  
**October 12, 2016**  
**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, Alexander McCall Smith and awardees in an exclusive setting.

---

**26th Annual One from the Heart Awards Breakfast**  
**October 13, 2016**  
**Palo Alto**

This inspirational event has become a “must attend” for over 600 corporate and community leaders as well as friends of Pathways. One from the Heart honors individuals and organizations that have made an enduring contribution to Pathways and end-of-life care. The event features our speaker and noted author, Alexander McCall Smith.

---

**Celebration of Life**  
**December 2016**

This heartwarming celebration of life acknowledges the challenges and joys the holidays present. Open to family members served through the years and Pathways staff, as well as the community at large.

---

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 [events@pathwayshealth.org](mailto:events@pathwayshealth.org) for further information

---

# 2016 One from the Heart

## AWARD BREAKFAST INFORMATION

**When** Thursday, October 13, 2016  
7:30 - 9:30 am

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

**What** 26<sup>th</sup> Annual One from the Heart Awards 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 hospice, home health, and end-of-life issues  
  
To honor individuals and organizations who have made enduring contributions to Pathways and end-of-life care

**Speaker** Featured speaker **Alexander McCall Smith, CBE, FRSE** is the author of more than 75 works of fiction for adults and children. He is best known as the creator of *The No. 1 Ladies' Detective Agency* series, which features Mma Precious Ramotswe, the most famous fabricated person in all of Botswana.  
  
Professor Emeritus of Medical Law at Edinburgh University, McCall Smith is a respected expert on medical law and bioethics, and has served on British and international committees concerned with these issues.  
  
Join us to hear this internationally renowned author share his insights as a keen observer of human nature who believes kindness and love are what we need most of all.

Book signing following the breakfast.

The One from the Heart Awards Breakfasts have raised over \$5.4 million for Pathways programs.

### PAST SPEAKERS INCLUDE:

- Michael Krasny, PhD (radio broadcaster)
- Roz Chast (*New Yorker* cartoonist)
- Tony Mendez (ret. CIA agent and author)
- Jon Katz (author, hospice volunteer)
- Mitch Albom (author, columnist)
- Isabel Allende (author)
- Dave Dravecky (athlete, author)
- Steve Ford (actor, hospice advocate)

### SPONSORSHIP LEVELS

\$30,000	Diamond Sponsor
\$25,000	Lead Underwriter
\$15,000	Underwriter
\$10,000	Champion
\$6,000	Patron
\$4,000	Advocate
\$2,000	Pacesetter

### CORPORATE SPONSORS & DONORS INCLUDE

Wells Fargo  
Alhouse-Deaton Management & Leasing, Inc.  
American Baptist Homes of the West  
Avidbank  
Barney & Barney LLC  
California Home Medical Equipment  
Dignity Health Sequoia Hospital  
Dignity Providers of the Bay Area  
El Camino Healthcare District  
Ferrari Ottoboni Caputo & Wunderling LLP  
Kayne Anderson Rudnick Wealth Advisors  
Medline Industries, Inc.  
Palo Alto Commons  
Palo Alto Medical Foundation  
Prodigy Press  
Rambus Inc.  
Stanford Children's Health  
Stanford Health Care  
VALIC  
Washington Hospital Healthcare System  
Wilson Sonsini Goodrich & Rosati Foundation

Please note that Tuesday, September 8, 2016 is the deadline for event program listing as a 2016 One from the Heart sponsor.

**DIAMOND SPONSOR \$30,000**

**Exclusive - one sponsor at this level**

- Acknowledgement as Diamond Sponsor
- CEO may introduce speaker
- VIP table for ten
- Logo/name with highest visibility in event materials, publicity, website
- Logo/name prominently displayed during event
- Invitation to events and receptions
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings
- Right of first refusal for Diamond Sponsorship for the next year

**LEAD UNDERWRITER \$25,000**

- Acknowledgement as Lead Underwriter
- Table for ten in VIP section
- Logo/name with high visibility in event materials, publicity, website
- Logo/name prominently displayed during event
- Invitation to events and receptions
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

**UNDERWRITER \$15,000**

- Acknowledgment as Underwriter
- Table for ten with prominent placement
- Logo/name prominently displayed during event
- Invitation to events and receptions
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

# 2016 *One from the Heart*

## SPONSORSHIP LEVELS AND BENEFITS

---

### **CHAMPION**      **\$10,000**

- Acknowledgment as Champion Sponsor
- Table for ten with highly preferred placement
- Logo/name featured in event materials, publicity, website
- Logo/name displayed during event
- Invitation to events and receptions
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

