

# FOCUS

SUMMER 2010

NEWS FROM ASBURY FOUNDATION



## From the Foundation President

In your hands is the latest edition of *Foundation Focus*. You will notice that it looks different from previous newsletters, and we hope you will like the change. We now have one edition for all the communities in the Asbury family. This allows us to celebrate all that is unique while recognizing all that is the same about how charitable giving benefits our residents. It is also more cost effective than printing different editions for each community.

Following Asbury Communities' example, Asbury Foundation is working to be more "green." The newsletter is printed on recycled paper. In the coming year, we plan to transition to more electronic communication for those donors who are online, thus saving paper and postage costs. Traditional mail will still be available for our friends who prefer it.

**While you will read stories about philanthropy and volunteering at work throughout the Asbury system, please remember your gift benefits your community alone.**

During the past year, gifts to Asbury Foundation helped fund continued care for seniors in need and also helped enhance health and wellness programs for all of our residents. We selected stories about some of the most important projects at each community. Please take the time to see how your gift had an impact on Asbury's mission of service to seniors.

Thank you for your continued generous support.

Sincerely,



Douglas C. Myers  
President & CEO

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On our cover: Rosezanne "Socks" McFadden, resident, and Karen Warner, wife of associate James Warner, enjoy the family BBQ event at Asbury Methodist Village.



This July marked the 3rd Annual "Concert for Care Assurance" at **Bethany Village**. This year the benefit concert, featuring the Hershey Symphony Orchestra, raised more than \$12,000 in donations for the Care Assurance Fund at Bethany Village.







Wilson O'Shell, son of associate Teri O'Shell, enjoys the Valentine's Day Spaghetti Dinner.

James Martz, husband of associate Mary Ann Martz, tends to the grill at Epworth Manor's first annual carnival.

**Epworth Manor** has found creative ways to raise money for its benevolent care fund. Each year the community holds a Valentine's Day Spaghetti Dinner, which this year raised more than \$580. Additionally, in 2009, Epworth hosted its first annual carnival, raising \$2,011 for the Epworth Manor Care Assurance Fund!

On July 23, the 2nd Annual Wine Tasting and Music Festival took place on the grounds of **Inverness Village**. More than 180 attendees enjoyed fabulous wine, excellent food, auctions and jazz music. At the heart of the evening was the Inverness Village Benevolent Care Fund. The 2010 event generated more than \$18,000 for this very important cause.



# Thank You!

In 2009, more than \$1.9 million in annual funds and unrestricted gifts were contributed to help meet immediate benevolent care needs in Asbury communities, and \$1.58 million was pledged to endowment funds to support future needs.

**With your help, 313 Asbury residents received benevolent care support or healthcare financial assistance because their savings, insurance or Medicaid did not fully cover the expenses of their care.**

## Benevolent Care Provided in 2009

Asbury Methodist Village	\$304,421
Asbury-Solomons Island	\$124,057
Bethany Village	\$172,328
Epworth Manor	\$203,009
Inverness Village	\$39,599
Springhill	\$46,600

**Total \$890,014**

## Uncompensated Services Provided in 2009

Asbury Methodist Village	\$2,808,545
Asbury-Solomons Island	\$306,397
Bethany Village	\$769,795
Epworth Manor	\$2,538,416
Springhill	\$615,794

**Total \$7,038,947**



# Asbury Methodist Village Resident Bequeaths \$1 Million

Resident Marjorie McFarland (April 29, 1915 – Nov. 18, 2009) loved life at Asbury Methodist Village. She embraced all Asbury had to offer as well as the cultural arts in the Washington area. Marjorie was a writer for *Village Life*, a lover of music, and a frequent volunteer and spectator of the National Symphony Orchestra.

Linda Aber, Director of Communications at Asbury Methodist Village, commented, “Marjorie McFarland’s wisdom was only surpassed by her wit and willingness to make a strong case for things she believed in. Those things included brevity in writing style, levity in lifestyle, and a love for art, music, tennis and life.”

