

# Spotlight on Philanthropy

ESKATON<sup>®</sup>  
FOUNDATION

## Eskaton Foundation Newsletter

Named appropriately, *Spotlight on Philanthropy* gives us a vehicle to recognize and thank our donors. With our sights set on meeting our 2012 revenue goal of \$1,000,000, we are looking ahead and making every day count. It's important; however, to take the time to recognize the efforts of 2011 and celebrate its success. You'll notice that this issue will integrate both 2011 and 2012 and will serve as our annual report to the community. I hope that you are inspired by the stories included.

We understand that we have many donors not utilizing the Internet, so we were happy to develop a hard-copy version for your pleasure.

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: Providing Transportation Makes a Huge Difference

Eskaton launched Transportation Plus six years ago to reduce the isolation of older adults living alone. We provide door-to-door escorted services for older adults, allowing them to maintain their independence and foster their sense of freedom.

Cassie Harrison, Transportation Plus program coordinator, explains, "I have seen firsthand the difference that these rides make in the lives of isolated seniors. Many are on very low incomes, and it is thanks to Eskaton Foundation that we are able to provide subsidized rides that maintain - and enhance - their lives."



In 2012, Eskaton Foundation pledged \$4,000 per month to subsidize 80 round-trip rides. This provides economically-disadvantaged seniors a three-hour ride for activities such as visiting

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## **DONATE NOW**

### President's Circle

Each name listed below represents the generosity of an individual, company or foundation giving \$1,000 or more in a 12-month period and signifies the love and compassion of human-kind. Every gift to Eskaton Foundation makes a difference in someone's life.

ACS Quantum Strategies  
LLC

Aflac - California North  
Nevada North

AlphaOne Ambulance  
Tom Arjil

Alliant Insurance Services,  
Inc.

a doctor, shopping for food, socializing at a senior center, or visiting friends in a hospital.

We recognize that our success is based on the generosity of our donors, and we are grateful to companies like SAFE Credit Union and Wells Fargo Bank who are committed to helping older adults live independently in their own homes, for as long as possible.

## Business Partner Program - Fast Becoming the "Philanthropic" Choice

Did you know that an extraordinary 84% of U.S. adults are more likely to switch brands when they learn the new brand is associated with a good cause? And today more than ever, philanthropy contributes to business value, it enhances employee engagement, and builds a community's vibrancy.



We're pleased to announce our most recent philanthropic partners-

Warren G. Bender, Co. - Insurance, Bonds, Risk Management  
East Lawn  
Drs. Peter and Karen Romines, Podiatrists  
California Moving Systems  
Aflac - California North Nevada North

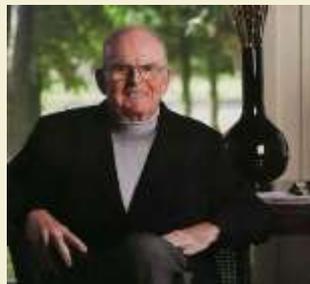
The Business Partner Program was launched in July 2011 and is thankfully making its mark. Companies with and without philanthropic initiatives are becoming partners because they see the merit of being a good corporate citizen.

Learn first-hand by attending our Business Partner Program reception on Wednesday, April 18 from 5:30pm to 6:30pm hosted by the Boxing Donkey in Roseville. To learn more, please [click here](#).

## Legacy Giving: Did You Know You Can Make a Gift and Receive Guaranteed Income for Life?

Bill Hegg recently contracted with Eskaton Foundation for the last Charitable Gift Annuity (CGA) of 2011!

Not familiar with charitable gift annuities? It's an annuity providing lifetime income, immediate tax benefits, and includes a gift to charity. Bill has repeatedly demonstrated his belief in philanthropy utilizing this unique method for giving to Eskaton Foundation and to several other area-wide nonprofit organizations.



