

# ForImpact

Context: Letter from CEO to top prospect and champion, about new Vision and Plan

Dear Elizabeth,

For the past 15 years, you have been our number-one supporter. I believe you know how important and impactful your contributions to this organization are, but I'm reminded to never stop thanking you for your tireless commitment to so many grateful families in our city and the surrounding area.

On several occasions over the past two years, you've said to me, "***Come and talk to me when you have something big.***"

Elizabeth, as you know, I took over as CEO two years ago. I've spent the better part of the last 24 months engaging in a national conversation around the future of hospice care, and a local conversation around what it would mean to provide the *best day of patient care imaginable*. We are beginning to embark upon an effort that I believe will completely **transform hospice care**. It will enable us to:

- Increase the number of families served in our city.
- Re-imagine what care looks like for those that are aging in place and in need of the hospice experience and services.
- Have a ripple impact insofar as we are being asked to shepherd the new model of care, indeed the future for all of hospice, right here in our city.

**I'll be reaching out to you in the next two weeks to see if we might visit to discuss the vision and plan.**

We will need your help and help from other key supporters. As a leader at the forefront of the Hospice Movement, Hospice Org and its supporters are on a path that will literally change the world.

I thank you in advance for your time and consideration, and come to you, as always, with tremendous gratitude.

Sincerely,

Justin Miller  
CEO, Hospice Org