Marjorie was also a loyal supporter of the benevolent care program. In July 2009 she attended a small group briefing about the *For Love of Neighbor* endowment campaign and wanted to help. “She asked me how to remember the fund in her will, so I provided her sample language to take to her attorney,” recalls Asbury Foundation President and CEO Doug Myers. “Little did I know this would end up being the lead gift of our campaign.”

Marjorie McFarland had made the Asbury Methodist Village Benevolent Care Endowment Fund the *residuary* beneficiary of her estate. That is, after she made several specific bequests to other beneficiaries, she left the remainder of her estate to the Benevolent Care Endowment Fund.

If you wish to support a fund at your community through a bequest, there are several options you may consider.

- A. Specific Dollar Amount or Property  
“I, [Name], of [City, State, Zip],  
give, devise and bequeath to Asbury  
Foundation, Inc. \$10,000 for the  
[Community Fund].”
- B. Percentage of Estate  
“I, [Name], of [City, State, Zip],  
give, devise and bequeath to Asbury  
Foundation, Inc. 20% of my estate for the  
[Community Fund].”
- C. Residuary: the remainder after all other  
bequests, administrative costs and taxes  
have been met  
“I, [Name], of [City, State, Zip],  
give, devise and bequeath to Asbury  
Foundation, Inc. all of the residue  
or remainder of my estate for the  
[Community Fund].”

Charitable bequests are wonderful options for all donors, but especially those donors who wish to retain control of their assets during their lifetime.

After last year’s quiet phase, the *For Love of Neighbor* campaign kicked off publicly in February. By August, the campaign was 80 percent of the way to its goal of adding \$5 million to AMV’s endowment fund. This fund helps provide for resident benevolent care needs as well as offset the cost of their unreimbursed medical needs.

For more information on giving to Asbury Methodist Village, contact Doug Myers at 301-987-6069.



# The For Love of Neighbor Campaign

On Feb. 13, the public phase of the Asbury Methodist Village For Love of Neighbor Benevolent Care Endowment Campaign was launched.

More than \$4 million has been raised toward the endowment fund as of August. Asbury Foundation staff and volunteer campaign leadership are working together to maintain the great momentum of the campaign. Successes include a lead gift, AMV associate participation and a well-attended family BBQ.

## Major Legacy to Benevolent Care

Resident Marjorie McFarland's loyal support of benevolent care was made clear by a gift through her estate this past spring. Her contribution is the lead gift that propelled the campaign well past its halfway point. Her generosity and thoughtfulness are only two of many wonderful qualities that are missed by friends of Marjorie.

## Associate Campaign

AMV associates have contributed more than \$65,000 to the endowment campaign, on their way to reaching a goal of \$75,000. Benevolent care is certainly helped by each and every gift an associate makes.

## AMV's Family BBQ

On May 23, more than 250 attendees gathered for an afternoon of great fun, conversation and BBQ hosted by the Foundation in honor of AMV's 84th anniversary. Residents, associates, community members and their families enjoyed face painting, balloon sculptures and ice cream donated by Bloom grocery store.

The highlight of the day was the dunk tank, where all got their shot at soaking leadership team members David Denton, Henry Moehring, Cathy Moxley and Brian Trotter.



"As someone who has lived at AMV for 12 years, I am proud that, in our long history, our Benevolent Care Fund has ensured the continued residence of persons who have exhausted their resources through no fault of their own. Contributions to the fund stay right here on our campus to serve our residents."

— Resident Campaign Co-Chair Dr. Leona Bachrach



"I participate in benevolent care fundraising because it is the 'silent way' of me really giving back to the residents when they need it the most."

— AMV Associate Crystal Gweh



# Associate Giving at Epworth Manor

By Robin Stern

When I was hired as executive director at Epworth Manor 10 years ago, I was asked if I would allow associates to continue their tradition of “dress down” Fridays. For a donation of 50 cents to the Care Assurance (Benevolent Care) Fund, jeans and uniform scrubs were acceptable attire. Although we’ve changed the dress code policy and inflation has increased over the years, 50 cents is still accepted and jeans are still worn on Fridays. Once those quarters accumulated to \$500, the associates were able to put a leaf on the Tree of Remembrance in honor or memory of an individual.

