

HOLLENBECK HAPPENINGS

Fall 2020



Hollenbeck Celebrates the Groundbreaking for its Newest Planned Addition



With the goal of serving and meeting the needs of all its residents, Hollenbeck Palms celebrated the groundbreaking for its newest planned addition to the campus, a memory care building. On January 20, over 100 guests, residents, Trustees and staff attended the ceremony which took place on the actual grounds of the future new building.

Serving as MC, Trustee Bill Kumagai welcomed the attendees and thanked all who have supported the project. Sharing personal stories of his parents' experiences as Hollenbeck residents, he stated how happy he and his family were about their

decision in selecting Hollenbeck as his parents' home. "At a time when we had to make some crucial decisions, Hollenbeck came through for our family in more ways than one," says Bill. "That's why I'm so happy to be able to give back to Hollenbeck, and more importantly, to the wonderful people it serves."

The new structure will provide 33 beds for Hollenbeck's particularly vulnerable population, those living with Alzheimer's disease and other forms of dementia. The most common cause of dementia,

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Alzheimer's is currently ranked as the sixth leading cause of death in the US, and third for those age 85 and over, just behind heart disease and cancer. Nearly 6 million people are living with the disease and it can't be prevented, cured or slowed down. Dementia imposes the loss of cognitive functioning—thinking, remembering and reasoning—and behavioral abilities to such an extent that it interferes with a person's daily life and activities. The disease can progress to the stage where the patient must depend completely on others for basic activities of daily living.

"Providing Alzheimer's care is a cause that is very important to me, particularly as studies show that it affects women disproportionately," says Board Chair Carol Johnston. "Two thirds of those diagnosed with Alzheimer's are women—and no one knows why." Another way it affects women is that women are also the caregivers.

Currently, Hollenbeck's skilled nursing facility provides memory care to its residents who need it. "This new building will offer residential care for those living with Alzheimer's or other forms of dementia, with specialized programs and activities suited to their individual needs," adds CEO/President Morris Shockley. "This is a new and different model from what we have and we're very pleased to offer this next level of care here at Hollenbeck."

In order to erect this new building, the existing structure, which



was built in the 1950's, was razed and leveled. The memory care building, to be called Hensel Memory Enhancement Center, will be the final phase of Hollenbeck's capital campaign. Heideman Care Center, our newly renovated and constructed Skilled Nursing Center, was unveiled two years ago and offers 59 beds to residents who need around-the-clock-care. "All of us at Hollenbeck—staff as well as Trustees— were committed to rebuilding this wing of the campus to match the same level as the residential buildings," says Bill Heideman, President Emeritus. "With this memory care building, Hollenbeck stands ready to meet all the levels of care our residents may ever need."

Construction on the memory care building began in early August and is projected for completion by the end of May of 2021.

Rooms Get Major Updo!

The improvements on our campus continue, thanks to the generosity of our donors and friends. Contributions made to our year-end appeal led to the renovation one of our most widely used spaces, the Activity Room in our existing Rose Terrace. Many changes have been made, among them is our new flooring. Stylish gray plank style floor covering, measuring 75ft by 25ft in this massive entertainment venue, has replaced the dated linoleum. The wallpaper and trim on the walls have been removed and painted a nice bright white, making the room appear even more spacious and expansive. A new ceiling, re-upholstered chairs and window treatments add a warm and cozy layer to the room. A custom-made media cabinet holds our new, state-of-the-art audio/visual equipment and large screen television. Updated lighting with new, trendy light fixtures make the room look revived and welcoming. Although Covid has imposed scaled back activities and limited attendance, we are ready to welcome all our residents back to full scale as soon as we enter the post-Covid world!

Taking the same refurbishing effort one floor above in Rose Parlor, another redecorating took place during the pandemic. The grand reception room is transformed with LED ceiling



lights and spotlighting. A new ceiling adorns the room, making it seem more spacious. As in the Activity Room, the wallpaper has been replaced with fresh, neutral painted walls with added chair rails to welcome all residents, family and visitors. This room is in use, but again, with limited occupancy due to state-imposed restrictions and limitations.

