



The Terraces Taps Resident Enthusiasm For Foundation Efforts

If you ask someone for a list of what they imagine doing in their retirement years, serving on a committee would probably be close to the bottom.

But at The Terraces of Phoenix, serving on the community's Foundation Committee has gone from a job no one wanted to something of a hot ticket.

It's not that the committee suddenly became cool, says Andrea Schulte, director of activities. Instead, the surge of enthusiasm reflects a growing sense of purpose and direction among residents.

"When the Foundation committee started here in 2005, very few were interested in serving. We had about three members," Schulte says. "Now we have up to 15 people on the board and many more are interested in volunteering."

But that shift in attitudes didn't come with the flip of a switch, she says. "It's been a gradual process. The committee has matured as the community has matured, and with that comes a sense of pride in calling The Terraces home."

Local foundation committees at ABHOW's CCRCs depend upon the ideas and generosity of residents, staff and board



Gene Buchli, Bob Flori and Lou Binick review architectural plans for The Terraces' activity center.

members. The money they raise helps each community with specific needs and adds to the endowments to provide benevolent care to residents who outlive their finances.

Retired architect Paul "Gene" Buchli, a resident at The Terraces for four years, says the growth in the committee's activism is indicative of the spirit of those who live there. His own involvement came through an appeal

for his professional expertise when he noted a piece of empty land on campus could be used for a new activity center.

Residents began to get behind the idea, "and since funding of that facility is something that looms as a problem, the Foundation got into it," he says.

Buchli now serves The Terraces of Phoenix as a member of the Buildings and Grounds Committee.

(continued inside)

A Word from the President



Every ABHOW community contributed a block to a beautiful quilt presented at the company's annual meeting in February. The words and images show the legacy of service that connects us all. Anchoring the top right-hand corner is the Foundation's block. And the message is clear: Our work is part of the fabric of ABHOW.

The Foundation exists to sustain ABHOW's mission to "enhance the independence, well-being and security of older people through the provision of housing, health care and supportive services." Three significant threads run through our work:

The first thread is the generosity of our donors. Through planned giving and charitable programs, ABHOW residents give to the Foundation to express their thanks for the community they enjoy and the care they receive. They give because they want others to experience these same blessings.

Jimmy Walker exemplified this generous spirit. A beloved resident of Judson Park who passed away in January, Jimmy was delighted to share his passion and his resources with his Des Moines, Wash., community. He considered his life at Judson Park a gift, so sharing this gift was the most natural thing to do – and he did it with great enthusiasm.



The second thread is the commitment of our local committees. These volunteer groups, made up of residents, board members and staff, help fashion the work of the Foundation by raising money for their community endowments and special projects. In this edition, you'll read about the good things happening at The Terraces of Phoenix because of its foundation committee.

The third thread is the gratitude of our beneficiaries. CCRC residents have peace of mind knowing the Foundation is here to provide benevolent support when they outlive their own financial resources; and in ABHOW's affordable housing communities, residents enjoy the quality of life that comes through amenities and programs made possible by Foundation grants.

Woven together, these threads make an inspiring creation: a great work that involves each of us in ABHOW, a legacy we all share.

Joe Anderson
President

it's on the *Calendar*

April 30 – Annuity & Trust Seminar, Heritage Honor Society Dinner, San Joaquin Gardens, Fresno, Calif

May 14 – Foundation Board Meeting, San Jose, Calif.

May 24 – Annuity & Trust Seminar, Heritage Honor Society Event, Grand Lake Gardens, Oakland, Calif.

May 28 – Annuity & Trust Seminar, Heritage Honor Society Event, The Terraces of Los Gatos, Los Gatos, Calif.

June 1 – Annuity & Trust Seminar, Heritage Honor Society Dinner, Judson Park, Des Moines, Wash.

June 17 – Heritage Honor Society Dinner, Plymouth Village, Redlands, Calif.

Oct. 11 – 14th Annual ABHOW Foundation Golf Classic, Alamo, Calif.

Oct. 12 – Foundation Board Meeting, Pleasanton, Calif.

LEGACY DEFINED

“ A life is not important except in the impact it has on other lives. ”

– Jackie Robinson,
baseball player, 1919-1972

New Board Director Brings Entrepreneurial Spirit

Chris Pereira knows what it takes to excel in tough times. After being laid off from a failed dot-com, he started his own software company. It was an act of desperation rather than entrepreneurship, he says, but 12 years later the firm has 35 employees, with offices in San Ramon, Calif., and Austin, Texas.