The CGA gives him income during his life at a 7.7% annual payout rate and it will provide the Eskaton Foundation a generous gift at

Anonymous  
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  
Delores Beekman  
Luke Bienfang  
Gay Marie Bone  
John Breaux Family Trust  
Don and Shirley Bromley  
Brown Construction  
Grace Brunton\*  
Buck Consultants  
Anne Burns and  
David E. Johnson  
Cain Brothers  
Erica Caldwell  
California Backyard  
California Capital Financial  
Development Corp.  
California Moving Systems  
Louise M. Cato\*  
Leland E. Chamberlin  
CHI  
CIGNA Group Insurance  
Mr. and Mrs. Jason and  
Hollyn Clermont  
Danielle Collins  
Comfort Keepers  
Compass  
Comstock's Magazine  
Michael and Ronnie Corrick  
Heather Craig  
Jim and Susan Craig  
Vicky Cross  
Craig Cares  
Barbara Davis  
DC Risk Solutions, Inc.  
de la Peña & Holiday  
Direct Supply  
Doris Dobbs  
Betsy Donovan  
DPR Construction  
John and Agnes Mae Drew\*  
Walter Dunkley\*  
East Lawn  
El Dorado Bus Sales  
The Elliott Family Foundation  
Merry Ellis  
Rebecca "Sam" Evans  
Claude and Shirley Farinha  
Five Star Bank  
Chuck and Odette  
Ebersole Trust

Bill says, "I think it's particularly important that people who don't have another need that will benefit them personally, give to charity." He has chosen the CGA because "giving - makes one feel good," according to Bill, and it's an easily understood, simple-to-implement gift.

The former CEO of Sacramento Savings Bank, who's resided in the area for 49 years, espouses his gifting approach... "Keep it local." Gifts to Eskaton Foundation will benefit both current and future Eskaton residents, as well as participants in Eskaton's Home Support Network.

To learn how you can benefit by establishing a CGA with Eskaton Foundation, contact Kim Rhinehelder, VP of Philanthropy, at 916/334-0810 or [click here](#) to email.

## Eskaton Lodge Granite Bay Campaign Update: Recognizing our Generous Donors

Eskaton Foundation is midway through our capital campaign to build a new, spacious community room at Eskaton Lodge Granite Bay, and we are envisioning a beautiful donor wall located in the lobby. Those who give \$2,500 or more will have the opportunity to be recognized on the wall, which will be an enduring testament to the generosity of our donors.



The donor wall promises to be a legacy for the residents, staff, families, and companies who support the campaign. Kim Kerley, dietary director, says, "With my whole heart, I want to see the community room built." She continues, "I want the residents to know how much I love them, and how proud I am to work for a company like Eskaton. I want my family years from now to see where I worked, and see how proud I was of this community, and I want my name to be part of the wonderful new room."

Located inside the Lodge near the front entrance, the wall will be a focal point for all who pass by, residents and guests alike. It will be the first of many donor walls installed in Eskaton communities, and will play a pivotal role in building a culture of philanthropy. Future donors will have the opportunity to be recognized on the wall, as it will include space for giving beyond the current capital campaign.

For information on how you can have your name included on the wall in perpetuity, contact Danielle Collins at (916) 334-0810 or [click here](#) to email. Thank you!

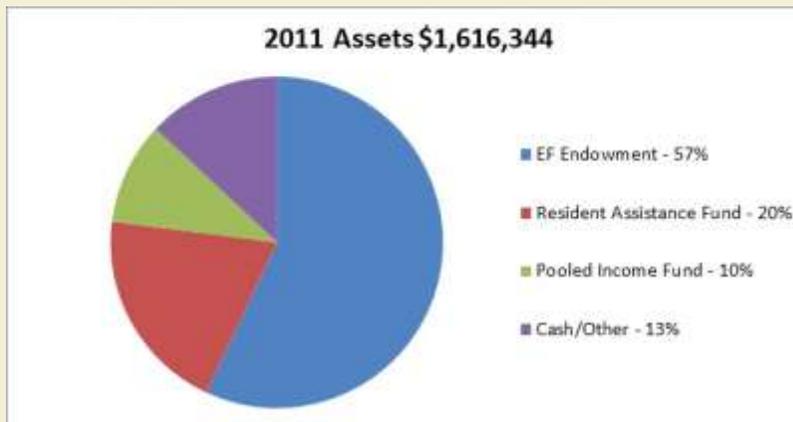
## 2011 Notable Accomplishments: Laying the Ground Work for Excellence

