



CARELINES

AMOREM, FORMERLY BURKE HOSPICE AND PALLIATIVE CARE & CALDWELL HOSPICE AND PALLIATIVE CARE



AMOREM
celebrates
5 years of
more
quality.
more
compassion.
more
support.

AMOREM'S FIRST FIVE YEARS. 2026



April L. Moore
Chief Executive Officer

A MESSAGE FROM OUR CEO

As we mark five years as AMOREM, I have considered the moments that have shaped who we are—both as an organization and within the communities we serve. While we celebrate this five-year milestone, it is built on 44 years of providing hospice care in our communities. That history is the foundation that continues to guide our work today. In a time when hospice is receiving increased scrutiny due to the actions of some providers, it is a reminder of how important it is to remain focused on our mission—to provide quality, thoughtful, loving care to our patients and support to their families, while offering education and grief support to the communities we serve.

These past five years have been defined by both progress and challenge. We expanded access to care with the opening of our Palliative Care Center and soon the AMOREM SECU Patient Care Unit of the High Country, strengthening our presence in the High Country. We invested in our Valdese campus to better support both our patients and our teams. Renovations created more adequate space for our care teams to collaborate, helping them work together in ways that directly impact patient care. We refreshed the patient care unit with new furniture to improve comfort for patients and families and renovated our Memorial Garden to create space for reflection, remembrance and healing.

These were important steps forward, but they were also commitments—to be present,

to be accessible and to provide the quality care our communities deserve.

There have also been moments that tested us. During Hurricane Helene, our focus was to ensure the safety of our team, patients and families while maintaining continuity of care for every patient and family who depends on us. I watched our team respond with urgency and flexibility, stepping in wherever needed and supporting one another without hesitation. That response speaks clearly to our commitment to our mission and to each other.

Over these five years, we have served thousands of patients and families. It is a privilege to be invited into some of the most personal and difficult moments in people's lives, and that responsibility continues to shape how we approach our work.

As I look ahead, I am focused on what comes next. The need for quality serious illness and end-of-life care is growing and we have a responsibility to be ready. We will continue to invest in our people, strengthen access to care and ensure that we are meeting the needs of the communities we serve—not just today, but in the years ahead.

Five years into this chapter, I am grateful for the trust that has been placed in AMOREM and for the opportunity to serve alongside a team so committed to patients and families.

At AMOREM, we will continue to provide care the way it was meant to be—one patient and family at a time.

—April L. Moore, CEO



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AMOREM celebrates five years of more quality. more compassion. more support.

AMOREM, the leading local, non-profit hospice and palliative medicine provider in its 12-county service area, is proud to celebrate five years of more quality, more compassion and more support.

This care team has provided quality hospice and palliative medicine services for more than 44 years—originally as Burke Hospice and Palliative Care and Caldwell Hospice and Palliative Care and, since 2021, as AMOREM. The two like-minded and well-established North Carolina organizations merged to have a greater impact on serious illness and end-of-life care and to maintain the legacy of community-based hospice care.

During the first five years as AMOREM, the team has worked together to accomplish its mission to provide quality, thoughtful, loving care to patients and support to their families and offer education and grief support to communities served.

AMOREM served more than **6,300** hospice patients and their families.

AMOREM served more than **5,700** palliative patients and their families.

AMOREM provided **hospice grief support** to more than **12,991** individuals and **community grief support** to more than **1,274** individuals.

This quality, compassionate care is provided by a mission-driven team of professional staff, trained volunteers and a local volunteer board of directors.

AMOREM consistently invests in this team by requiring and providing continuing education opportunities.

AMOREM is accredited under the Standards of Excellence by Community Health Accreditation Partner, Inc. (CHAP).

As we reflect on the past five years, we are filled with gratitude for the patients and families who have trusted us to walk alongside them; for our dedicated staff and volunteers who bring thoughtful, loving care to life each day and for our volunteer board of directors, community members and referral partners who support and strengthen our mission. It is a true privilege to serve and that shared commitment to care for patients and families and support our communities will continue to guide us as we care for our communities one patient and family at a time. —April L. Moore, CEO

AMOREM is a Hospice CAHPS Honors Award recipient for multiple years.

