



FOREVER REMEMBER

Expand ♦ Enhance ♦ Improve

Light of Hearts Villa Memory Care Capital Campaign



LIGHT of HEARTS VILLA

A Ministry of the Sisters of Charity Health System

REMEMBER MY LIFE AND HOW I
LIVED IT. REMEMBER MY IMPACT
ON YOUR LIFE AND THE GUIDANCE
I GAVE YOU. REMEMBER MY
ACCOMPLISHMENTS. REMEMBER
THE MEMORIES WE'VE CRAFTED
TOGETHER. MOST OF ALL,
REMEMBER THAT I AM STILL ME.

REMEMBER ME.

In the next 20 years, the United States will experience a surge of people requiring specialized memory care and memory care facilities. Northeast Ohio will be no exception. At Light of Hearts Villa, we will continue our long history of compassionate, faith-based care for seniors and prepare our organization to provide our loved ones with our very best in memory care. We will continue to offer enriched services and programs that enable them to have meaningful, purposeful lives. They were the movers and shakers. They were the giants in our eyes and gave us so much. Together, let's give them an environment where they can continue to thrive and not be forgotten. We will consider the special needs of our families and will stay true to our heritage of faith and service. We work to honor and empower elders—and those who care for them—to live with purpose, wholeness and dignity. Please join us at Light of Hearts Villa as we bring forth these efforts.



THE FUTURE OF MEMORY CARE



Dear Friends,

The number of Americans age 65 and older living with memory loss is projected to increase from 5.1 million in 2019 to 16 million in 2050, which makes our project more imperative now than ever. I know that so many of us have known, or cared for, a parent, relative, friend or neighbor with dementia and know how challenging it can be to meet their complex needs.

I continue to be awed by the skill and dedication of our compassionate staff at Light of Hearts Villa, who are all focused on ensuring that each one of our residents can live with purpose, wholeness and dignity. I truly believe this is what sets us apart.

That's why, as we embark on the Forever Remember Campaign, our focus is to remember who our residents are. We recognize that they have memories, histories and needs beyond just medical care. We have shaped a comprehensive program that takes a holistic approach to meeting all of their individual needs today—and well into the future—through our facilities, training, recreation, and personal support for residents and their families.

Please join us in this initiative, as this campaign will give the opportunity for all those touched by Light of Hearts Villa to give back as generously as possible to the future of memory care. I am proud of what we've accomplished in our first 30 years, and hope you will partner with us to build a successful future for those who need it most.

Breanne Cavileer, LNHA, CDP
Executive Director, Light of Hearts Villa

REMEMBERING OUR HISTORY

The Light of Hearts Villa campus has a rich history and is a staple of historic Bedford, Ohio. Our physical facility was built in 1963 as Lumen Cordium High School and has evolved and modernized since then. This timeline is a review of the significant contributions we have made to the continuum of faith-based care for our community over the last several decades.



The first three Vincentian Sisters.

1920s

VINCENTIAN SISTERS

The congregation of the Vincentian Sisters of Charity of Bedford, Ohio, was established by Bishop Joseph Schrembs of the Diocese of Cleveland to meet the needs of a large Slovak population in the area.



The original Motherhouse from Union Street that had previously been known as the Villa Paul Schneider in Bedford, Ohio.

1950s

EXPANDED MINISTRIES

With the needs of the Slovak population met, the Sisters started to pursue the needs of God's people and expanded their ministries. In addition to education and nursing, the sisters started helping the poor, joined the Diocesan mission team in El Salvador, and spent summers working with migrants and inner-city youth.



Bishop Issenman blesses the new Lumen Cordium building, 1964

1960s

LUMEN CORDIUM

The Sisters saw a need in the community for a faith-based education experience for girls, which led to building Lumen Cordium High School, the same campus now known as Light of Hearts Villa.