Then an ambitious group of associates got REALLY serious and told me they were going to raise \$10,000 to add a foundation stone to the tree display. Taco salad sales and giveaways helped boost efforts and in October of 2004, a check was presented to residents from the associates, at our Epworth Manor 85th anniversary event. In 2007, our associates partnered with residents and gathered favorite recipes to create the Epworth Manor Cookbook. Sales of ice cream sundaes, sandwiches and the cookbooks built up to a second \$10,000 donation in May of 2009.

Additionally, when J.D. Shuman became director of development in 2007, he asked if it would be possible to gather a committee of associates to help with fundraising activities. I knew he would have no problem finding committee members. However, neither of us imagined that these associates would teach J.D. how to organize a spaghetti dinner, keep the lid closed while cooking baked beans and chicken barbeque, and the best technique for setting up the craft booths at a carnival.

I’m continually impressed by the generosity of the associates who come up with ideas and are willing to donate their time, talent and energy to carry them out. And if the event requires a lot of manpower, you will see associates’ family members flipping burgers, running a carnival game and serving spaghetti, too! Equally impressive is the ongoing support from associates, residents, their families, the Auxiliary and the Tyrone community for each of the activities. *Together, we are doing all the good we can, 50 cents at a time, for seniors.*



## Casual for Care Assurance

In August 2008, Bethany Village began “Casual for Care Assurance,” a program that allows associates to wear jeans every Friday if they donate a dollar to the Care Assurance (Benevolent Care) Fund. Associates have the option to make these donations each Friday by giving their contribution to their manager or through payroll deduction. Since its inception, Bethany Village has raised more than \$4,800 for the Care Assurance Fund!





# Putting the “Fun” in Fundraising!

Many people think of direct-mail appeals or development directors when they hear the word “fundraising,” but not Asbury-Solomons Island (A-S) residents Bob and Ann Delamarter. They focus on something different.

While incredibly humble when asked about their role in the volunteer and fundraising spirit of Asbury, Bob and Ann are seen by many as leaders in these areas. Their resumes are filled with service on committees and in clubs. However, Ann is best known for her constant dedication as leader of the Granny’s Treasures Committee, and Bob for his role as leader of the Party People.

Granny’s Treasures is an on-site thrift shop that collects donations from residents and associates, and offers these items for re-sale in the shop at a silent auction throughout the year. All proceeds from the sales and auction benefit the A-S Benevolent Care Fund. In 2008, Granny’s Treasures efforts yielded more than \$18,000 in gifts to the A-S Benevolent Care Fund, and in 2009, more than \$16,000.

The Party People Committee stays busy planning the many parties that are held on campus each year. “Ann and Bob are truly valuable members of our community,” says A-S Director of Development Melissa Carnes.

“They bring opportunities for residents to get involved with many different activities, and they are great friends of the Asbury Foundation at A-S. Whether they are selling items in Granny’s Treasures, raising money through the sale of the Garden Club’s flowers and vegetables, generating honorary gifts through services provided through the Wood Shop, or planning parties and having 50/50 raffles at Party People events, they are always supporting the Benevolent Care Fund.”

Says Bob, “In this day and age, you cannot guarantee that your retirement is going to last.”

“Knowing that you can help someone avoid being put out of his or her home through assistance from the



A-S resident Dawn Gillham shows her prize for winning the 2010 Kentucky Derby Party hat contest. The party is led by the Delamarters and the Party People Committee.

Benevolent Care Fund is important to us,” says Ann. “We have always been active in the communities in which we’ve lived, so it’s natural for us to volunteer here.”

And, as with so many of their fellow residents, it’s natural for the Delamarters to put the “fun” into “fundraising!”

