

Spring 2013

Issue: 4

Spotlight on Philanthropy

ESKATON[®]
FOUNDATION

Eskaton Foundation Newsletter

Improving lives, that's what Eskaton Foundation does best and we do it because we view it as our responsibility. It represents the very core of who we are and what our mission commands.

"The best way to predict the future is to create it!"

Create 2015 is Eskaton Foundation's comprehensive campaign to raise \$5,000,000 in the next three years. Supported by Eskaton Foundation's Board and Eskaton's Leadership Team, a strong campaign plan is in place with emphasis on estate and major gift opportunities and philanthropic partnerships with local businesses. Moreover, focusing on at least one significant multi-year grant and sustaining our successful golf tournament will also contribute to the success of *Create 2015*.

We absolutely realize the goal is substantial and so are the needs.

Meeting those needs head-on is what's driving Eskaton Foundation to embark on such an aggressive campaign. Key to the success of *Create 2015* is bringing together a strong team who will provide support, generate leads, and play an active role in all aspects of the campaign. Eskaton Foundation's Board of Directors is a "powerhouse" board willing to step up.

I'm extremely privileged and honored to announce the selection of the *Create 2015* Campaign Chair. New to Eskaton Foundation's Board, but not new to playing lead roles in successful ventures is Kevin Hamm, CEO, Phoenix Risk Management Insurance Services.



Kevin enthusiastically agreed to serve as the chair over the next

In This Issue

[Impact of Philanthropy:
Celebrating Big at Eskaton
Lodge Granite Bay](#)

[Philanthropic Partner Program
Highlights: SureWest and
SureWest Foundation](#)

[25 Estate Documents You
Need to Put in One Place](#)

[Wes Justyn Golf Classic](#)

[Board Member Showcase](#)

[Board Project 2013](#)

[Guardian Angel: A Program
That Gives Thanks](#)

[Help Older Adults in Your
Community by Donating Your
Car](#)

DONATE NOW

Presenting Our Newest Board Members



**Guy Adams, President,
Heald College**

three years and I feel confident that with his support and belief that we can accomplish the goal, we will be successful. THANK YOU Kevin!

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. You can also visit our webpage at 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."



**Cynthia Adamson,
Business Development
Manager
S.D. Deacon Corp. of
California**

Impact of Philanthropy: Celebrating Big at Eskaton Lodge Granite Bay



Jeannette Martini with her daughter,
Roberta

Residents, staff, and families gathered recently to celebrate the new community room at Eskaton Lodge Granite Bay. The ribbon-cutting party was the exclamation point at the end of an exciting campaign.

Eskaton Foundation launched Dare to Dream, the capital campaign for the new room, in 2011. Thanks to the generosity of our donors, we successfully raised the campaign goal of \$295,000. Construction began last November, and by mid-March, the room was a reality. Residents enjoyed watching the action through windows in the dining room, and their front-row seats gave them the chance to appreciate the professional work of Roebbelen employees.

The new community room offers much-needed space for residents to gather and pursue their favorite activities. At every step, acoustics were considered, and now thanks to the shape of the room, the materials used in construction, and an amazing sound system, the residents can hear. They are already enjoying movies, cocktail parties, and games in the new room, and many more residents are participating.

"This has been one of the most rewarding projects," explains

President's Circle

Each name listed below represents the generosity of an individual, company or foundation giving \$1,000 or more and signifies the love and compassion of humankind. Every gift to Eskaton Foundation makes a difference in someone's life.

3D DATACOM
A to Z Construction
Daisy Absalon
ACS Quantum Strategies LLC
Aflac - California North
Nevada North
AlphaOne Ambulance
Tom Arjil
Alliant Insurance Services,
Inc.
Amador Stage Lines
Anonymous
ARCpoint Labs
AT&T
Lorine Auginbaugh Trust*
From Grant and Gail Bakewell
In Loving Memory
of his Parents
Bank of America
Bank of Sacramento
Bank of the West
Paul and Constance Batterson
Trish, Mike and Alex Bayless
BB&T Insurance Services, Inc.
Beach Whitman Cowdrey LLP
Simone Becker
Delores Beekman
Natasha and Tony Benedet
Luke Bienfang
Tom and Fran Bogetich
Gay Marie Bone
Ed and Debra Boogaard
Esther Branthaver
John Breaux Family Trust
Don and Shirley Bromley

Danielle Collins, director of gift planning "The residents needed this new room so that they could stay active and healthy. Thanks to charitable giving, this room made the dramatic leap from vision to reality."

