

HOLLENBECK HAPPENINGS

WINTER 2021



Fifth Annual *A Day at the Races* Salutes Bill Heideman's Service and Retirement

Donors, friends, Trustees and residents all joined forces to attend Hollenbeck's 5th Annual *A Day at the Races* at Santa Anita Park. The beautiful Chandelier Room was the venue for the day as guests mingled, reconnected, enjoyed spectacular cuisine and watched exciting races throughout the afternoon, all to benefit Hollenbeck Palms.

On a beautiful Southern California October day, the breathtaking San Gabriel mountains provided a magnificent backdrop behind the track. Making the day extra special, the event also celebrated the retirement of Bill Heideman, Hollenbeck's former long-time CEO. Over 120 dear friends and devoted supporters gathered to thank Bill for his 47 years of

service, honor his accomplishments and wish him the best as he enters this new chapter. One of the nine races that day was named the "Hollenbeck Palms Heideman Special" in honor of Bill. Some guests fared significantly better at the betting windows than others, but all attendees had a delightful time.

On behalf of Hollenbeck Palms, Board Chair Carol Johnston, Esq. conveyed her appreciation to Bill for his devotion and commitment to Hollenbeck. Bill took the floor and thanked the attendees for their support and expressed his gratitude for the privilege of serving as Hollenbeck's CEO, which he said was

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Our Donors Did It...

Throughout the past year, our staff in the Skilled Nursing wing saw residents struggling with similar, consistent issues. Unnecessary trips to the hospital due to avoidable UTI complications and general weakness and memory impairment as a result of sleep irregularity and deprivation.

In the spring, Hollenbeck launched an appeal to update and acquire new medical equipment to address these issues. Our generous families, friends and donors heard our call and responded. Thanks to their kindness and generosity, the new equipment was ordered, delivered and has been put to good use.

"We are grateful to our donors for their commitment to our residents," says Morris Shockley, President/CEO. "We've built a partnership with them, and a successful one at that. Their response allowed us to purchase a portable, hand-held bladder scanner as well as a CPAP machine."

The scanner allows staff to perform a quick, non-invasive scan at bedside that uses technology to safely and accurately evaluate each patient's need for possible catheterization. Early detection and treatment eliminates unnecessary hospitalizations. The CPAP machine, which can also be converted to BiPAP, addresses our residents' sleep apnea, a serious condition where breathing stops and starts



repeatedly while asleep. The use of these machines keeps airways open while sleeping, improving the quality of sleep and reducing daytime sleepiness. Another benefit of sleep improvement is reduction or circumvention of high blood pressure.

"Our donors have truly come through for our SNF residents," adds Carol Johnston, Esq., Board Chair. "Having the scanner and CPAP machine on site allows our staff to detect and treat our residents' issues quickly, efficiently and safely. Providing outstanding care to our residents is our number one priority and with their support, our donors are helping us to do just that."

Leading Age California Keeps Technology Partnership Going



Continuing on the success of the previous year's grant, Hollenbeck was one out of 9 winners of Leading Age California's special iNSPIRE grant to continue our iN2L technology program on site. The iN2L program is an intuitive and innovative touchscreen computer system specially designed for seniors. It provides regular content and materials that make it possible

for them to connect with the world and the people around them through content-driven experiences that are engaging. The grant consisted of a iN2L 23" Group Engagement System, which is a portable computer on a cart and a one-year subscription for the content.

"We are very happy to have this additional equipment and program to offer our Skilled Nursing residents," says Morris Shockley, President/CEO. "It's made a great difference for our Skilled Nursing residents and really allowed them to interact and engage. We're very grateful to Leading Age California for this generosity."

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the honor of his lifetime. The room responded with resounding applause and a standing ovation.

The event raised over \$160,000, surpassing the initially projected goal and previous years' efforts. *A Day at the Races* turned out to be a fabulous day all around," said Casey Adams, Hollenbeck Trustee. "We owe Bill a debt of gratitude for his outstanding leadership and long service. This being our signature event allowed us to do that and raise much needed funds for Hollenbeck. A win-win all the way around."

"We are all grateful to everyone who made this day so successful and special," said President/CEO Morris Shockley. "Filling Bill's shoes is not an easy task. I look forward to working with the Trustees, staff, our terrific vendors and partners, and the entire Hollenbeck family to continue building on Hollenbeck's long-established success."



Ahmanson Foundation Gift Supports Hensel Memory Enhancement Center

The Ahmanson Foundation graciously awarded a major grant to Hollenbeck Palms to assist with the costs of building the Hensel Memory Enhancement Center. The newest addition to Hollenbeck Palms' campus, this structure will provide an exceptional quality of life to our residents living with Alzheimer's disease and other forms of dementia. Dementia is a degenerative disease that takes away the patient's memories, thinking and processing skills and eventually, ability to carry on the simplest tasks thereby robbing them of their dignity and independence.

