



United in Philanthropy

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Connecting
WITH *Enthusiasm*



Introducing Mark Lenhard

UMC's New President and CEO

United Methodist Communities' new President & CEO, Mark Lenhard, joined the team on October 31. We sat down to discuss his goals for his first year, what excites him about his future with UMC, and his philosophy on fundraising in senior living.

United in Philanthropy: How did you get your start in senior living? What motivated you to take this career path?

ML: I definitely feel this is a calling. As a child, my family was friends with a convent of Carmelite nuns. We didn't have grandparents nearby, so the Sisters were our 45 or 46 great-aunts and grandmothers. The convent had a retired Mother Superior, and all of the novitiates and nuns took turns caring for her. When my siblings and I were there over the summer, we'd help out. That caring aspect felt very comfortable, but it also taught me how people come together in different types of families to care for seniors. I stayed in that social ministry and advocacy area throughout my training and education. I decided that the best way to jump in was through long-term care, and I became a licensed nursing home administrator.

UiP: Do you have a favorite area of senior care?

ML: I wouldn't say I have a favorite, but my engagement with hospice has been the most life-changing. In hospice, a lot of society's politics, drama, and constraints are put to the wayside to focus on engaging and connecting. There is a sense of legacy, passing on history, and sharing the core of who a person is. It's a very unvarnished glimpse of a person's soul, and I've found it to be the most impactful.

UiP: You've shared that faith-based nonprofits have a "breadth of soul" that you enjoy engaging with. What attracted you to UMC, specifically?

ML: Two things – UMC is a great comfort because it's very similar to the Wesleyan tradition I've come from.

At the same time, I also liked the expansiveness of the ministry: independent living, assisted living, memory care, skilled nursing, home care, and senior housing apartments. UMC's ministry helps people across the spectrum, and the board is committed to supporting the Gift of Care. UMC has the whole package, and our responsibility is to serve the whole person.

UiP: Now that you've been with UMC for several months, you've had the opportunity to visit all of the communities and get to know residents and teammates. What has you most excited?

ML: Across the teammates, residents, and board members, there is a hunger and excitement for coming out of the crisis of covid and going into a time of growth. We also recognize the need to be good stewards of our resources, including our human resources. I'm very excited about telling the story of the excellent work UMC is doing. Creating strong connectivity through transparent communication is a goal for my first year with UMC. First, connecting internally as teammates and board members, then taking that story to the wider communities and finding new ways to partner and reach people who have been unreachable in the past. It's not about tooting our own horn; it's about taking our message out into the world.

From a more personal perspective, Thanksgiving was very exciting because I spent it with some of our residents. They were very warm, welcoming, and tolerant of my use of the word y'all. I met several residents who know bishops and ministers that I worked with in Texas, and one gentleman I sat down with was a retired professor from Rice University who was in the same field of study as one of my sons.



UiP: You've said that in a nonprofit, mission-driven organization, everyone is a fundraiser. That can be scary for some people to hear. Can you elaborate on that philosophy?

ML: To support seniors, especially in times when they don't have dollars, we have to be able to raise funds. I say everyone is part of that because, at the end of the day, it is the housekeepers, the CNAs, the maintenance workers, the community life assistants, the receptionists, etc., who have the most hands-on time with residents. Those teammates do little things that go the extra mile in making their community feel like family, and the gifts we receive from residents and residents' families are expressions of gratitude and thanks for that type of work.

When a grateful family member says, "I really appreciate what you've done for me; what can I do to help?" that family is expressing they want to have an impact. When teammates recognize that and can provide information or connect them to the Foundation, they are helping those families make an impact.

UiP: What message would you like to share with our donors and readers?

ML: It's a very exciting time for UMC. It's absolutely essential that we continue to grow the health of Gift of Care so we can increase the number of lives the fund impacts. Gift of Care wouldn't be possible without the support of generous donors. I want our donors to see and hear that they aren't just investing in subsidized care for people who don't have the finances; they are enhancing the quality of life and care and creating opportunities for connection.

Additionally, I see an opportunity for UMC to have a presence serving our veterans. I don't know what the expression is going to be, but we are thinking about how we can take the work we've done and provide services to veterans who would otherwise not have access.

