

Celebrating Volunteers and Bringing Back the Beau Award

TRU held its annual Volunteer Appreciation Celebration on April 6 to show our gratitude for the many ways our volunteers serve the organization. TRU's more than 300 volunteers provide emotional, spiritual, and physical support to patients and families, staff the thrift shop, facilitate our grief groups, and provide administrative support.

A highlight of the evening was the presentation of the Beau Award. Named for TRU founder Beau Rezendes, the Beau Award was created in the early 1990s and presented annually to a patient/family volunteer whose efforts were extraordinary. The award disappeared around the turn of the century, so it was a momentous occasion to bring it back this year and have Beau herself deliver this honor to TRU volunteer, Jessica DeSimone.

Jessica joined TRU early in 2021 and quickly became passionate about the many ways in which TRU serves our community's veterans. Over the past year, Jessica has brought renewed energy to TRU's NHPCO We Honor Veterans program. Jessica led TRU's participation in the Longmont



TRU founder, Beau Rezendes (left), and volunteer, Jessica DiSimone

Veterans Day parade, introduced us to StoryCorps Military Voices, initiated the recording of meaningful stories of TRU veteran volunteers, and became a friend to and advocate for numerous veterans and veteran organizations throughout the community. Jessica is also an active hospice patient and family volunteer. You can find her at the TRU Care Center on Sunday afternoons supporting patients at the end of life.

TRU Welcomes Home Vietnam Veterans



Gene Schiferl, Post 32 Honor Guard, pinning a fellow Vietnam-era veteran and honor guard member.

On March 29, TRU Community Care held a Welcome Home Vietnam Veterans Celebration at the Longmont Senior Center, honoring this group of veterans for whom post-war gratitude proved elusive.

"Because of the stigma of the Vietnam War, many were denied a grateful welcome home," said Scott Pastor, Air Force veteran and TRU nurse. "Today, we want to devote our attention to giving our Vietnam veterans a long overdue, 'Welcome home.'"

The event celebrated all Vietnam veterans, with 16 honored in a veteran pinning ceremony in which they each received a Vietnam War-era commemoration pin created and presented by a fellow Vietnam veteran.

Among those who spoke was Air Force veteran and Mead Mayor, Colleen Whitlow, who encouraged attendees to visit Mead from August 18-21, when the town will be hosting The Wall That Heals, a touring replica of the Vietnam Veterans Memorial.

Last year TRU helped pass a bill in Colorado recognizing March 30 as Welcome Home Vietnam Veterans Day, and we are grateful to have had the opportunity this year to celebrate our Vietnam veterans in person.

Meeting Community Needs: TRU's Marshall Fire Response

Four months have passed since the devastating Marshall Fire in Boulder County. The destroyed areas of our community and losses sustained by friends and family are ongoing reminders of the impact of December 30, 2021.



After ensuring the safety of our patients, participants, residents, staff, and volunteers, TRU shifted to finding ways to support our broader community. We offered free grief counseling sessions and partnered with Heartlight Center to offer a number of grief support groups. We also extended \$50 vouchers for the TRU Thrift Shop to anyone affected by the fire.

We heard touching stories of the many ways, big and small, that TRU staff provided assistance during this

time. One such anecdote shared by our TRU Thrift Shop Manager Lynn McCullough shed light on how our reach can be layered and unexpected:

Some weeks after the fire, a couple drove up to the thrift shop's donation station with a truckload of furniture. In speaking with them, I learned that the furniture had belonged to the man's father, who had passed away at TRU's inpatient unit shortly after being evacuated from his Louisville home.

The son shared that TRU staff had gone above and beyond to get his father into the Care Center on short notice and provided incredible care to both the patient and his family. When the father passed, the family sought out the TRU Thrift Shop so that the furniture donations could help such a great cause.

The furniture was all high value and in great condition. One item, a mid-century dining table with four chairs, was sold that very day to a woman who had lost her home in the Marshall Fire. She was moving into an apartment that week and was so grateful to find this beautiful set to replace the one she had lost in the fire.

