

Perspective

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Four-Point Strategic Plan Unveiled

by Jerry D. Lile, President/CEO

On a recent trip to the Philadelphia International Airport, I was extremely grateful to have my Global Positioning Device (GPS) help me safely navigate my route there. On the way home in bumper-to-bumper traffic with rain coming down so hard I could barely see the road, I again relied

on my GPS to guide me through unfamiliar territory—onto busy interstate highways, along several back roads, and through residential neighborhoods. Finally I heard the long awaited voice of the GPS saying, “You have arrived.”

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Fairmount President/CEO Jerry D. Lile (left) confers with MHS consultant LaVern Yutzky.

Reinvented Heartwood Neighborhood Opens



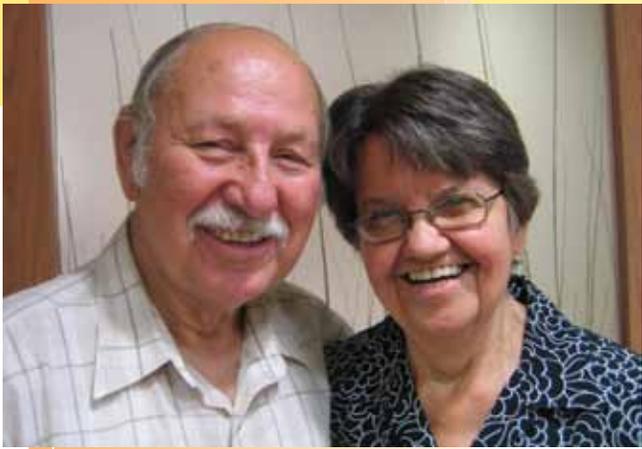
Wheat Ridge Healthcare is buzzing with excitement as the first phase of our renovation project is completed and the next phase started. The “new” Heartwood Memory Support Neighborhood opened on the second floor, complete with a country kitchen (left), sunroom, and beautiful spa. The décor was carefully selected to promote a serene atmosphere for residents who at times can become overwhelmed by noise, bright colors

or lighting, and other stimuli. Heartwood team members spent *(continued on page 3)*

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A New Season of Our Lives



Fairmount Homes Mission Statement

“Fairmount Homes is a ministry with mature adults, providing high quality services, promoting wholeness and creative living consistent with Christ-centered Mennonite Values.”

Core Values

Community • Compassion
Dignity • Integrity
Quality • Teamwork
Trust

Perspective is published quarterly for the residents, staff, volunteers and friends of Fairmount Homes, a Christian retirement community governed by a Board from the Weaverland Conference of the Old Order Mennonite Church.

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the first time in Fairmount history for a resident to be married on campus. After their wedding, Ezra and Elizabeth plan to live in the apartment Elizabeth has occupied since it was built in 2005.

Elizabeth had first explored retirement options in 2004 shortly after the death of her husband. Her criteria were clear. “I wanted to live in Lancaster County close to my siblings. I wanted to find a retirement home where I would be safe, be able to serve and become part of a community. And I wanted to keep working,” she says.

For Elizabeth, the deciding factor occurred during her Admissions

interview when she asked, “If I live at Fairmount, would I be able to work here as well?”

The Admissions Director responded by making a call, then escorting her to the Director of Nursing. She filled out an employment application that day and began working as a nurse in Health Care two weeks later. A year after that, she moved into her brand new Crest View apartment.

What Elizabeth had not anticipated then was that she would remarry. “You are amazed that you can love again!” she exclaims. “Over the last couple of weeks I realized that we are entering into a new season of our lives.”

As Elizabeth and Ezra exchange vows on October 23, the presence of their many Fairmount friends, both neighbors and staff, make it an extra special celebration. Their story serves as a delightful example of Fairmount’s new tagline, “Dedicated to Faith, Family and Community!”

Benefit Auction Goals Realized

What a wonderful day for our Annual Benefit Auction & Barbecue! Tucked between a windy Friday and a rainy Sunday, Saturday arrived with the blessing of sunshine, little wind, and near-perfect temperatures. When the day’s tallies were completed, net proceeds of over \$53,000 were realized, funding the purchase of a new, rear-entry wheelchair van for residents. Delivery should take place in the near future.

