

MARKETING REQUEST
bereavement catalog



Meet your Marketing team!

Our team helps communicate our mission, vision, and values through many touchpoints:

BRANDING

Purpose + Strategy + Positioning + Personality + Voice
Communications, messaging strategy, design, brand integrity

TV + RADIO + PRINT + DIGITAL

TV, radio, online ads, print ads, billboards
Facebook, Instagram, LinkedIn, YouTube, Twitter
Web + blogs

PRINT

Printed collateral (brochures, fliers, guidebooks, newsletters, etc.)

PUBLIC RELATIONS

Press releases and press events



Jan
BULLARD
VP of Marketing
+ Public Relations



Mark
TIRRELL
Director of Brand
+ Design



Sherry
GIBSON
Marketing Traffic
+ Print Manager



Audrey
CASSELL
Digital Media
Manager



Sydney
HALL
Junior Designer

THINGS TO REMEMBER:

You are the face of Mountain Valley every day

Become familiar with our website and social media accounts

Use Form M06 located on Teams in Forms for your request.

Email marketingrequests@mtnvalleyhospice.org for any questions

Refer all media inquiries to the PR department at (888) 789-2922.

Employees are not to speak to media or schedule interviews under any circumstances.



PAGE OF contents

- cards
- celebration of life
- failure to contact you
- folded cards
- initial letters
- labels
- meaning of colors
- newsletters
- postcards
- support groups



cards



HOPE visit



What to do next

HOPE VISIT

Losing someone you love is challenging —

emotionally, mentally, physically — whether you were the primary caregiver, a family member or a close friend. This is why we offer no-cost grief support to every patient's family as well as to the community.

Our bereavement coordinators are compassionate, well-trained specialists who will join you on this difficult journey. We help you with information on what to expect and how to cope while grieving, and bring an empathetic ear for all questions, thoughts or stories you want to share.

We're here for you.

Please reach out anytime:
(888) 789-2922

MOUNTAIN VALLEY





What to do next

Most of us have lost a loved one and don't know what to do after the funeral arrangements have been completed. Who do we contact? What information do we need to close our loved one's accounts? It's ideal to discuss everything before death — but sometimes these conversations don't occur.

We've worked with several organizations — like AARP, the Social Security Administration, and local law firms — to help us compile a list of tasks to guide you in making your life a little easier.

- Legal** Notify your loved one's lawyer, if there is one, of the death.
- Death certificates** Obtain at least 10 certified copies from the local Register of Deeds office. You may be required to provide a death certificate to prove your loved one's death to insurance companies, banks, utilities, benefit providers and other entities.
- Social Security benefits** If your loved one received benefits, you'll need to contact your local office or call (800) 772-1213 to stop benefits. Usually, the Social Security Administration will notify Medicare of your loved one's death.
- Veterans benefits** If your loved one was in the military, contact the Veterans Administration at va.gov or call (800) 698-2411.
- Mail** At the local post office you can request to forward your loved one's mail if you didn't share the same address.
- Personal accounts** You'll need to contact each account and notify them. This could include: a driver license office, bank, mortgage company, vehicle company, DMV (for vehicle title), electric company, phone company, credit card companies, cable or satellite providers, social media accounts, etc.
- Life insurance** If there's a life insurance policy, you'll need to have the policy number and a certified death certificate when you contact the insurance company.

We hope this helps give you guidance in what to do next. As always, we extend our sincerest condolences to you and wish you well.