Jeannette Martini, a resident at the Lodge, agreed to handle the large pair of scissors and cut the ribbon. Jeannette gave the very first gift to the campaign, and she gave this donation in memory of her daughter who had recently passed. She has supported other organizations, but then decided, "The best place to give is right here."



Ken Shrewsbury, Resident and Campaign Cabinet Member

Philanthropic Partner Program Highlights: SureWest and SureWest Foundation



A local telecommunications pioneer since 1914 and employees of SureWest Communications created a Foundation in 1992 in the Sacramento region to help meet

the needs of those less fortunate and to help enhance the community around them. Without the generosity of SureWest employees, the Foundation could not exist.

Funding for the SureWest Foundation is raised primarily through employee pledges via one-time contributions or recurring payroll deductions. These voluntary contributions come from current and former employees, retirees and friends of SureWest. The management and the executive board of SureWest wholly support SureWest Foundation by matching dollar-for-dollar all employee contributions and by absorbing all administrative costs.

Surewest employees contribute approximately \$300,000 to regional nonprofits each year. SureWest has experienced a 22% increase in total employee donations since 2008. This highlights the unshakeable charitable spirit of SureWest employees, who continue

Brown Construction
Grace Brunton*
Buck Consultants
Anne Burns and
David E. Johnson
Cain Brothers
Erica Caldwell
Ca Surveying & Drafting
Supply
Cain Brothers
California Backyard
California Capital Financial
Development Corp.
California Moving Systems
Caltronics Business Systems
Kevin B. Carlson
Louise M. Cato*
Leland E. Chamberlin
CHI
CIGNA Group Insurance
Mr. and Mrs. Jason and Hollyn
Clermont
Danielle Collins
Comfort Keepers
Community Mobile
Diagnostics
Compass
Comstock's Magazine
Michael and Ronnie Corrick
Heather Craig
Jim and Susan Craig
Craig Cares
Vicky Cross
CunninghamLegal - Estate
Planning, Trust & Probate
Barbara Davis*
James and Ginny Day
DC Risk Solutions, Inc.
de la Peña & Holiday
David and Sandra Dess
Jim Diepenbrock
Direct Supply
Doris Dobbs
Betsy Donovan
Alan Douglas
DPR Construction
John and Agnes Mae Drew*
Driver Please, Inc.
Walter Dunkley*
East Lawn
El Dorado Bus Sales
The Elliott Family Foundation
Merry Ellis
Rebecca "Sam" Evans
Claude and Shirley Farinha
Kenneth Fisher
Five Star Bank
Chuck and Odette
Ebersole Trust
Audrey Farrington
Flintco Pacific, Inc.
Paul and Sherrill Fritschie*
G.L. Bruno Associates
Gallagher Benefit Services -
Vinny Catalano
Charles, Elaina, Tyler and
Alex Garcia
Garcia Consulting Group, Inc.
Carl Gerlach and
Sandra Otter
Darci and Dru Gilbert

to dig deeper to help their community and neighbors in need.

"Strong community involvement has long been a commitment of SureWest," said Joell Edwards-Manager of Business Sales Support. By means of the SureWest Foundation, we are able to give back to the communities where we and our customers live, work and play.



We hope that you, too, will feel motivated to share what you can.

Eskaton Foundation speaks to many of our employees' giving criteria and directly to our Foundation's mission. Eskaton Foundation's dedication to seniors in our community goes beyond the scope and allows our employee dollars to be used for critical services. It is our honor to be Philanthropic Partners with Eskaton Foundation."

25 Estate Documents You Need to Put in One Place:

The Essentials

- Will
- Letter of Instruction
- Trust Documents
- Financial Power of Attorney

Marriage and Divorce

- Marriage License
- Divorce Papers
- Military Documents (DD214)

Health-Care Confidential

- Personals and Family Medical History
- Durable Health-Care Power of Attorney
- Authorization to Release Health-Care Information
- Living Will
- Do-Not-Resuscitate Order

Proof of Ownership

- Housing, Land and Cemetery Deeds
- Escrow Mortgage Accounts
- Proof of Loans Made and Debts Owed
- Vehicle Titles
- Stock Certificates, Savings Bonds, and Brokerage Accounts
- Partnership and Corporate Operating Agreements
- Tax Returns

Life Insurance and Retirement

- Life-Insurance Policies
- Individual Retirement Accounts
- 401(k) Accounts
- Pension Documents
- Annuity Contracts

