

We Know Their Memories Matter

Winter, 2015

Dear Friend of Pinecrest,

When Pinecrest Terrace Memory Care Community coordinator Michelle Brown visited her grandmother at her Kansas nursing home, Michelle witnessed a remarkable program in action. The residents at that site with Alzheimer's and dementia were painting. And they were enjoying it. And they were remembering.

Several years and much effort later, a similar program was designed and launched at our own Pinecrest Terrace with the help of a major donor, someone who believed what we believe -- "their memories matter." We call our program "Color Me a Memory."



Over the next 25 years, more than 28 million baby boomers will develop Alzheimer's disease, and the cost of care will consume nearly 25 percent of Medicare spending. By 2020, caring for those stricken with Alzheimer's will cost nearly \$12 billion, about 2.1 percent of total Medicare spending. By 2040, the projected costs will have increased to \$328 billion, consuming nearly 24.2 percent of Medicare spending.

For decades, Pinecrest has been a leader in Alzheimer's and dementia care. Our caregivers were early adopters of a person-centered dementia care philosophy, a holistic approach that addresses mind, body, and spirit to ensure personalized care. Person-centered care focuses on the individual and their strengths and abilities rather than the condition and abilities lost. Through the generosity and compassion of one family foundation, Pinecrest has been able to expand its programming services in its Terrace Memory Care Community to offer this special program. That kind of help – help from donors like you – allows us to continue our

Legacy of Excellence

Critical to our need to provide quality care to all our residents is our ability to continue to care for those who have exhausted their personal financial resources. This past year, and in years past, Pinecrest provided nearly \$2 million in charitable care to residents who needed our help. Your steadfast dedication in helping us maintain our Good Samaritan Fund helps everyone at Pinecrest and in the surrounding community, and provides us with the



"Jesus wants us to care about people in need. That's what our money does when we give to the Good Samaritan Fund." Lois Renz, donor to the Good Samaritan fund and a resident of Pinecrest Manor.

"Having my grandmother live at Pinecrest Manor means peace of mind for my family. The staff not only provides excellent care ... but they also truly care about her."
Lori Page, granddaughter of Lois Renz.

opportunity to fulfill our mission services – promoting an active retirement and healthy lifestyle with respect, dignity and security for the whole person.

In its 122nd year, Pinecrest continues its legacy of excellence — offering more than a century of trust. The dignity and care staff provides each and every resident, no matter their circumstances, along with countless others who have lived at Pinecrest since 1893 — cannot be measured. Those who are here are indeed blessed!

But we could not provide the services we do without the strong faith and support of our community and donors.

Donors like you.

This Holiday Season...

...please consider a gift that will bring comfort, security and peace of mind to an elder in your community by supporting our Good Samaritan Fund with your generous contribution. Your tax-deductible donation of \$75, \$150, \$500, or more, will allow us to continue our critical work.

With heartfelt thanks,

Diana Verhulst

Diana Verhulst
Director of Advancement

P.S. I have enclosed an envelope for your convenience. (If you prefer, your gift and information can be entered through PayPal online at our secure website, www.pinecrestcommunity.org). Pinecrest, a 501(c)(3) stand-alone nonprofit continuing care retirement community, is organized solely for charitable and benevolent services. Each tax-deductible donation, large or small, is important to the residents who benefit from your gift. Any amount is helpful.