



UPDATE – 2013 YEAR END APPEAL

## Strong donor support funds new accessible van

Once again, the kindness of the extended Hollenbeck family has come through for our residents. Our year-end appeal asked our supporters to help fund a new van, specially modified and adjusted to meet our residents' special needs, to transport them to medical appointments. Heeding our call, Hollenbeck's supporters responded by contributing just under \$50,000. This

generosity allowed us to replace our existing van which had logged over 150,000 miles and was in constant need of repair and service. We are grateful to all our friends who helped make this happen for our residents.



SPOTLIGHT ON LEADERSHIP

## Meet Mike Davis, newest Board member

Mike Davis

Having enjoyed a 41-year career in investment counseling, most recently at Clifford Swan, Mike Davis joined Hollenbeck Palms' Board of Trustees in 2013. Among his many responsibilities during his 20 years at Clifford Swan, Mike was the manager of Hollenbeck's endowment portfolio and became a fan of the organization. A graduate of Stanford University, Mike led a platoon in combat operations in South Viet Nam receiving a Bronze Star. Upon return stateside, Mike earned his MBA from UCLA and began to work at Western Asset Management Company. Along the way, he became a Chartered Financial Analyst (CFA).

A long time resident of South Pasadena, Mike is an active Rotarian and serves on the Board of the Oneonta Club Foundation. Mike and his wife Leeann are the proud parents of daughters Jennifer and Anne.

We welcome Mike to the Board of Trustees and extended Hollenbeck family and look forward to working with him.

## 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 donation, honor a loved one or make a monthly contribution, please visit our website at [www.hollenbeckpalms.com](http://www.hollenbeckpalms.com) and click on the "Donate" button on the right hand side or call 323-263-6195 and ask for the Development Department.

### ■ DONATE YOUR VEHICLE

Donate your car, truck, SUV, RV or boat! This is a quick and easy way to solve your issue and eliminate the hassle of selling your vehicle at the same time. We do all the work for you and proceeds from the sale of the donated vehicles go to Hollenbeck. To make a donation, please call 323-263-6195 and ask for our Development Department.

### ■ VOLUNTEER

We always need help in the office or with our activities. If you've got the time and talents to share, please call us at 323-263-6195 and ask for the Activities 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.

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## Update on our Skilled Nursing and Memory Enhancement Center

Hollenbeck Palms proudly offers residential, assisted living and skilled nursing care all on the same campus. In today's world, people are living longer and as their aging process continues, so do their medical needs and required level of care. By 2025, the number of people age 65 and older with Alzheimer's Disease is estimated to reach 7.1 million, unless a cure is found. As more and more fragile seniors and their families rely on Hollenbeck for care, we have launched a \$13,000,000 Capital Campaign to address their changing and challenging needs.

Built in the 1950's, the buildings in which we provide our nationally-recognized nursing care are older and need to be updated. When completed, Hollenbeck will boast an 83-bed, state-of-the-art Skilled Nursing and Memory Enhancement Center, providing a more appealing, comfortable and effective environment for its most vulnerable patients.

Kicked off in April, the first phase of our efforts will update our existing Heideman Hall which was built in 1978. Upgrades will include a larger nurses' station and lounge, a renovated beauty salon and a creative arts center.

Next, the West Wing of our existing Hensel Hall will be replaced with a new structure that will feature wider and brighter hallways, larger rooms and ADA-approved bathrooms that can accommodate walkers and wheelchairs. An intimate dining area will bring residents and families



Architect's rendering of future Skilled Nursing and Memory Enhancement Center

together for meals and expanded clinic facilities will meet their growing medical needs.

The new Memory Enhancement Center will create a therapeutic and stimulating environment, and provide an exceptional quality of life, for our residents living with Alzheimer's Disease and other forms of dementia. Our center will allow us to combine friendly conditions with security, creating a harmonious and safe living environment. Perhaps most importantly, it will allow couples to stay together on the same campus at a very difficult time in their lives.