Dedication of Lumen Cordium High School, 1964

1980s

LIGHT OF HEARTS VILLA

The Vincentian Sisters of Charity closed their all-girls Lumen Cordium High School and immediately dreamed of a ministry to those whose needs were not yet being met. In 1989, their dream of serving seniors came to life when the first residents moved in to Light of Hearts Villa.



21st Century

PARTNERSHIPS IN CARE

The Vincentian Sisters entered Light of Hearts Villa into a 50/50 partnership with the Sisters of Charity of St. Augustine in 2001. They merged with the Sisters of Charity of Cincinnati in 2004. A further benefit to the Villa occurred in late 2009 when the management of Light of Hearts Villa came under the auspices of the Sisters of Charity Health System of Cleveland, Ohio.



A retreat in the 1930s held at the Sisters' first home in Bedford.



“ One of the most difficult things a child has to endure is becoming the caregiver for their parent. It is devastating, heartbreaking and just a very difficult journey. It is even worse when you realize you personally and physically cannot care for your parent.

Placing my mother at Light of Hearts Villa was made easier because I knew that my mother would be safe, well cared for and as happy as she possibly can be. The people who work at Light of Hearts Villa truly care about the residents as humans, not just numbers on a list of assignments.

They are there because they want to be there, not because they have to be there. As a child, we always want the love and approval of our parents even if they are 100 and we are 85. I know if my mother could give me approval despite her dementia she would tell me I did the right thing by placing her at Light of Hearts Villa. ”

– Vicky Curtis, daughter of Mary Picone

COMPASSIONATE CARE FOR MORE THAN 30 YEARS

For more than 30 years, Light of Hearts Villa has faithfully served the needs of our residents and their families. It has been a privilege to provide a continuum of compassionate care in a faith-filled environment. This commitment is at the heart of our mission and our service 24 hours a day, 365 days a year. We have demonstrated that mission by never asking a resident to leave if their financial resources are exhausted.

To put our facilities on par with our standard of excellent care, we have invested more than \$1.5 million in campus improvements over the past several years. While we have made great strides, there are still areas where we desire to expand services, improve our care environment and enhance the overall quality of life for our residents.

That is why we are embarking on our “Forever Remember Campaign,” a plan to raise funds toward an \$850,000 project to greatly improve our Memory Care Unit for residents with memory disorders and to enhance programming for our residents.

We ask you to join us in giving to Light of Hearts Villa to help make this campaign—and the goals it will meet—a success. Please review this challenge carefully and consider how you too can be a part of this vision.

IMPROVE

In an updated setting, residents will have separate dining and activity quarters and can experience a life of peace and comfort—in a unique homelike living space.

EXPAND

Lumen Lane memory care is a special place for individuals with Alzheimer’s disease, dementia and other related memory disorders. In our safe, secure living environment, residents enjoy private rooms and 24-hour quality care.

ENHANCE

At Light of Hearts Villa, we are always seeking ways to enhance the programming offered to residents. This campaign will enable us to have an enhanced memory care facility, while also allowing us to enhance our staff education. In turn, we will be able to offer more influential and tailored programming to our residents with memory loss.

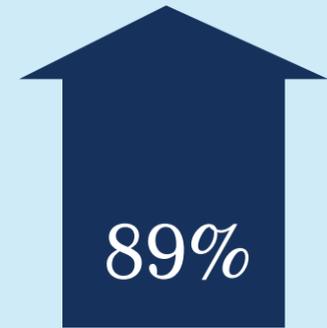


“I am so, SO blessed that my mom is at Light of Hearts Villa! I have told many of the staff there that they are angels and I truly mean it! THEY ARE INCREDIBLE and love my mom like she is part of their family. My mom is happy, safe and thriving. I am so very, very grateful to God that we found Light of Hearts Villa for my mother. Thank you everyone at Light of Hearts Villa and thank you God!”

–Dean Skinner, son of Virginia Skinner

Since 2000, deaths from heart disease have decreased by 14% while deaths from Alzheimer's Disease have increased by 89%.