This award acknowledges the highest-performing agencies by analyzing the performance of the Hospice Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey satisfaction and quality measures. AMOREM also is named in multiple categories for “Best of” surveys in Ashe, Avery, Burke, Caldwell and Watauga counties.

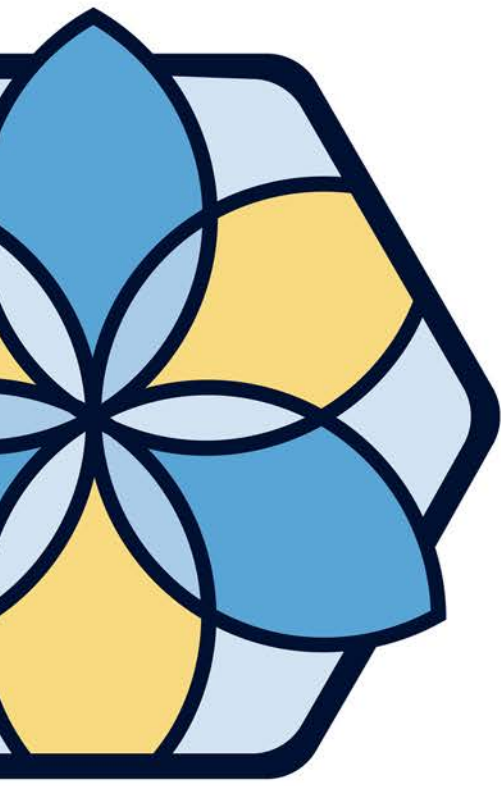
At AMOREM, hospice and palliative medicine focus on supporting the whole person—body, mind and spirit. The organization’s care teams treat each patient as a unique individual, delivering care that respects their wishes and values while guiding and supporting families and loved ones every step of the way.

Medicare requires hospice agencies to provide a set of basic services for each patient. However, in every area of hospice

care, AMOREM does more than what is required. Its commitment to doing more can be measured by the enhanced services it offers. AMOREM offers these enhanced services because it believes they improve quality of life for patients and families.

AMOREM always provides this care for all who need and desire their help, regardless of ability to pay. **Because of this commitment and the generous support of the community, AMOREM provided more than \$8 million in care for which there was no reimbursement over the past five years.** During that time AMOREM received more than \$12.3 million in donations and grants and nearly \$1 million in sales and cash donations from Thrifts & Gifts, AMOREM’s thrift store.

AMOREM has made and continues to make a meaningful impact in the communities it serves. The thousands of patients and families served over the last 44 years are not just numbers...they are individual people. AMOREM continues to provide care the way it was meant to be—one patient and family at a time.



HOSPICE CARE

Are you living with a terminal diagnosis?

We can help.

AMOREM is a resource like none other in our community. Its professional care team has provided quality hospice care to our community for more than 44 years—originally as Burke Hospice and Palliative Care and Caldwell Hospice and Palliative Care, and since 2021, as AMOREM.

During the first five years as AMOREM, this mission-driven team helped improve quality of life for more than 6,300 individuals living with a terminal diagnosis and their families by providing hospice care and services.

In addition to providing clinical care, AMOREM focuses on supporting the whole person—like finding housing for patient Willard Cordell after nearly a decade in a camper; arranging a phone call from NFL legend Peyton Manning to one of his biggest fans, patient Tammy Haga; and hosting an anniversary dinner for patient Joy Odom and husband of 24 years, Norman.

At AMOREM, providing quality end-of-life care means:

- serving the physical, emotional and spiritual needs of terminally ill patients and those they love.
- doing whatever possible to make end of life as pain-free and comfortable as possible, giving patients and their families time to enjoy what matters most.
- caring for patients in their own homes, long-term care facilities, hospitals or in one of AMOREM's patient care units.
- a personalized hospice care team—*provider, registered nurse and medical social worker, as well as certified nursing assistant, chaplain, volunteer and grief support, if desired*—that creates an individualized plan of care to meet each patient's specific needs.
- benefits that may include medications, medical equipment/supplies, symptom management, education on disease progression and caregiving, speech, physical and occupational therapies, spiritual and emotional support and 24-hour on-call staff.