Pereira's financial savvy and perseverance paid off for his company. He brings those same skills to the ABHOW Foundation as the newest board member.

"Chris combines business acumen with a deep commitment to helping older adults. That makes him a

valuable member of our board," says Joe Anderson, the Foundation president.

Anderson met Pereira through their mutual service on the board of Senior Helpline Services, a Lafayette, Calif., nonprofit that helps older adults live independently through telephone support and transportation services. Pereira started at Senior Helpline as a volunteer two years ago before being invited to serve on the board. Anderson saw some gifts that are essential to the success of the Foundation.

"Chris understands how important it is to think creatively about opportunities amid challenging times," Anderson says. "And he knows there's no substitute for hard work."

For Pereira, serving on the Foundation board is an opportunity to indirectly thank those who care for his mother and father-in-law in Chicago. If he can help someone here, "somehow or other it goes around," he says.

After visiting four Bay Area ABHOW communities, Pereira is impressed with the organization's mission. "What I see is that they are trying very hard and are very successful in providing a place for seniors at different levels ... in a lifestyle that people have been use to living in their past."

Pereira founded Customer Care Incorporated in 1998 to provide software solutions to the telecommunications industry. He had spent 20 years in that industry as a technology leader after coming to the U.S. from India. His wife of 27 years, Usha, is a technical director with AT&T. They have two children.

Pereira holds two bachelor's degrees and a graduate certificate in telecommunications engineering from the University of California, Berkeley. Currently, he is enrolled in a three-year executive education program at Harvard University.

That last detail sums up Pereira's dedication. He'll be 60 when he graduates from the Harvard program.

"Showing up is 90 percent of any battle," he says. "I'm always there when I say I will. My clients stay with my company because of that simple fact. This is a volunteer board, and the incentive to make it succeed has to come from within with no apparent reward but the pure pleasure of making it succeed." 🌳

What Is Your *Legacy?*



Art Christman, a resident of Valle Verde in Santa Barbara, Calif., has traveled the world as a naval officer, physicist, professor, operations researcher and scientific

advisor. But no matter where he roamed in his jobs for the U.S. Navy, various universities, or the Department of the Army, he always remained focused on helping others. He was the first ABHOW resident elected to the corporate board and has been a consistent donor to the ABHOW Foundation.

"A major part of my legacy will be four daughters and two sons. As a boy, my relatives were active in the church and instilled in me a love of God and the gift of giving. As a physics teacher, I maintained an open-door policy with the goal that every student understand and pass the course. Few of them failed. Throughout my career as an advisor, I was known for my integrity and had a reputation for providing conclusive analytic data on which important decisions could be made. Since moving to Valle Verde in 1988, it has been rewarding to me to be able to use my God-given analytic talent for the good of the residents."

Local Foundation (continued from cover)

“The Terraces is a very involved community, and people really want to be engaged ...”

– Andrea Schulte, director of activities

“I’m not really a fundraiser, but I can help them if I feel like they’re barking up the wrong tree,” he says, laughing.

The activity center plan – which evolved from building a new structure to remodeling an existing space – is ongoing, with final plans set for approval this spring. It’s not the first time the committee has taken on a big project. The committee was the driving force behind The Terraces’ technology lab. In addition to supporting the lab with computer paper, printers and new office furniture, the committee helped pay for the automatic blinds that block out the intense desert sun from the community’s combination chapel and gathering room, Schulte says.



Residents take advantage of the technology lab.

The committee raised more than \$30,000 over the past two years for the activity center, Scholarship Fund, and the Special Projects Fund, which supports the technology lab and conservation efforts. Money raised also supports social accountability programs like the community’s live music series, presented in conjunction with Arizona State University. (See sidebar.)

Schulte also notes that the committee has reached beyond the campus to help the larger community, including providing a holiday dinner and a Friday musical social to residents at Sunnyslope Manor, an affordable housing retirement community

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New Program Brings Music To The Terraces

The Terraces of Phoenix has partnered with Arizona State University for a new interactive music program that began last fall. Professors and graduate students join residents once a month for eclectic programs and to present the history of music from different cultures around the world.



Residents participate in the interactive music program.

“These are not just performances but educational experiences involving the audience,” says Andrea Schulte, director of activities.

