

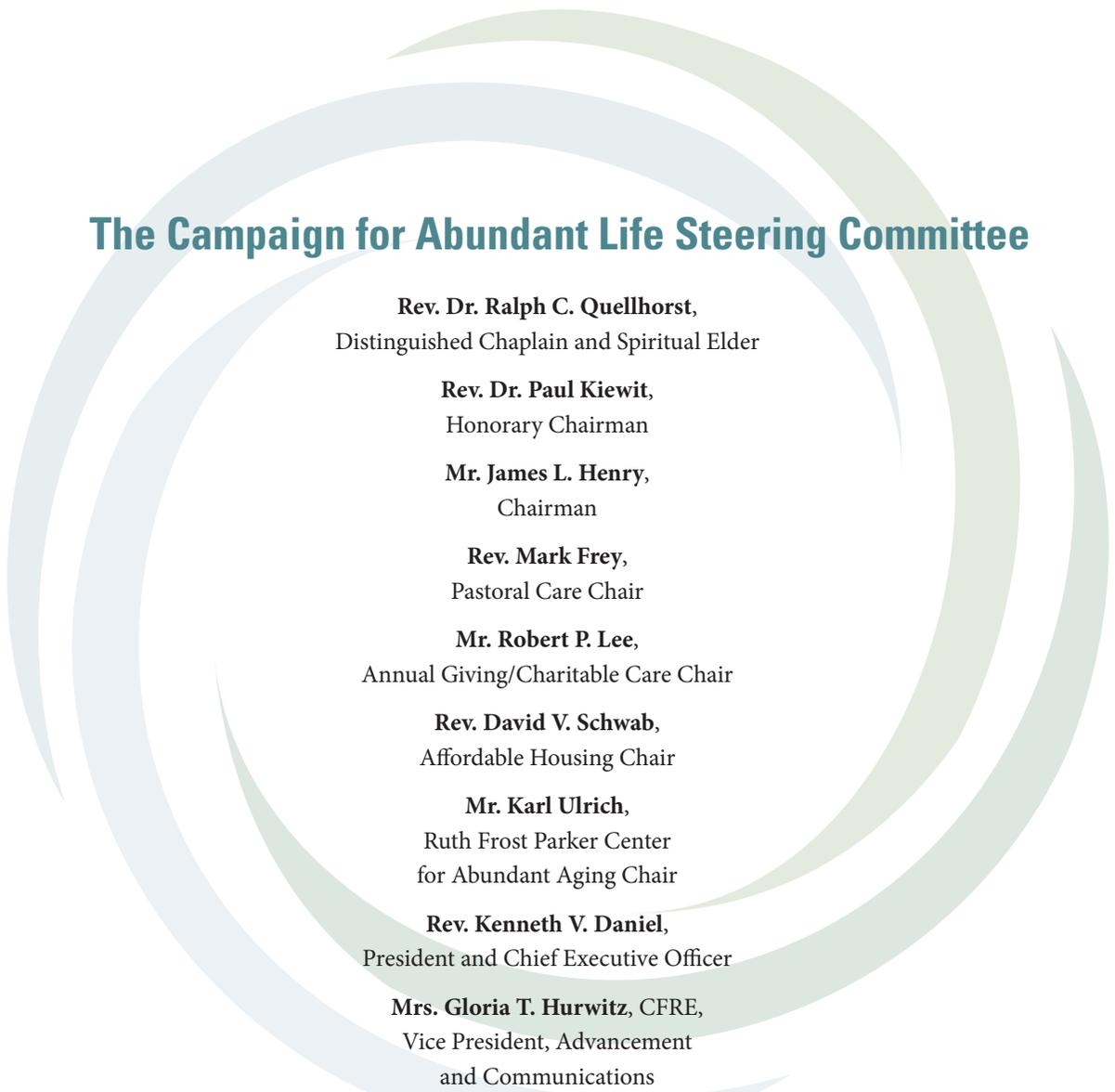


## Case for Support



UNITED  
CHURCH  
HOMES®  
*Celebrating the Spirit®*

THE CAMPAIGN FOR  
**ABUNDANT LIFE**



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Executive Director, Ruth Frost Parker Center  
for Abundant Aging



*Pictured (left to right): Dottie Ramsey, Dee Dee the mini poodle and Lou Moore, all Glenwood Community residents*

## **Our Vision**

Where the Spirit creates Abundant Life in Community

## **Our Mission**

To transform Aging by building a culture of community, wholeness and peace.

