

Announcing Marin's First Hospice Center

HISTORIC COMING TOGETHER OF TWO GREAT NON-PROFITS

THE REDWOODS is pleased to announce it is partnering with Hospice by the Bay (HBTB) to create and operate Marin County's first and only inpatient hospice center that will be open to, and serve people from, all around the Bay Area.

*"This is a historic opportunity to serve a currently unmet need."
—Hunter Moore, CEO*

"This is a historic opportunity to serve a currently unmet need," reports CEO Hunter Moore. "Our missions are in full alignment and it is great to be able to work on this project together." He noted that "inpatient hospice centers are relatively common in other parts of the country, but not so much in California. They provide a supportive, all-inclusive environment and the chance for families to focus on relationships with their loved ones."

Hospice by the Bay a Leader in the Field

Founded in 1975, and now a UCSF Hospital affiliate, HBTB was the first hospice in California and the second in the United States. Its care team approach sets the standard for hospice care delivery. Kitty Whitaker, CEO of



Hospice by the Bay CEO Kitty Whitaker and Redwoods CEO Hunter Moore

HBTB, stated, "Our relationship with The Redwoods goes back several decades and we are very excited to have the opportunity to partner with The Redwoods to create a world-class inpatient hospice care program."

Planning and Preparation Slated for Remainder of 2019

Our goal is to create an environment where people with a hospice diagnosis, and their loved ones, can get the care and support they need—all in one place. This will involve creating a center with private rooms, as well as unique indoor and outdoor spaces. The center will take advantage of The Redwoods and HBTB staff to provide hospice care, bereavement and related services designed specifically to fit this program.

In addition the program will be shaped with the support of a special Advisory Committee comprised of individuals with experience in hospice program design and operations.

Community Support Will Help Make the Program a Reality

Creating the new center will involve significant capital expenses, and we are pleased to report that the project has already received support from the Marin County Board of Supervisors, commitments from both Boards, and a significant donor. Both organizations are committed to working together on fundraising for the build-out and for individuals who would not otherwise be able to afford this option of care. Fortunately, each organization has a generous base of supporters upon whom they can rely to help ensure success. ■



A STRONG YEAR— AND ALWAYS LOOKING FORWARD



IT WAS JUST one year ago that we warmly welcomed Hunter Moore as our new CEO. Thanks to his strong leadership and commitment to our mission, vision, and values, The Redwoods had a strong year. The Board is deeply engaged, the staff is dedicated and active, occupancy is up, and we are about to enter into our exciting new initiative with Hospice by the Bay.

We are focused on keeping The Redwoods a leader through continuous improvement. We recently took a long look at how to improve engagement and the “customer experience.” These involved opportunities around communications, access and security, and costs. Many communities similar to The Redwoods have rigid sign-in/sign-out requirements, name tags for all residents, and locked doors. That has never been The Redwoods way, but we have made some minor changes that achieve the right balance between security and the relaxed, open, and free-flowing community that we all love.

Communications!

Open communications is a key part of our culture, so we have multiple opportunities for dialogue with the residents. Hunter attends monthly group residents’ meetings and holds special Town Hall Meetings with residents where he reviews our finances and listens to residents’ input. In addition, the President of the Residents Council attends each Board meeting; and the Board has instituted quarterly meetings with residents to hear directly from them. These are fruitful meetings on many levels and we are grateful for them. As a result, the Board helps ensure The Redwoods’ quality, affordability and financial stability.

Over the last 47 years, The Redwoods has often taken bold steps to meet the needs of seniors in Marin. Our new relationship with Hospice by the Bay is just one example. Speaking for the entire Redwoods Board, I welcome your thoughts and your contributions, and assure you of our commitment to be responsive to residents’, families’ and visitors’ concerns and suggestions.

Thank you.

CLAIRE MCAULIFFE
President, Board of Directors

LETTER FROM J. HUNTER MOORE, OUR CEO



THE BIGGEST NEWS over the last six months is that we have reached an agreement with Hospice by the Bay to partner on creating and operating Marin County’s first and only inpatient hospice center. (See cover story.)

We also welcomed a new dining services management company that has been slowly incorporating new styles of food preparation and methods of service. We offered our very first pre-holiday feast that enabled residents to host over eighty guests—all without having to plan, buy, prepare or clean a thing. Hopefully, this will be the start of a regularly occurring holiday meal offering.

We are working on ways to increase the speed with which we communicate with residents and families and share information on meals, programs and alerts.

We are excited to welcome Christian Mills to the team as our new Director of Fund Development. Christian is a fourth generation Mill Valley resident with significant experience in the field and considerable community service experience (see his profile on the back page).

* * *

Of course, we want to thank our residents, families and friends for their generous outpouring of support. The last year presented a series of challenges for The Redwoods as we moved from revitalization to full operations. It is a great pleasure to report that we are now on a solid foundation and operating comfortably within our renewed home and goals.

