

Hospice of the Valley names Kathy Phelan as Vice President Development & Communications

SAN JOSE, Calif. – April 17, 2013 – Hospice of the Valley, a leading provider in palliative and hospice care, grief counseling and education in Northern California, has named Kathy Phelan as vice president development & communications. In her new capacity, Phelan will have responsibility for the strategic development, implementation and advancement of the major gifts initiative, stewardship and strengthening philanthropic efforts for the organization. Additionally, she will oversee the strategic and creative direction of Hospice of the Valley's branding, marketing and communication efforts to advance the organization's growth and community building.

Phelan has more than 20 years of experience in all aspects of business, marketing, philanthropy and development, with extensive expertise in relationship building, communications and fundraising. She has served in the public and private sectors throughout her career, including: the Hoover Institution, a think tank at Stanford University; the San Jose Mercury News; Backfence, a leader in hyper-local journalism; and Major League Soccer.



"Kathy's leadership and proven record of executing strategic and highly successful fundraising programs, coupled with her extensive marketing and business acumen, will strengthen our development and communications initiatives and operations," said Sally Adelus, president and chief executive officer of Hospice of the Valley. "Kathy has an extraordinary gift and ability to convene, motivate and build community with the generosity of grantors, donors, corporations and volunteers."

"I am honored to be leading Hospice of the Valley's major gifts and communication initiatives," Phelan said. "Hospice of the Valley has a 34-year history of helping the community and I'm delighted to continue advancing the cause."

Before joining Hospice of the Valley, Phelan served as senior program development associate and assistant director at the Hoover Institution Stanford University in Palo Alto, Calif. Previously, she worked at the Mercury News for 14 years, where she held several marketing and leadership positions.

Phelan completed certifications in major gifts, planned giving and communications at the Center on Philanthropy at Indiana University. She has served as a board member for the Ecumenical Hunger Program in East Palo Alto and Deaf Education and Access Foundation in Palo Alto. She also completed community leadership programs in Palo Alto and Fremont, Calif.

About Hospice of the Valley

Hospice of the Valley is a nonprofit organization in Silicon Valley that provides serious illness and end-of-life care programs and services, including palliative and hospice care, grief counseling for adults, children and families, and emotional support, education and practical assistance. The organization also provides individual counseling and loss-specific support groups to anyone who has

experienced the loss of a loved one. In mid-2013, Hospice of the Valley will open the Palliative Care Center Silicon Valley as the first independent, community-based, outpatient center of its kind in California for seriously ill patients and their families. Hospice of the Valley also provides a community resource website for caregivers and families at seriousillness.org/santaclaracounty. Serving Santa Clara County since 1979, Hospice of the Valley honors all cultures, beliefs, values and traditions and is committed to serving its diverse community and providing equitable access to care for all regardless of financial ability. For more information, call 408.559.5600 or visit hospicevalley.org.

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