## **Imagine...**

...a world where life in retirement is filled with meaning, purpose and joy. Our society's seniors are energized and look forward with hope, anticipating a bright future. They feel secure in their ability to meet the inevitable changes and challenges that lie ahead. They face each new day with a sense of abundance.

Imagine a world where friendships, learning, exploration, creativity, personal and spiritual growth have no age or income limits. Fears of a loss of meaning, isolation, physical and cognitive decline and dependence are quieted by the prospect of living in community, wholeness and peace.

This is the world that United Church Homes envisions. This is the world we all want for our parents and ourselves. *United Church Homes is the place where the Spirit creates Abundant Life in Community.*

At United Church Homes, we are passionate about this vision for the future. Over the next five years, we will raise \$20,000,000 to transform the lives of people in our residential and healthcare communities, affordable housing settings and in the community-at-large. This is a vision that can only be achieved with your help.

*"I came that they may have life, and have it abundantly."*

John 10:10



*Pictured above, left: Residents of Parkvue Community enjoy water aerobics.*

*Pictured above, right: Brian Gregg (left), Recreational Therapist/Wellness Coordinator, and Trinity Community resident Mary Bayman exercise at Trinity Community.*

## A Ministry of Promise

United Church Homes, a faith-based ministry, began responding to the real needs of aging members of local congregations in Toledo, Ohio, more than a century ago. Over the years, countless individuals, churches and other organizations helped to transform it into an extensive and vibrant system of integrated care communities. Today, in covenant with the United Church of Christ, United Church Homes serves more than 4,500 residents in 70 communities in 14 states and two Native American nations. Of these, 58 are subsidized affordable housing settings serving more than 2,700 individuals.

United Church Homes upholds its long-standing promise to provide for residents who outlive their resources. It is committed to eliminating prejudice based on a person's age. It has adopted a policy of inclusion where all are welcome, regardless of race, sexual orientation, ethnic background or creed.

As United Church Homes launches its second century, we make a new promise for the years to come — to transform what it means to age by making older adulthood a time of abundance, personal achievement, meaning and importance. This is a promise for the future of aging that we all imagine.



*Pictured above: Residents of LeFleur Haven dance joyously.*

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### United Church Homes' Christ-Centered Values

Compassion  
Hospitality  
Respect  
Integrity  
Stewardship  
Transparency

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# The Need

## The realities of our aging population

There is an ever-increasing need for United Church Homes' programs and services. The average age of United Church Homes' residents is 82. Nationally, the number of adults older than age 85 is expected to triple by 2040.<sup>1</sup> Many people fear that they will not have adequate retirement savings as they face increasing care needs. For those at lower income levels, the situation is especially striking.

- In United Church Homes affordable housing communities, the average annual income of residents is \$11,000. Nationwide, there are 10 eligible individuals on the waiting list for every available affordable housing unit.<sup>2</sup>
- Nationally, the average annual cost of assisted living and skilled care is \$42,000 and \$87,000, respectively. Median annual income of those older than age 65 in 2015 was between \$30,000 and \$50,000.<sup>3</sup>
- Families are experiencing uncertainty about healthcare insurance and support for Medicare and Medicaid at the same time that the numbers of older adults and the costs of care are increasing.

## In response to growing need, United Church Homes makes a significant annual commitment to uncompensated charitable care:

- More than \$600,000 of charitable support for the affordable housing program, including significant assistance to two communities within Native American nations.
- More than \$10 million in uncompensated charitable care for those who can no longer afford to pay the cost of healthcare and support services. This includes the gap between the cost of care and government reimbursement.

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*“As a nation, we are ill-prepared to meet the demand of the growing senior population, particularly those with limited income.”*

**Cheryl Wickersham**

*Vice President, Housing Services*

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Atlee Wariboko, 70, lost his job and was facing homelessness before he moved into Sterling Place in Lakeland, Florida, in 2014. A former business owner in Nigeria, Atlee was earning about \$100 a month for landscape work and living with a friend. Then that door closed.

