



# Foundation FOCUS

Summer 2009

EPWORTH MANOR ... supported by Asbury Foundation

## True to Our Mission



**Executive Director  
Robin Stern**

Care assurance—the tradition of helping residents who, through no fault of their own, have outlived their resources—has been part of Epworth Manor’s mission and identity since its founding in 1919.

“I’m grateful every day that someone had the foresight to plan for people who need care and may not be able to afford it,” says Epworth Manor Executive Director Robin Stern.

Care assurance makes up the difference between what residents can pay and the cost of their room, meals, care, and supplemental items such as eyeglasses and doctors’ visits.

Robin reports that the economy has brought worries about running out of money to the forefront. More and more prospective residents and their families are asking what happens if they run out. “A family member will look at me in disbelief when I say, ‘Yes, your mother can stay even when her resources dwindle to just her monthly pension.’ But it’s true—because of the Care Assurance Fund, Epworth has never had to ask people to leave.”

Of course, there would be no Care Assurance Fund without donations. And Robin says what has touched her most is how supportive Epworth employees are of care assurance. In May, associates reached their goal of contributing a second \$10,000 to the fund and thus sponsoring a second plaque on Epworth’s Trees of Remembrance wall. Through voluntary payroll deductions and fundraisers such as Dress Down Days, cookbook sales, and sundae sales, associates continually contribute. “There’s always something for sale at Epworth!” jokes Robin.

“Many employees are also Auxiliary members, which is the volunteer support system for Epworth,” she says. “People get involved in multiple ways because of their hometown ties. There’s an impressive staff commitment and longevity that springs from that.”

A Pennsylvania native herself, Robin graduated from Juniata College in Huntingdon and first joined Epworth as a social worker in 1984. She moved to Colorado three years later and became a nursing home administrator. Returning to the area to be near family, she rejoined the community in 2000 as executive director. After 13 years,

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# How to Win-Win!

*“Jean,” a longtime Epworth resident, wants to make a gift to the Care Assurance Fund, yet is apprehensive because of her dwindling dividends.*

If Jean’s dilemma sounds familiar, you may wish to learn about tax-planning strategies that make it possible to both earn income and make a gift. One such strategy is the **charitable gift annuity**.

## An Annuity—and a Gift

Typically, giving and receiving are viewed as opposite actions: in this case, an *annuity* refers to the creation of an annual income stream, while a *gift* gives financial resources away. But the charitable gift annuity *combines* these two

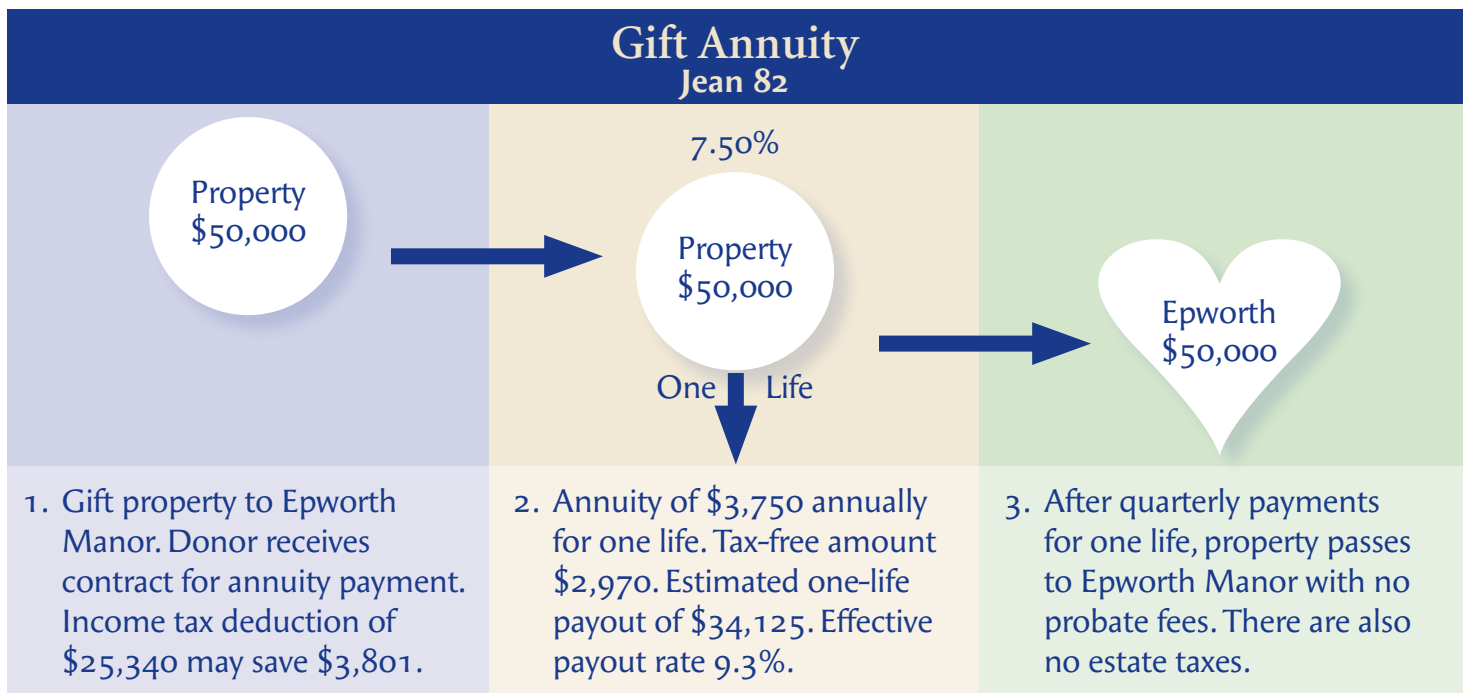
ideas. In practical terms, the gift annuity is a contract between Epworth Manor and you. The contract provides fixed payments to a donor (or donors) for life and an ultimate gift to charity.