HOSPICE HOMES
SECU HOSPICE HOME OF YADKIN
YADKINVILLE, NC
JOAN & HOWARD WOLTZ HOSPICE HOME
DOBSON, NC

HOSPICE CARE AT HOME
DOBSON, NC
ELKIN, NC
PILOT MOUNTAIN, NC
YADKINVILLE, NC
GALAX, VA
MARTINSVILLE, VA

SERIOUS ILLNESS SPECIALISTS
KERNERSVILLE, NC
KING, NC
MOUNT AIRY, NC
WINSTON-SALEM, NC

(888) 789-2922

Every moment matters

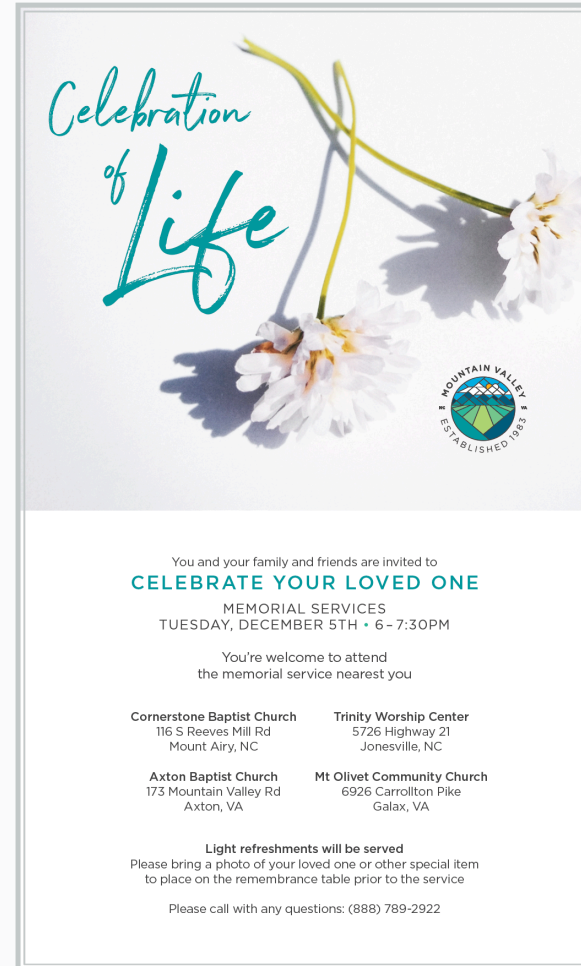
WHAT TO DO NEXT

Front + back

celebration of life



Flier



The flier features a top section with the title "Celebration of Life" in a teal cursive font, accompanied by three white daisies with yellow centers. A circular logo for Mountain Valley Baptist Church, established in 1983, is positioned in the bottom right of the image area. The main text is centered and reads: "You and your family and friends are invited to CELEBRATE YOUR LOVED ONE MEMORIAL SERVICES TUESDAY, DECEMBER 5TH • 6 - 7:30PM". Below this, it states "You're welcome to attend the memorial service nearest you" and lists four church locations: Cornerstone Baptist Church (116 S Reeves Mill Rd, Mount Airy, NC), Trinity Worship Center (5726 Highway 21, Jonesville, NC), Axton Baptist Church (173 Mountain Valley Rd, Axton, VA), and Mt Olivet Community Church (6926 Carrolton Pike, Galax, VA). The bottom section notes "Light refreshments will be served", requests a photo of the loved one for a remembrance table, and provides a contact number: (888) 789-2922.

