



**VISITING NURSE
HOSPICE ATLANTA**

Georgia's Nonprofit Homecare & Hospice Provider

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**LISA ROBINSON JOINS VISITING NURSE | HOSPICE ATLANTA
AS VICE PRESIDENT OF ADVANCEMENT**

Lisa Robinson has been named Vice President of Advancement at Visiting Nurse | Hospice Atlanta, Georgia's largest nonprofit home health and hospice care provider now in its 61st year.

Robinson's primary role is to lead the organization's fundraising efforts and support its mission – providing compassionate, innovative and cost-effective home health and hospice care. She will oversee all aspects of advancement for the \$38 million nonprofit, including board relations, major and planned gifts, foundation and corporate relations, the annual fund, branding and communications, and special events such as the Big-To-Do (scheduled this year for Sunday, April 26 at Zoo Atlanta) and the annual Hospice Atlanta Gala.

Prior to joining Visiting Nurse | Hospice Atlanta, Robinson was Vice President for Institutional Advancement at Marist School, Atlanta. In that capacity, she increased the endowment by 300% and the annual fund by 100%, created a planned giving program which more than doubled commitments, secured funds for land acquisition, and led a long-term plan and vision for the school. She was also responsible for launching a successful branding campaign.

Prior to her work at Marist, Robinson was Vice President of Merchandising for a home furnishings importer. Her marketing and branding experience came from Cotton Incorporated, a nonprofit marketing and research company for whom she worked more than 11 years, developing programs and helping to create the cotton brand. Robinson is a graduate of Miss Porter's School and Scripps College of the Claremont Colleges in California.

Visiting Nurse | Hospice Atlanta is a community-based organization dedicated to delivering compassionate, innovative and cost-effective home health and end-of-life care to residents of 26 North Georgia counties. The organization is Georgia's largest nonprofit home care and hospice provider. According to Medicare statistics, Visiting Nurse | Hospice Atlanta has one of the lowest rates of hospital readmission for patients in Georgia, a key indicator of quality care.

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