

# Spotlight on Philanthropy

ESKATON<sup>®</sup>  
FOUNDATION

## Eskaton Foundation Newsletter

Welcome to Eskaton Foundation's *Spotlight on Philanthropy*. Created to recognize and acknowledge donors, inspire and inform prospective donors, and encourage a culture of philanthropy, I hope that you find *Spotlight on Philanthropy* worth reading and sharing with your family, friends, and colleagues.

As *Spotlight on Philanthropy* evolves, you will find it more interactive and fun to read. We understand that we have many donors not utilizing the internet, so we were happy to develop a hard-copy version for your pleasure as well.

For those of you who have writing, editing, and graphic expertise, it would be amazing to hear from you with your feedback and comments. *Spotlight on Philanthropy* is a dynamic tool that we envision using for years to come to promote philanthropy at Eskaton. I look forward to hearing from you. Please contact me anytime at 916-334-0810 or [email me](mailto:kim@eskaton.org). You can also visit our webpages at [www.eskaton.org/donations](http://www.eskaton.org/donations).

Thank you.

Kim

*If you are receiving Spotlight on Philanthropy, it's because you are connected to Eskaton or Eskaton Foundation in some fashion. You may at any time, choose to opt out of receiving further editions by scrolling to the bottom of the page and clicking on unsubscribe.*

## Impact of Philanthropy: Our Thriving Intergenerational Program

Eskaton Kids Connection, our heartwarming program that brings together school children with seniors, received a generous boost from donors committed to making a difference. AT&T, Wells Fargo Foundation, and the Setzer Foundation donated a combined total of \$32,500 last year towards our growing intergenerational program.

Tim Ray, executive director of AT&T Services, explains, "AT&T's goal is to enrich, build and strengthen our communities. Eskaton Kids Connection intergenerational program is a huge step in the direction of improving the lives of both seniors and school children."

The funding received in 2011 helped to connect three classrooms at Kohler Elementary School with three more Eskaton communities. In addition, the funding will help Eskaton reach its ambitious goal in 2012 - to connect every Eskaton community with a classroom, and



### In This Issue

[Impact of Philanthropy: Our Thriving Intergenerational Program](#)

[Illuminate in the Community: Become a Business Partner](#)

[Donor Spotlight](#)

[Staff Step Forward to Ensure Success](#)

[Employees Give Because of the Impact](#)

[Help Seniors in Your Community: Donate your Car](#)

[Illuminate in the Community by Becoming a Business Partner](#)

## **DONATE NOW**

### Featured Article



### **Our Sponsors Shine**

Despite the unsettling economy, Eskaton Foundation celebrated record-breaking success at its 2011 annual golf tournament. Because of the generosity of our corporate sponsors (click here to see sponsor list) older adults living below the poverty line will have a better quality of life.

The Eskaton Foundation team is committed to even greater fundraising success this year. With an aggressive goal of raising \$200,000, we challenge our vendors, local business, and the community

to provide "computer bundles" for each participating class. Keeping in touch is an integral part of building relationships, and the technology allows the students to email and Skype their senior "buddies" in between visits.

Time and again, magic happens when the school children interact with the seniors. Tim says, "I wish more people could see the smiles on the seniors and kids when they spend time reading together and Skyping during the week. Getting first, second and third graders excited about reading and encouraging seniors to embrace technology is definitely a win-win. We are pleased to support Eskaton Foundation and the intergenerational program."

## Illuminate in the Community by Becoming a Business Partner

***When a company supports the issue consumer's care about most, it is rewarded with their trust, loyalty, advocacy, engagement and increased sales. 2011 Cone/Echo Global CR Opportunity Study***

Eskaton Foundation is helping the business community with their corporate citizenship goals. The Business Partner Program meets the growing desire of companies who want to make an impact in the community. In its inaugural year, 10 companies joined Eskaton Foundation's Business Partner Program. With growing enthusiasm and interest we expect to see even more businesses take advantage of this opportunity. To learn more [click here](#).

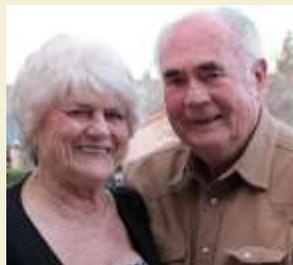
Along with many of our Business Partners, Roebbelen understands the value between philanthropy and corporate citizenship. Ken Wenham, President, Roebbelen Construction said it best, "Roebbelen is excited about our Business Partnership with Eskaton Foundation. We look forward to learning about more opportunities where we can contribute to this dynamic organization. Today it is more important than ever to take an active role in improving the lives of the expanding senior population. We are totally committed to this cause." To learn more about Roebbelen and their community giving [click here](#).