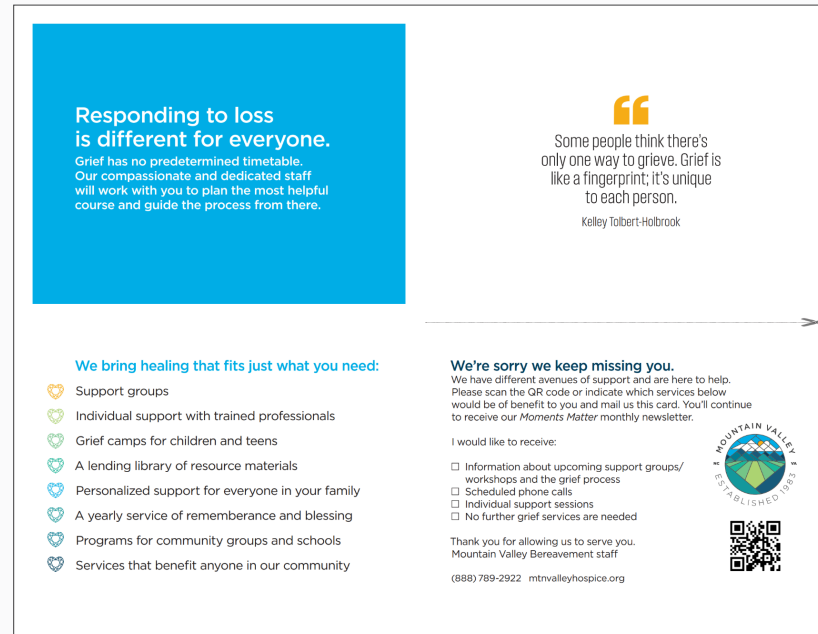
CELEBRATION
OF LIFE FLIER

** 2024 items needed
for event tbd

failure to contact

● Initial card

● Quarterly card



Responding to loss is different for everyone.
Grief has no predetermined timetable. Our compassionate and dedicated staff will work with you to plan the most helpful course and guide the process from there.

“
Some people think there's only one way to grieve. Grief is like a fingerprint; it's unique to each person.
Kelley Tolbert-Holbrook

We bring healing that fits just what you need:



- Support groups
- Individual support with trained professionals
- Grief camps for children and teens
- A lending library of resource materials
- Personalized support for everyone in your family
- A yearly service of remembrance and blessing
- Programs for community groups and schools
- Services that benefit anyone in our community

We're sorry we keep missing you.
We have different avenues of support and are here to help. Please scan the QR code or indicate which services below would be of benefit to you and mail us this card. You'll continue to receive our Moments Matter monthly newsletter.

I would like to receive:

- Information about upcoming support groups/ workshops and the grief process
- Scheduled phone calls
- Individual support sessions
- No further grief services are needed

Thank you for allowing us to serve you.
Mountain Valley Bereavement staff
(888) 789-2922 mtvalleyhospice.org



INITIAL CARD

All offices

**I'm sorry I missed you by phone
to see how you're doing.**

Please remember we're here to support you through your grief journey. We provide support through phone calls, visits, support groups, educational materials, and a monthly newsletter. These opportunities are all open to you and your family at no cost.

You'll continue to receive our monthly newsletter, *Moments Matter*. If you decide you'd like to receive calls or visits, or want to attend a support group, please feel free to contact me.

Sincerely,

Bereavement Coordinator
(336) 789-2922



QUARTERLY
CARD

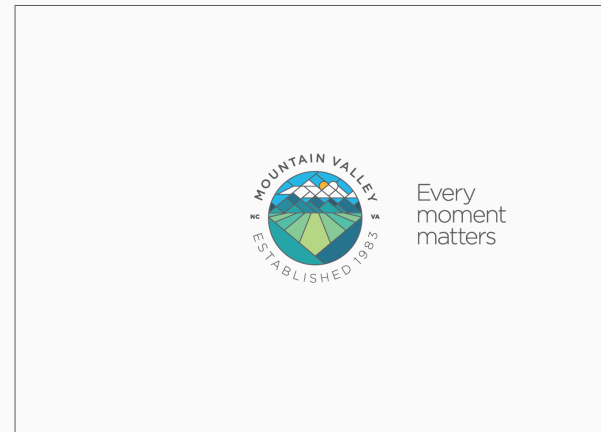
folded cards

- Chaplain funeral home
- Holiday card
- Sympathy card
- Thinking of you



CHAPLAIN
FUNERAL HOME

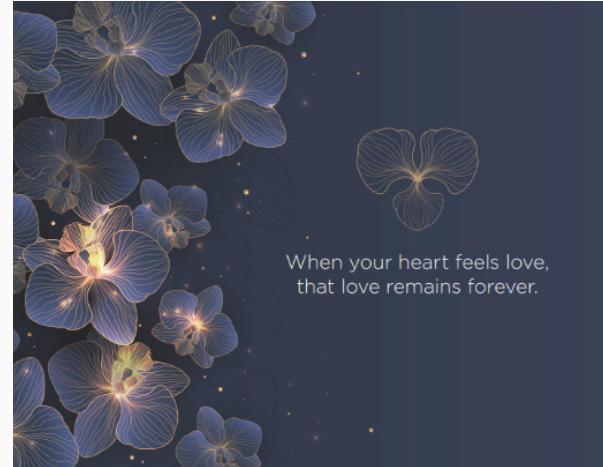
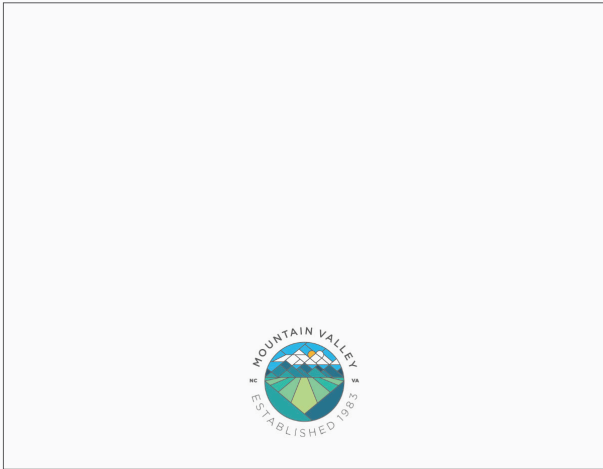
Front + back





