



# Foundation Focus

VOLUME 1, ISSUE 1

ANNUAL REPORT 2015

## A message from the Chair



The Jefferson's Ferry Foundation has been in existence since 2006 and since that time it has accomplished some amazing things. You've heard about the patio, the porte cochere, and, of course, moving the Wellness Center to the main building. There have been many other projects which have been possible through your generous support.

Our commitment to our mission grows even stronger as time goes on, when some of our residents' needs are becoming more and more necessary.

It has been my pleasure and honor to be Chair of the Foundation for the past three years. We will continue to work hard to achieve even bigger and better objectives.

Thank you for your continued interest and support.

Sincerely,

Carol Fenter, Chair  
Jefferson's Ferry Foundation



## Allow me to (re)introduce myself...



For those of you who may not know me, my name is Kaylin Peterson, Development Manager of the **Foundation**. You might recognize the name if you have received a tax letter from me regarding a donation you may have made. I can help you with any questions you may have about making a donation, leaving Jefferson's Ferry in your will, or simply donating some furniture. My office is located behind the Reception Desk in the Administration Offices. If I have not met you already, please do not hesitate to stop by and say hi, I'm very friendly! If

you would like more information about the Foundation and how you can contribute, I would love to talk to you about it. My extension is 5507 if you would like to give me a call or just stop by, my door is always open.

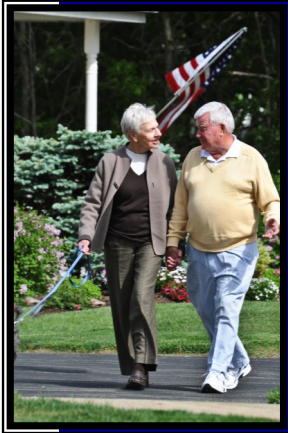
Sincerely,

Kaylin Peterson  
Development Manager



## Mission:

Our vision for the Foundation is to represent philanthropic excellence, in our quest to implement an ethical program — striving at all times to promote philanthropy in an impartial, unbiased, efficient way with a commitment to inclusiveness. Contagious generosity and the ensuing feelings of satisfaction will be our ultimate intent.



*"Nobody can  
do everything,  
but everyone  
can do  
something."*



## Vision:

The Foundation shall work in partnership with Jefferson's Ferry Board of Directors and staff to promote and raise philanthropic funds to enhance services for our residents and staff, and to respond to the needs of our community.

The Foundation will promote benevolence by enthusiastically engaging and enlightening the residents, families, staff, volunteer leaders, and other interested people and organizations to embrace the power and spirit of philanthropy.

## Wellness Center Match

Back in June of 2015, we were fortunate enough to have an anonymous donor offer \$50,000 towards a matching gift challenge. The donor would match dollar for dollar raised up to \$50,000. In just one

short month we were able to raise over \$100,000 towards the relocation of the Wellness Center! We are eagerly anticipating its opening and hope that you are excited to see it, too!



## New Foundation Brochures

This past year the Foundation created a much more simplified brochure. Making it much easier to send in a donation. If you have not

seen it already, be sure to check out the Activities Desk. The front cover looks like this → The brochure can be used to make a donation to any one of our six funds. No postage required.



## Health and Wellness Programming



Gifts made to **Health and Wellness Programming** have allowed us to start up programs such as the *Spa Program* currently in the

Skilled Nursing facility. The shower rooms were renovated and now offer a variety of amenities and light massages. In 2015, we received a donation that allowed us to purchase 40 iPods and accessories for the Music and Memory Program in the Vincent Bove Health Center. iPods

help with anxiety issues, and are very beneficial in the Dementia Unit. We were also able to purchase a *Balance Machine* which assesses residents' balance and risk of falling. New fitness classes of varying intensities were added to help promote wellness among Jefferson's Ferry residents.

## Resident Assistance Fund

The Resident Assistance Fund is of great importance at Jefferson's Ferry. This fund provides financial assistance to residents who have run out of money through no fault of their own. This allows

Jefferson's Ferry to keep its expenses down while being able to help others. This past year, the Foundation was able to provide \$60,000 of assistance to residents who needed financial help.

Please consider making a donation to this fund.



