

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  
SVP of Marketing  
+ Public Relations



**Audrey**  
CASSELL  
Director of Marketing  
+ Communication



**Sydney**  
HALL  
Graphic Designer



**Amber**  
KORNREICH  
Printing + Graphics  
Coordinator

## 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](mailto: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.



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# cards

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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](http://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.



WHAT TO  
DO NEXT

Front + back

# celebration of life



*Celebration  
of Life*



You and your family and friends are invited to  
**CELEBRATE YOUR LOVED ONE**

You're welcome to attend  
the memorial service nearest you

TUESDAY, DECEMBER 3RD • 6 - 7:30PM

**Reins-Sturdivant Funeral Home**  
270 Armory Rd  
North Wilkesboro, NC

THURSDAY, DECEMBER 5TH • 6 - 7:30PM

<b>Pleasant Grove Baptist Church</b> 3982 Clingman Rd Ronda, NC	<b>First Baptist of Stanleyville</b> 851 Ziglar Rd Winston Salem, NC
<b>Dobson First Baptist Church</b> 204 S Crutchfield St Dobson, NC	<b>Oak Grove Baptist Church</b> 8087 Windsor Rd Hamptonville, NC
<b>Oak Level Baptist Church</b> 7720 Oak Level Rd Bassett, VA	<b>Mt Olivet Community Church</b> 6926 Carrollton Pike Galax, VA

**Light refreshments will be served**  
Please bring a photo of your loved one or other special item  
to place on the remembrance table prior to the service

Please call with any questions: (888) 789-2922

## CELEBRATION OF LIFE FLIER

\*\* 2025 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-Holtbrook

**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 [mtnvalleyhospice.org](http://mtnvalleyhospice.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

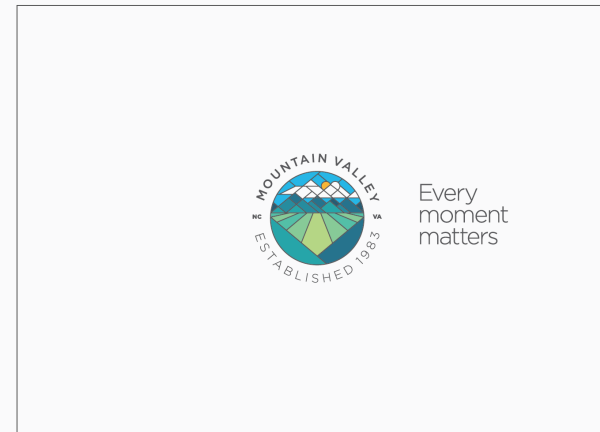
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- Chaplain funeral home
- Holiday card
- Sympathy card
- Thinking of you



CHAPLAIN  
FUNERAL HOME

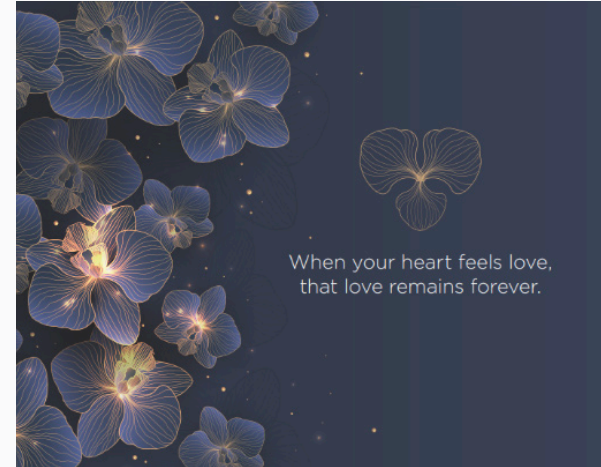
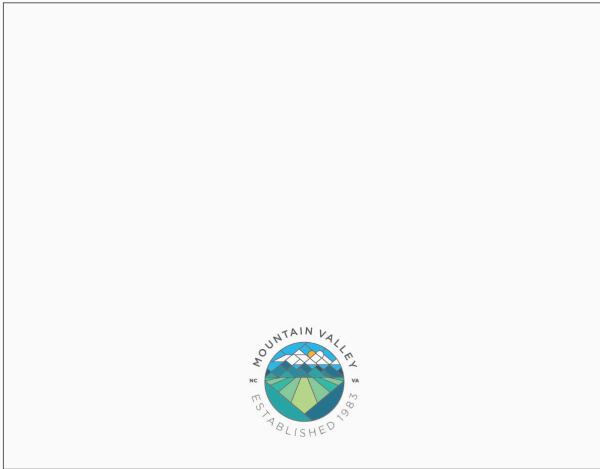
Front + back





