

NEWS & UPDATES

spring 2009

Restoring Sight and Renewing Lives

By Heather Davidson

Hospitality Homes has built strong partnerships with many healthcare facilities in the Boston area, but perhaps none stands out more than its collaboration with the Boston Foundation for Sight (BFS).

Founded in 1992 by Dr. Perry Rosenthal, M.D., the Foundation, located in the Boston suburb of Needham, offers treatment for people suffering the devastating effects of a number of debilitating corneal diseases and severe dry eye, regardless of the patient's ability to pay. In 1977, Dr. Rosenthal developed the plastic for rigid gas-permeable contact lenses. This important achievement, however, did not help those whose diseased corneas were too fragile or distorted to support a hard contact lens. Dr. Rosenthal solved this problem by resurrecting an ancient contact lens design—a lens the size of a quarter entirely supported by the tough, insensitive, white tissue of the eye called the sclera. Receiving FDA approval in 1994, the Boston Ocular Surface Prosthesis has achieved more than a 90 percent success rate in the more than 1500 patients treated, the youngest being six months old. Unlike other contact lenses, the scleral lens avoids contact with the diseased cornea. Instead, it creates a fluid-filled space that masks the distorted surfaces of damaged corneas and provides a unique therapeutic liquid bandage for some of the most devastating corneal diseases that torture their victims with constant, unrelenting pain and disabling photosensitivity.

In the last decade, Hospitality Homes has provided more than 2,000 nights of guest housing for over 300 BFS patients and their families. Patients typically have a two-week series of appointments in which custom lenses are fitted and refined until vision is satisfactorily restored. Patients also learn how to insert, remove, and care for the lenses. "It's only because of Hospitality Homes that we're able to help so many people who would otherwise have no treatment options," notes Dr. Rosenthal.

A tour of the BFS facilities makes it clear that the Foundation shares Hospitality Homes' focus on comfort and compassion. The lunchroom has a fully stocked fridge for patients and their families, and the media room and other shared spaces foster interaction between patients, family members, and staff. The staff take the time to get to know each patient and their unique life story. BFS volunteers, and often staff, frequently provide transportation between the host home and the clinic. It is a truly collaborative environment.



Hospitality Homes guests Michael Nelson and Elizabeth Bell exchanged vows at the Boston Foundation for Sight during Michael's successful treatment. Pictured left to right are their Hospitality Homes Hosts, Fred and Caroline Hoppin; Michael and Elizabeth; and Hospitality Homes executive director Caryl Goodman.

Kenny Roberts, a patient from Ontario, observes, "My experience with Boston Foundation for Sight and Hospitality Homes meant the once impossible restoration of sight made possible through generous, caring, and wonderful people."

What makes BFS guests so unique is that the majority of them experience the restoration of their sight during their stay and their Hospitality Homes Hosts share



Hospitality Homes

Hospitality Homes provides temporary housing in volunteer host homes and other donated accommodations for families and friends of patients seeking care at Boston-area medical centers. Since 1983, Hospitality Homes' unique, home-away-from-home lodging option has provided a caring response as well as relief from emotional and financial challenges for these individuals and families.

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146,222
Guest Nights
to Date



Program Manager to Run Marathon for Hospitality

Hospitality Homes' program manager, Christine Godbout, is accomplishing an incredible feat: running the Boston Marathon for Hospitality Homes! She qualified for Boston through her New York Marathon run last fall and on April 20, will run 26.2 miles while raising funds for the program.

We invite you to support Christine's fundraising efforts by mailing your contribution

"In my role at Hospitality, I'm privileged to work with individuals at one of the toughest, most emotional points in their lives. I view my run as an opportunity to give back to them, to make their lives a bit easier," says Christine.

in the enclosed envelope and including "Marathon" in your check memo. Or, you can make your donation online at www.firstgiving.com/runningforhospitality. All marathon donations received by May 31 will count toward Christine's fundraising goal. Be sure to read about Christine's experience training for and running the marathon on her blog at www.christinerunsforhospitality.blogspot.com

It is with mixed emotions that we announce that Christine will be leaving Hospitality Homes this summer to begin a graduate program in nursing at the MGH Institute of Health Professions. She will truly be missed but we are excited for her as she begins a new career that complements her experience at Hospitality Homes. Christine reflects, "My experiences working with patients and their families played a key role in my decision to become a nurse. Sharing conversations with our guests has granted me valuable insight that I will carry forward as I care for patients and their loved ones on another level."