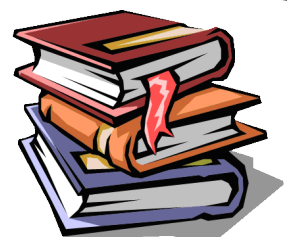
## Staff Education and Assistance Fund

Residents are always looking to tip the staff for the wonderful work they do year round. Tipping is not allowed at Jefferson's Ferry. However, each year the Residents Council gets together to collect funding to give the staff a holiday bonus check. But did you

know that we have a special fund to help pay for employee education, textbooks and hardship loans? Last year 18 employees received support for education and other needs.

If you are interested in contributing to this fund,

please contact Kaylin Peterson at ext. 5507.





## Annual Fundraiser: Monte Carlo Masquerade

Each year the Jefferson's Ferry Foundation hosts its Annual Fundraiser. This past year we had a Masquerade theme where our guests sported their fancy masks. A great time was had by all. The event was a great success, bringing a record number of guests. We were able to raise **\$45,000** after expenses towards Successful Aging. Monte Carlo Night takes place here in the Community Center where residents and guests gather for a night of casino games, great food, raffle baskets, dancing and much, much more. A photo collage book was put together of all of the fun times had, if you would like to take a look at it, please stop by the Foundation Office. This year's fundraiser will be held on ***Saturday, September 24, 2016***. Stay tuned for more information on ticket sales!



## Major Donor Wall Update

This year we made some very exciting changes to our Major Donor Wall in the Community Center (to the left of the elevator). Previously, the wall had only included donors at the \$5,000+ level. It now includes donors beginning at the \$1,000 level as well as annual donors. Our new Donor Wall is broken down

into different giving categories, offering levels of distinction to our donors whereas before they were all grouped together alphabetically. The new wall is more colorful and detailed. Be sure to stop by and take a look! If you would like to see your name on there, please stop by the Foundation office to discuss your options.



BEFORE



AFTER

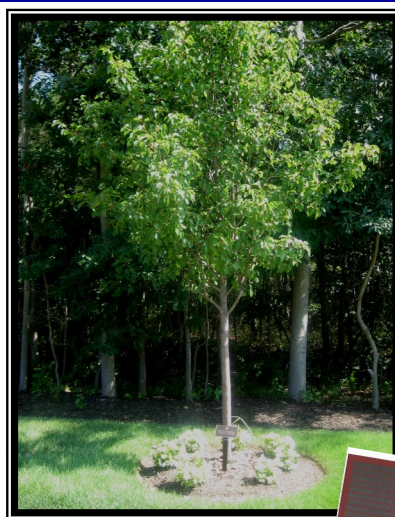
## Tribute Gift Programs

Did you know the Foundation has several different ways that you can make gifts in honor or in memory of a loved one?

We have the Commemorative Tree Program in which you can get a beautiful plaque in front of one of the Aristocratic Pear trees that line Mather Drive. Perhaps you have seen them as you are walking around the community.

The Celebration of Life Tree is another wonderful way to commemorate a loved one. The Celebration of Life Tree is displayed in the Vincent Bove Health Center right in the Main Lobby. Plaques may be customized with the wording of your choice.

You may also make a cash donation to any one of our six funds in honor or in memory of a loved one. If you choose, an acknowledgement card will be sent to the family member notifying them of your kindness.



Commemorative Tree

Celebration of  
Life Tree →



If you would like more information on any of these options, please do not hesitate to contact Kaylin Peterson at ext. 5507.



## Upcoming Events:

### Wellness Center Happy

Hour: Thursday, April 21st  
4:00 p.m. - 5:00 p.m.

### Major Donor Cocktail

Reception: TBD

Monte Carlo 2016: George  
F. Rice Community Center  
Saturday, September 24,  
2016