TRU is grateful for the opportunity to serve our community in times of need, and we wish continued healing and rebuilding for all in the wake of shared tragedy.

TRU Cares 2021 Luncheon Hits Fundraising Goal

TRU's fourth annual TRU Cares Fundraising Luncheon took place virtually on October 21, 2021. During this hour-long event, we celebrated the ways in which TRU cares for our community and heard heartfelt stories from family members of two individuals who benefited from TRU's services.

We are pleased to share that we exceeded our fundraising goal for the luncheon thanks to generous sponsors and individual donors, including another substantial matching gift from Bob Von Eschen, Jr.

Thank you also to our founders, board members, volunteers, staff, advisory council members, patients, participants, and families. We are grateful for each and every one of you, and we look forward to being back in person with you for our 2022 TRU Cares Luncheon!

We would like to recognize and thank our Platinum sponsors:

Robert K. and Sydney M. Anderson

**The Blank & Printz Families
in honor of Nancy Printz**



A Change in Leadership, Not a Change in Direction

The past two months have been bittersweet for many in the TRU community. Michael McHale, TRU's President and CEO since July 2017, resigned to accept the role of President and CEO for St. Paul's Senior Services in San Diego. Michael began his healthcare administration career at St. Paul's in 1999, and the opportunity was one to uniquely bring his career full circle. "I can honestly say that I would never consider leaving TRU if it wasn't for the chance of a lifetime," he said.



Michael and Scott share the stage at Michael's farewell party.

During Michael's tenure, TRU nearly doubled its impact in the community, the size of the staff, and annual revenue. Michael played a crucial role in building the TRU Tele-Care program, and he added Landmark Memory Care to TRU's continuum of care. TRU is now caring for more than 1,000 people at a time in our community, not including those served by our grief services. We are also in a strong financial position, having achieved stability and growth year-over-year since Michael's arrival.

With the announcement of Michael's departure, TRU's board of directors named Scott Gresser, Chief Financial Officer for the past ten years, interim President and CEO. Before joining our staff, Scott served for five years on the board; spanning two decades, Scott's involvement has made him an integral part of TRU's success and transformation.

"Scott and I have worked side by side for nearly five years, aligned in mission and vision, and working together with other leaders to develop a strategic plan to guide TRU in the coming years. I know the organization is in great hands," said Michael.

"It is an honor to continue the important work of leading this organization and serving our community. We have made tremendous strides to become who we are today, and I am humbled by the opportunity to keep us moving forward. I am proud every day to come to work at TRU," said Scott.

SAVE THE DATE



Take Flight Memorial and Butterfly Release

Saturday, June 25, 2022

Whitetail Park, 2550 Autumn Ridge Blvd.
Lafayette, CO

Perfect Peaches Community Peach Sale

Order: May – August

Pick-Up: Saturday, August 20

TRU Cares Fundraising Luncheon

Thursday, October 20, 2022

Location TBA

Holiday Wreath Sale

Orders: October 3 - November 7.

Pick-Up December 2 and 5.

Learn more at TRUcare.org/events.

Please consider supporting our work with a tax-deductible donation to TRU today.
For your convenience, a donor reply device is enclosed.
You can also donate online at TRUcare.org/trutalk.

Why Support TRU?

TRU Community Care relies on support from friends like you to help us:

- Provide the best possible care to anyone who needs us, regardless of an inability to pay
- Offer extensive grief counseling and group support to anyone who has lost a loved one
- Keep the TRU Hospice Care Center open for patients in need of short-term intensive care
- Grow new programs and meet community needs.

In the words of a thankful family member,

"Thank you for your incredible service in caring for my Dad. As his birthday approaches, I'm filled with gratitude for the time I was able to spend with him in my home. This wouldn't have been possible without your support. We especially want to thank our amazing care team. Their calm compassion and expertise was a comfort not just to my Dad, but to our entire family."

Donate online any time at TRUcare.org/trutalk or text TRUTalk to 41444.