A big “thanks” is due to the many volunteers who made this success possible, from the 30 residents who worked hard on Thursday morning to line 20 coolers and wrap 2,000 potatoes for baking, to everyone who donated,



served, cleaned up, put up signs, prayed, bid, bought, or came to show support. Special thanks to the Barbecue committee for your leadership and hard work. Everyone’s involvement was greatly appreciated!

Reinvented Heartwood Neighborhood Opens

(continued from page 1)

time in orientation and training specifically for this neighborhood, learning more about caring for individuals with cognitive impairments.

So what's next? Sunrooms for Valley View and Mountain View neighborhoods are nearing completion. Work has begun on service kitchens for these two neighborhoods. And the next major phase of renovation that includes transforming the "old" Heartwood into a dedicated rehabilitation area is also underway.



Strategic Plan *(continued from page 1)*

Over the past several months, with the help of Menonite Health Services (MHS), Fairmount Homes has developed what we believe is an excellent strategic plan. Such a plan determines where an organization will go, how it will get there, and how it will know when it has arrived. Just as my GPS helped me navigate my way to and from the airport, our strategic plan, based firmly on our unchanging commitment to our mission and values, will guide Fairmount's future decisions.

As part of the process, MHS conducted an internal evaluation of Fairmount, helped complete a market study, and conducted a SWOT analysis (strengths, weaknesses, opportunities, threats). They interviewed individuals on our waiting list and area church leaders to determine their perceptions of Fairmount and what potential future residents envision for retirement living. Based on all we learned, we drafted a four-point plan that was enthusiastically adopted by our Board: (1) Enhance Financial Performance, (2) Strengthen and Expand our Partnering Relationships, (3) Expand Technology Capabilities and Use, and (4) Pursue Opportunities for Service and Market Expansion.

Our four strategic plan priorities:

- 1) Enhance Financial Performance
- 2) Strengthen and Expand our Partnering Relationships
- 3) Expand Technology Capabilities and Use
- 4) Pursue Opportunities for Service and Market Expansion

Under our first priority, we are committed to ensuring that Fairmount Homes continues our long history of providing quality care to every resident. This requires us to manage our finances. Like other institutions, in these tough economic times we must find ways to increase revenue and decrease expenses.

Our second priority is to expand relationships with the broader community. We value relationships and are recommitting ourselves to proactively build stronger community connections.

Our third priority addresses the ever-growing need for technology. We know that computers can have a positive impact. One of our main technology goals is to implement electronic medical records in our Health Care areas.

Our fourth priority explores the possibility of expanding our services on our undeveloped land. A committee will soon develop a plan to study the feasibility of building additional independent

housing cottages/apartments.

Just like a GPS helps us navigate busy roads, Fairmount's strategic plan will assist us to navigate into the future.

Redesigned Website Just Launched

About three months ago, a group of 10 Fairmount staff began planning a redesign of our website. In an age when many people turn first to the internet for information, we felt it was important to be as up-to-date as possible with this electronic face of our organization. The new site launched September 30. The address remains the same: www.fairmounthomes.org.

The new site contains many features not previously available, such as the ability to submit resident, employment, or volunteer applications online, or download



them to print and mail. Also new is the ability to make online donations. Many pictures feature highlights of life here—scenic views for which Fairmount is known, resident activities, and inside/outside views of cottages, apartments, and residential suites. Please take a look. When you do, you will be greeted by the

picture printed above, a representation of faith which is at the heart of our Fairmount community. Your feedback about our site is welcome!



Medicare D Seminar

An informational seminar on Medicare Part D changes will be presented November 9, 2010, at 10:00 a.m. Jeff High, a Financial Advisor from Lehman Insurance, will conduct the seminar in the Crest View Gathering Room at 1100 Farm Crest Drive. The public is invited to attend.

The seminar is timed to coincide with the beginning of the Medicare open enrollment period that runs from November 9–December 31, 2010, during which changes can be made to your current plan. Time will be allotted for questions and answers after the presentation.