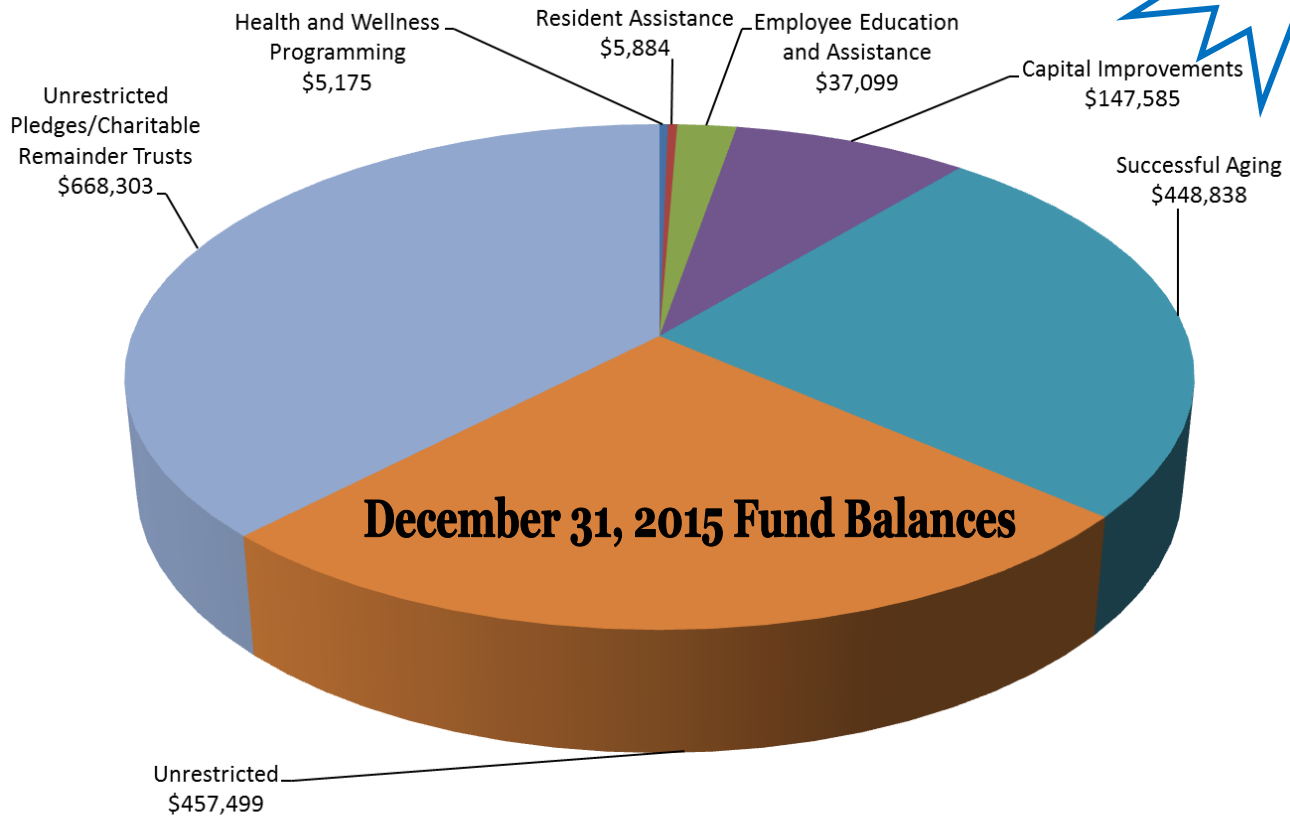
## Employee Auctions

Periodically the Jefferson's Ferry Foundation will accept gently used furniture to be auctioned off to the staff. The money raised through this event directly benefits our Resident Assistance Fund.

