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ABUNDANT IMPACT

FALL 2020

The following stories represent the abundant impact generous donations make for the people United Church Homes serves, including support for pastoral care, the Ruth Frost Parker Center for Abundant Aging, affordable housing and Ohio's Hospice at United Church Homes. Thank you!



UNITED CHURCH HOMES®
Celebrating the Spirit™

For reference only so we don't forget - let me know what else might need to change on this page for PM

2000 Leonard St., NE
Grand Rapids, MI 49505

A United Church Homes Community



170 E. Center St.
Marion, OH 43302



Bouncing Back

Following my father's death, our local Veteran's Administration representative visited with my 64-year-old mother. She was entitled to benefits as the widow of a veteran. After talking about a few of these, the man said, "Of course, as a widow, you also qualify for tuition support for college. But I am sure at your age, you aren't interested in this." To which my mother replied, "Oh, yes, I am."

The dictionary defines "resilience" as the capacity to recover, to bounce back, to adapt well in the face of adversity, trauma, or distress. Like my newly widowed mother, United Church Homes has undergone a season of stress and adaptation with the advent of this year's pandemic.

Our pathway to resilience was forged through several initiatives. First and foremost, our main concern was to protect our residents and staff from the COVID-19 virus. We focused on securing our buildings, starting rigorous hygiene and nursing protocols and purchasing as much personal protective equipment we could, in whatever quantities we could find, due to shortages around the world.

Then we focused on supporting front-line staff. We provided "Warrior Pay," bonus money added to their hourly rates to show our appreciation for putting themselves at risk to care for residents. We supplied them with extra treats, T-shirts and training so they would grow more confident, and less afraid, when the virus would make someone ill.

Finally, we highlighted our purpose, our mission, our ultimate reason for being the organization we are. Our leaders met daily, sharing concerns, coordinating resources and supporting each other. We began offering weekly moments to uplift particular examples of staff going above and beyond the call of duty in various areas. And we sat together in prayer. That should be most obvious in a faith-inspired organization like UCH. However, under the circumstances, sharing in prayer became a way to knit us closer together in our calling to serve those in our care.

In these ways, and numerous others, UCH has been able to meet the demands of this pandemic and prove our resilience as an organization. Today, our infection control procedures have limited COVID-19 outbreaks, safeguarded our residents and staff and maintained a high level of dedication and morale among team members.

My mother had always dreamed of going to college after nursing school. But she had never pursued her dream. At that moment, though, suffering a huge traumatic loss, my mother's goal came back to her. Her newly revived dream became one of the ways she coped with her grief and found new meaning and purpose. For two years, she took general classes, completing two years of credits. While she didn't quite finish her degree, she accomplished much more. My mother connected with a deeper purpose to help her bounce back after my father's death.

We have had a similar experience with our pandemic adaptations this year. We went back to our sense of shared purpose in our mission as well as our faith to strengthen our resilience. This is the work that you have been supporting through your gifts, especially this year. Your partnership with us in supporting our residents is more crucial than ever. Thank you for standing by us in these challenging times. And for inspiring and supporting our resilience during the pandemic. We are eternally grateful.

With gratitude,

Rev. Dr. Kenneth V. Daniel
President and CEO

Gifts-in-Kind Provide Compassion

United Church Homes received hundreds of gifts-in-kind from individuals, church groups, civic groups, organizations and local government agencies for residents during the pandemic.

Thank you! Your gifts demonstrated your compassion for the older adults in our care!

Donations included cloth masks, fidget sleeves, books, puzzles, games, personalized cards and notes, food, household essentials, cleaning supplies, personal care items and more.

These gifts bolstered the resident's confidence in being in a safe and secure home during uncertain times, supported their engagement with activities to help keep them busy, provided important supplies and basic needs and offered them words of encouragement and hope.



Thank you for helping us remember Lexi and honoring her wish to raise money for important resources for the residents she loved and cared for on Memory Lane!



UNEXPECTED Estate Gift Brings Welcome Relief

In 2015, Doris became a resident at one of United Church Homes' life plan communities. She was engaged in community life and participated in community fundraising efforts. In January, at the age of 90, Doris passed away. Soon, United Church Homes learned we would be one of the beneficiaries of Doris' trust. This news was unexpected, but we were happy to find out that **Doris' estate planning resulted in a generous gift of over \$88,000** that was received as an **unrestricted gift**. If ever there was a time when unrestricted dollars are needed, 2020 is that time! Doris' dollars helped support UCH Warrior pay – a temporary increase in salary for our frontline staff working hard to battle COVID-19. United Church homes is honored to recognize Doris as a Pillar Member with her legacy gift and grateful for her generosity.

In a year when the stock market has looked and felt like a roller coaster, many people, especially those in retirement, are hoping to find a sense of security. Still, millions of Americans continue to give to their favorite causes during these troubled times. This generous spirit is what makes Americans so exceptional and our communities so great!

It's important to know that not all gifts are the same:

- **Bundling your gifts into a single tax year** — a gifting strategy to help you exceed the standard deduction and realize a tax benefit.
 - Opening a **donor-advised fund (DAF)** at a local foundation. This tool allows the foundation to hold your bundled gift while you continue to control the funds and make regular gifts to your favorite charity as you see fit by requesting disbursements from your fund to your charity.
 - Funding a **charitable gift annuity (CGA)**. This allows you to make a tax-deductible gift and receive a set income stream for your life (or for your life and your partner's if you are married). With this gift, you maintain a steady income through your retirement years and help support your favorite charitable cause!

2020 has provided new tax laws that make giving this year especially advantageous in a time of great need. For more information about these gifts, how to leverage your 2020 gift and how these gifts could help provide for your future and support the work of United Church Homes, please contact: **Gloria Hurwitz, vice president of advancement, at ghurwitz@uchinc.org or 740.751.8702.**



United Church Homes is making available to its friends and stakeholders complimentary, values-based estate planning education to help individuals and couples think through their goals and objectives to create a comprehensive estate plan.

Paul Grassmann, ID, FCEF

Grants Provide Covid-19 Emergency Relief

Community partners across the country provided over \$180,000 from COVID-19 emergency Relief grants to United Church Homes to support critical needs due to the coronavirus. These vital resources provide support for the safety and security of residents and staff and include funding for the following increased costs:

- Personal protective equipment (PPE).
 - Food and food supplies as all meals were delivered to residents in their rooms, apartments or cottages.
 - Computer tablets and hiring of virtual visit guides to help residents visit virtually with their families during the pandemic.
 - UCH Warrior pay for care staff as they fight the virus on the frontline.
 - Cleaning supplies for robust infection control practices to mitigate the virus.



Thank you

- Heart of West Michigan United Way — \$84,000
 - The Columbus Foundation — \$30,000
 - Cleveland Foundation — \$10,000
 - The Dayton Foundation — \$10,000
 - Erie County Community Foundation — \$8,000
 - Ashland County Community Foundation — \$6,900
 - United Way of North Central Ohio — \$3,000
 - Marshall County Community Foundation/Marshall County United Way — \$1,750
 - Rotary Club of Grand Rapids, MI — \$1,000