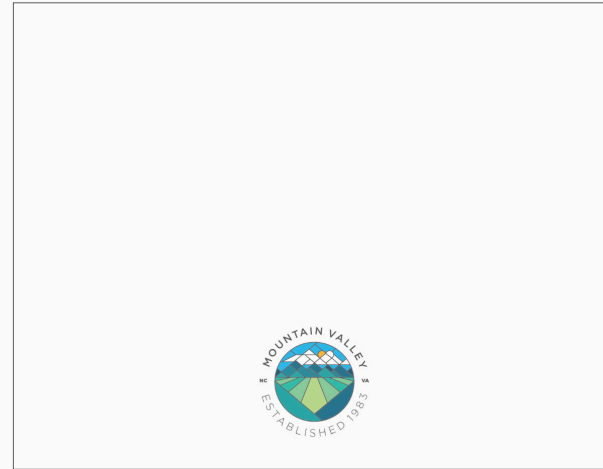
HOLIDAY CARD

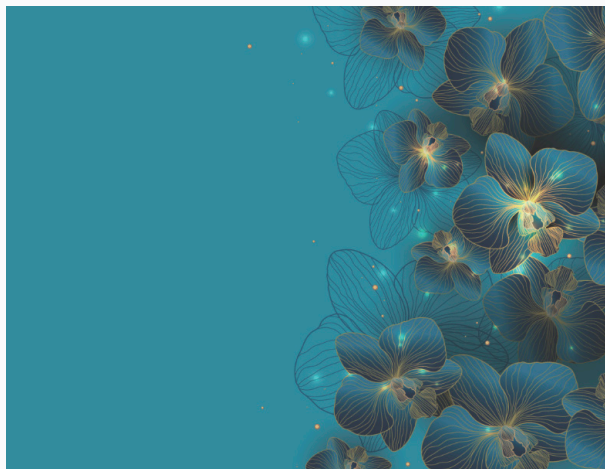
Front + back



SYMPATHY

Front + back

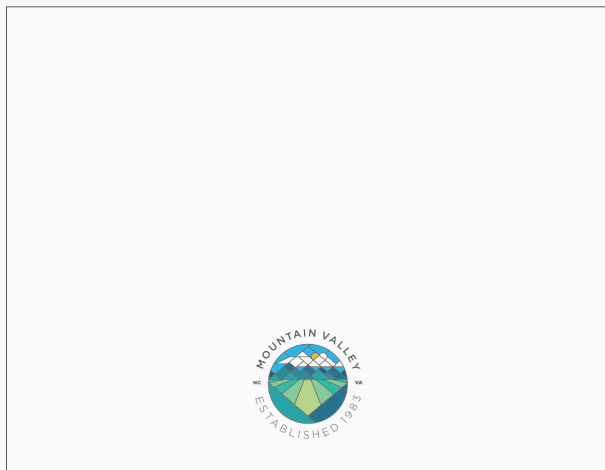




THINKING OF YOU

English


Spanish



initial letters



Initial letters



Every
moment
matters

105 N Crutchfield St
Unit 2
Dobson, NC 27017

(888) 789-2922 (phone)
(336) 789-0856 (fax)
mtnvalleyhospice.org

On behalf of Mountain Valley, I would like to express how deeply sorry we are for your loss. We would like to continue to support you and your family through the services of our bereavement program. We believe that continued support is helpful as you navigate your way through the grief process. As you find yourself in the midst of this experience, the support of a grief counselor may be an important encouragement to you in the days ahead.