To date, we have raised just over \$2,300,000 towards this effort. We are truly grateful for each and every gift that has been collected to reach this goal. To learn more about ways to participate in this campaign or discuss naming opportunities, please call Sally Sanders, Director of Development at 323-307-4554.



### OUR MISSION

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





*Dr. Kanegae, Medical Director at Hollenbeck Palms and Director of Cardiac Rehabilitation at Good Samaritan Hospital, confers with a resident.*

## Dr. Kanegae shares his views about new facilities

As Medical Director of Hollenbeck Palms, Dr. Thomas Kanegae offers skills, energy, and a hands-on style infused with a personal passion. "I've always treated my patients like members of my own family," he says.

Dr. Kanegae is eager to see how the new environment will enrich the experience of both patients and professionals in reaching the highest level of health, functionality and well-being. "We have a tremendous staff that is spectacular at handling challenges," he says. "This expansion will greatly enhance their efforts." He notes the new setting will feature a more intimate, residential feel. "The rooms will be larger, with ADA-approved bathrooms," he added. "Nursing stations will be larger, improving our efficiency and response time – already faster than a hospital's.

There'll also be a medical clinic suite allowing doctors to meet, confer and collaborate."

"Seniors overall are more active than they were even a decade or two ago," he says. "Today, many of them choose to live in a setting like Hollenbeck simply because they like the safety and companionship of being in a community. With this new wing, Hollenbeck will be able to meet all its residents' needs while maximizing their feeling of home."

## Taking caring further

How would Hollenbeck fare without fundraising? "Speaking from an operational viewpoint, it would be a different ballgame," says Vice President /Treasurer Morris Shockley.

As a non-profit organization, Hollenbeck relies on gifts and donations that enable us to meet all our needs. Although our members' fees pay for our operational costs, which include labor and food service, quite often other expenses arise that are not budgeted. For example, this year we purchased a new transportation van. The beds in our Skilled Nursing Center are outdated and being replaced. And you've read about the new, state-of-the-art Skilled Nursing and Memory Enhancement Center that will be completed in the near future. Developing new, innovative programs to meet our residents' changing needs can be costly, yet we continue to provide them to all our residents.

*"It's fundraising that allows us to truly meet our mission of providing comfortable, enjoyable and secure retirement living with great compassion, honest dignity and genuine love."*

"All these expenses, as crucial as they are, are dependent on our fundraising efforts," says Mr. Shockley. "It's fundraising that allows us to truly meet our mission. The two go hand-in-hand."

Part of the security of living at Hollenbeck Palms is the knowledge that should a resident outlive their financial resources through



no fault of their own, Hollenbeck will always be their home. The lifestyle, care and services they've come to know and expect will continue to be offered to them, and the costs associated will be absorbed by Hollenbeck. Roughly 25% of our residents and 48% of our Skilled Nursing residents rely on government assistance, which does not cover the costs associated with their daily care. Thanks to our endowment, in fiscal year 2013 Hollenbeck Palms provided nearly \$1,000,000 in charity care.

"The facts are that without our endowment, we would not be able to keep providing for our residents who have outlived their resources," adds Mr. Shockley. "Without fundraising, we wouldn't be able to meet our capital expenses such as the new van, and especially the new buildings we're building."

Hollenbeck Palms has been an integral part of this community for nearly 125 years, providing our residents with a loving home and their family members peace of mind. It is the same community we rely upon to help us continue to fulfill our mission.

**Remember Hollenbeck Palms in your Will & Estate Planning. You can maximize tax benefits and leave a legacy that will make a difference for years to come. Please call 323-263-6195 and ask for our Development Department.**

## DONORS March 1, 2013 to March 31, 2014

We are proud to recognize our generous donors whose kindness allows us to deliver exceptional care to our residents. We have made every effort to include all supporters on this list, and apologize if your name has been inadvertently omitted. Please contact the Development Department at 323-307-4554 with any questions.

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