



GOLDEN INTENTIONS

Shining light on death

Presentation to Northern Physicians Organization
 Traverse City, Michigan
 January 27, 2016

Golden Intentions, Inc.

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HOW IT ALL STARTED

Danielle has been an EMT and Registered Nurse for many years, working within the Munson Healthcare system in Cardiology, Hospice, flying with NorthFlight Air Division and primarily within the Emergency Room. She also oversees two small family farming businesses.

Kim has been a professional caregiver for over 25 years, she earned degrees from Western Michigan University and Oakland University in Community Health Education and Training and Development. She's managed multiple care facilities for non-profit organizations.

Both women were volunteers together at their local fire and EMS department when Kim experienced a life threatening health condition. Danielle became Kim's advocate and Health Proxy and from there the woman had a bond and a passion for end-of-life issues that would soon lead to the inception of Golden Intentions.

Golden Intentions is an inspired organization, finding purpose and fulfillment in assisting families and individuals in the final phases of life. This happens by community education on end-of-life conversations & preparation, offering unbiased resources to support their choices, providing transportation to individuals to a special destination near the end of their life and encouraging celebrations of their life before passing.

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Kimberly Morse (L)- President & CEO
Danielle Gray (R) – Vice-president & CFO

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MISSION

Golden Intentions is a non-profit community resource that encourages end-of-life conversation, preparation, and celebration through community education and support services.

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VALUES

- **Empowerment** by providing non-biased resources for exploring options and making well-informed decisions.
- **Compassion** in our every interaction, recognizing that each of us deals with adversity differently
- **Self-Care** because loved ones and caregivers also experience stressors and we strive to enable families to enjoy as much quality time as possible.
- **Communication.** Open, honest discussion is the key to making the end of life as valued and special as all the times that came before.
- **Celebration;** the time to honor loved ones is now, with the living. We encourage others to honor and celebrate lives well-lived before it is too late.
- **Peace of Mind.** We guide families through communication and preparation so that critical end-of-life decisions don't have to occur during highly stressful, traumatic moments.

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"I really wish Uncle Johnny could be there next weekend"

"I would love to see Lake Michigan one last time"

For many people, facing the end of life means the possibility of leaving things undone. Be it a trip to a favorite location or seeing a child's wedding day, Golden Intentions, Inc.™ will help coordinate transportation via fully equipped ambulance accompanied by a licensed paramedic and EMT of local emergency medical service agencies when it is no longer possible to travel by car. Cost: There is no cost for this service.

To Qualify for Transport

The parameters for the participants who can take part in this program are as follows:

- ▶ 1. No person who is imminently dying may participate
 - ▶ 2. No acute care persons may participate because of the regulatory requirements for patient care and documentation
 - ▶ 3. Persons that have other resources for the trips should use these resources, enabling Golden Intentions and local EMS to use the program for those who have no transportation resources, mobility issues and/or complicated disease process requiring closer medical monitoring
 - ▶ 4. The EMS Manager, Transport Coordinator, or Medical Social Worker will all be involved to determine if the person is appropriate both emotionally and physically for the trip.
 - ▶ 5. Psychosocial aspects of the family and patient will be screened by the Transport Coordinator and MSW for appropriateness of transport.
 - ▶ 6. Eligibility for this program will be determined on a case-by-case basis
 - ▶ 7. Persons who require oxygen therapy might have trip limitations due to the limited amount of oxygen in portable tanks
 - ▶ 8. If there is no family member or friend available and the participant requires medications during the transport, eligibility depends on the participant's capability to administer his/her own medications
- ▶ Contact a Golden Hands Transport coordinator today (231)714-4475 or info@goldenintentions.org

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GOLDEN HANDS TRANSPORT



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"I really wish I had a chance to say goodbye to everyone"

"I planned my funeral, sounds like it will be a fun time. Wish I could be there"

- ▶ While it may seem strange to talk about having a celebration as you face the end of life, we see it as an incredible opportunity for creating closure for individuals- as well as their friends and family - before they are not able to reminisce about your life and accomplishments.
 - ▶ Our team will learn about the guest of honor and work with loved ones to determine what type of celebration would be appropriate. We will help schedule details for location, decor and cuisine as well as ways to share special moments and celebrate.
 - ▶ Each group will be different and each celebration will be highly specialized. We'll assist families in creating a meaningful event, typically around 2 hours, focusing on a life well-lived. Volunteer activity with this service is high and many venues are willing to donate or reduce costs to support these types of events.
- ▶ **PLANNING COST:** approximately \$500. Other costs may include facility rental, food, photography, and entertainment. This is an estimate based on current donation levels.
- ▶ **TAKE THIS MOMENT TO CELEBRATE**
- ▶ Contact a Golden Celebrations coordinator today (231)714-4475 or info@goldenintentions.org

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GOLDEN CELEBRATIONS



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"No one in my family listens to me"

"There's so much left undone"

- ▶ Whether you are 32 or 92, it's never too soon to have a Golden Conversation with your family. This is a time to discuss what matters to you most, should you become ill or injured and can't take care of yourself. We'll help you through this process and give you tools to make it as easy as possible. Cost: \$50-\$100 per session
- ▶ We will also come to your group (work, school, church) and present a meaningful two hour workshop that addresses grief, death, the importance of self-care, what to expect near the end of life, and navigating challenging end-of-life issues. We also review the G.O.L.D.E.N. acronym as a guide for preparation and planning.
- ▶ Cost: \$25/person for workshop, 10 people minimum
- ▶ Contact Golden Intentions today to set up a workshop or meeting (231)714-4475 or info@goldenintentions.org

GOLDEN CONVERSATION™ MEETINGS



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- ▶ A Golden Intentions facilitator will come to your group (work, school, church) and present a meaningful two hour workshop that addresses grief, death, the importance of self-care, what to expect near the end of life, and navigating challenging end-of-life issues. We also review the G.O.L.D.E.N. acronym as a guide for preparation and planning.
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GOLDEN CONVERSATION™ WORKSHOPS



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THE G.O.L.D.E.N. ACRONYM

G – Get information and get it in writing
 O- Open Communication
 L- Leave it with someone
 D- Discuss Often
 E- Educate Others
 N-Now is the time to get your things in order

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People often ask how Golden Intentions is funded. We are self-funded right now, as many start-ups are. We do receive some money from workshops and facilitated conversations.

Primarily we rely on donations, and we are in the process of obtaining 501c3 status to be listed as a charitable foundation. At that stage we will be able to apply for grants and special funding.

We also have a crowd funding campaign through the GENEROSITY arm of Indiegogo.

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FUNDING

www.goldenintentions.org

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- ▶ We want to thank our community for the incredible support we have received. From radio, press, countless hours of time from busy professionals who all believe in the mission of Golden Intentions.
- ▶ We have found beautiful partnerships in organizations who believe in our mission and promote our services to their customers.
- ▶ We honor your years of experience and encourage you to share your ideas with us; either by email, phone call or in person.
- ▶ Volunteer support is also needed. Special, professional skill sets and having some experience in end of life matters is desirable.
- ▶ Please contact Golden Intentions TODAY!

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SUPPORT

Golden Intentions
 P.O. Box 4457
 Traverse City, MI 49685
 (231) 714-4475

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- ▶ More than anything, Golden Intentions wants to know how we fit into your environment and how we can support you and the people you care for.
- ▶ This is inspired work and we'd love to hear from you.
- ▶ Thank you for this opportunity to share Golden Intentions with you all.
- ▶ Kim Morse kmorse@goldenintentions.org
- ▶ Danielle Gray dgray@goldenintentions.org

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THANK YOU!



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