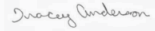
Mountain Valley is pleased to offer bereavement services to you at no cost. As your Bereavement Coordinator, I will contact you to arrange a one-on-one visit to discuss how services may be beneficial to you. Support services available to you include:

- o Grief counseling
- o Phone calls
- o Monthly support groups
- o *Moments Matter* monthly newsletter

In this packet, I have included a copy of *When You Are Grieving: A Guide to Understanding Loss*. We hope this information will assist you during your time of grief.

If you feel that you might benefit from our bereavement services, please contact me at the phone number or email listed below. Our office hours are Monday – Friday, 8:00 am – 5:00 pm.

Sincerely,



Tracey Anderson, MSW, MA
Bereavement Coordinator
Mobile: (336) 583-7851
Office: (888) 789-2922
Email: tanderson@mtnvalleyhospice.org

THINKING
OF YOU

Letter per
bereavement
coordinator

labels



Care note



CARE NOTE

meaning of colors



Meaning of colors



Meaning of colors

	Red	Grounded, realistic, active, strong-willed, survival oriented, energetic, competitive, passionate
	Pink	Loving, tender, sensitive, artistic, affectionate, purity, compassionate
	Orange	Vitality, excitement, productive, adventurous, courageous, outgoing, confident, creative power
	Yellow	Inspirational, intelligent, creative, playful, easy-going, detail oriented, perfectionist, scientific
	Green	Growth, balanced, love-centered, love of people, animals, nature, teacher, social
	Blue	Cool, calm, collected, caring, loving, loves to help others, sensitive, intuitive, peaceful, truthful
	Purple	Intuitive, sensitive, deep feeling, visionary, futuristic, idealistic, artistic, daydreamer
	White	Spiritual, pure, truthful, angelic

MEANING OF COLORS

newsletters

Initial newsletter

Monthly newsletter

INITIAL
NEWSLETTER

FORMERLY THE MOUNTAIN VALLEY "NEXT STEPS" NEWSLETTER



MOMENTS



MATTER

Here's how we can help
by your bereavement team members

"Laugh, and the world laughs with you. Weep, and you weep alone."

For millions of bereaved individuals, the opening to the famous Ella Wheeler Wilcox poem *Solitude* is a powerful and accurate description of how one feels in the middle of grief. The death of a loved one is usually followed by numerous phone calls and visits from friends and relatives. But all too often, the support gradually declines in the days afterward.

That's where Mountain Valley enters with its bereavement services. Just as we cared for your loved one, we now want to assist you with the support you need during this difficult time. It's an objective represented by our organization's name: Whether you feel up on the mountain or down in the valley, we are here for you.

Following a loved one's death, each primary caregiver is offered 13 months of bereavement services at no cost to him or her. Mountain Valley's bereavement coordinators are highly-trained and ready at a moment's notice to offer whatever grief support is needed.



Mountain Valley provides numerous services to help a person during a time of grief, implemented by an assigned bereavement coordinator. They include, but are not limited to, one-on-one grief counseling at the caregiver's home or our office, support groups, quarterly phone calls, CareNotes™ and pamphlets, and access to a growing library of books.



For bereaved children, we offer Love's PEAK services, including individual and group counseling as well as summer camp programs. PEAK stands for "Providing Empathy and Assurance to Kids."



Lastly, each person receiving bereavement support automatically receives a year's subscription to Mountain Valley's bereavement newsletter, *Moments Matter*. Your bereavement coordinator welcomes the opportunity to walk with you as you reflect on the past and prepare for the future to make each moment matter.

Laugh and the world may indeed laugh with you. But you never have to weep alone, thanks to Mountain Valley bereavement services.

“
When someone you
love becomes a memory,
that memory becomes
a treasure.”