## have a seat:

### Out with the Old, In with the New at Solomons Telethon

On Feb. 24, Asbury-Solomons Island hosted a telethon to raise funds for new auditorium chairs at the community. Emceed by Doug Hill, the chief meteorologist for ABC Channel 7 in Washington, D.C., the event featured Asbury residents and associates in a variety of skits and musical acts aimed at raising awareness of the need to replace the community’s existing, worn-out chairs.

In approximately two hours, the event raised more than \$17,000, which in turn led to the purchase of 160 new seats that were delivered in the spring.

# Inverness Village Lifestyle and Services Enhancement Project a Success!

It's About Being Balanced and Fresh

In 2009 Inverness Village embarked upon a \$500,000 fundraising effort to help the community become the leading expert in senior wellness in a four-state region.

"Inverness Village is a fantastic community where residents focus on whole-person wellness," say campaign chairs and Inverness residents Sid and Beverly Patterson. "This effort will enhance our quality of life even further."

Through the generosity of the Joe and Jean Holliman Family Foundation, David E. and Cassie L. Temple Foundation, and other campaign contributors, Inverness Village raised the funds needed for the Lifestyle and Services Enhancement Project.

Three central elements in the plan include:

**Phase I:** The expanded Perryman's café will feature a bistro with made-to-order cuisine, a lounge and Wi-Fi Internet access.

A renovation of the community's library, to be renamed the Temple Library and Learning Center, will also be completed.

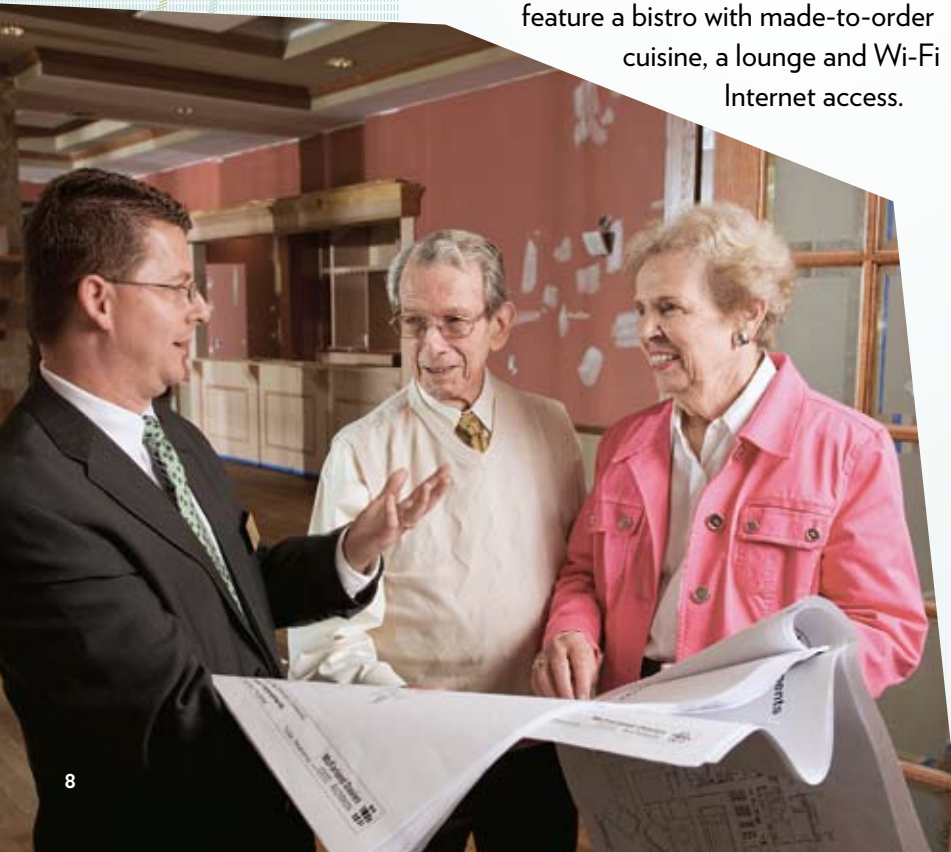
**Phase II:** The Annabella Salon and Spa, meaning "beautiful grace" in Scottish, will be created. The updated addition will provide a relaxing, convenient and soothing atmosphere in a central location. Residents will have access to premier salon and spa services without leaving campus.