Heart disease deaths decrease



Alzheimer's Disease deaths Increase



Nearly 1 in every 3 seniors who dies each year has some form of dementia.



1 in 10 people age 65 and older has Alzheimer's Disease.

In 2019, Alzheimer's Disease and other dementias will cost the U.S. \$234 billion. By 2050, this could rise as high as \$1.1 trillion.

5,117 deaths in Ohio from Alzheimer's Disease in 2019.

LOOKING TO THE FUTURE

The purpose of the Forever Remember Campaign is to develop new and improved, secure, homelike environments that will respond to the increasing need for our Light of Hearts Villa community.

The number of Americans age 65 and older living with memory loss, including Alzheimer's and other dementia conditions, is projected to increase from 5.1 million in 2019 to 16 million in 2050—close to 14% of that growth will be right here in Ohio.

Light of Hearts Villa is seeing this increased demand for memory care. We are committed to offering the highest level of care to our residents and their families. To respond to this increased need, Light of Hearts Villa is stepping forward to improve, expand and enhance our Lumen Lane Memory Care Unit. Our proposed investments will positively impact our facilities, our programs and our people.

Specifically, the expansion will create distinct spaces for dining and resident activities. Because Lumen Lane residents often become confused about time of day, providing separate rooms for meals and activities is incredibly important to help eliminate confusion and improve their daily routine. Simply put, it will be much clearer if it is time for a meal or time for an activity.

Because our residents come first, we have organized the project so their lives will have minimal disruption during construction. The project is set to start in June and expected to be fully completed by November 2020.

Creating the space to best provide memory care is critical. It must also be coupled with continued investment in programs and care providers. These investments will not only enhance our ability to provide outstanding care, but will position Light of Hearts Villa as a memory care center of excellence in our region.