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in this incredible experience. Host Betty Blume recalls a guest from Maryland who returned home after his second day at BFS and surprised her as he entered the back door. "Mrs. Blume, I can see you!" he joyfully shouted. He shared with her the thrill of viewing his own face in the mirror for the first time in 10 years. When his family arrived a few days later, Betty watched in awe as he saw his own children, ages 8 and 10, for the first time, and told his wife, "You're beautiful."

A recent guest from New Jersey commented, "Hospitality Homes enabled me to confidently make my trip and treatment happen. Honestly, I have no idea where I could have stayed—the Foundation waiting room? Hospitality is such a compassionate and practical solution."

Traveling from Florida, Pat Thomas shared similar anxieties about housing as she began making arrangements for her treatment. "I couldn't have stayed a single night in a motel due to expenses, much less the 14 nights that I needed. My gracious hosts and their comfortable, loving

Director's LETTER

A pessimist sees the difficulty in every opportunity while an optimist sees the opportunity in every difficulty.

Twenty-six years ago, optimists founded Hospitality Homes when they invited patients' family members to sleep in their homes rather than in hospital waiting rooms. That optimistic energy is nurtured daily as we match families with hosts, welcome new hosts, and spread the word about our unique hospital housing program. In these challenging times, we are counting on you to help us meet the growing need for housing. Please send a contribution in the enclosed envelope or pass the envelope on to someone you know. And the next time you have a celebration, please consider recognizing the invaluable work of Hospitality Homes by making a donation in honor of an anniversary, birthday, wedding, new baby, or another special occasion. Not only will the honoree appreciate your thoughtfulness, but you will also be promoting our critical mission to help families facing serious illnesses. Your show of optimism is the perfect gift.

Caryl I. Goodman

Caryl I. Goodman, Ph.D.
Executive Director

Board CORNER

Hospitality Homes is pleased to welcome the following individuals to the Board of Directors: **Dianne Cerce**, Executive Director of Dana-Farber / Brigham and Women's Cancer Center...**Brian Hermanspan**, Director of IT Services-Healthcare/Life Sciences at Dell, Inc....**David Mason**, Associate at Bingham McCutchen LLP...**Diane McCormick**, co-owner of McCardinal Photo...and **Patti McKenna**, Senior Vice President, American Heart Association.

The organization extends deep gratitude to recently retired board members **Cheryl Cotney**, **Julia Dunbar**, **Meg Lusardi**, **Angela Markert**, **Jim O'Sullivan**, **Patricia Reid Ponte**, **Gita Rao**, **Lisa Sarno**, and **David Vaughn** for their commitment and service to Hospitality Homes.

home were stress-free, providing for me so thoroughly that I had zero concerns here."

Phil and Laurie Perkins, who frequently welcome BFS patients into their Needham home, say it is a joy. "Hosting BFS patients has been a time of miracles. People arrive unable to see or to see clearly and are often in pain because of side effects from other medical problems. Every person who has stayed with us has returned home able to see for the first time in years and without pain. Dr. Rosenthal and all the doctors at BFS are renewing lives and giving new hope to what seemed hopeless." Hospitality Homes is proud to partner with the Boston Foundation for Sight in facilitating these miracles.

NEWS OF NOTE

Hospitality Homes was a wonderful blessing in a very despairing and stressful time. Thank you!

- Edward F., New York

After getting up at 3:30 a.m., traveling to Boston, and waiting around the hospital until 7:00 p.m., it was heaven to go to a place that was cozy, comfortable, and quiet to rest and be able to be back at the hospital with my husband in the early morning.

- Joan H., Massachusetts



"We had no choice but to come to Boston because I needed to be able to see again. We thought we might have to camp out in our car because hotels in the area are so expensive. Hospitality Homes prevented us from having to go to those extreme measures. The best part, after having a nice place to stay and getting my sight back, was that we got to become very good friends with our host, Karen."

- Kinney M., Texas

Pictured here with his wife, Elise, and Hospitality Homes Host Karen Zeiger.

Hospitality Homes is pleased to announce recent foundation grants including a \$10,000 pro-bono grant from **ProspectMX.com** for internet marketing services • \$5,000 each from the **Highland Street Foundation** and the **Mental Insight Foundation** for general operations • \$30,000 from the **Amgen Foundation** for Project UPDATE, which will move Hospitality Homes from paper-based systems to a secure, electronic database. This will streamline the guest application and placement process, enabling staff to be even more responsive to the needs of guest applicants as well as the program's volunteer hosts, and facilitate easy benchmarking and reporting.

Last fall, Hospitality staff trained members of the **Norwich Congregational Church** in Vermont who are initiating a housing program for families of veterans seeking care at the nearby VA Hospital in White River Junction.