Dr. Frank J. Glassy
Golf Tournament Innovations
Graystone Consulting
Stuart Greenbaum
Frank Grow
Chuck Gruenberg
Gulf South Medical Supply
Hall Family Limited
Partnership
c/o Robert C. Hall
Craig Halterman
Hammel, Green and
Abrahamson, Inc.
Tom and Phyllis Hammer
Trevor and Mary Hammond
Hanson Bridgett LLP
Robert I. Harris
Bonnie Hartman
Richard Hayden and
Beverly Joy
Heald College-Roseville
HealthComp Administrators
Hefner, Stark & Marois, LLP
William Gavin Hegg
Herbert B. Hindin
Home Instead Senior Care
Lucille C. Hood*
Mary Susan Hood
James and Mary Hopp
HPSI
Inland Business Systems
Intech Mechanical
InterWest Insurance Services
Inc. - Chip Arenchild
Steve and Rita Jamison
Margaret G. Jermstad*
Eleanor Johnsen*
Michael and Carrie Johnson
Lillian O. Jorgenson*
Robbie and Wes Justyn
in Memory of
Nettie and George Justyn
Sharon L. Kay
Lew and Jo Keller*
Kim and Richard Kerley
Leeland and Jodi King
Jose and Barbara Kirchner
KONE Elevators
KPMG LLP
Ben Kwock, RN
Lancaster Pollard & Co.
Low McKinley Baleria Weber
& Salenko, LLP
Donna and Reginald Low
LPAS Architecture and Design
MacFarlane Legal
Charlie and Gerry McAvoy
Margaret McDonald Trust*
MED7 Urgent Care
Mark Mertz
Milliman, Inc.
Helen Mills*
Lloyd and Ruth Money
Morrison
Moss Adams LLP
Muir Lab
Todd and Mary Murch
Murphy Austin Adams
Schoenfeld, LLP
Nacht & Lewis Architects
Charles and Kay Naegeli

Bank Accounts/Social Media

- List of Bank Accounts
- List of All User Names and Passwords
- List of Safe-Deposit Boxes

This was from Saabira Chaudhuri's 7/2/2011 article in the *Wall Street Journal*.

Wes Justyn Golf Classic: A Tribute to 20 Years



Eskaton Foundation's 20th Anniversary Wes Justyn Golf Classic - It may be a mouthful, but to add Wes Justyn's name to our premier event - it is worth chewing on. It all started 21 years ago when Wes, as he calls it, "was drafted" to serve on a golf tournament committee. He remembers the early years when there were 15 strong committee members working hard, but not raising any money. For Wes though, it was all about the "Psychic Income."

The more involved he became, the more driven he was to help. When he learned about the unmet needs of seniors and what he was doing was making a difference in lives, he was sold. Wes shared, "The day I first witnessed smiles on the faces of seniors and a woman squeezing my hand to say thank you, the only thing I could think was WOW!"

Over the years, Eskaton was a big help in assisting his family as his own parents and in-laws were aging. His wife, Robbie, and three children are proud of Wes for his years of heartfelt service. And that's even when he's re-scheduled a family vacation to be sure to not miss a board meeting. He said with conviction, "It's important to me and my family understands. Eskaton Foundation is my charity of choice."

As we celebrate our 20th Anniversary Wes Justyn Golf Classic, you can be assured that the man bearing its name will be front and center with his shotgun in tow along with his decked out and one-of-a-kind golf cart spreading the word about how Eskaton improves the lives of seniors.



New York Life (Eagle Strategies LLC)
Nichols Melburg & Rossetto Architects/Engineers
Nicholson & Olson CPA's
NonProfits' United
Ermina O'Brien
Otto Construction
Bill and Erin Pace
Betty Paige
Karl and Doris Palmaer
Walker and Ann Patton
Sheri and Scott Peifer
PG&E Corporation
PharMerica
Pilotfish Productions LLC
Fred Poppe
Prescription Solutions
Harry and Naomi Rathkamp
Jeanne Reaves Consulting
Britt Redfield
Ruth Reis
Republic Services
Debbie Reynolds
Kim Rhinehelder and Charles King
River Cats Foundation, Inc.
River City Bank
Roebelen Contracting, Inc.
Lois Roland
James W. Rollings
Drs. Peter and Karen Romines, Podiatrists
Rudolph & Sletten, Inc.
Securitas Security Services USA
Rudolph & Sletten, Inc.
SAFE Credit Union
Safety National
Jack and Marcella Seibert
The Setzer Foundation
Ken and Jean Shrewsbury
Gordon and Mary Frances Shriver
Sierra Health Foundation
Sierra Office Supply and Printing
Silver Oak Cellars
Silverado Homes
Rick and Marie Smith
Lisa Smoley and Tom Peno
Sandy Smoley
SMUD
SUMMIT AIRWORKS, INC.
Surewest Foundation
Joan Tate
Tecta America Sacramento
The Merchants National Bank
Thunder Valley Casino & Resort
Tides Foundation
Tim and Lynette Tidwell
Tom Trafzer*
Turner Construction
U.S. Bank
UC Davis Health System
Union Pacific Foundation
UnitedHealthcare
US Foods
Vasko Electric, Inc.
VSP

Please join us on September 30, 2013 at Granite Bay Golf Course. For more information on sponsorship opportunities, please [click here](#) or call Eskaton Foundation today!