“I didn’t know about places like this. This place took me in. I thought I was going to be homeless. It was a hard situation for me. Very hard,” Atlee said. “Finding a home was a big-time blessing.”



Adelle Elshoff and George Schmitz met at Trinity Community and have been a couple for 8 years. They love Trinity and enjoy being residents, active participants and volunteers.

Adelle says, "If you can give one person joy, satisfaction or anticipation of something to look forward to, then it's worth it!"

### Aging can bring loneliness and isolation, as well as financial challenges.

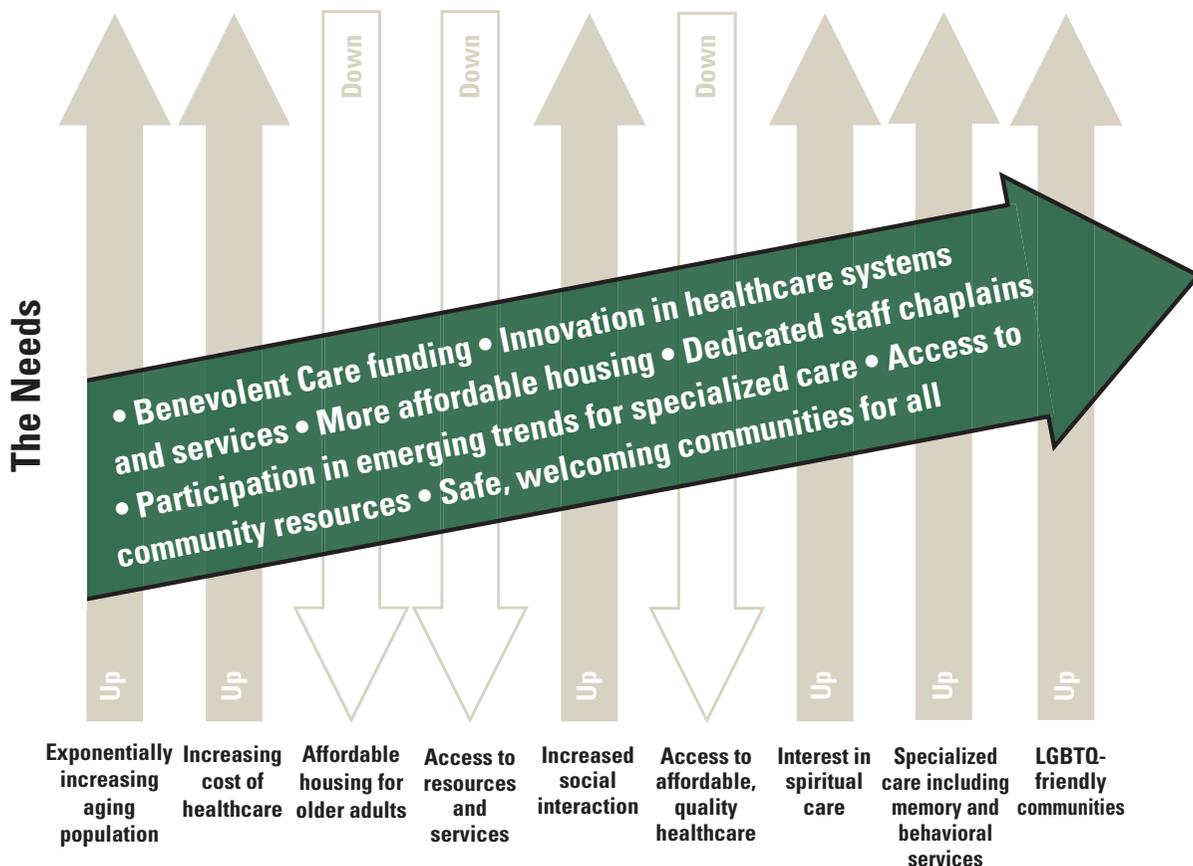
- Among people age 65 and older, 28% lived alone in 2010.<sup>4</sup> Half of women older than 75 lived alone. Many have no family nearby.
- Loneliness and isolation reduce quality of life. Linked to physical illness, depression and a higher risk of heart attacks, feelings of loneliness also can lead to poor cognitive performance and faster cognitive decline.<sup>5</sup>

**People are driven by a desire for connectedness.**<sup>6</sup> For older adults, living in a community opens new possibilities for building friendships, staying connected to loved ones and accessing programs and services.