Thank you to all our wonderful supporters who helped make these transitions happen. We extend our special thanks to Ernest Flores, Executive Council Chair, and Veronica Cerda, Activity Director, for their hard work with this project.

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In-Kind Donations for Covid-19

Along with the rest of the nation and world, Hollenbeck continues to deal with the devastating impact of Covid-19. Given the tremendous risk and danger the virus imposes on older people, we've taken countless measures to keep our residents safe and healthy. We follow all federal and state guidelines and protocols to ensure the health and safety of our residents.

During these difficult and challenging times, we are grateful that we do not stand alone. In-kind donations, whether it be crucial PPE, vital medical supplies or special treats, are most welcomed and appreciated. To help us respond to our evolving needs, extensive hours and demanding schedules, our residents' families and community partners have showered us with kindness and generosity. We are so grateful to them for the outpouring of support and encouragement, and for being a part of our extended Hollenbeck family.

Photos: Appreciative staff receiving in-kind donations.

See page 5 for list of In-Kind Donors



Hollenbeck Partners with Leading Age California



One of only 60 California facilities, Hollenbeck was awarded a special grant to implement an engagement technology program on site. Awarded by the California Department of Public Health to Leading Age California, the project is launched as iNSPIRE, and provides technology that aims to improve the quality of life of skilled nursing residents, reduce antipsychotic drug use, provide stress relief and much

more. The three-year project will include an evaluation to determine the impact of the program over time.

The grant provided a touch screen computer loaded with over 4,000 social, educational and spiritual content options, 3 tablets loaded with games, puzzles and applications for one-on-one activities, and an engagement package that includes drive, bike and flight simulators.

"This grant is a win-win for Hollenbeck and we are grateful to Leading Age California for making it happen," says CEO Morris Shockley. "With this technology, we will be offering new and innovative activities to our residents, while helping with the crucial research on ways to improve their lives."

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A Fond Farewell to our Beloved Betty

Sadly, Hollenbeck said goodbye to one of our cherished residents, Ms. Betty Fogt. Originally from a small farming community in Iowa, Betty moved to Southern California as a young child with her family. After obtaining her education, Betty became an elementary and middle school teacher and administrator for Burbank Unified School District. After retiring, Betty joined the Hollenbeck family in 2009. She embraced Hollenbeck and its residents as her new family and was an active member. Along with fellow resident Helen Jones, the two of them created the Film Group where residents would watch a film together followed by a lively discussion about it. Over the years, it evolved into Faith & Film with Betty Rubly and Chaplain Dwayne. Most notably, for a number of years, Betty served as the Resident Representative on the Board of Trustees, offering the residents' perspective and input at their meetings. Betty was also a strong supporter of Hollenbeck Palms' capital campaign to rebuild our existing Skilled Nursing Facility and our new Memory Care Center. Betty is, and always will be, missed but never forgotten.



Our mission is ...to provide comfortable, enjoyable and secure retirement living... with great compassion, honest dignity, and genuine love.

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Visit: www.hollenbeckpalms.com/capital-campaign/ways-to-give/planned-giving



You Help Make it Happen!

You can help make a difference in the life of a Hollenbeck Palms resident. We do our best to make certain our residents are well cared for and fully engaged and here's how you can help.

Make a Cash Donation. We rely on the support of our friends and donors to do what we do. If you would like to make a cash donation, honor a loved one, or make a monthly contribution, visit www.hollenbeckpalms.com and click on the "Donate" button or call 323-263-6195 and ask for the Development Department.

Donate Your Vehicle. Donating your car, truck, SUV, RV or boat is a quick and easy way to support Hollenbeck Palms and eliminate the hassle of selling your vehicle at the same time. We do all the work for you and proceeds from the sale go directly to Hollenbeck. To make a donation, call 323-263-6195 and ask for the Development Department.

Include Us in Your Estate Planning. You can make a bequest to Hollenbeck Palms by including language in your will or living trust leaving a portion of your estate to Hollenbeck, or by designating Hollenbeck as a beneficiary of your retirement account or life insurance policy. Please consult your own legal and tax advisors to help guide you in this process.

Volunteer. Please call us at 323-263-6195 to see what opportunities are currently available for volunteering.

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