



# Foundation FOCUS

Summer 2008

SPRINGHILL ... supported by Asbury Foundation

## A Grassroots Effort



**Springhill Board member Royce Tonjes shares behind-the-scenes insight into the tremendously successful Memory Support Neighborhood campaign.**

**R**oyce Tonjes, who serves on Springhill’s Board of Governors, notes proudly that the entire \$1.7 million raised for the community’s new Memory Support Neighborhood has come from the efforts of Springhill residents, families and board members. “It’s a true grassroots initiative,” he says.

In support of his claim, Royce points to the fact that there was no one “leadership” gift that generally starts off the first 40 to 50 percent of a fundraising campaign. “Our largest gift was a combined family amount of \$200,000, which means that a lot of people each gave generously, rather than having one savior,” he explains. “This shows just how much people believed in this project!”

“The whole community got behind this because everyone knows we need it and that it will be quality,” he said. “If you saw the campaign video or brochure, you couldn’t help but say, ‘Yes!’ People have confidence that if Springhill does it, it’ll go well.”

Royce was instrumental in securing 100 percent board participation in the campaign, as well as other major gifts. He jokingly blames his wife for this. “See, my wife, Marianne, is friends with campaign chair Bobby Osborn, and when the campaign committee asked me to join as the Board liaison, my wife told me, ‘Do it. Don’t say no!’ I didn’t exactly know what I was getting into, but I think she did—and she knew how much I’d enjoy getting involved. After 52 years, we’re quite a team!”

On the golf course, at lunch, in meetings, Royce talked up the campaign. He even sent the video to his two daughters in Dallas and Atlanta to ask if they thought he should make a significant gift. Knowing how much it meant to so many, and to their father, they said yes.

*“Act as if what you do makes a difference. It does.”*

—William James

Royce, who spent his professional career as a financial manager for General Electric, is especially happy about the support from GE and its pensioners. He still has many friends from GE, including Bill Riekert, who also serves on the campaign committee and Springhill Board and knew what was required to obtain matching funds. Bill found out that GE would match the donated entrance funds, which Royce says is unusual in the corporate world. Fifteen GE pensioners at Springhill contributed generously, and the company stepped up to the plate—\$228,000 of the \$1.7 million raised came from GE matching funds.

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# Springhill Announces Campaign Success and Recognizes GE Foundation

On April 22, Springhill publicly announced the completion of the \$1.7 million campaign for a new, state-of-the-art Memory Support Neighborhood to be added to the campus. The community invited Robert Corcoran, president and CEO of the GE Foundation, as well as GE corporate representatives, to join Springhill Board member Royce Tonjes to make this announcement and be recognized for their impact on a successful capital campaign.



The campaign resulted in a unique story involving 15 GE pensioners living at Springhill and the matching gift program offered by the GE Foundation. From the GE Foundation and these residents, more than \$467,000 was donated, making up 27 percent of the total campaign. Springhill residents approached the fundraising with great passion and enthusiasm, meeting the goal in less than a year. They recognized the current and future need for this specialized residential program for their neighbors and friends suffering from Alzheimer's and similar diagnoses.



Within a year this new neighborhood will offer a therapeutic environment and programming unique to the region. The approach will engage family and friends as a vital support system in the resident's daily life. In addition, specially trained professionals will serve as surrogate family members, assisting with activities and therapies, sharing family-style dining and providing prompts for the daily routine.

## *Continued from Our Cover*

So many different supporters came together to make the Memory Support Neighborhood campaign successful. For instance, Royce also secured a commitment from Hamot Medical Center, where he had served on the Board for eight years, including positions as chair and acting CEO. Hamot, the original owner of Springhill, still wanted to be part of the

community and so made a naming gift for the neighborhood's garden.

Reflects Royce, "This has been very personal to me—and to all of us, from Springhill Director of Development Carol Eller, to each resident. We've been fortunate to have a great project, a great committee and a great community."

# A Plan to Leverage the Value of Your Stock

## The Tax Benefits of a Gift of Stock

In spite of its ups and downs, the stock market has delivered exponential growth to millions of Americans. Those who invested a number of years ago for the long term now find themselves with highly appreciated stock.

In some situations, stocks and securities comprise a disproportionate share of current estate value. In these cases, there is understandable interest in planning options and tools that leverage this value.

While selling and cashing in on the growth is an option, the shrinkage that results from the applicable capital gains tax is not attractive.

For instance, Mr. and Mrs. Sample own a block of stock purchased several years ago for \$3,000.

The stock has done very well for the couple and today is worth \$10,000. However, the stock pays only 2%, or \$200, in dividends annually.

As the Samples closely examine their financial position, they consider two other realities:

- They face a significant tax liability at year end.
- They would like to make charitable contributions to a number of qualified organizations this year.

The Samples could sell the stock and use the proceeds to fund their philanthropic desires; however, as indicated by Illustration 1, selling the stock results in capital gains tax on the \$7,000 in appreciated value, leaving the Samples with \$8,950, a significant reduction in the original \$10,000 value.

### Sample Illustration 1: Capital Gains Tax

Stock		Sale of Stock	
Value	\$10,000	Value	\$10,000
Cost	\$3,000	Tax	\$1,050
Gain	\$7,000	Net	\$8,950

Illustration 2 shows how an outright gift of the stock maximizes the value of the asset and results in a tax savings for Mr. and Mrs. Sample. The stock is transferred to charity and the capital gains tax is bypassed, saving \$1,050 and resulting in a gift to charity of \$10,000.

Mr. and Mrs. Sample receive a charitable income tax deduction of \$10,000, resulting in an actual cash savings of \$3,000 when this year's tax return is filed.

### Illustration 2: Gift of Stock

Stock		Gift to Charity	
Value	\$10,000	Value	\$10,000
Cost	\$3,000		
Gain	\$7,000		

#### Benefits to Donor:

- Bypass capital gains tax — \$1,050
- Charitable deduction — \$10,000
- May save income taxes of — \$3,000

*Above is an example of potential tax savings. Please consult your tax advisor for specific information related to your financial situation.*

### Leveraging the Spirit of Giving

If you'd like more information on a charitable plan that can help you meet your objectives, we invite you to contact our Development Office at 814-860-7008. The information is offered to you without obligation and in complete confidence. Visit our website at [www.TheAsburyFoundation.org](http://www.TheAsburyFoundation.org).



For a brochure on ways to make a charitable gift, call Carol Eller, Director of Development, at 814-860-7008.



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*Inside—A Plan to Leverage  
the Value of Your Stock*

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**August 14**

**3rd Annual  
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For more information  
contact us at 814-860-7008



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