



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

John U. Bacon*

Ray Bentley*

George Blaha

Lomas Brown

Lloyd Carr

Kirk Cousins

Pat Freehan

Ty Hallock

Jim Harbaugh

Mike Knuble

TJ Lang

Adam Scheffer

**Joined the GAQB team 2019*

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



- 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**.
- 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**
 - 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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