Board of Directors Showcase: Shirley Farinha



When asked why she has spent over 30 years involved with one organization, Shirley Farinha nonchalantly shared her story about what it meant to her and her family to give back. As a young mother, Shirley found herself an advocate for her daughter who at four was diagnosed as being deaf. As the result of her perseverance, her daughter was the first deaf student to become integrated in the San Juan Unified School District in Sacramento and later received her Masters at Northridge. Along the way, many people supported and assisted Shirley. She fondly remembers how supported she felt and couldn't help but wonder what people would do if they were alone and not able to help themselves.

Supporting Eskaton and Eskaton Foundation was something she just felt good about and of course, she had a good time too. In 1986, Shirley chaired *A Night of Nostalgia*, a variety show with both live and silent auctions, raising \$55,000! It was all about the USO and everyone was dressed in the appropriate era costume. In 1993, she was awarded with Eskaton's prestigious President's Award.

Shirley is very proud of her volunteer time on the golf tournament committee and serving as the chair for two years. She was known as the lady who wouldn't take "no" for an answer. Securing sponsorships, raffle items, and golf course gift certificates was one of Shirley's fortes.

Today, we are pleased that Shirley is still involved and serving on Eskaton Foundation's board. One may not realize, but Shirley is active behind the scenes helping with the golf tournament, sharing ideas, attending receptions, and representing the board at many of our monthly events.

Please join me in thanking Shirley for her years of dedication and service to Eskaton and Eskaton Foundation. THANK YOU Shirley!

Warren G. Bender Co. -
Insurance, Bonds, Risk
Management
Waxie Sanitary Supply
Wells Fargo Foundation
Western Contract
Clarence Williams
Woodruff-Sawyer & Co.
Worldwide Facilities/Affiliated
York Risk Services, Inc.
Jill Yungling

*denotes deceased

Board Project 2013: Board Members Raise \$4,000 Each

Like in previous years, Eskaton Foundation's board members have committed to raising \$4,000 each in 2013. Coming up with how to raise the \$4,000 has been a camaraderie building exercise with board members supporting each other and joining forces to meet their goals.

Ideas for this year include donating all proceeds from original artwork sold during the year to cooking demonstrations and wine tastings.

Stay tuned as the projects are being scheduled to learn more about ways in which you can support these unique fundraising efforts.

Guardian Angel: A Program That Gives Thanks

In July 2010 Eskaton Foundation launched the Guardian Angel program as a way for residents to recognize exceptional service by honoring their special caregiver with a donation to Eskaton Foundation. In two years, Eskaton employees and volunteers have received 767 recognitions for exemplary service from residents, program participants, volunteers and other employees. The donations made in their honor to Eskaton Foundation are at work, enhancing the quality of life of seniors.

If you or a family member would like to recognize the exceptional care provided by your Guardian Angel - an employee, volunteer or other special caregiver - you can make a donation in his or her honor to Eskaton Foundation.

Your Guardian Angel will receive:

- a card informing him or her of your thoughtful gift,
- a custom-crafted lapel pin to wear proudly,
- acknowledgment on our Website, and
- an invitation to join the President of Eskaton for a special breakfast or lunch after receiving five Guardian Angel pins.

In addition, your tribute gift is tax-deductible, and will help fund Eskaton's vital services that enhance the quality of life of seniors.

Our latest five-time pin recipients are photographed below from left to right; Todd Murch, CEO, Kim Rhineholder, VP of Philanthropy, Gazelle Lau, Five-Pin Recipient, Rose Abeyta, Five-Pin Recipient, and Janet James, Executive Director, Eskaton Hazel Shirley Manor.



What donors are saying about their Guardian Angels:

"He is an excellent and dedicated employee who treats all residents and guests with dignity and respect."

"You can thank them, but how do you show that people have gone above and beyond? The Guardian Angel program allowed me to do that."

"She is attentive to my well-being and needs, but in her own gentle way, prods me to take care of myself. This is my home and world and she has made my world a better place."

To make a donation online now, [click here](#), designate the Guardian Angel program, and check the Tribute box to honor your Guardian Angel.

Help Older Adults 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 by calling toll free 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.

Kim Rhinehelder, VP of Philanthropy
Eskaton Foundation

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