UiP: And finally, what does "abundant life" mean to you?

ML: Abundant life is connectivity to others. It's the continued growth and enhancement of what home means to you.



TEAMMATE

“ I'm very pro use of the word 'teammate' to describe our employees because it's never just one person. I believe we're called to help other people, but we are at our strongest when we're supporting one another.” – Mark Lenhard

If you are also new to the UMC family or haven't yet watched Mark's welcome video, you can find his message on our YouTube channel at [youtube.com/unitedmethodistcommunities](https://www.youtube.com/unitedmethodistcommunities) when you search for Mark Lenhard.



Vets AND Pets

A Spirit of Giving at Wesley by the Bay



Residents and teammates of Wesley by the Bay, UMC's senior housing community in Ocean City, were hard at work this holiday season.

Supporting veterans is a cause very near and dear to Housing Administrator Kathy Speer's heart. In conjunction with the OC Rotary Club and Atlantic City Rescue Mission, and with the support of UMC at The Shores' Director of Mission & Pastoral Care, Pastor Marcia Stanford, Wesley by the Bay held a very successful coat drive for Veteran's Day. The team was overjoyed to collect a whopping 25 boxes of coats, gloves, and scarves for veterans in need!

Wesley by the Bay's generosity and community service extends to furry members of the Ocean City community, as well. For Thanksgiving, residents and teammates collected pet food, toys, treats, and bedding for animals who are currently being cared for by the Ocean City Humane Society.



Finally, the housing community partnered with OCNJ Care to ensure a local family in need would have a magical Christmas. Similar to picking a tag off of a church or school Giving Tree, Wesley by the Bay received age, size, gender, and hobby information for members of their assigned family and set to work collecting items and gift cards. The collection was a true community effort, with residents, staff, and even vendors and business partners participating. The community's dedicated efforts resulted in two new bikes, art supplies, sports equipment, and warm

clothing for the family's children, along with new sweatshirts, winter boots, and exercise equipment for their mom. The team also collected over a hundred dollars' worth of Shoprite gift cards so the family could have a delicious Christmas dinner!



What's up next for Wesley by the Bay's residents and teammates? Kathy is currently spearheading her second Have a Heart for Veterans collection, with plans to donate more goodies, gift cards, and supplies in time for Valentine's Day.



Thank you, Wesley by the Bay, for leading the way in sharing a holiday spirit of giving!

Thank you for celebrating with us!



United Together, A Celebration of Giving Virtual Event Recap

On Saturday, October 15, our online event, **“United Together, A Celebration of Giving,”** debuted on Facebook Live. Since then, over 500 viewers have taken the time

to view this moving ceremony of the incredible giving spirit that helps support the United Methodist Communities Foundation. Due largely to the tremendous generosity of our many sponsors, this celebration raised over \$110,000. The UMC Foundation will put those funds to the best use in support of our residents and teammates!

We pass along our thanks to all of the residents, family members, teammates, and friends who shared their moving reflections. And, of course, we say a big **Thank You!** to our many business partner sponsors, including Sodexo, Hawks & Company, Sweetwater, & Lockton.

If you have not had the opportunity to view our event, you can watch a recording of the full program by going to UMC’s YouTube channel, [youtube.com/unitedmethodistcommunities](https://www.youtube.com/unitedmethodistcommunities) and searching for *United Together – A Celebration of Giving*.

Scan this QR code to watch the event recording! >



The UMC Foundation would like to thank these business partner sponsors





Legacy Gifts *Change Lives*

Did you know that over 70% of the donations that UMC Foundation receives each year come from legacy gifts?

Legacy gifts are realized bequests or trust income from members of our Wesleyan Society. Although they are no longer with us, the desire of these donors to make a difference lives on and directly blesses our residents and teammates! By remembering UMC's mission in their wills and estate plans, these faithful United Methodist Communities supporters ensure future generations of New Jersey seniors will have access to abundant life and compassionate care.

To learn more about how your legacy can help carry UMC's ministry into the future, please call 732-922-9800 or email foundation@umcommunities.org.



Charitable Gift Annuities

WHAT'S A QCD CGA?