**Phase III:** The wellness center renovations will include larger locker rooms, a massage studio, a welcome center, new exercise equipment and room for outpatient rehabilitation services. The new fitness center will be renamed the Joe Holliman Fitness Center to honor the legacy of a former resident whose passion for wellness was an integral force in the vision of the campaign.

Construction is expected to be complete by the end of the summer with a grand re-opening celebration in October. According to Inverness Village Executive Director Scott Bushong, "This renovation project is another step in providing our residents an atmosphere centered around building physical, intellectual, emotional, spiritual, social and vocational activities into everyday life."

For more information about the Lifestyle and Services Enhancement Project or to learn more about how to support the Inverness Village community, contact Director of Development Leah Brumbaugh at 918-388-4288.

**Executive Director Scott Bushong reviewing plans with campaign chairs Sid and Beverly Patterson**







# The Right Thing to Do

**Asbury Foundation Board Vice Chair John Schulze explains why supporting Springhill's new memory support neighborhood was so important to him and his family.**

**O**n June 11, Springhill celebrated the grand opening of the Woodlands, a specialized memory support neighborhood made possible through philanthropy.

John Schulze was there for personal reasons—his mother, Louise, lives in an apartment at Springhill and his father, Fred, was one of the first residents to move into the Woodlands when the first rooms opened in December.

He was also there for something more. “My dad taught me that if you get involved, do it 100 percent—because it’s the right thing to do.”

John explains that Fred led by example, sharing generously whether through his 32-year engineering career at GE or through volunteer support. John has followed that example, serving on the Springhill Board of Governors, the Foundation

Board of Directors and the Woodlands campaign committee. The vice president of Erie Bank, he helped his mother make a significant family gift to the campaign.

“The community had to raise the funds through philanthropy so as not to create a burden on the residents through higher rates or debt,” he says. “This neighborhood was something Springhill truly needed—as evidenced by the fact that it’s already full.”

His mother agrees. Louise is pleased to have a safe, beautiful place where Fred can relax and the staff are specially trained to accommodate his needs. “They don’t let him just sit in his room, and they know how to help me with him,” she explains. The Schulzes met at a USO dance in Aberdeen, Md. Louise married her handsome soldier and moved to Erie in 1957.

When the couple moved to Springhill in 2004 because of worries about Fred’s memory and Louise’s mobility, they excitedly got involved in all the community offered.

Last December, when Fred could still talk and Louise was unsure how he would handle the move to the Woodlands, he told her, “I understand—this is my home, and the apartment is your home.”

The Schulze family is grateful for what Springhill has brought to their lives. And they are looking forward to the birth of John’s first child.

John still plans to continue his work with the Foundation. “New projects will arise as Springhill strives to best serve residents. And, as with all Asbury communities, the Foundation can provide the support for Springhill to raise the funds it needs.”

# About Alzheimer's Disease



Many of us may have to face Alzheimer's disease, as it currently affects 1 in 10 Americans over age 65 and 1 in 2 over 85.

Although there is no definitive test to diagnose the disease, we know it starts with abnormal plaques developing in the spaces between nerve cells of the brain. Then, protein that normally transmits messages inside those nerve cells becomes deformed and collapses into tangles, rendering the nerve cells unable to effectively process cognitive functions.

On average, people live for 8 to 10 years after diagnosis. Although the length of time and severity of symptoms may vary, the disease usually progresses through three stages:

**Stage 1 (Mild):** The person exhibits minor memory loss and mood swings, avoids people and new places, and becomes uncharacteristically angry and frustrated. Although it is normal to occasionally forget a phone number or why we went to the grocery store, it is not normal to frequently forget

these things or to become so confused that we are unable to concentrate. Stage 1 usually lasts 2 to 4 years.