### **PATRON**      **\$6,000**

- Acknowledgment as Patron Sponsor
- Table for ten with preferred placement
- Logo/name featured in event materials, publicity, website
- Logo/name displayed during event
- Invitation to events and receptions
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

### **ADVOCATE**      **\$4,000**

- Acknowledgement as Advocate Sponsor
- Table for ten with preferred placement
- Logo/name featured in event materials, publicity, website
- Logo/name displayed during event
- Invitation to events and receptions
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

### **PACESETTER**      **\$2,000**

- Acknowledgment as Pacesetter Sponsor
- Table for ten
- Logo/name featured in event materials, publicity, website
- Logo/name displayed during event
- Invitation to events and receptions
- Recognition in Pathways publications, social media, office donor screens
- Recognition in Pathways corporate partners listings

Other sponsorship opportunities available  
Contact the Foundation for more information: 408.730.1200

---

# 2016 Links to the Heart

## Golf Tournament Information

---

**When** Monday, July 11, 2016

**Where** Stanford University Golf Course

**What** 4th Annual Golf Tournament  
Registration at 10:00 am  
Putting Contest 10:00 - 11:00 am  
Shotgun start at 11:30 am  
Scramble format  
Box lunch  
Refreshments on the course  
Contests and prizes  
Dinner and awards following the tournament  
30 free practice balls on driving range

**Who** Sponsors and individual players

**Why** Tournament supports the Pathways  
Clinical Team for Inpatient Hospice  
Services at Stanford Hospital

Join Pathways for a rare opportunity to play the renowned Stanford University Golf Course with friends, colleagues, or clients while supporting Pathways.

Designed in 1930 by celebrated golf course architects William Bell and George C. Thomas and located in the foothills above the Stanford University campus, this course is consistently rated one of the finest in the world.

Space on the course is limited, so if you would like to play, reserve sponsorships that include foursomes early!

### SPONSORSHIP LEVELS

\$15,000	Presenting
\$12,000	Dinner
\$7,000	Lunch
\$5,000	Eagle
\$2,500	Birdie
\$1,500	Hole-in-One
\$1,000	Putting Contest
\$1,000	Closest to Pin
\$1,000	Longest Drive
\$500	Hole
\$450	Photo
\$300	10 Carts

Customized sponsorships available.  
Call Holly Smith at 408.773.4109 for details.

### CORPORATE SPONSORS INCLUDE

Alameda Family Funeral & Cremation  
Brannons Medical  
Crosby-N.Gray & Co.  
Delta Care Rx  
Ferrari Ottoboni Caputo & Wunderling LLP  
iRhythm Technologies, Inc.  
Jack London Kitchen and Bath  
Kayne Anderson Rudnick Wealth Advisors  
Magnussen Lexus of Fremont  
Menlo ParkChevron  
Moss Adams LLP  
Pillsbury Winthrop Shaw Pittman,LLP  
Royal Ambulance  
Service by Medallion  
Significant Cleaning Services LLC  
Superior Healthcare Equipment and Services  
Trahan Winery  
The Willow's Market  
U.S. Bank

Agile Physical Therapy • Best Cremation Care  
• California Home Medical Equipment • De Martini  
Orchard • Littler Mendelson P.C. • Stuart's Apparel  
• Supergoop! • Treasury Curve • Whole Foods  
Market • Zanotto's Market

Please note that Monday June 13, 2016 is the deadline for event  
program listing as a 2016 Links to the Heart sponsor

# 2016 Links to the Heart

## Sponsorship Levels and Benefits

---

### **PRESENTING SPONSOR \$15,000**

#### **Exclusive - one sponsor at this level**

- 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 lunch and dinner
- Highest visibility VIP listing on event signage
- Logo/name featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

### **DINNER SPONSOR \$12,000**

- Lunch, golf, refreshments, and dinner for one foursome
- VIP seating and sponsor recognition at dinner
- Display of corporate banner at dinner
- VIP listing on event signage
- Logo/name featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

### **LUNCH SPONSOR \$7,000**

- Lunch, golf, refreshments, and dinner for one foursome
- Display of corporate banner at lunch
- Premiere listing on event signage
- Logo/name featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

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

- Lunch, golf, refreshments, and dinner for one foursome
- Premiere listing on event signage
- Logo/name featured prominently in event program, publicity, and website
- Press release announcing sponsorship
- Recognition in Pathways publications, social media, office donor screens
- Invitation to events and receptions
- Recognition in all Pathways' corporate partners listings

### **BIRDIE SPONSOR \$2,500**

- Listing on event signage
- Logo/name in event program, publicity, and website
- Logo/name on office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings



# 2016 Links to the Heart

## Sponsorship Levels and Benefits

---

### **HOLE-IN-ONE SPONSOR**      **\$1,500**

- Company sign at Hole-in-One tee
- Listing on event signage
- Logo/name in event program, publicity, and website
- Logo/name on office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

### **PUTTING CONTEST SPONSOR**      **\$1,000**

- Company sign at the putting contest tee
- Listing on event signage
- Logo/name in event program, publicity, website
- Logo/name on office donor screens
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

### **CONTEST SPONSORS: \$1,000 EACH**

#### **Closest to the Pin or Longest Drive**

- Company sign at contest hole
- Listing on event signage
- Logo/name in event program, publicity, website
- Logo/name on office donor screen
- Invitation to events and receptions
- Recognition in Pathways corporate partners listings

### **HOLE SPONSOR**      **\$500 / HOLE**

- Company sign at sponsored hole
- Listing on event signage
- Logo/name in event program, publicity, website
- Recognition in Pathways corporate partners listings

### **PHOTO SPONSOR**      **\$450**

- Company sign at Photo Table
- Logo/name on frame of each player's individual foursome photo
- Listing on event signage
- Logo/name in event program, publicity, website

### **CART SPONSOR**      **\$300**

- Sponsorship is for 10 carts
- Company sign on sponsored carts
- Listing on event signage
- Logo/name in event program, publicity, and website

Customized sponsorships available. Call Holly Smith at 408.773.4109 or [events@pathwayshealth.org](mailto:events@pathwayshealth.org) for details

Please note that Monday, June 13, 2016 is the deadline for event program listing as a 2016 Links to the Heart sponsor

---

# PATHWAYS

## SPONSORSHIP PLEDGE FORM

Please fill out both pages

### Evenings of Remembrance May 15 and 22, 2016

Presenting Sponsor - Skylawn Funeral Home and Memorial Park  
Customized sponsorships available.  
Call Holly Smith at 408.773.4109

### 4<sup>th</sup> Annual Links to the Heart Golf Tournament Monday, July 11, 2016 Stanford Golf Course

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor \$15,000** | <input type="checkbox"/> Dinner Sponsor \$10,000*       |
| <input type="checkbox"/> Lunch Sponsor \$7,000*        | <input type="checkbox"/> Eagle Sponsor \$5,000*         |
| <input type="checkbox"/> Birdie Sponsor \$2,500        | <input type="checkbox"/> Hole-in-One Sponsor \$1,500    |
| <input type="checkbox"/> Putting Sponsor \$1,000       | <input type="checkbox"/> Closest to Pin Sponsor \$1,000 |
| <input type="checkbox"/> Longest Drive Sponsor \$1,000 | <input type="checkbox"/> Hole Sponsor \$500             |
| <input type="checkbox"/> Photo Sponsor \$450           | <input type="checkbox"/> Cart Sponsor \$300 (10 carts)  |

Customized sponsorships available. Call Holly Smith at 408.773.4109

\*\* includes two foursomes

\* includes one foursome

Non-tax deductible portion is \$295 per golfer

### 26<sup>th</sup> Annual One from the Heart Awards Breakfast October 13, 2016 Palo Alto

- |   |  |
|---|--|
| <input type="checkbox"/> Diamond \$30,000     | <input type="checkbox"/> Lead Underwriter \$25,000 |
| <input type="checkbox"/> Underwriter \$15,000 | <input type="checkbox"/> Champion \$10,000         |
| <input type="checkbox"/> Patron \$6,000       | <input type="checkbox"/> Advocate \$4,000          |
| <input type="checkbox"/> Pacesetter \$2,000   | <input type="checkbox"/> Donation \$_____          |

Non-tax deductible portion is \$50 per seat (\$500 per table of 10)

### Celebration of Light December 2016

Presenting Sponsor - Skylawn Funeral Home and Memorial Park  
Customized Sponsorships available.  
Call Holly Smith at 408.773.4109

### Challenge Grant \$5,000 MINIMUM

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 deliver compassionate care.