These interactive performances have been well-attended, with up to 80 residents participating each month. The program was developed particularly for memory support residents.

During the hour, lecturers field questions from the audience and the more musically inclined can also try out new instruments. The ABHOW Foundation’s Social Responsibility Fund and The Terraces of Phoenix Foundation pay for the program.

April’s program featured a lecture on “Percussion Instruments Are Not Just for Whackin’: Sociohistoric Strata of Selected World Percussion.” 🌳

Local Committees Need Volunteers

The ABHOW Foundation relies heavily on its local foundation committees to help raise money for community endowments and campus improvement projects.

Local committees provide a bridge between the Foundation and CCRC residents to assist in education and information about the Foundation and its programs. In 2009, more than \$1.4 million was added to the community endowments as local foundation committees worked with staff to heighten awareness of giving options.

For instance, at Valle Verde in Santa Barbara, Calif., the local committee is taking the lead on the redesign of the resident lounge. At Rosewood in Bakersfield, Calif., construction has begun on a new swimming pool, a project spearheaded by its local committee.

Local foundation committees always need new volunteer members – residents, board members and community leaders. Contact your executive director or the chair of your local foundation committee to find out how you might volunteer. 🌳

Historical Marker

10

 Years Ago

The Foster Family Education Fund was established in 2000. Robert and Elizabeth Foster wanted to support the continuing education of employees who had cared for them at The Terraces of Los Gatos in Los Gatos, Calif.

Foundation Has Solution For Cars No Longer Needed

If you're stuck with a car that won't run, getting rid of it quickly can't be much easier than making one phone call.

That's what one ABHOW employee discovered after making use of the Foundation's Vehicle Donation Program. When her husband's 11-year-old car suddenly needed an \$8,500 engine replacement, she knew she had a problem on her hands.



But donating the car was as easy as calling the toll-free number and setting up a time for the National Vehicle Donation Program (NVDP), which handles donations to the Foundation, to pick the car up at the repair shop.

"We knew there was nothing we could do to fix it, and it just dawned

on me that we could donate the car to the ABHOW Foundation even though it wasn't running," says the employee, who wishes to remain anonymous. "It really works out best for both the Foundation and me personally."

NVDP takes responsibility for selling the vehicle, with an average of 70 percent of the proceeds for each sale going to any ABHOW community the donor designates.

The value of the donation is determined based on the vehicle's final sale price. If it sells for less than \$500, donors can claim the fair market value up to \$499.

Nearly any vehicle qualifies, and the Foundation welcomes donations from everyone, including residents who no longer need their cars.

Since the program started in April 2009, residents and staff have donated 11 vehicles for a total of \$11,909 in proceeds for the Foundation, says Suzette Luer, the Foundation's development coordinator.

"This is a creative, easy way for people to donate to the Foundation and save the hassle of trying to sell a vehicle themselves," she says.

Arrange to donate your vehicle by calling the Foundation at 1-800-222-2469 ext. 7151 or by going to www.abhow.com/foundation and clicking on the "Donate Your Vehicle" link. 🌳

Local Foundation (continued from inside)



The technology lab is one of the committee's successes.

in Phoenix. The committee also raised enough money to present Sunnyslope with a 46-inch flat-screen TV.

"After a community is redeveloped, it takes awhile for a culture to be re-established," Schulte says. "The Terraces is a very involved community, and people really want to be engaged socially, physically, intellectually and spiritually. Living life to the fullest truly is a way of life for residents living at The Terraces of Phoenix." 🌳

Call Our Team



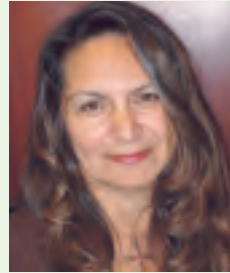
Joe Anderson
President

800-222-2469 ext. 7120
janderson@abhow.com



Leonard Kelly
Vice President

800-222-2469 ext. 7166
lkelly@abhow.com



Suzette Luer
Development Coordinator

800-222-2469 ext. 7151
sluer@abhow.com

Please note this memorandum does NOT constitute legal or tax advice. ABHOW urges all residents to consult their own tax advisors, attorneys or accountants for definitive advice with respect to the matters included in this newsletter.

6120 Stoneridge Mall Road, Suite 300
Pleasanton, CA 94588
800-222-2469 ext. 7151
E-mail: foundation@abhow.com
www.abhow.com/foundation

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