**Stage 2 (Moderate):** The individual forgets recent events as well as personal history. He or she becomes disconnected from reality and may not recognize familiar people as memories of the distant past meld into the present. As the person recognizes this loss of control, s/he may become depressed and irritable. Stage 2 can last up to 10 years.

**Stage 3 (Severe):** During this final stage, memory becomes almost nonexistent and the person loses control of bodily functions. Stage 3 typically lasts no more than 3 years.

Although there is no known cure, current research suggests that diets high in saturated fats increase risk, while diets high in antioxidants decrease risk. Exercising your mind and body regularly and as often as possible is also key to improved health in facing any disease.

If you are concerned about memory loss, see a physician with extensive knowledge in dementia sooner rather than later. Medication to slow the progression of the disease is generally most effective the earlier it is administered.

Specialized memory support programs and environments can help keep individuals engaged in activities they enjoy and make them more comfortable as the disease progresses. The Asbury Foundation is honored to assist with funding important memory support projects across the Asbury system. From funding for Montessori activity programming at Asbury~Solomons Island to the completion of a capital campaign at Springhill for the Woodlands Memory Support Neighborhood, the Foundation works to enable ALL residents to live a wellness-centered life at Asbury.



# Bethany Village Nursing Grant

The spirit of education does not end with retirement, and that is especially true for three residents of Bethany Village. Edith Flurkey, RN, Karen Lamb, RN, and Sally Ann Thurner know the value of a good education and want to help provide it to the associates of their community. In the summer of 2008, these ladies joined Rob McMonagle, Director of Human Resources, and J.D. Shuman, Director of Development, to create the Nursing Grant Advisory Committee. This committee designed a program to raise funds for a grant that would benefit associates of Bethany Village as they continue their education in the nursing field.

Within six months, the Advisory Committee developed the program and managed to secure donations from residents and associates. Despite initial concerns about interest in the program, the committee recently completed its second round of grant awards in March 2010, selecting two deserving associates, Amy Leonard from The Oaks Skilled Care, and Thuc Nguyen from MapleWood Assisted Living.

“We need nurses,” says Karen Lamb. “The costs have increased so much that it is very difficult for an average family to handle the cost of a college-level nursing degree. I strongly encourage the development and continuation of the Nursing Grant program. We need quality nurses in long-term care as well as other areas of healthcare.”

With more than \$9,000 raised and more than \$8,200 awarded in its first two years, this program has become a staple of Bethany Village. In its third year, the Nursing Grant Advisory Committee has focused on creating a \$200,000 endowment that could provide roughly \$10,000 annually for the program. They work tirelessly all year round to raise funds and awareness, and Bethany Village associates are thrilled that these inspiring women chose Bethany Village to “retire.”

**Nursing grant winners Amy Leonard and Thuc Nguyen with grant committee member Karen Lamb**

**For more information about the Bethany Village Nursing Grant, please contact Rob McMonagle at 717-591-8040 or J.D. Shuman at 717-591-8019.**

## An Asbury Methodist Village Treasure



Since 1982, the resident-run Williamsburg Clothes Closet at Asbury Methodist Village has supported benevolent care needs. Slightly used and new clothing donated by residents and associates is carefully sorted, cleaned and stocked for sale by a team of dedicated volunteers.

The shop is made possible by the support of 22 volunteers every week. In addition, an executive committee

of 12 volunteers meets every three months to make operational decisions.

Proceeds are donated to the Asbury Foundation and used to supply items such as prescriptions, eyeglasses, equipment and medical supplies that are not normally provided through the Benevolent Care Fund. To date, the Clothes Closet has raised more than \$330,000 for residents in need!

**Left to Right: June Hall, Arna Simpson, Ellanora Holtzople, Katie Buyukunsal, Helen Hansen**

# Simple Charitable Giving Ideas



By Dr. Mike Mitchell,  
Chair, Inverness Village  
Board of Directors

There are many ways to give to the Asbury Foundation. Many are quite simple and do not require the aid of an attorney or accountant.