To be unveiled in early 2022, this new structure will provide residential care to 33 residents living with some form of advanced dementia. With unique and specialized programs and activities catered to each resident and the advancement of their diagnoses, this new center is committed to providing a safe, secure, nurturing environment. Our specially trained staff will meet each resident's physical, mental and social needs in a caring and compassionate manner.

The Ahmanson Foundation serves Los Angeles County by funding cultural projects in the arts and humanities, education at all levels, health care, programs related to homelessness and underserved populations as well as a wide range of human services. By supporting non-profit organizations that demonstrate sound fiscal management, efficient operation, and program integrity, the Foundation strives to enhance the quality of life and cultural legacy of the Los Angeles community.

"The Ahmanson Foundation is a long-time friend to Hollenbeck and this gift, which is a testament to that bond, has been so beneficial to our campaign," says Carol Johnston, Esq., Board Chair. "Gifts like these are a nod to Elizabeth Hollenbeck, her vision and legacy. We are all deeply grateful to The Ahmanson Foundation and David Adams, our Trustee Emeritus, for championing this gift for us throughout the application process."

Vision and Values Benefit Hollenbeck Residents



Seeing an opportunity to fill a need takes vision, resources and hard work. Doing just that for Hollenbeck is one of our very own Trustees, Bill Kumagai.

Bill was introduced to Hollenbeck because his parents, Rikio & Sadayo Kumagai, chose Hollenbeck as their home. Over the years, Bill spent a lot of time with his parents at Hollenbeck and had the opportunity to meet and get to know many residents.

An Information Technology professional, Bill is passionate about how computers can improve the quality of people's lives. After a long and successful career with Gartner Consulting, Bill recently retired. With more time on his hands and the passion to make a difference, Bill realized the timing was right to take action. Along with his wife Linda, the Kumagais donated \$300,000 to launch a major effort to take technology a few steps further along at Hollenbeck.

The Kumagais' goal is to support the health, happiness and well-being of Hollenbeck's residents by providing new experiences and broader boundaries through today's (and

tomorrow's) current technology. Although many residents enjoy a connection to their loved ones through their iPhones and tablets, this new initiative will use virtual reality to open more and different options, activities, opportunities and experiences for our residents to explore.

"This is a significant moment for Hollenbeck," says Morris Shockley, President/CEO. "The type of vision that Bill Kumagai has, coupled with a transformational gift, will allow us to implement a whole different level of programs for our residents, truly distinguishing us from other retirement communities. We are extremely fortunate to have the Kumagais within the Hollenbeck family."

"Hollenbeck was very good to my parents and made us all feel as though we were members of a large family," adds Bill. "To this day, I feel the energy and spirit when I'm on the grounds, and the connection I have with the residents who were my parents' friends is very real. It's a good feeling to do something special for my family."



The newest addition to Hollenbeck's campus is our 33-bed Hensel Memory Enhancement Center.

Look for more details soon and join us for the grand unveiling in early 2022.



A Day at the Races Funds New Transportation Van

A portion of the proceeds from the success of Hollenbeck's 5th Annual *A Day at the Races* were used to purchase a new ADA-approved, wheelchair accessible van to transport our residents to various medical appointments. Our existing van had logged over 165,000 miles of congested, city traffic. The ride that it offered was no longer as comfortable and the van was in constant need of repair and maintenance.

Our new van is specially modified and adjusted to meet all our residents' special needs, including a fully powered, side-entry ramp system. The van has modified suspension that will also allow it to lower itself for easier entry for the passengers. Wheelchair tie-down straps assure secure rides for our wheelchair-dependent residents. Additionally, this van allows for the front passenger seat to be removed and replaced with a wheelchair, allowing two wheelchair-dependent residents to be transported simultaneously.

We are grateful to all our friends who helped make this happen for our residents. Their support allows us to fulfill our commitment of providing exceptional care to our deserving residents.

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



Farewell to Barbara Jury

Hollenbeck said goodbye to one of our beloved residents, Barbara Jury.

A retired nurse, active philanthropist and cherished friend, Barbara had been a resident of Hollenbeck for just over 13 years. A California native, Barbara went to nursing school at USC, obtained her MS in Nursing from UCLA and forged an extensive career in the field that eventually led her to become the Director of Risk Management at California Hospital, which ironically, is where she began her career.

A philanthropist and devoted volunteer, Barbara was a 50+ year member of Soroptimist International as well as The Da Camera Society. Barbara loved music, sports and USC – and not necessarily in that order.

A strong supporter of Hollenbeck, her passion, spirit and personality will always be present on our campus, and she will always be in our hearts.



Donors: November 1, 2020 to November 30, 2021

We are proud to recognize our generous donors whose kindness allows us to deliver exceptional care and services 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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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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