☐ \$\_\_\_\_\_

To arrange details: Call 408.773.4109 or email [hsmith@pathwayshealth.org](mailto:hsmith@pathwayshealth.org)

### Corporate Partner

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

# PATHWAYS

## SPONSORSHIP PLEDGE FORM

---

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

☐ ENCLOSED IS OUR DONATION OF \$ \_\_\_\_\_

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

**ONLY SEND CREDIT CARD INFORMATION BY MAIL OR CALL THE FOUNDATION AT 408.730.1200**

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

Card # \_\_\_\_\_ SEC \_\_\_\_\_ Exp date \_\_\_\_\_

Account name \_\_\_\_\_ Signature \_\_\_\_\_

Company/Organization \_\_\_\_\_  
name as it should appear in publications and lists

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Print Name and Title \_\_\_\_\_

\* *One from the Heart:* Non-tax deductible portion is \$ \$50 per person (\$500 per table of 10)

*Links to the Heart:* Non-tax deductible portion is \$295 per golfer

*Thank you for your support of the patients and families Pathways serves.  
Pathways provides high-quality home health, hospice, private duty and  
geriatric care management with kindness and respect,  
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 call 408.730.1200**

**Pathways is a 501(c)(3) community-based organization - Tax ID #94-2823240**

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

AC 16

#### VISIONARIES \$50,000+

Anonymous (2)  
El Camino Healthcare District

El Camino Hospital  
Sobrato Family Foundation  
Wells Fargo

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

Dignity Health Sequoia Hospital  
John and Marcia Goldman Philanthropic Fund

Hurlbut-Johnson Charitable Trust  
Howard and Betty White Foundation

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

Anonymous  
William G. Gilmore Foundation

Palo Alto Medical Foundation  
Stanford Health Care  
Washington Hospital Healthcare System

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

Anonymous (2)  
Myrtle L. Atkinson Foundation  
Barney and Barney, LLC  
City of Menlo Park  
Ferrari Ottoboni Caputo & Wunderling LLP  
Francis S. North Foundation

Intero Foundation  
Outrageous Foundation  
Rambus Foundation  
Roberts Foundation  
See's Candies, Inc.  
U.S. Bank

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

Anonymous  
Asset Management Company  
California Home Medical Equipment  
Carl Gellert & Celia Berta Gellert Foundation  
Foothills Congregational Church

Kayne Anderson Rudnick Wealth Advisors  
Moss Adams LLP  
Palo Alto Commons  
San Jose Woman's Club

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

Anonymous  
Alhouse-Deaton Management & Leasing, Inc.  
American Baptist Homes of the West  
Avidbank  
Brannons Medical  
Delta Care Rx  
Dignity Providers of the Bay Area  
iRhythm Technologies, Inc.  
Stanford Children's Health  
McCorduck Properties, LLC

Medline Industries, Inc.  
Prodigy Press  
Significant Cleaning Services, LLC  
Superior Healthcare Equipment and Services  
United Methodist Women  
VALIC  
Valley Presbyterian Church  
Wilson Sonsini Goodrich & Rosati Foundation  
Woodmont Management Services

Listings reflect gifts from January 1, 2015 - December 31, 2015  
Every attempt has been made for accuracy of this list. Please contact us  
at 800.753.3071 with any errors or omissions.

# PATHWAYS

## PROGRAMS and SERVICES OVERVIEW

---

### HOME HEALTH, HOSPICE, AND PRIVATE DUTY

Pathways is the leading provider of not-for-profit home-based health care services in the Bay Area, promoting comfort, independence and dignity. Our services are comprehensive and reflect the highest standards of care.

Since 1977, Pathways has been at the forefront of our evolving healthcare system which increasingly encourages provision of services in the home. Each day, the Pathways “hospital without walls” offers a continuum of services, around the clock, for approximately 1,000 patients recovering from an injury or illness, managing a chronic disease, or facing the end of life.

Pathways is set apart by the exceptional care offered to all our patients, communicated by dedicated staff and volunteers, generous community support and strong collaborative relationships.

Community support makes possible an array of programs to meet special needs and deliver the highly personalized care each patient deserves. Please refer to page 12 for just some of these special programs supported by generous corporations, foundations and individuals.

We provide bereavement services and grief support to families and friends. This comprehensive spectrum of free services is available only because of your generosity.

### PROVEN 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

Accolades from patients, families and professional organizations honor our Pathways caregivers and staff. 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 nation’s foremost standards-setting body in the US.

Pathways is sought after as a trusted partner in the Bay Area healthcare community. We are a primary service provider to Stanford, including Pathways Clinical Team for Inpatient Hospice Service, Dignity Health Sequoia, El Camino, Washington, Lucile Packard Children’s, Kaiser, Saint Francis, St. Mary’s and UCSF hospitals.

We have special partnerships with senior care facilities throughout the five counties we serve, including the Pathways Hospice at Manor Care.

### PATHWAYS’ MISSION

Pathways provides high-quality patient and family-centered care in the home with kindness, promoting comfort, independence and dignity.