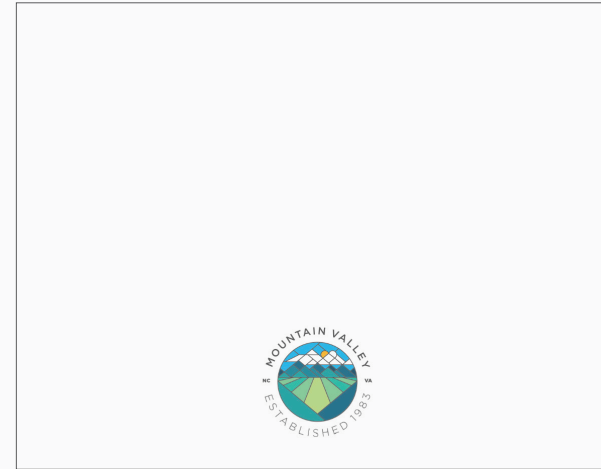
## HOLIDAY CARD

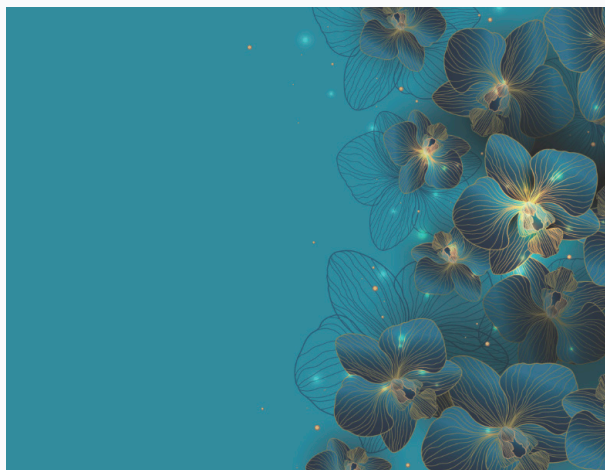
Front + back



## 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.

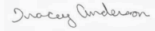
Mountain Valley is pleased to offer bereavement services to you at no cost. As your Bereavement Coordinator, I will contact you to arrange a one-on-one visit to discuss how services may be beneficial to you. Support services available to you include:

- 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

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Care note

Compliments of  
**MOUNTAIN  
VALLEY**

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.”

FORMERLY THE MOUNTAIN VALLEY "NEXT STEPS" NEWSLETTER



ESTABLISHED 1982

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 SECU Hospice Home of Yadkin 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

6

Don't apologize for having a good day or having a bad day. Grief comes in waves and every day is not the same.

7

Don't avoid your feelings. Allow yourself to feel what you feel when you feel it.

FORMERLY THE MOUNTAIN VALLEY "NEXT STEPS" NEWSLETTER



ESTABLISHED 1982

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 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.



FORMERLY THE MOUNTAIN VALLEY "NEXT STEPS" NEWSLETTER



ESTABLISHED 1982

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

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## Discharge

## 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



# 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 McCollum: (336) 679-2466

**SURRY COUNTY**

2nd Thursday of each month @ 11:30am  
Central Cafe  
304 N Main St, Dobson, NC 27017  
Jessica Simandle: (336) 583-8589

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

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

**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

**YADKIN COUNTY**

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

2nd Tuesday of each month @ 5pm  
Oak Grove Baptist Church  
8087 Windsor Rd, Hamptonville, NC 27020  
Melissa McCollum: (336) 679-2466

3rd Thursday of each month @ 5pm  
SECU Hospice Care Center  
243 N Lee Ave, Yadkinville, NC 27055  
Melissa McCollum: (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 McCollum: (336) 679-2466

**GRAYSON COUNTY**

3rd Monday of each month @ 2pm  
Mt Olivet Community Church  
6926 Carrollton 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 grief support coordinator

SUPPORT GROUPS

Reins - Sturdivant  
North Wilkesboro

Slate Funeral Home  
Surry County

Virginia

Yadkin County