Recent legislation permits you to make a onetime qualified charitable distribution (QCD) of up to \$50,000 directly from your IRA to a charity like the UMC Foundation to establish a new charitable gift annuity (CGA). This is a way to reduce your overall IRA value, generate lifetime income, and support your community's future.

This one-time QCD is included in any annual QCDs that you may already be making, and there is still a \$100,000 maximum. There are some slight differences between the new CGA QCDs and traditional CGAs:

- You can make this election in one tax year only
- There is an aggregate limit in that year of \$50,000
- The entire gift annuity payment will be fully taxable
- It can be for you and/or your spouse
- There is no charitable deduction

As an additional benefit, the CGA payment rates increased on January 1, 2023.

Here are the current rates:

Age	Payment Rate
75	6.6%
80	7.6%
85	8.7%
90	9.7%

However you choose to fund a CGA, a Charitable Gift Annuity with the UMC Foundation creates stable, fixed income for your lifetime. At maturity, the balance of your CGA with the UMC Foundation benefits our mission of compassionately serving seniors

To learn more about QCD CGAs or to inquire about a personalized charitable gift annuity illustration, please contact the UMC Foundation at foundation@umcommunities.org or 732-731-2129.

COMMUNITY Wish List

In the new year, donors like you are making our community's wishes come true! Many generous friends and family members are making a tangible difference. This fall and winter, donations were received for Bristol Glen's beekeeping project, a new Smart TV for Collingswood, and art supplies for several locations.

HERE ARE JUST A FEW OF THE WISH LISTS NEW ADDITIONS:

BRISTOL GLEN Green Project

The team at Bristol Glen is excited to expand upon their bee initiative and begin work on additional sustainable agricultural activities. Contributions to this project will support the community's greenhouse, composting station, flock of chickens, and future sustainable projects suggested by residents and associates.

Donation Range: *Many supplies are needed, ranging from \$50 - \$500*

COLLINGSWOOD Over-the-bed Tray Tables

Donations for rolling over-the-bed tray tables for Collingswood's third floor would be very appreciated!

Donation Range: \$150

PITMAN Auditorium and Chapel Stage Curtain

With regular religious services, presentations, programs, and group meeting once again taking place in the Chapel/Auditorium, UMC at Pitman would love to replace their older, worn stage curtain. Building services has conducted research and the project requires drapery, 20 feet of bi-parting track, hardware, and rope mechanisms.

Donation Range: *Total cost of drapery, hardware, and installation estimated at \$7,000. Donations of any amount are greatly appreciated and will help offset the cost of the project!*

THE SHORES Sound Bar for TV

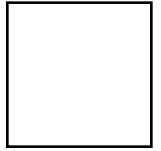
The Shores' Tapestries team was fortunate to receive a new smart tv for their residents to enjoy movies, apps, and other programming. A sound bar or similar surround sound device would help ensure all residents are able to hear and fully participate in the smart tv activities.

Donation Range: \$150



United Methodist
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Connecting
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D O N ' T M I S S A M O M E N T !

SECURING SAFETY AND QUALITY OF LIFE – New Jersey Nonprofit Security Grant Program

We are excited to share that United Methodist Communities at Collingswood has been selected as a recipient of the 2022 New Jersey Nonprofit Security Grant Program.

The State of New Jersey Office of Homeland Security and Preparedness administers this program and reimburses security personnel and equipment for nonprofit organizations at risk of terrorist activity. Per guidance from the federal Department of Homeland Security, faith-based organizations remain at higher risk. UMC at Collingswood's proximity to public parks, schools, police, and transportation hubs also made the community an excellent candidate for the program.

The \$50,000 grant will be used to completely modernize the CCTV capabilities at UMC at Collingswood and help ensure our residents and teammates' safety and quality of life. The smart boundary technology and advanced recognition capabilities of the cameras UMC's IT department has selected will not only secure our perimeters and minimize risk, but also assist with compliance, facial recognition, contact tracing, and improve environmental management efficiencies.

2022 Tax Statements are in the Mail!

UMC Foundation donors who contributed \$250 or more over the 2022 calendar year should have received their Annual Giving Statement for income tax purposes. If you have not received your statement or if you have given less than \$250 but would still like an itemized list of contributions, please contact us at foundation@umcommunities.org or call 732-922-9800 x2121.

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