



**For Immediate Release**

**June 18<sup>th</sup>, 2021**

## **Every Moment Matters Campaign Launches for Province's First Hospice**

(Grand Falls-Windsor) Lionel Kelland Hospice released details today of the design that is nearing completion on the province's first residential hospice for end of life care. In presenting details of the design, Lionel Kelland Hospice also kicked off its "Every Moment Matters" campaign that will raise the remainder of funds required to complete the 10- bed facility.

Board Chair, Mark Griffin said, "The architects have designed an inclusive space that is sensitive to the needs of people whose lives are ending and to the needs of their families." Located in Grand Falls-Windsor, the former Presentation Centre will house 10 private resident suites. When it opens in 2022, the fully staffed hospice will have a multi-disciplinary team which focuses on pain management and control of symptoms as well as, meeting the emotional, cultural, spiritual and practical needs of all residents and their families. Those using the hospice will benefit from access to home-like spaces such as a kitchen and family dining room, indoor and outdoor gathering areas. Griffin added that construction is expected to begin in early fall.

The Lionel Kelland Hospice project will cost an estimated \$7.6 million and the group has already secured 65% of that amount. A public fundraising campaign *Every Moment Matters*, will raise the balance. The effort is being spearheaded by Shelley Woolfrey who praised the funding partners and private donors whose contributions have laid a very solid foundation. The *Every Moment Matters* Campaign Team is comprised of business and community leaders.

Woolfrey, a nurse turned entrepreneur, said, "Compassionate care for people at the end of life means enabling them to live their final moments as they wish - in peace and surrounded by those they love." Joined by a number of business and community leaders, she added that the *Every Moment Matters* Campaign holds opportunity for everyone and welcomes the further involvement of individuals, businesses, community organizations, and municipalities.

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**See Backgrounder attached. For additional information, please contact:**

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## Backgrounder - June 18, 2021

### Hospice Design Features:

- Ten resident suites (with private washrooms) with space for family members to stay overnight;
- Spa-like bath area equipped for resident safety and dignity;
- Light-filled spaces that are calming and accessible;
- A quiet/spiritual area;
- Bright open concept kitchen;
- Large dining room overlooking a stand of birch;
- Four separate suites for families and respite care;
- Home office space;
- Space to conduct private family meetings;
- Family laundry room;
- All season deck that brings the outdoors to residents and families.
- Children's play space;
- Family gathering lounge;
- Outdoor patio garden and peaceful greenspace;
- Large community outreach and program room;
- Nursing station and medical services area;
- Space for community volunteers.



## Every Moment Matters – Campaign Team

- **Shelley Woolfrey** – Campaign Chair, Norris Arm/Grand Falls-Windsor
- **Roger Grimes, C.M.**, Grand Falls-Windsor/St. John's
- **Peggy Bartlett** - Bonavista/Grand Falls-Windsor
- **Terry Croucher** - Springdale/West Bottom, Halls Bay
- **Mark Griffin** – Lionel Kelland Hospice Board Chair, Grand Falls-Windsor
- **Ada John** - Conne River
- **Sr. Betty Rae Lee** - St. Mary's/St. John's
- **Don Manuel** – Lewisporte
- **Maxine Stanley** - St. John's/Grand Falls-Windsor
- **Randy Whiteway** - Lewisporte