J. HUNTER MOORE,
Chief Executive Officer

Resident Profile: Thelma Rubin

THELMA RUBIN was raised in an Army family with whom she traveled far and wide. She attended college at UC Berkeley and completed her RN degree from UCSF.

During World War II, Thelma served as Navy nurse in Alaska and in Guam. After the war, she earned a Master's degree in nursing education from the University of Chicago and joined the faculty at UCSF.

Thelma temporarily retired from nursing to marry and raise her three children. After Thelma's

husband died in his late 40's, she returned to work as a school nurse while earning her Master's degree in Public Health from UC Berkeley. She served on the Albany City Council for nine years, including one year as Mayor. She joined the Masters movement in track and field and medaled many times. At the age of 92, she won her final gold medal with the Larkspur Race Walkers.

At age 94, Thelma decided the 63 stairs to her house were too much. On a tour of The Redwoods, she was shown an apartment upstairs



Thelma with daughter Ruth and dog Chloe.

with a view of the marsh. Without a moment's hesitation, Thelma said, "I'll take it!" Thelma plunged right into life at The Redwoods. She exercises 6 days a week at our Wellness Center and participates in many activities. Thelma says, "The Redwoods is a very good place!"

The Redwoods Welcomes A New Board Member

AT THE DECEMBER 2018 Board Meeting, Jim Day was nominated and unanimously approved for a three-year term starting in January of 2019.

Jim is very familiar with The Redwoods. His in-laws were residents for five years, living in Independent and Residential living as well as the Health Care Center. His children have volunteered here, and Jim has visited on many occasions. A resident of Mill Valley, Jim is a partner in the San Francisco law firm of Farella Braun + Martel LLP, where he is a member of the firm's Intellectual Property Litigation Department and the head of its Patent Office Litigation practice. Jim is an active community volunteer. In addition to serving on The



Redwoods Board of Directors, he is a member of the Advisory Board for The All Stars Project of the SF Bay Area, a non-profit organization dedicated to providing developmental opportunities for inner-city youth in local communities.

We look forward to having Jim share his knowledge and experience with The Redwoods. We know you will join us in welcoming Jim.

**THANK YOU TO OUR
COMMUNITY BUSINESS
PARTNERS**



**ROTARY CLUB
OF MILL VALLEY**



MARIN CLEAN ENERGY

ABOUT THE REDWOODS: A free standing, not-for-profit and non-denominational senior community, our mission is to maintain a creative, affordable community that promotes good health, well-being and security. Located in Mill Valley, CA, we offer 3 levels of care, a variety of living style options, and an array of innovative programs. For more information: 415-383-2741 * www.theredwoods.org * 40 Camino Alto, Mill Valley, CA 94941



40 Camino Alto
Mill Valley, CA 94941



NON PROFIT
U.S. POSTAGE
PAID
SAN RAFAEL, CA
PERMIT NO. 2



4th Generation Marin Resident Joins the Development Team

WE ARE excited

to welcome Christian Mills to The Redwoods as our new Director of Development. He has over ten years of experience working in the nonprofit sector, most recently with the San Francisco Conservatory of Music.

Christian has deep roots in the Mill Valley community. A fourth-generation resident, his mother Debbie Mills served on The Redwoods Board. As a student growing up in Mill Valley, he was a frequent volunteer at The Redwoods. He now lives in the Strawberry neighborhood with his fiancé and their daughter.

He is excited to be joining The Redwoods and continue to give back to his “hometown” community. In addition to his work at The Redwoods, Christian will co-chair the Milley Awards, the

annual program that recognizes area residents for their lifetime achievements in the arts. You may well see him on the area sports fields, or shopping and entertainment venues around the area.

Christian will be joining us in mid-May, and we are delighted to have him be part of The Redwoods team. “The Redwoods is one of Marin’s true ‘gems,’” he reports. “I’ve had associations with The Redwoods since I was a boy, so it’s part of my history. I am really looking forward to being part of this wonderful organization.”

He looks forward to getting to know the residents, family members and staff, as well as the many generous people who share their time, talents and treasures to keep The Redwoods a truly special community. Please join us in extending a warm welcome to Christian.

ESTATE PLANNING IS FOR EVERYONE!

DO YOU WANT TO make a lasting and meaningful difference for The Redwoods? Planned gifts from your estate use current tax laws to maximize your gift’s impact and return financial benefits to you. This enables you to make larger gifts than you could make from your income alone, maximize your donation and minimize its impact on your estate.

The simple fact is, estate planning is for everyone, regardless of age or assets. A well-crafted estate plan allows you to protect the people and causes you care about most, no matter what. The Redwoods is a perfect cause to invest in! We have dedicated over 45 years to taking care of our senior population and stayed true to our mission to provide affordable housing in a community setting full of possibilities! Your investment matters.

For more information about how to create your own legacy and provide for The Redwoods in your estate plans, please visit our website at www.theredwoods.planmylegacy.org, or contact Hunter Moore at hmoore@theredwoods.org.