**Person-directed care and pastoral care are key to creating abundant life.** A culture of "person-directed care" has beneficial effects on psychological well-being.<sup>6</sup>

- There also is proven benefit from integrating spiritual care into the programs and services offered to seniors.<sup>8</sup> Spirituality has a close relationship with life satisfaction, psychosocial well-being and physical and mental health.
- For those with memory impairment, specialized person-directed care has significant effects on decreasing behavioral symptoms and mood-altering psychotropic medication use.<sup>7</sup>

## The Solution = Abundant Life





*Rev. Kenneth Daniel, President and CEO (left), and Charles Mooney, Senior Vice President, Senior Living Services and Chief Operating Officer.*

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**This vision** can only be realized with your help.

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## Vision for the Future

### A 21st century continuum offering community, wholeness and peace

We at United Church Homes have set our sights on 2027 to develop a 21st century continuum of residential settings that support independence and abundant life for individuals at all income levels.

#### Abundant life

- Charitable care for individuals who have exhausted their financial resources
- Pastoral care programs with full-time chaplains on each retirement campus
- Model programs of leadership training and staff development
- Ruth Frost Parker Center for Abundant Aging: Sharing resources and innovations with the broader community
- LGBTQ-friendly affordable housing and healthcare services

#### Affordable housing settings with support services

- Capital upgrades that preserve independence, provide access to community resources and respond to urgent needs
- Programs and services that enhance quality of life, leading to an abundant life of community, wholeness and peace for affordable housing residents
- Sustainable programs that serve Native American nations

#### Renewed campuses

- More independent living options
- Supportive services that preserve independence
- Technology-driven products and services

#### Transformed healthcare communities

- Appealing accommodations; more private rooms
- Short-term therapies coordinated with acute care
- Memory support and behavioral care

# Campaign for Abundant Life

**GOAL: \$20,000,000**

**Funds needed by 2022: \$15,500,000**

**Legacy estate gifts through 2027: \$4,500,000**

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## **Unrestricted Support, Charitable Care and Quality of Life \$3,500,000**

To fulfill its vision, United Church Homes requires flexible annual support, including gifts for programs that enhance quality of life for all residents, such as intergenerational activities and volunteer opportunities.

## **Pastoral Care \$500,000**

Annual support for pastoral and spiritual care will help to sustain this key ingredient of an abundant life of community, wholeness and peace. Annual gifts designated for pastoral care support chaplains on each campus and graduate-level Clinical Pastoral Education (CPE) students of United Church Homes' accredited ACPE (Association of Clinical Pastoral Education) Center.

## **Ruth Frost Parker Center for Abundant Aging \$500,000**

Gifts in support of the initiatives of the Ruth Frost Parker Center for Abundant Aging will enable a forum for the exchange of ideas and innovation in the fields of senior services, higher education, research and advocacy.

## **Residential Campuses and Healthcare Communities \$10,000,000**

Capital funding is required to expand the availability of specialized care on our residential campuses. Gifts will make possible appealing environments for short- and long-term care with primarily private rooms; dedicated memory care households; spaces that bring people together in community; and emerging technologies for the highest level of quality care.

## **Affordable Housing Communities \$1,000,000**

Contributions are needed for: capital projects that preserve independence and provide access to community resources; to fund affordable housing communities' emergency needs; for programs and projects that enhance quality of life, leading to an abundant life of community, wholeness and peace for residents; and to provide financial support for communities that serve Native American nations.

## **Endowments \$4,500,000**

Current and planned gifts designated for endowment will secure the future of United Church Homes' vision. Funds may be designated for charitable care, pastoral care, initiatives of the Ruth Parker Center for Abundant Aging or future needs of the affordable housing program or a United Church Homes residential community.

# Gifts of Abundant Life

The following investments will be required for the Abundant Life Campaign to be successful.  
 Gifts may be paid over a multi-year pledge period of up to five years.