## Donor Spotlight: Charlie and Gerry McAvoy

After spending 47 years in the same house in Danville, Charlie and Gerry McAvoy now call Eskaton Village Carmichael "home." They have enjoyed being residents for just under a year, and they already have settled in - and given back.

Charlie and Gerry have generously supported the Village Assistance Fund because they appreciate the opportunity to help those who through no fault of their own are in a financial crisis. Charlie explains, "Any



to support our efforts in helping homebound seniors living alone experience a more fulfilled and healthful life. Join us on September 24, 2012 at Granite Bay Golf Course.

To learn more about how you can play a role in this important effort, please email [Carrie Johnson](#).

## Presenting Our New 2011 Board of Directors



**Melinda Eppler**

Executive Director,  
Fulton Avenue  
Association



**Theresa Paige**  
President, LPAS, Inc.

available for them."

The McAvoy's have a history of giving where they live, and they like developing ties to local organizations, whether it be in Danville, in Washington where they summer, or now here at Eskaton. They especially enjoy seeing how their gifts improve people's lives. Gerry recalls funding a playground and a park, and then the joy of seeing the children play. "I am always delighted when I can do something for somebody else," she says.

As a child, Gerry understood what it was like to receive assistance, as her family qualified for relief. She recalls the donations of flour, sugar and milk, as well as the nights without central heating and the house without plumbing. As an adult, she thrived on being able to give back to help others. In addition to raising her family, for 33 years she volunteered at a thrift shop that supported the Discovery Center in Danville. She and her fellow volunteers helped raise over \$6 million to help families in crisis.

Charlie enjoyed a successful career in the telephone industry, and the last six years before he retired, he was in charge of distributing the corporate contributions of Pac Bell in Oakland. Again, he enjoyed seeing people's lives change for the better. He has been affiliated with church all his life, and together he and Gerry pledged to tithe when they married. "We have received many blessings in return," Charlie says, "and my motivation for giving came from my Christian conviction."

The McAvoy's enjoy meeting their Village neighbors, and appreciate the diversity of talent seen in the residents. Charlie explains, "They have accomplished incredible things in business as well as their personal lives. They are part of the greatest generation that added so much to the American spirit."

Charlie and Gerry have shared their own spirit in their charitable endeavors, and their recent gifts to the [Assistance Fund](#) will make a dramatic difference.

## Staff Step Forward to Ensure Success

At Eskaton Lodge Granite Bay, the employees are so eager to see the residents enjoy a new community room, that they have pledged generous gifts to make that vision become a reality. To date, staff have pledged almost \$10,000!

With gifts of \$1,000 and above, employees may have their name carved in perpetuity on a special section of the donor wall. (The rest of the wall will recognize other donors who give \$2,500 or more.) This donor wall will be located near the gardens, and will be a beautiful testament to the generosity of our donors. So far, six employees look forward to seeing their name on the wall.

Vicky Cross, ELGB administrator, says, "I have seen the need for a new community room since my first day here. It makes me feel great, knowing that I can give to make that happen." Vicky adds, "I see my gift as an important piece of my legacy to my work at the Lodge."

The campaign has raised \$162,625 to date, with the goal of reaching \$295,000 before August. For information on how you can join the staff in supporting the campaign, please contact Danielle Collins at 916-334-0810 or [danielle.collins@eskaton.org](mailto:danielle.collins@eskaton.org). Thank you!



**Tim Ray**  
Executive Director,  
External Affairs,  
AT&T Services, Inc



**Ken Wenham**  
President, Roebelen  
Contracting, Inc.



**Tom Arjil**  
CEO/President, AlphaOne  
Ambulance Medical  
Services, Inc.

**[DONATE NOW](#)**

## Board Project 2011 - First Time Effort Demonstrates Commitment

When you have a board who not only makes a personal gift, but agrees to raise money too, it's cause for a celebration! Board Project 2011 provided the opportunity for each of our board members to raise \$2,000 beginning in September for the next 3 months. Creative ideas for ways to raise the money came in all shapes and forms from writing a personal check to hosting an event in their home.