Hospitality Homes is leading efforts to reinvigorate the **Boston Hospital Housing Network**, which includes more than a dozen hospital-housing programs in the Boston area. The group now meets regularly to share best practices, collaborate on PR and advocacy around the issue of patient and family housing, and facilitate better cross-referrals and mutual support.

Hospitality Homes is also collaborating with the **Boston Foundation for Sight** and **Angel Flight Northeast**, a non-profit network of over 1,200 volunteer pilots and drivers who transport patients to medical facilities in the Northeast at no cost. The trio is working to generate awareness of and publicity for this unique partnership that provides patients with access to the Foundation's scleral lens treatment.

In Memoriam: Roland Marshall, 1929-2009 *Hospitality Homes Guest and Major Donor*

When Roland and Julie Marshall's son, Alan, was severely injured in an automobile accident in 1998, they brought him to The Greenery, in Brighton, MA, for care. He stayed there for seven-and-a-half years, and for that entire time at least one member of the family was with him every day. During this time the Marshalls stayed at the home of Hospitality Homes Hosts Angie and Tom Markert and soon became part of the Markerts' large extended family. Roland was with Angie when Tom died, and he returned some of the loving concern and care he and his family had received during their visits. The Marshalls were adamant that they would not stay in a home without contributing to Hospitality Homes, so every week they left a generous donation. Their story is a great exemplar of the saying, "What goes around comes around." This expression is often used at bad times, but in this case what went around and came around was loyalty, love, and gratitude, all of which added up to true friendship. - Sue Gracey & Angie Markert



2008 BY THE NUMBERS

In 2008, Hospitality Homes provided **9,125** nights of housing to **692** guests, saving them over **\$815,000** in estimated equivalent hotel fees. Guests traveled from **43** U.S. states and territories and **18** countries, staying an average of **13** nights.

Top Hospital Users in 2008

Children's Hospital Boston, Shriners Hospitals for Children-Boston, Beth Israel Deaconess Medical Center, Massachusetts General Hospital, Boston Foundation for Sight, Brigham and Women's Hospital

We Want to Hear from You!

Send photos, essays, poems, and other thoughts to Hospitality Homes, P.O. Box 15265, Boston, MA 02215 or [hdavidson@hosp.org](mailto:h davidson@hosp.org).



Hospitality Homes

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UPCOMING EVENTS

Thursday, August 13, 2009

Oldtime Baseball Game

St. Peter's Field, Cambridge, MA

Hospitality Homes has been selected as the 2009 beneficiary of this annual event. Sponsored by Abbot Financial Management, the game features area college players in an array of uniforms representing virtually every era in baseball history and last year raised over \$55,000 for its charity beneficiary. Hospitality Homes is grateful to Bill and Andrew Novelline of Abbot Financial Management for this generous fundraising opportunity.

Friday, September 11, 2009

Hospitality Homes Charity Golf Classic

Red Tail Golf Club, Devens, MA

Call 888.595.4678 or visit www.hosp.org for further details on both events, including registration, sponsorship and volunteer opportunities. All proceeds benefit Hospitality Homes.

Creative Ways to Support Hospitality Homes

Link your Shaw's or Star Market Rewards Card to Hospitality Homes and a percentage of your purchases on Tuesdays, Wednesdays, and Thursdays will be donated to the organization. Just follow the instructions at www.shaws.com/neighborhoodrewards to link your Rewards Card to Hospitality Homes' ID #49001018541. Thanks to all who have already participated in the Neighborhood Rewards program and helped generate several hundred dollars for Hospitality Homes!

Shop online via www.goodshop.com and designate Hospitality Homes as the beneficiary of your purchases. Most major retailers are participants.

Organize a "Jeans Day" at your workplace to benefit Hospitality Homes. Participants make a small donation in exchange for enjoying a dress-down day.

Use the enclosed donation envelope to make a donation to Hospitality Homes today or make your contribution online at www.hosp.org.

Educate your local medical community about Hospitality Homes.

Encourage your employer to donate to the program.

Contribute goods or services for use in the 7th Annual Hospitality Charity Golf Classic auction.

WISH list

Visit www.hosp.org/help.htm for our complete wish list.

Queen air mattress • Sofa bed • 2 arm chairs
New queen-sized sheet sets and comforter
Underwriting for new outreach materials
Donated apartments for use by our guests

Call 888.595.4768 to donate an item.

For more ideas, visit www.hosp.org and click on "How You Can Help" or call 888.595.4678.

Without the generosity of Hospitality Homes Hosts, thousands of people such as myself would not be able to receive the medical treatment they desperately need.

- Kenny R., Ontario, Canada