Here is how the contract works:

Jean funded a \$50,000 gift annuity to benefit Epworth Manor, who, in turn, provides annuity payments to Jean for the remainder of her life. Rates on one-life charitable gift annuities range as high as 9.5% and are based on the age of the annuitant. For purposes of our illustration, let’s assume that Jean is 82 years of age. The \$50,000 gift annuity guarantees her annual payments of 7.5%.

But her benefits don’t end with the attractive annuity rate. Since, upon her death, the gift annuity contract becomes a gift to the Epworth Manor Care Assurance Endowment Fund, a number of charitable tax benefits accrue. A formula calculates the value of the ultimate gift to charity and provides for an immediate charitable income tax deduction. And when the gift annuity is funded with an appreciated asset, a portion of each annuity payment may be tax-free ... further reducing tax liability.

In Jean’s case, the gift annuity actually results in the following benefits outlined below:



*(This educational illustration is not professional tax or legal advice; consult a tax advisor about your specific situation.)*

## How to Win-Win!, continued from page 2

### Variations on the Charitable Gift Annuity

The charitable gift annuity is flexible enough to help meet the objectives of almost any financial plan. It may be funded with cash, securities (a portion of each payment is considered tax-free return of principal), and certain types of property.

### See What a Charitable Gift Annuity Might Mean for You

If you would like to see just how a gift annuity agreement might help you realize your objectives, we would be happy to prepare a customized gift annuity proposal for you.

All you have to do to take advantage of this complimentary service is call, e-mail or fax us with your birth date, the amount of annuity you desire, and whether you would like payments to be made for one or two lives. There is no obligation for

this educational service that we offer to friends of Epworth Manor.

The benefits inherent in charitable tax planning are a result of an historical recognition of the value of individual philanthropic support. The tax benefits afforded are calculated incentives, designed to encourage each of us to participate in those charitable efforts that are in line with our personal values and objectives. To this end, we are pleased to be able to offer professional charitable tax planning information as a service to our friends ... and we welcome your confidential call or inquiry.

*You can run your own calculations with our gift calculator at [www.TheAsburyFoundation.org](http://www.TheAsburyFoundation.org) under the Planned Giving tab. For more information, contact J.D. Shuman, Epworth Manor Director of Development, at 814-686-2626 or [jshuman@asbury.org](mailto:jshuman@asbury.org).*

### SINGLE-LIFE ANNUITY RATES

Age	Rate
60	5.0
65	5.3
68	5.5
70	5.7
72	5.9
74	6.1
76	6.4
78	6.7
80	7.1
82	7.5
84	7.9
86	8.3
88	8.9
90	9.5

### Continued from Our Cover

several of the people she'd worked with were still at Epworth. "That's been so inspiring! I love it here. I learn something new every day!"

Robin is particularly pleased that care assurance enables individuals in Epworth's personal care residences to maintain their dignity and privacy. "Most of these residents have been handling their own money and living on their pensions. They're sometimes embarrassed to come to me when they need help, and so relieved when I say, 'There'll be no change in your care and in your life here. You'll stay

in the same room, enjoy the same activities, and no one will know you are using the fund!"

With the cost of healthcare in the region rising faster than people's pensions are growing, Robin definitely sees a continuing need for the Care Assurance Fund. "We particularly need to build the endowment so we have a stable base for continuing to help residents in the future," she notes. "Your gifts—our gifts—will ensure Epworth remains true to its mission of service."



**Epworth Manor**  
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*Inside—a report from Epworth’s  
 Executive Director*

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**Mark Your  
 Calendars!**

**October 3**  
 Care Assurance  
 Chicken BBQ

**October 13**  
 Rescheduled —  
 Caring Classic Golf  
 Tournament