- Established in 1977
- Not-for-profit 501(c)(3)
- Community based
- 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  
West 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

- Staff includes physicians, nurses, home health aides, social workers, physical, occupational and speech therapists, dietitians, spiritual counselors, homecare aides, geriatric managers and pharmacists
- 480 volunteers



2011-2015

# COMMUNITY GIFTS AT WORK

## HOW YOUR SUPPORT MAKES A DIFFERENCE

---

### ENSURING CARE AND COMFORT FOR PATIENTS AND FAMILIES

**UNINSURED/UNDERINSURED CARE** Ensures comprehensive services for those with no insurance or insufficient coverage.

**DREAM TEAM** Addresses pain and symptoms and assists 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** Helps family members understand and cope with grief and loss and empowers them to move forward in their lives with greater hope and wellness. The program addresses the needs of adults and children, experiencing both common and complex grief responses such as depression, illness, and social withdrawal following the loss of a loved one.

**FACILITY HOSPICE PROGRAM** Provides 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 providing care in the home difficult for families.

**VOLUNTEER PROGRAM** Brings a caring presence, extra helping hands and special skills. Our volunteers are key members of the hospice team. Volunteers also help the organization more widely in a variety of valuable ways.

**PATHWAYS KIDS PROGRAM** Supports 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.

**DEDICATED INPATIENT HOSPICE** Provides inpatient hospice rooms at Stanford and Manor Care Skilled Nursing facility for those who need extra help to ease the transition from hospital to home.

**BEAR HUGS FROM PATHWAYS** Provides huggable, loveable, comfort bears to patients and families dealing with a serious illness.

### ENABLING PATHWAYS TO INNOVATE TO MEET COMMUNITY NEEDS

**COMPLEX CARE MANAGEMENT PROGRAM** Addresses the unique needs of community elders suffering from chronic illnesses which can cause repeated hospitalizations and a reduced ability to live independently.

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

**PALLIATIVE CARE PROGRAM** Assists patients and families to manage troubling symptoms so that their family member with a serious illness can be more comfortable. Generally these patients have advanced illnesses and may be receiving treatments for these illnesses.

### Pathways Home Health and Hospice Board

Greg Walton, *President*  
 Diana Russell, *Vice President*  
 Kim Osborne, *Treasurer*  
 Anita Chandrasena, MD  
 William Graham

Rev. Tom Harshman  
 Sangeeta Kopardekar, MD  
 Steve Lai, MD  
 R.J. Salus  
 Nan Strauss

### Pathways Foundation Board

Mark Kelsey, *Chair*  
 Christine Alloo, *Vice-Chair*  
 Cameron Bianchi  
 Ronald A. Castellino, MD  
 Mari Chazen  
 Minda Cutcher

Clarence Ferrari, Jr., JD  
 Gunilla Follett  
 Harvey Hinman  
 Kingsley Jack  
 Gina Peloso  
 Carol Proffitt

### Pathways Honorary Board

Kingsley Jack, *Chair*  
 Richard Babb, MD  
 Patti Cavender  
 Jo Darius  
 Gary Dunker  
 Jeff Dunker  
 Gunilla Follett  
 Tom Follett  
 Kris Klint  
 Paula Kushlan, MD

Kathryn Ladra  
 Janet Larson  
 Phillip Maresca  
 Rosemary Maresca  
 Diane Spirandelli  
 Suzanne Small Spitters  
 Isaac Stein  
 Madeline Stein  
 Rita Williams

### Key Executives

Barbara Burgess, *CEO*  
 Gayle Mattson, *COO*

Satu Johal, *CFO/CAO*  
 Georgia Rock, *CSO*  
 Sandra K. Coolidge, *President of Philanthropy*

### Development Staff

Karen Krueger <i>Director of Development</i>	kkrueger@pathwayshealth.org	408.773.4101
Holly Smith <i>Event and Sponsorship Manager</i>	hsmith@pathwayshealth.org	408.773.4109
Molly Raven <i>Database Manager</i>	mraven@pathwayshealth.org	408.773.4106
Lisa Walstrum <i>Grants Manager</i>	lwalstrum@pathwayshealth.org	408.773.4111
Ellen Hoebeke <i>Development Associate and Project Coordinator</i>	ehoebeke@pathwayshealth.org	408.773.4108



# PATHWAYS

*Moving Care Forward*

A 501(c)(3) not-for-profit, community-based organization

585 N. Mary Avenue Sunnyvale, CA 94085-2905

Tax ID #94-2823240

PH 408.730.1200

888.755.7855

FAX 408.730.1223

[foundation@pathwayshealth.org](mailto:foundation@pathwayshealth.org)

[www.pathwayshealth.org](http://www.pathwayshealth.org)