Gift Category	Number of Gifts	Annual Pledge Payments 5 Years Might Be	Total Dollars per Category
\$4,500,000 and above	1		\$4,500,000
\$1,000,000 - \$4,499,999	3	\$200,000	\$3,250,000
\$500,000 - \$999,999	4	\$100,000	\$2,750,000
\$375,000 - \$499,999	5	\$75,000	\$1,875,000
\$250,000 - \$374,999	6	\$50,000	\$1,500,000
\$100,000 - \$374,999	10	\$20,000	\$1,400,000
\$50,000 - \$99,999	12	\$10,000	\$600,000
\$25,000 - \$49,999	14	\$5,000	\$350,000
\$15,000 - \$24,999	20	\$3,000	\$300,000
\$10,000 - \$14,999	75	\$2,000	\$750,000
\$5,000 - \$9,999	145	\$1,000	\$725,000
Less than \$5,000	Many	\$500	\$2,000,000
<b>Total</b>			<b>\$20,000,000</b>

## Recognition Opportunities

- Naming of buildings, households and gathering places within United Church Homes communities
- Named endowed education and innovation funds, including scholarships
- Named endowment funds for pastoral care and other abundant life initiatives
- Pillar Society membership in recognition of planned estate gifts
- Acknowledgment of all gifts through publications and campaign events

*“Why this, why us, why now? Because we know we can do so much more. When we harness the talent in the organization, the dedication of our volunteers and the generosity of our benefactors, we can take our care of people to the next level.*

*Why is it urgent? We see the need. We have the vision. Our donors can make this happen. This is a pivotal crossroads moment.”*

**Rev. Kenneth Daniel**

*Chapel Hill Fast Track Rehab  
client Kevin and his father  
in the chapel celebrating  
the mission and vision of  
Abundant Life*



## Ways to Give

**Gifts of Cash** may be made over a period of time or as a one-time gift. A schedule of pledge payments may be arranged according to your needs.

**Gifts of Appreciated Securities and Real Estate** (including remainder interests) may provide additional tax advantages. Generally, an income tax deduction may be taken for the full fair market value of the gifted property and no capital gains tax will be due.

**The IRA Charitable Rollover** allows individuals who have reached the age of 70 1/2 to donate as much as \$100,000 within each tax year directly from their Individual Retirement Account (IRA) without treating the distribution as taxable income.

**Estate Gifts** are another way to make a gift to the Abundant Life Campaign. One of the easiest ways to do this is by naming United Church Homes as a beneficiary of a life insurance policy or retirement fund. You also may plan a gift by bequest in your will or other written estate plan. Residents may pledge their refundable entrance fee as a gift to be recognized in the campaign.

**Life Income Gifts** such as charitable gift annuities and charitable remainder trusts will allow you to make a pledge to the campaign and also receive payments that enhance your income. We will be pleased to discuss these and other types of planned gifts to help you participate in the campaign in a way that best meets your needs and interests.

**Tribute Gifts** may be made in honor or in memory of a loved one. We will work with you to acknowledge your gift in a way that is meaningful to you.

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### Endnotes

#### Revised 08.17

<sup>1</sup>Nielsen Senior Life Report, 2015.

<sup>2</sup>Leading Age, 2016 Senior Housing Brief, 2015.

<sup>2</sup>Urban Institute, DYNASIM3, 2015.

<sup>4</sup>United States Census Bureau, 65+ in the United States, 2010.

<sup>5</sup>Hawley, L.C. & Cacioppo, J.T. Loneliness Matters: A Theoretical and Empirical Review of Consequences and Mechanisms. *Annals of Behavioral Medicine*, 2010.

<sup>6</sup>The United States of Aging Survey. National Council on Aging, 2013.

<sup>7</sup>Li J, Porock, Resident outcomes of person-centered care in long-term care: a narrative review of interventional research. *International Journal of Nursing Studies*, 2014

<sup>8</sup>Lavretsky, H., Spirituality and Aging. A review of literature and research in *Aging Health*, 2010.

**Pictured on the cover: (left to right) Fran Barry and Crista Cope, residents of Glenwood Community**

**Our Mission is to transform Aging  
by building a culture of community,  
wholeness and peace.**

**United Church Homes is a nonprofit 501(c)3 charitable organization.  
Gifts are tax deductible to the full extent of the law.**



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