Although the seminar is free, please call 717.733.9414 to reserve a seat, as space is limited.

A New Way to Give!

Fairmount's new website provides for on-line donations. If you appreciate the ease of using a credit card to make a gift to Fairmount, you can now make your donation right from your home computer and designate it to the Sharing Fund, Nature/Fitness Trail, etc.

The "Donate" feature will take you to a secure section of the Mennonite Church USA website designated for tax-deductible donations to Fairmount. This feature gives you a quick, easy, and convenient method of sharing financially to support Fairmount residents and programs.

If you have questions, please contact Peter C. Passage, Stewardship Director, at 717.354.1814 or peterp@fairmounthomes.org

Estate Planning Mysteries Explained

Estate planning is neither mysterious or overly expensive. It simply requires devoting some time and attention to your financial affairs: listing what you own, deciding to whom it should pass at your death, and selecting a method that will minimize taxation. Aided by your lawyer, accountant, or other advisors, you then develop a plan based on the best practical option(s).

Why is estate planning important?

Estate planning is important for everyone, regardless of the size of your estate. If you don't properly record to whom and how your estate will be settled, the laws of the state will dictate what happens to everything. And by the way, estate planning is not just for men; it is equally important that women determine what they want to happen to their resources after their death.



Apartment resident Elizabeth Wenger meets with Stewardship Director Peter C. Passage.

How do I go about the process?

There are four critical steps:

1. Inventory your assets and liabilities, including insurance policies and retirement benefits.
2. Define what you would like to see your resources accomplish.
3. Meet with an attorney for advice on structuring a plan to meet your objectives.
4. Have your attorney prepare a will and other trust documents or durable powers of attorney.

What should I know about estate taxes?

Estate taxes are the monies charged by the federal government on assets passed to someone else after your death. In 2010 there is no federal estate tax. However, it is expected that the federal estate tax will be reinstated by Congress in 2011. Contact your lawyer or financial advisor to be certain of the exact provisions of the law when it is enacted.

You can reduce your taxable estate by making non-taxable annual gifts of up to \$10,000 each to as many individuals as you desire. If you are married, this amount increases to \$20,000 with spouses permitted to make unlimited, tax free transfers of assets to each other during their lifetime or by will after their death.

You are also allowed income and estate tax deductions for contributions to qualified charitable organizations. An example is the charitable gift annuity that provides the donor income for life, while at the same time creating a legacy for the donor's favorite charity.

What if I have more questions on estate planning?

Peter C. Passage, Stewardship Director, would be happy to sit down and explain your options more fully. Contact him at peterp@fairmounthomes.org or 717.354.1814. However, to execute an estate plan, you will need to work with a qualified professional such as your attorney or financial advisor.





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Items of Interest

Local Blood Drive

November 9

On November 9, 2010, the Central Pennsylvania Blood Bank will hold a blood drive in the Farm Crest Community Room from 11:30 a.m.–6:30 p.m. Donors may call the blood bank for an appointment at 1.800.771.0059. Walk-ins are also welcome.

Volunteer Opportunity

Several people are needed to help for about 45 minutes once a week as a host or hostess in the Wheat Ridge Personal Care dining room for the evening meal. To offer your help or for more information, please call Carol Swailes at 717.354.1800.

Mailing List Update

If you wish to have your name removed from the mailing list, please call 717.354.1800, write the Managing Editor at the address above, or email carols@fairmounthomes.org.

*Perspectives may be viewed at
www.fairmounthomes.org.*

Silent Auction Back for Seventh Year



Rita Richard examines the Silent Auction display she has arranged for the week.

Everyone who has enjoyed our popular Heritage Day Silent Auction will be happy to see its return for a seventh year on October 25. Again, it will run throughout the winter and end on Heritage Day next June. Every Monday morning, a new collection of old or collectible items will be put on display in the Wheat Ridge lobby with pictures posted online (www.fairmounthomes.org). Bidding will continue throughout the week until 8:30 the following Monday morning. Winning bidders will be notified shortly thereafter, and a new collection will be put on display for the coming week.

Please note: New bidder numbers are required each year. They may be obtained at the Wheat Ridge or Crest View front desks.