When writing about 2011's notable accomplishments, I couldn't help but look to 2012 and beyond. As I reflect, it's apparent to me that the hard work of yesterday truly "lit the way" to today and what's in store tomorrow. I've taken the liberty to highlight what I consider

Paul and Sherrill Fritschie  
G.L. Bruno Associates  
Charles, Elaina, Tyler and  
Alex Garcia  
Carl Gerlach and  
Sandra Otter  
Dr. Frank J. Glassy  
Golf Tournament Innovations  
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.  
Trevor and Mary Hammond  
Robert I. Harris  
Bonnie Hartman  
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  
Intech Mechanical  
Eleanor Johnsen  
Michael and Carrie Johnson  
Lillian O. Jorgenson\*  
Robbie and Wes Justyn  
in Memory of  
Nettie and George Justyn  
Lew and Jo Keller  
Kim and Richard Kerley  
Leeland and Jodi King  
Jose and Barbara Kirchner  
KPMG LLP  
Low McKinley Baleria Weber  
& Salenko, LLP  
Donna and Reginald Low  
Charlie and Gerry McAvoy  
Mark Mertz  
Milliman, Inc.  
Helen Mills\*  
Morrison  
Moss Adams LLP  
Muir Lab  
Todd and Mary Murch  
Murphy Austin Adams  
Schoenfeld, LLP  
Nacht & Lewis Architects  
Charles and Kay Naegeli  
New York Life (Eagle  
Strategies LLC)  
Nichols Melburg & Rossetto  
Architects/Engineers  
NonProfits' United  
Ermina O'Brien  
Otto Construction  
Bill and Erin Pace  
Betty Paige

- Recruited five high-level board members.
- Accomplished 100% giving from board of directors.
- Developed and implemented the Board Project annual fundraising effort.
- Trained and integrated Director of Corporate Giving to the team.
- The Business Partner Program was launched.
- Launched Eskaton's first Capital Campaign.
- Raised over \$530,000 in gifts and pledges.
- Secured 63 donors giving \$1,000 or more.
- Secured largest Charitable Gift Annuity.
- Raised \$167,000 through the Swing for Seniors Golf Classic.
- Attended 85 community events.

Kim Rhinehelder



## Board Member Showcase

When Tim Ray, Executive Director for AT&T External Affairs in Northern California agreed to join our board, we knew we'd be getting one of Sacramento's most valuable players. Tim's extensive knowledge in nonprofit board leadership is extremely valuable as we move Eskaton Foundation to the next level. His ideas are powerful, collaborative, and relative. When Tim's involved, he's involved. With his 100% commitment, you'd never know he has been on the board less than one year.



Tim began his career in telecommunications in 1992 with Pacific Bell as an Account Executive. He has held positions working throughout the AT&T footprint including Sacramento, San Ramon, Chicago, Detroit, Dallas and San Antonio.

He earned a BS in Civil Engineering from Cornell University, an MS in Civil Engineering from University of Pennsylvania and an MBA in Marketing from the Wharton School of Business.

Tim currently serves on the Board of Directors of Valley Vision, Center for Fathers and Families, the RiverCats Foundation, the Vibe Foundation and Eskaton Foundation. In addition he serves on Sac State's Business School Advisory Board and is a member of the United Way Education Impact Council.

Karl and Doris Palmaer  
 Sheri and Scott Peifer  
 PG&E Corporation  
 PharMerica  
 Fred Poppe  
 Prescription Solutions  
 Jeanne Reaves Consulting  
 Britt Redfield  
 Debbie Reynolds  
 Kim Rhinehelder and  
 Charles King  
 River City Bank  
 Roebbelen Contracting, Inc.  
 James W. Rollings  
 Drs. Peter and Karen  
 Romines, Podiatrists  
 Rudolph & Sletten, Inc.  
 Safe Credit Union  
 Safety National  
 Jack and Marcella Seibert  
 The Setzer Foundation  
 Ken and Jean Shrewsbury  
 Rick and Marie Smith  
 Sandy Smoley  
 SMUD  
 Surewest Foundation  
 Joan Tate  
 The Merchants National Bank  
 Tides Foundation  
 Tim and Lynette Tidwell  
 Tom Trafzer  
 Turner Construction  
 U.S. Bank  
 U.S. Foodservice  
 UnitedHealthcare  
 Vasko Electric, Inc.  
 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.