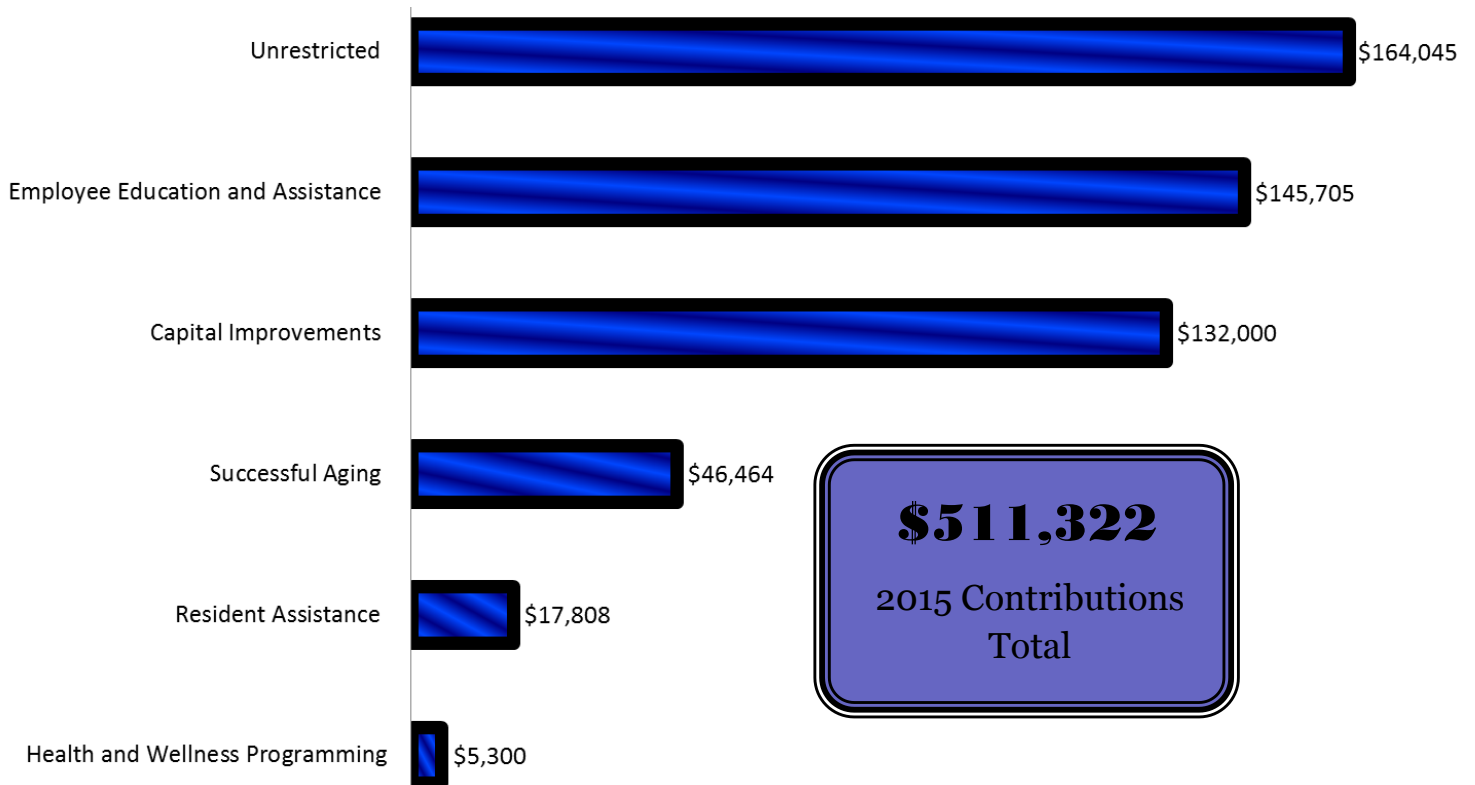
In 2015 we were able to raise a total of \$7,369 through employee auctions alone!

# Foundation Financials

**\$1,770,383**  
Total Net Assets



## 2015 Contributions Received



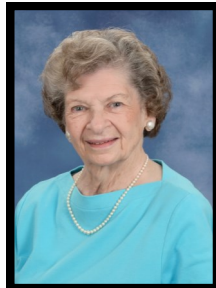




## Jefferson's Ferry Foundation Board of Trustees



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Claire Baer  
Vice President



Mary Fredel  
Secretary



Deanna Levinsky  
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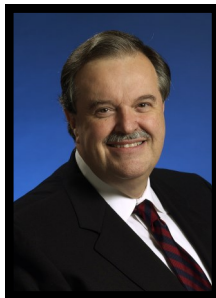
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Trustee



Jan Parker  
Trustee



George Rice



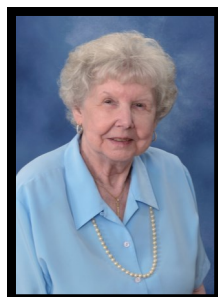
Ronald Rogé  
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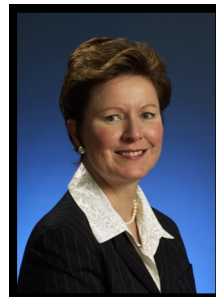
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Ingeburg Luttmann  
Associate Trustee



Rosanne Rogé  
Associate Trustee



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