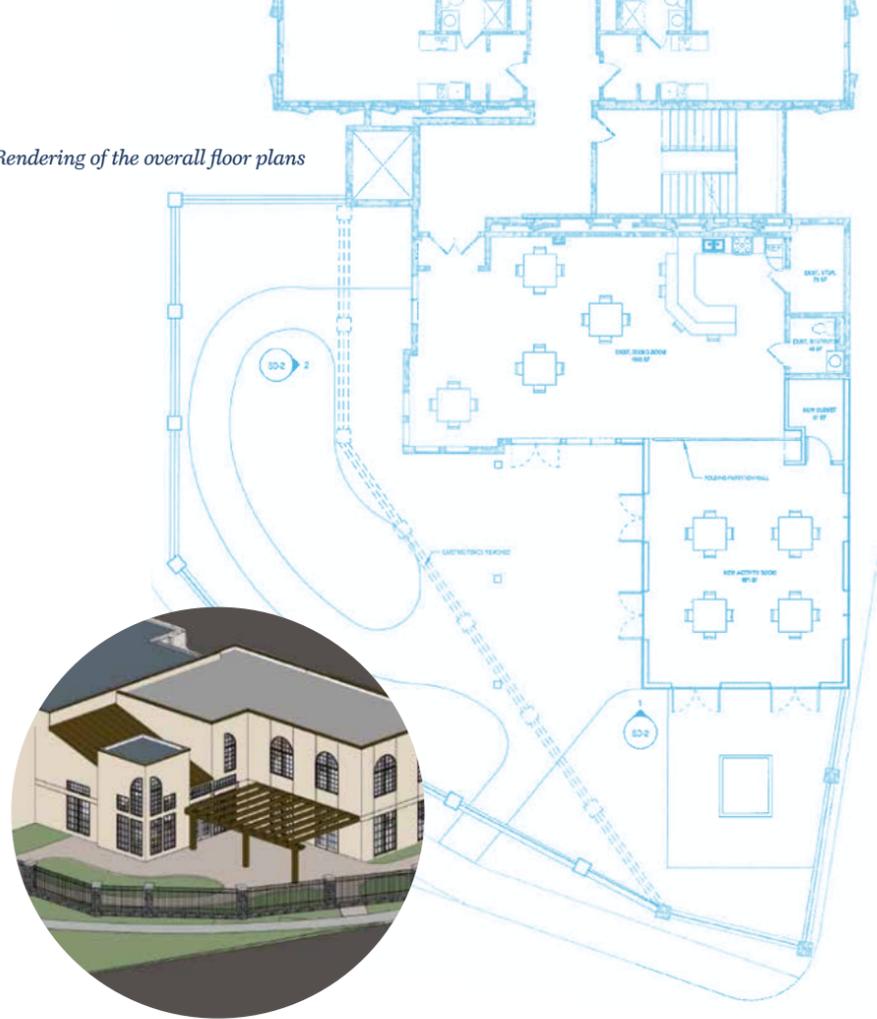


OUR CAMPAIGN VISION

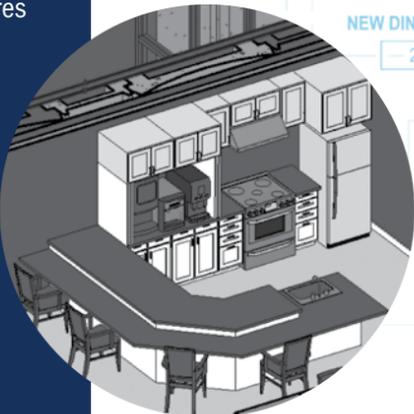
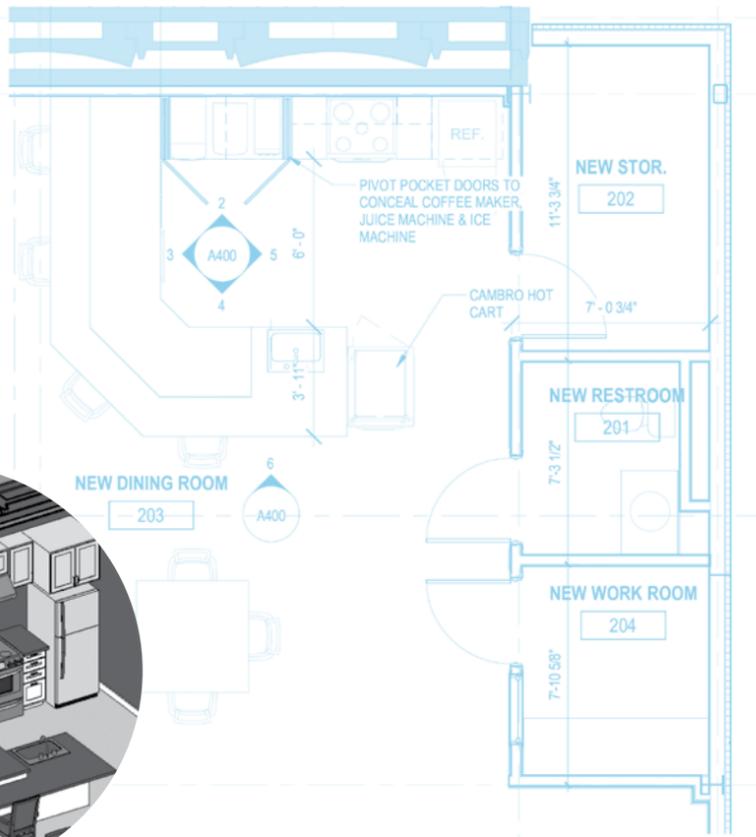
Our facility designs incorporate best practices and take into consideration the unique needs of residents with memory loss.