MOMENTS

10
2023

MATTER

Getting to know your bereavement coordinators

We're starting a new series where we interview our bereavement coordinators so you can get to know them better. In the process of these interviews, we learn more about who they are and how they've personally coped with times of loss. For this first interview, we sat down with Kelley Tolbert-Holbrook, a bereavement coordinator who assists people at the SDCU Hospice Home of Yavkin and at the Elkin office.

Continued on page 2



What self-care really means

Crystal Hardin, MSW, ADPS

For most, it's doing something that helps your body, mind or soul feel good. Often, we don't think about taking care of ourselves when we're so busy taking care of others, especially after the loss of a loved one. Grief can be raw, painful, and messy. It's complicated, at best, and unpredictable. Self-care is an important part of the healing process and in many ways can help ease the mind throughout your grief process.

Self-care can help you manage your stress, lower your risk of illness, as well as increase your energy, all of which can allow you to be a healthier person overall. Schedule some me-time. Make time to have fun and do something good for you — like exercising, eating well, enjoying a hobby, etc. Doing this may help you to recharge your body and mind.

Self-care does not mean that you are being self-indulgent or selfish. Self-care means that you're taking care of yourself so that you can be healthy, be well, do your job, help care for others. Without self-care, you can begin to feel lonelier and less able to unwind and slow down, which can then make you feel more anxious and overwhelmed even with the simplest tasks.

Here are a few ways to implement self-care into your daily life:

- 1 Get regular exercise.** Just 30 minutes of walking every day can help boost your mood and improve your health.
- 2 Eat healthy, regular meals and stay hydrated.**
- 3 Make sleep a priority.** Rest when your body and mind need to rest.
- 4 Try a relaxing activity, something that brings you joy.** Relaxation can allow your body and mind to bring back happier memories.
- 5 Set goals and priorities, even if it's just small steps each day.** It may mean just setting aside time each day to:
 - Practice gratitude.
 - Replenishment.
 - Focus on positivity.
 - Release negativity.
 - Stay connected to friends, family, even setting a lunch date or a phone call to stay in touch.
- 6 Don't apologize for having a good day or having a bad day.**
- 7 Don't avoid your feelings.** Allow yourself to feel what you feel when you feel it.



MOMENTS

03
2024

MATTER

Spring is in the air

KELLEY TOLBERT-HOLBROOK, BC

For most of us, spring cleaning symbolizes a new beginning, a chance to clear away not only physical clutter but also a cleaning of the mind, and any regrets or mistakes. Spring cleaning's a time for sorting, sifting, and remembering. A time for things to go and things to stay. After we experience the loss of a loved one, we tend to go into a type of hibernation. Sometimes, we get so absorbed in our grief for a period that we withdraw from family and friends and even the changing of the season. However, you begin to look outside yourself and start to see new growth as "buds" begin to spring forth as the earth begins to defrost.

Death and loss are not the end. Seasons change when death occurs, and relationship also change. It's the circle of life, spring always follows winter. We're working our way through this grief journey and the farther along we go we'll begin to feel ready to do some "spring cleaning." When you feel ready, you can begin to go through your loved one's clothes and belongings. You can expect to feel the sadness again and this is normal.



It's so important to remember as you go through their things that you're only giving away "stuff" not your loved one. You can never give them away, they will always be with you. So, it goes as you are cleaning out your home you are cleaning out your heart and soul as well. This is an important part of your healing.

A good way to begin your spring cleaning is to find someone who loves you and understands how this is going to affect you while you are going through your loved one's things. Our family donated my dad's clothes to a local charity so the gift of his life could live on. I would also suggest you take time by yourself for the "spring cleaning" of your heart and soul. Being alone helps you to reflect and focus on

what's ahead you, have friends and family to lean on as you begin taking one step at a time.

You can do it!

Spring cleaning's a time for sorting, sifting, and remembering.



