



Apriem Advisors President Honored for Dedication to Nonprofit

Rhonda Ducote is May/June recipient of Fairhaven's Oliver Halsell Care Award

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Rhonda Ducote, a local wealth management professional and President of Apriem Advisors, has been honored with the May/June Oliver Halsell Care Award for her ongoing support and fundraising for The Southern California Hospice Foundation. She said it felt natural to get involved with this organization as she counsels clients about their end-of-life financial goals and plans.



"We work with high-net-worth individuals and we go very deep in our discussions with them; we get to know our clients like family," Ducote said. "We have seen many of them on hospice care at the end of their life, and though it may be an uncomfortable topic, it's one that's necessary. We've found a calling toward this and are so impressed with Michelle and the Foundation."

The Silverado resident is being recognized by Fairhaven Memorial Services and Fairhaven Memorial Park & Mortuary as one of six dedicated individuals to be honored this year for their exceptional work. This is Ducote's 20th year at the firm, and her sixth serving as president. Apriem Advisors is based in Irvine, with offices in Los Angeles and San Diego Counties. She has served on the Foundation's Hospice Advisory Council since 2017.

For more than 16 years, The Southern California Hospice Foundation has found solutions to unique problems that medical hospice agencies are unable to provide. These include fulfilling last wishes, reuniting families and providing grocery and utility bill assistance.

The Foundation's latest mission has been fundraising for The Heavenly Home Project, a six-bedroom home in Mission Viejo that will serve as a 24-hour professional caregiving facility for those in their last days who have no place to go. This will be the first of its kind in Orange County when it opens next year. Ducote was nominated for her work with the Foundation by its Executive Director Michelle Wulfestieg, who called Ducote "a mover, a shaker and a change maker." "We have more than a friend and a corporate sponsor in Apriem- we have a true philanthropic partner that has helped us secure hundreds of thousands of dollars," Wulfestieg said of Ducote and her team. "Everyone there is involved with our numerous fundraising efforts to serve and heal the terminally ill. We couldn't do this without their support." Ducote said the firm supports other philanthropic causes as well, including Art 4 Kids and Teens, The Jessie Rees Foundation, and World Vision. As a Care Awards recipient, Fairhaven will make a charitable contribution in Ducote's name to her chosen charity, the Foundation's Heavenly Home Project. She will also be honored this Fall alongside five other award recipients during a banquet at Fairhaven.