Who pays for hospice care services? Cost for hospice services is covered by Medicare, Medicaid, veterans benefits, most private insurance and private pay. AMOREM provides hospice care services regardless of ability to pay.

The benefits of hospice care are proven by research to support symptom and pain management, relieve anxiety and overall quality of life; in fact, many families say they wish they had called sooner.

Find out how hospice care services can improve your quality of life.

Referrals may be made by the patients themselves, family members, friends, clergy or physicians. For more information or to make a referral, visit www.amoremsupport.org or call 828.754.0101.

OUR MISSION

To provide quality, thoughtful, loving care to our patients and support to their families and offer education and grief support to communities served.

We appreciate your help these last few months. Our mother needed more care than we could provide. We felt helpless, but AMOREM made life easier for mother...and for us. We will never forget your kindness and caring.
—patient's daughter

PALLIATIVE MEDICINE

Are you living with a serious illness?

We can help.

During the first five years as AMOREM, this team helped improve quality of life for more than 5,700 individuals living with a serious illness and their families by providing palliative medicine services.

Palliative medicine is a consultative service that provides an extra layer of support for anyone living with a serious illness. Palliative medicine is a medical specialty that:

- optimizes quality of life
- prevents frequent hospitalizations and
- empowers patients and families in managing complex illnesses

AMOREM's palliative medicine program addresses the many aspects of care for patients living with a serious illness and can be provided while seeking curative treatment.

AMOREM's palliative medicine providers work with each patient to develop a customized plan of care, but do not take the place of the patient's other medical providers. Instead, they coordinate care with the patient's providers to provide an extra layer of support.

Who pays for palliative medicine?

Cost for palliative medicine is covered by Medicare, Medicaid, veteran benefits, most private insurance and private pay. AMOREM provides palliative medicine services regardless of ability to pay.

Find out how palliative medicine can improve your quality of life.

Ask your physician for a referral, visit www.amoremsupport.org or call 828.754.0101.

ASHEWOOD GRIEF SUPPORT SERVICES

Journey to healing

Support coping with grief or loss

We all experience grief when someone special to us dies. Grief is a natural reaction to loss and part of the journey to healing. Each individual's grief will be a unique journey as they navigate change and healing.

Ashewood Grief Support Services is committed to serve the well-being of AMOREM patients, their families and anyone in their community who needs support coping with grief or loss. Trained team members assess individual's needs and together develop a plan of support.

During the first five years as AMOREM, this team provided grief support services to more than 12,991 individuals through hospice grief support and 1,274 individuals through community grief support. Resources include individual grief counseling, grief support groups and workshops, annual memorial services; children's grief camp...and more.

Find out how grief support services can improve your quality of life.

For more information about resources available to you and your family, visit www.amoremsupport.org or call 828.754.0101.

*I experienced devastating heartache
...but AMOREM has made and
continues, through grief support,
to make heartbreak bearable by
the comfort you give.*
—patient's wife





VOLUNTEER SERVICES

Adding quality to life

Compassionate support

Volunteers—both adults and teens—are vital members of the AMOREM care team. AMOREM’s volunteer services program adds to the quality of life for patients and families by providing support, companionship and assistance as needed. Volunteers also honor military veterans through AMOREM’s Veterans Honoring Veterans program, as well as assisting with office tasks and at Thrifts & Gifts.

Long-time volunteers like Roberta Blinson, who has provided salon services for 44 years, and Tony Deal, who provided companionship for 40 years, as well as the newest volunteers just completing training make an immeasurable impact on the lives they touch.

During the first five years as AMOREM, trained volunteers provided approximately 38,442.5 hours of service. While it is impossible to put a true value on the contributions made by AMOREM volunteers, the dollar amount set by the Bureau of Labor Statistics for each volunteer hour for the past five years values that at an amazing \$1,270,060.26!