MOMENTS

06
2024

MATTER



Coping with Father's Day

TRACEY ANDERSON, Bereavement Coordinator, MSW, MA

Father's Day can be difficult for those who have lost their fathers. This can be a day when we remember them with love, thankfulness, and honor them on this special day. Even though they may not be here with us physically, we still have their memories, their love, their lessons, and everything they've brought to our lives. Our fathers don't have to be alive for us to remember and honor them on this special day. Father's Day can be a day to look back and reflect on all the special moments

and memories shared with them that we hold so dear. Our fathers helped make us who we are today. We carry with us the lessons they've taught us, the love they've shown us, and the example that they've set before us. May we take the time to pass along these gifts to our own families, friends, and loved ones. Happy Father's Day to all the fathers, whether here or in heaven.

On this day, we celebrate and love you all!



The loss of my father will always sting. But now, everything that I do is in honor of him and celebrates his life!

ADRIENNE C. MOORE

MONTHLY NEWSLETTER

Per month

postcards



Discharge

Thank you for the privilege to serve you during your grief journey this past year. I hope the bereavement information you received from Mountain Valley has been helpful. Our formal bereavement services generally end around 13 months following a loss. However, if you would like to continue receiving supportive phone calls, grief education, counseling or newsletters, please let me know. Our ongoing grief support groups are always open to you — please call me for more information.

Often, bereavement clients will ask how they can give back to Mountain Valley. We have many volunteer opportunities available and invite you to join us in serving patients and their families. Also, you may find it comforting to make a gift in memory of your loved one. To learn more about becoming involved with the Mountain Valley community, please call our main office at (336) 789-2922.

I wish you well as you continue your journey.
May you find peace and comfort.

Sincerely,

Your Bereavement Support Team




DISCHARGE

support groups



Support group flier



Grief support groups

NORTH CAROLINA

STOKES COUNTY
1st Monday of each month @ 6pm
Slate Funeral Home
132 E Dalton Rd, King, NC 27021
Melissa Causby: (336) 679-2466

SURRY COUNTY
2nd Thursday of each month @ 11:30am
Union Hill Friends Church
2315 Red Brush Rd, Mount Airy, NC 27030
Fonda Younger: (336) 789-2922

2nd Thursday of each month @ 11am
Mountain Valley Elkin office
968 N Bridge St, Elkin, NC 28621
Tracey Anderson: (336) 526-2650

4th Monday of each month @ 10am
Mountain Valley Pilot Mountain office
129 Veterans Dr, Pilot Mountain, NC 27041
Jessica Simandle: (336) 583-8589

4th Thursday of each month @ 6pm
Mountain Valley Elkin office
968 N Bridge St, Elkin, NC 28621
Tracey Anderson: (336) 526-2650

YADKIN COUNTY
1st Thursday of each month @ 11am
SECU Hospice Care Center
243 N Lee Ave, Yadkinville, NC 27055
Melissa Causby: (336) 679-2466

3rd Thursday of each month @ 6pm
SECU Hospice Care Center
243 N Lee Ave, Yadkinville, NC 27055
Melissa Causby: (336) 679-2466

WILKES COUNTY
3rd Monday of each month @ 6pm
Reins-Sturdivant Funeral Home
270 Armory Rd, North Wilkesboro, NC 28659
Tracey Anderson: (336) 526-2650
Melissa Causby: (336) 679-2466

VIRGINIA

HENRY COUNTY
1st Wednesday of each month @ 2pm
King's Grant Retirement
350 Kings Way Rd, Martinsville, VA 24112
Shannon Roberson: (888) 789-2922

2nd Tuesday of each month @ 10am
The Community Fellowship
2674 Virginia Ave, Collinsville, VA 24078
Shannon Roberson: (888) 789-2922

PATRICK COUNTY
3rd Thursday of each month @ 2pm
Stuart Church of Living Water
101 E Blue Ridge St, Stuart, VA 24171
Shannon Roberson: (888) 789-2922

GRAYSON COUNTY
3rd Monday of each month @ 2pm
Mt Olivet Community Church
Community Building
(gray building next to church)
6926 Carrolton Pike, Galax, VA 24333
Jessica Simandle: (888) 789-2922

No RSVP needed
Please attend the group nearest you.
Meeting dates and times are subject to change

For more information, please call
the group's bereavement coordinator

SUPPORT GROUPS

Reins - Sturdivant
North Wilkesboro

Slate Funeral Home

Surry County

Virginia

Yadkin County