- Safe indoor and outdoor areas to enjoy
- Individual suite entrances to enhance recognition and spur memories of home
- Natural light and a courtyard that incorporates nature and its sounds—birds, sunlight, flowers
- Neighborhood concept
- Special areas to assist with calming and memory stimulation
- Open spaces—to give residents a sense of freedom in a safe environment
- Sensory stimulation—music, lights, smells, touch—to help them remember simple pleasures

Rendering of the overall floor plans



Kitchen detail rendering



CAMPAIGN NAMING OPPORTUNITIES

LUMEN LANE MEMORY CARE NAMING SITES	NAMING AMOUNT
First Floor: New Activity Room	COMMITTED
First Floor: Existing Upgraded Dining Space	\$50,000
Second Floor: New Activity Room	\$50,000
Second Floor: New Dining Space	\$50,000
LIGHT OF HEARTS VILLA GROUND FLOOR NAMING SITES	NAMING AMOUNT
Dining Hall	\$40,000
Private Dining Room	\$25,000
Grand Parlor	\$25,000
Salon	\$10,000
Therapy Room	\$25,000
Scenic Outdoor Patio	\$40,000
LIGHT OF HEARTS VILLA FIRST FLOOR NAMING SITES	NAMING AMOUNT
Gymnasium Activity Center	\$100,000
Activity Center Conference Room	\$20,000
Multi-Purpose Educational Room	\$50,000
Café	\$25,000
Craft Room	\$25,000
LIGHT OF HEARTS VILLA SECOND FLOOR NAMING SITES	NAMING AMOUNT
Library	\$15,000
Scenic Sitting Area	COMMITTED

GIVING OPTIONS

Because Light of Hearts Villa is a nonprofit, 501c3 charitable organization, there are many ways to partner with us on this campaign. There are even opportunities to recognize yourself, your family, a loved one or your organization.

THERE ARE MANY WAYS TO GIVE.

Gifts of cash, check or credit card are quick, convenient and tax-deductible if you itemize. But, by considering some other giving options, you may find that you are able to do even more than you realize, both at the present and perhaps even beyond your lifetime.



Please consider the giving options outlined below. I pray you will find that you are able to extend your impact for Light of Hearts Villa's Forever Remember Memory Care Campaign.

TO EXTEND YOUR IMPACT AT THE PRESENT TIME:

IRA Charitable Distribution: If you are 70 1/2 or older and have an IRA, there is an annual required minimum distribution (RMD). That RMD is taxable income. So if you do not have a need for some or all of this income and want to reduce or eliminate the income tax you will owe on the RMD, you can direct your IRA administrator to transfer funds to Light of Hearts Villa as a charitable gift to satisfy part or all of your RMD.

Charitable distributions are especially useful since standard deduction amounts increased significantly in 2018. If you no longer benefit from itemizing deductions, a charitable distribution can be an effective way to reduce the amount of your income subject to tax.

TO EXTEND YOUR IMPACT BEYOND YOUR LIFETIME, CONSIDER THE FOLLOWING TYPES OF GIFTS:

Charitable Gift Annuity: If you want to make a gift of significance now but still need the income generated by your assets, an annuity makes both possible. If you use appreciated securities to fund your annuity, you will also reduce your exposure to capital gains tax.

Rates of return vary depending on factors such as your age and whether the annuity includes a spouse. Annuity income can be deferred or directed to a third party such as a child or grandchild. Annuity donors who itemize receive a partial charitable tax deduction for the gift. Also, payments are guaranteed for the life of the annuitant(s) and a portion of the annuity income is tax-free for several years.

Bequest by Will or Living Trust: You can give any portion of your estate in your will or living trust. If you already have a will, you can add a bequest by drafting a codicil. Bequests can be for a specified dollar amount or percentage of the estate. They may also be contingent to ensure that your assets are available to your spouse or dependents if they outlive you.

Financial Account Beneficiary Designations: You can direct that holdings in retirement savings and bank accounts, such as 401(k)s, IRAs and CDs, be transferred or paid to Light of Hearts Villa upon your death without going through probate. You do not need to change your will. Simply file an updated beneficiary designation form with your financial institution. Many financial institutions make beneficiary designation forms available on their websites.