## Giving Cash

Cash is always a welcomed gift. However, a gift of cash may be smaller than you would like to give because of limited cash available. Thus, you may also want to look at other options.

## Giving Through a Bequest in Your Will or Living Trust

The easiest way to make a charitable gift may be through your will or living trust. There are several ways to include the Asbury Foundation:

- A fixed amount
- A percentage of the estate
- A residual bequest (what remains after all your other bequests are completed)

## Giving Through Life Income Plans

Establishing a charitable gift annuity provides the perfect opportunity to make a tax-deductible gift and retain lifetime income from the same assets for an individual or couple. Currently,

CD and Money Market accounts are paying low interest; however, charitable gift annuity guaranteed rates range from 5% to more than 9%. Thus, this option can be very valuable to you.

## Other Types of Gifts

Other types of gifts include:

- Appreciated or depreciated securities such as stocks, bonds or mutual funds, which bring you definite tax advantages
- Real estate gifts, which also offer a real tax advantage to you
- Gifts of personal property or government bonds
- Paid-up life insurance policies, or you can make your Asbury community a full or partial beneficiary of your policy
- Giving through retirement accounts such as IRAs, profit sharing plans, Keoghs, 401(k), 403(b) or tax sheltered annuity accounts

It is important to note that if you choose to designate your gift to a specific Asbury community, all funds given are used solely for the betterment of that particular community. Your local director of development has details on all of these options and will be happy to help you decide which of these gift options might be best for you.





# Heritage Society: Leaving a Legacy

**T**he Asbury Foundation Heritage Society recognizes those donors who have included an Asbury community in their will or estate plan. Through the Heritage Society, Asbury Foundation expresses appreciation to all who have made a planned gift, of any amount. To the right are lists of individuals who have become Heritage Society members in 2010 and of Heritage Society members who have passed away in 2010. Information is as of July 31, 2010.

## New Heritage Society Members

### Asbury Methodist Village

Mr. & Mrs. Jerome E. Dennis  
Mrs. Arlene B. Walsh  
Ms. Sarah C. Young

### Asbury~Solomons Island

Mrs. Margaret L. Davis

### Bethany Village

Col. & Mrs. Ralph E. Boeshore  
Mr. & Mrs. John K. Class Jr.  
Mr. & Mrs. Hi L. Miller  
Mrs. Barbara A. Schnerring

### Inverness Village

Ms. Ruth Eichenberger  
Mr. James D. Fahland  
Mrs. Lois Lee  
Mr. & Mrs. Clyde McMasters  
Mr. & Mrs. Sidney W. Patterson  
Mr. & Mrs. Louis R. Reeder  
Mr. & Mrs. Robert L. Rorschach

## Deceased Heritage Society Members

### Asbury Methodist Village

Mrs. Mary K. Barrow  
Mrs. Zandra Coale  
Mr. Howard Gordon Jr.  
Mr. John W. Henry  
Mrs. Margery L. Hughes  
Mr. Gordon H. Livingston  
Mrs. Ruth A. Marbury  
Mrs. Elizabeth K. Parker  
Mr. George R. Porter  
Mr. George D. Raphael  
Mr. Clifford E. Schwendy  
Mrs. Phyllis Schwendy  
Mrs. Rue B. Stevenson

### Asbury~Solomons Island

Mrs. Mary Lou Grote  
Mr. Raymond C. Haynes  
Mr. Patrick L. Muldoon

### Bethany Village

Mr. H. Robert Nissley

## Endowment Funds

### What is an Endowment Fund?

An endowment fund is an investment fund set up by an institution in which the income from the invested capital is used only for the designated purpose the endowment was created to support. It is designed to function in perpetuity, making it possible to provide financial support over the long term.

### How does an Endowment Fund work?

One of the distinguishing characteristics of an endowment fund is that the principal amount contained

in the account is not disbursed for any reason. This principal amount is invested in a manner that creates a steady return; and it is this income that is actually used to support the purpose for which the fund was established. The practice of investing the principal, rather than spending it, creates a perpetual fund.

