



# Help Hospice of Michigan **GIVE A QUARTER BACK**

To ensure **EVERYBODY** has access to the best care at **EVERY** stage of life



## **FACT SHEET**

- **Give a Quarter Back** is the theme of the public portion of Hospice of Michigan's \$34 million Life Matters fundraising campaign.
- **Give a Quarter Back** is a grassroots campaign designed to inspire public fundraising in support of the specialized programs and services of Hospice of Michigan, the state's original nonprofit hospice. It also serves as a reminder that hospice is a healthcare benefit available to everyone.
- The **Give a Quarter Back** goal of \$5 million centers on giving in increments of 25s while cleverly playing off football's quintessential position—the quarterback.
- The **Give a Quarter Back** campaign features recognizable names and faces sharing their stories about the importance of hospice care and encouraging Michiganders' support of Hospice of Michigan, including:

**Mitch Albom**  
**George Blaha**  
**Lomas Brown**  
**Lloyd Carr**

**Kirk Cousins**  
**Pat Freehan**  
**Ty Hallock**  
**Jim Harbaugh**

**Mike Knuble**  
**TJ Lang**  
**Adam Schefter**

Quarterback stories and other campaign highlights will be shared weekly on Hospice of Michigan's Facebook, Twitter and Instagram sites throughout the football season.



*Life Matters* From Beginning... To End

To help, go to [www.hom.org/donate](http://www.hom.org/donate)



- The campaign encourages sports fans and Hospice of Michigan supporters across Michigan (and beyond) to share their own hospice stories on social media with the hashtags **#GiveaQuarterBack** and **#HandOff4HOM**.
- Funds raised through the Give a Quarter Back campaign will support four key areas:
  - **Hospice of Michigan's Open Access Program** providing end-of-life care to patients regardless of age, diagnosis or ability to pay;
  - **NorthStar Palliative Care** providing specialized support that focuses on improving quality of life through pain and stress management and relief;
  - **Jo Elyn Nyman Anchors Programs for Children**, the only statewide, dedicated pediatric hospice program, offering supportive care services for seriously ill youngsters;
  - **NorthStar Institute** providing caregiver education and support, and education programs for physicians and health care professionals.
- Individuals can make a tax-deductible donation by:
  - Visiting **[www.GiveAQuarterBack.com](http://www.GiveAQuarterBack.com)**
  - Texting GAQB to 56651
  - Mailing a check or money order, made payable to Hospice of Michigan, to: 989 Spaulding Ave. SE, Ada, MI 49301



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