To let us know how you might like to extend your impact for Light of Hearts Villa's Forever Remember Memory Care Campaign, please contact:

Amy Huntley, Development Manager
440.232.1991 ext. 524
amy.huntley@lightofheartsvilla.org

If you make Light of Hearts Villa the alternate (contingent) beneficiary designation, the assets would only transfer to us if the primary beneficiary is deceased or chooses to disclaim.

Life Insurance: If your family no longer needs your life insurance policy, you can make Light of Hearts Villa the owner and beneficiary. You'll be able to deduct the cash value of the policy as well as the cost of the premiums in years to come. Just make sure to contact us before you change ownership of the policy so we can be sure to write a contract that maximizes the value of the gift for you, your heirs and us.

Other Gifts: Depending on your situation, other deferred gift instruments such as Charitable Lead Trusts, Charitable Remainder Trusts or gifts of closely held stock, real estate, fine art or other items of value may be advantageous for you and us. To maximize the benefits to you and us, gift agreements can be structured as deferred, temporary or contingent.

This information is not intended or offered as financial or legal counsel. Before making any of the aforementioned gifts, please consult with your financial and legal advisers. Please inform us of any gift you intend to make so that we can discuss your preferences for gift acknowledgment and designation.

REMEMBERED

I am sure we all know someone who has a loved one that suffers from memory loss and can relate to the challenges families face every day. Maybe you have faced this in your own family, so you know what it means to not forget these loved ones are still with us and still deserve the chance to live with purpose and dignity. Your support will help us provide the care they need today and well into the future.

Please help us remember.

This memory care initiative is a much needed undertaking for our community and it is fitting that Light of Hearts Villa is leading the way to provide improved, compassionate and faith-based care for our senior population.

Please consider making a lasting legacy for Light of Hearts Villa. If there is one thing I have learned about the Light of Hearts Villa family, it is that this community is strong and generous. Please prayerfully consider what level you can commit to and make a difference in the lives of our residents.

For ways to give back and to be remembered, please contact me for a personal conversation.



Amy Huntley, Development Manager

amy.huntley@lightofheartsvilla.org

440.232.1991 ext. 524



LIGHTING THE WAY FOR SENIOR CARE

Light of Hearts Villa provides premier senior residential living services to seniors 60+ years of age of all faiths on a picturesque campus in historic Bedford, Ohio. We offer compassionate, faith-based, mission-driven and person-centered care that is individualized to meet the special needs of our residents and their loved ones. More than 3,000 seniors have called Light of Hearts Villa home in the last 30 years.

We specialize in independent and assisted living, short-term respite stays and memory care. Suites are spacious with full kitchenettes, 24-hour nursing assistance, chef-prepared meals and personalized support services.

Light of Hearts Villa is a 501(c)3 Licensed Residential Care Facility that is a ministry of the Sisters of Charity Health System. The health system includes two acute care Catholic hospitals, two skilled nursing and assisted living facilities, three grantmaking foundations, and six health and human services organizations in Ohio and South Carolina.

LIGHT OF HEARTS VILLA & OUR COMMUNITY

Through community outreach, we provide much-needed services for our community neighbors, including supporting the Meals on Wheels program in Bedford. We also lovingly manage the resources of the Seton Safety Net, which relies entirely on donations and serves local seniors who experience a food shortfall. In 2019 alone, 161 people benefitted from the services of the Seton Safety Net and we distributed nearly 2,400 food/non-perishable items and \$2,360 in gift cards.

Collaboration with volunteers helps bring our mission to life. We continuously partner with a number of organizations, including Bedford High School, Notre Dame College, alumnae of Lumen Cordium High School, the First Catholic Slovak Ladies Association, Gilmour Academy, and many more individuals and organizations who participate in resident activities, help with various events, plant flowers and much more.



LIGHT *of* HEARTS VILLA

A Ministry of the Sisters of Charity Health System

lightofheartsvilla.org