### Why support an Endowment Fund?

- It offers a solid base of funds that will be available now and in the future.

- It continues forever, since only the income earned is spent.
- Donors receive tax benefits in the form of charitable deductions.
- It can allow the donor to honor or memorialize a loved one as a permanent philanthropic legacy.

The advantages of an endowment are many, and the rewards last forever.

To learn about Asbury Foundation endowment funds, visit our website at [www.TheAsburyFoundation.org](http://www.TheAsburyFoundation.org) or contact your community's director of development.

## Your Gifts, Your Community

Please be assured that all donations are tracked by community. All gifts made by a particular community's residents, families and friends benefit that community alone.

### ASBURY FOUNDATION BOARD OF DIRECTORS 2010-11



**Chair Nick Serenyi**

Nicholas J. Serenyi, *Chair*  
John M. Schulze, *Vice-Chair*  
Judith F. Bankson\*  
Tita Hershner Eberly\*  
Mary Ellen Elwell, Ph.D.\*  
Kathryn B. Gorrell  
Louis F. Grammes  
Stephen B. Jackson  
Phyllis V. Schweizer\*  
Rev. Joan G. Smith  
Rev. Dennis E. Yocum  
Douglas C. Myers, *President/CEO,*  
*Ex-Officio (Voting)*

\*Resident

## Help Your Community: Search & Shop

You can now help the Asbury Foundation raise money for benevolent care needs at your community through [GoodSearch.com](http://GoodSearch.com) or [GoodShop.com](http://GoodShop.com)!

**GoodSearch.com** is a new, Yahoo-powered search engine that donates half its advertising revenue, about a penny per search, to the charities its users designate. Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up!

**GoodShop.com** is a new online shopping mall that donates up to 30 percent of each purchase to your favorite cause! Hundreds of great stores including Amazon, Target, Gap, Best Buy, ebay, Macy's, and Barnes & Noble have teamed up so you can support your community.

Just type in the name of your community, and start searching and shopping!

GoodShop



# Asbury Foundation

**T**he Asbury Foundation is a 501(c)(3) organization that secures philanthropic support to enhance the quality of life for seniors served by the Asbury system of communities.

## Our Mission

The Asbury Foundation supports the Asbury Communities system by securing funding for benevolent care, community outreach, and new programs and services. The Foundation also maintains programs to encourage ongoing annual support to help meet immediate resident needs in each Asbury community.

## Our Development Directors

If you have questions, or would like to speak with someone about your community, please contact the corresponding director of development from the list on the right. Our staff is always available to address any questions and/or comments you have and would love to talk with you.



**Douglas C. Myers**  
President and CEO  
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**Melissa Carnes**  
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**J. D. Shuman**  
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717-591-8019  
jshuman@asbury.org



**Leah Brumbaugh**  
Development Director,  
Inverness Village  
918-388-4288  
lbrumbaugh@asbury.org

## Asbury Foundation Is Going Green

In an effort to do our part for the environment, we are taking steps to reduce our impact on the planet. One of our initial steps was to offer an electronic funds transfer (EFT) program. Donors can now make a monthly gift of \$10 or more with an automatic transfer from their checking account, savings account or credit card. Donors who choose this option will no longer receive spring and fall appeal letters, thus reducing our paper usage. For more information, or to receive an EFT enrollment form, please contact your local director of development at your community or call us at 301-216-4050.

Another way we are seeking to conserve is by printing this newsletter on recycled paper and giving recipients the option of receiving it through email. If you would like to receive this publication electronically, please email your name and address to [Foundation@Asbury.org](mailto:Foundation@Asbury.org).





201 Russell Avenue  
Gaithersburg, MD 20877  
[www.TheAsburyFoundation.org](http://www.TheAsburyFoundation.org)



## Save the Date for the 2010 Caring Classic!

Oct. 12, 2010

For more on this and other upcoming  
Asbury Foundation events,  
please visit our website at  
[www.TheAsburyFoundation.org/News](http://www.TheAsburyFoundation.org/News).



AMV's Family BBQ, see page 5