\*denotes deceased

## Board Project 2012: Board Members Strong in Their Commitment

From wine tasting in Lodi to CPR classes, board members are creative as they embark on their Board Project 2012 to raise \$4,000 by year-end. The pride and ownership of reaching their goal is contagious and easily becoming a friendly competition. Tim Ray was the first to get started with a Limo Wine Tasting Event in Lodi raising \$3,400 towards his goal and Melinda Eppler made an ask at her cultivation reception raising \$1,300. Other ideas include CPR classes, bus trip to Yosemite, Suds for Seniors, letter to friends, Shop for A Cause, and a bowling tournament between architects and engineer contractors.



Building board camaraderie and solid business relationships is a bonus we didn't expect in creating the Board Project. Fundraising is inevitably the most difficult role of any board, but what's unique with our board is that they are embracing the challenge while at the same time filling a need.

## 2012 Board of Director



Dave Dess  
VP of Marketing  
Vision Service Plan

## Employees are Embracing Giving Back!

One of our Employee Giving Champions said it best - "It's contagious to give back. Not only can I spell philanthropy, I AM a philanthropist and I'm inspiring others."

Twenty six Eskaton employees have taken on a leadership role in our 2012 Employees All In Campaign. These Champions see the value in employee giving and understand the impact philanthropy can have in their community. As Champions, not only do they motivate and educate their fellow employees, they serve as the "go to" person regarding Eskaton Foundation.

If you would like to join hundreds of fellow employees in giving back, [click here](#) to receive an Employees All In Campaign pledge form.



## Swing for Seniors Golf Classic to Support Low-Income Seniors

We are now accepting sponsorships for one of the most popular tournaments in the region. Proceeds from the 19th annual tournament will specifically address the vital needs of low-income seniors.

Whether we help them remain independent in their own home, provide transportation to crucial doctor's appointments, or stimulate their cognitive ability, all of the seniors served by the golf classic are living below the poverty line and need our help. To learn more click here (link to the new brochure)..

## 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 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.**



**[DONATE NOW](#)**

### 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.

## Interns: We Can't Do it Without Them

Thanks to the career center at CA State University, Sacramento, Eskaton Foundation was able to hire interns to assist in our philanthropic aim to serve seniors in our community. See below for first-hand insights from our interns on what it's like to be part of the Eskaton Foundation team.



Ayesha Khalid: Interning for Eskaton Foundation has been a wonderful experience. Every time I come to work I am warmly greeted. Employees do not hesitate to introduce themselves, and stop by our desks to briefly chat and get to know us a little better every day. The atmosphere is so friendly, and everyone is passionate about their role. As an intern, I am honored to be able to contribute to Eskaton's mission. I am happy to help with tasks such as grant research, grant writing, attending events, and anything else that needs to get done.

Tania Huerta: My experience at Eskaton Foundation has been beyond amazing. I love the people that I get to work with, and the real-life experience that the foundation is providing me is more than I imagined. The environment is very respectful, and is almost like a family. During my time here, I've been able to help out with the Business Partner Program, conduct research, and help out at events. Overall, I am ecstatic about my time here so far, and look forward to continuing working here.

Nina Ramones: Becoming an intern at Eskaton Foundation has been a rewarding and fulfilling experience. I am lucky to have the support of my fellow interns and encouraging feedback from everyone around me. The work I do here helps to build and develop my skills while supporting the seniors in my community. I am very grateful for the opportunity and the people I have met through the organization.

Kim Rhinehelder, VP of Philanthropy  
Eskaton Foundation

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