Find out how volunteer services are improving quality of life. For more information about volunteer services and upcoming training opportunities, visit www.amoremsupport.org or call 828.754.0101.

We so appreciated the volunteers that were available to us...most especially the Veterans Honoring Veterans presentation. The beautiful flag, lapghan and certificate will be special treasures for our family.
—patient’s wife

THRIFT STORE

Supporting AMOREM

Shop and donate with a purpose

During the first five years as AMOREM, nearly \$1 million in sales and cash donations from **Thrifts & Gifts**, AMOREM’s thrift store, supported AMOREM’s mission. Proceeds from the thrift store benefit AMOREM’s patient care programs.

THANK YOU to each customer who supported our mission by shopping at **Thrifts & Gifts**. THANK YOU to each individual and organization who donated items to stock our shelves and to the dedicated staff and volunteers who keep the store running smoothly.

Thrifts & Gifts depends on donations from the community to keep their shelves stocked. Newly-donated items go onto our shelves every day...you never know what you might find! Donations are accepted at the rear of the store from 10 a.m. to 3:30 p.m. on Tuesday through Saturday. Call **Thrifts & Gifts** at 828.874.4483 to schedule pick-up of large items.



THRIFTS & GIFTS

SUPPORTING AMOREM

DOWNTOWN VALDESE
TUESDAY–SATURDAY
10 a.m. to 4 p.m.

HIGH COUNTRY CAPITAL CAMPAIGN

Your gift is an act of love

Quality. Compassion. Support.



Hospice patients often need more support to address pain, symptoms and needs at end of life than can be provided at home. Currently, High Country residents must travel one to two hours to reach the closest hospice patient care unit.

In 2021, the state granted AMOREM's request to build a patient care unit in the High Country. AMOREM launched the *Quality. Compassion. Support.* capital campaign and broke ground on the project in September 2023.

The patient care unit has seven beds and will have a full-time local staff dedicated to providing compassionate end-of-life care for residents of the High Country. The home-like environment will provide large patient rooms and comfortable family areas in a peaceful setting on Moostruck Lane in Boone. Appalachian Architecture designed the beautiful facility and Greene Construction has overseen the project.

AMOREM held an open house for the AMOREM SECU Patient Care Unit of the High Country in July 2025. Upon a building inspection conducted by the state in the fall, it was determined that additional construction was needed. AMOREM increased its fundraising goal to open the hospice patient care unit from \$8.1 million to \$8.3 million to cover those expenses.

The building is named after the State Employees Credit Union, who gifted \$1.5 million toward the project from its foundation. The Caldwell Hospice Foundation made two gifts to the project totaling \$1.5 million.

Through community support, corporate gifts and grants, AMOREM has raised \$6.6 million toward its goal.

"As a nonprofit hospice provider, AMOREM needs the community's help to reach its \$8.3 million goal," says AMOREM's Senior Director of Marketing and Development Kerri L. McFalls. "We have come so far with reaching the goal and are incredibly grateful for the support we have received. But we can't stop now. AMOREM needs everyone's help to raise the remaining \$1.64 million of the goal."

McFalls said an anonymous donor pledged \$250k last summer and has challenged the High Country community to match their gift, dollar for dollar. Since the challenge started, more than \$159,000 has been raised toward the match.



Will you consider partnering with AMOREM to provide **more** quality, **more** compassion and **more** support to the High Country?

To make a gift toward the match challenge or learn about naming opportunities at the campus, visit www.amoremsupport.org/donate/high-country-capital-campaign or contact McFalls directly at kmcfalls@amoremsupport.org or 828.754.0101.



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SUPPORT.

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Our mission-driven approach to care improves quality of life and helps make more time for the important things—like blowing bubbles with your granddaughter.

Visit www.amoremsupport.org to learn how AMOREM can improve your quality of life.



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COMPASSION.
SUPPORT.

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AND PALLIATIVE MEDICINE PROVIDER