Marie Smith, one of our newer board members decided to send a personal letter to her friends and family with the promise to match every gift. With her generosity, she surpassed the goal and was one of the first to do so. Donna Low hosted a reception in her home, she presented why she gives and we asked our guests to join her. We were extremely pleased that 90% of the guests made a contribution helping Donna to raise three times more than the original goal. One of our most creative ideas was the Shop for a Cause event hosted by Theresa Paige. Shortly after Thanksgiving, a group of dynamic women were invited to shop for a cause while socializing and networking. A big THANK YOU to all of the board members participating in Board Project 2011.

For 2012, the board has agreed to expand their efforts by raising \$4,000 each over a 12-month period. New this year, Co-Chairs, Pamela Schubert and Melinda Eppler have agreed to assist the board in meeting goal.

## Board Member Showcase

They say luck happens when discipline and opportunity collide, but I believe that our meeting of Melinda Eppler was better than luck. It was exactly what we needed. As a fully-fledged member of the Eskaton Foundation Board of Directors, Melinda quickly got to work to support our mission. One of her strengths is that she's a connector. Having been a strong leader in the business community for many years, her willingness to connect us to individuals and companies that have an affinity for seniors is invaluable.



When asked why she decided to spend her valuable time helping move the mission of Eskaton Foundation forward, she responded, "In my entire career, some of the best work I've seen - cultivating the highest impact, was the provision of health and health-related resources to youth and seniors. Over time, the shift of available resources has been heavily weighted to youth...leaving a growing number of seniors with a deficient amount of assistance. Eskaton Foundation and its highly experienced leadership is 100% focused on the support of program funding and services to a senior population whose needs range from simple, but necessary access to solid information, to access to care. I am honored to volunteer my time toward this effort and consider it a golden opportunity to give back."

## Employees Give Because of the Impact

"I see firsthand the impact philanthropy has on our residents and patients. When we received funding from Eskaton Foundation for the Music Therapy Program everyone at Eskaton Care Center Fair Oaks was overjoyed. Families and patients find peace and are soothed by the beautiful music," says Danijela Stroud, Activities Director, Eskaton Care Center Fair Oaks.



In its second year, the Employees All in Campaign provides an opportunity for Eskaton employees to demonstrate their philanthropy. Launched in 2010, this campaign was received with open arms by the leadership team, administrators and staff of Eskaton. We continuously hear comments like, "I give because I believe in the work of this organization", "When a senior's life is fulfilled and I am able to see it firsthand, I'm sold," and "Eskaton Foundation works to touch lives and that's just not compassion you can get every day."

The beauty of the Employees All In Campaign is that it's easy to join with others to have huge impact. For as little as \$1 per pay period, an employee can be a part of something big. [Click here](#) to get an Employees All In Campaign pledge form.

## Introducing Memorials and Honorariums

Memorializing a loved one or friend is one of the most special of human traditions. It conveys a myriad of emotions and an unbounded connection that we each have to humanity. Giving a gift in memory of a loved one expresses a sense of sorrow when you lose an important person in your life. It can also be a meaningful way to celebrate the memory of a loved one.



Recognizing someone special by celebrating a happy occasion such as a birthday, anniversary, wedding, retirement, or "just because" is a unique way to pay tribute to a friend or relative and at the same time support the mission of Eskaton.

If you have a family member or friend whose life has been touched by Eskaton, consider making a gift to support our mission in honor of that person.

At Eskaton Foundation we say that when a donor makes a memorial or tribute gift, they are giving a gift that gives twice. When you recognize someone special by celebrating a happy occasion such as a birthday or anniversary, you not only give a unique gift to your friend or relative, you give a gift that directly enhances the quality of life of a senior. And when you honor the memory of a loved one or friend by making a gift to Eskaton Foundation you can be sure that it will have a lasting impact.

To pay tribute to someone you love, [click here](#).

# Help Seniors in Your Community by Donating Your Car

Donating your vehicle is an excellent way to support your community. **It's as easy as 1 - 2 - 3!**

1. **Make the initial contact toll free by calling 1-800-240-0160 and mention Eskaton Foundation.**
2. **All arrangements are made for you** - towing, receipt distribution, title processing and sale of the vehicle.
3. **Proceeds are distributed to Eskaton Foundation.**

## Why donate your vehicle?

- Avoid the hassles of selling your vehicle.
- Turn that unwanted automobile into an IRS tax deduction.
- We do all the work.
- You can donate an automobile, truck, SUV, boat, or RV.
- Recycling your car saves energy and natural resources.

