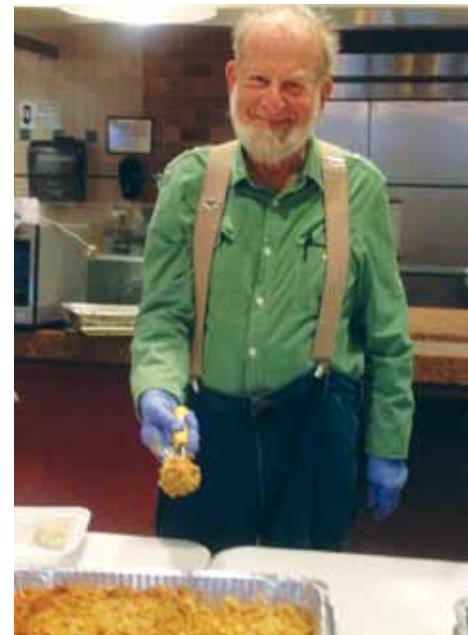


COMMUNITY CONNECTIONS

Report on Social Accountability ♦ 2014-15



Deerfield

AN EPISCOPAL RETIREMENT COMMUNITY
Asheville, North Carolina

Our Legacy Society

Throughout its 60-year history, Deerfield Episcopal Retirement Community has evolved from a single “home for the aged” to a “square donut” nursing facility, to the 125-acre Continuing Care Retirement Community it is today. Although its size and appearance have changed over the years, its ministry has remained constant. Deerfield is a place where people care deeply for each other, and it is a place worth giving to.

In fact, Deerfield would not be what it is today without the generous gifts we have received in the past. These gifts enabled us to build our amazing aquatic center, relocate and renovate St. Giles Chapel and create the Healthcare Chapel, and build our signature croquet court, and the list goes on. These contributions have enabled us to go beyond what is expected to create something extraordinary.



To make a gift of any kind is an act of generosity. To make a long-term gift – one derived from the work of a lifetime – is to make a commitment beyond measure.

Deerfield’s Legacy Society consists of 85 residents and friends who have let it be known that Deerfield is included in their estate plans. Each year, Deerfield says “Thank you” to these devoted members by hosting a special banquet in their honor.

Surprise Gift

In the summer of 2015, Deerfield received a significant estate gift from a former resident who passed away almost 20 years before. Why so many years? It’s an interesting story.

Our former resident, Theodosia “Teddy” Gray, had no children. Instead of leaving money outright to other relatives, she set up a trust with disbursements to provide financial support for people she loved and cared about while they were alive. After the last of these relatives died, the remainder was designated for Deerfield. The trust and its assets were well managed, the people she loved lived quite comfortably, and there was money left over. This remainder came to Deerfield.



Teddy Gray


Longtime employee, Shirley Burnette, remembers Teddy as a happy, gracious, well-coiffed woman who delighted in tending her garden. The yard around her cottage, which once stood on Lambeth Drive next to what is now the Community Garden, was always bursting with flowers. Part of Teddy’s gift to Deerfield is designated for maintaining and improving our beautiful landscaping. Plans are in process to do something special with this gift to benefit our current residents and to honor her legacy.

Connections *through* Giving

Deerfield was born in May of 1955 of two fortunate circumstances. The first was the vision of the Right Reverend M. George Henry, Bishop of the Episcopal Diocese of Western North Carolina, who championed the need for a community such as Deerfield to serve the elders of the diocese. The second was the immediate response to the expressed need by Mr. and Mrs. Charles Timson, a devoted Episcopalian couple from Chicago who offered their summer home and 30 acres of land as a gift to the diocese to implement Bishop Henry's vision.

With the ensuing material gifts of many and gifts of talents, time and prayers from many others, the Deerfield community grew steadily through its early years. With it grew a tradition of giving in all the many ways that philanthropy suggests. As a result, Deerfield embraces a mission and philosophy deeply rooted in a tradition of generosity. For sixty years, the entire Deerfield community has given of its time, talents and treasures to the benefit not only of its residents but also of the wider community.

This magazine summarizes some of the highlights of Deerfield's philanthropy program for 2014-2015. It is intended to convey our active involvement in a wide variety of initiatives both within Deerfield and in our local community. Deerfield is connected and generous, a place where people enjoy helping others.



The Deerfield
"delegation" at the
Community
Foundation of WNC's
Power of the Purse
Luncheon.

The luncheon highlights the work of our local Women for Women giving circle, which includes several Deerfield residents. The group makes high-impact grants to improve the lives of women and girls in our region.

Connections at Home

Our Promise is Forever

Since its founding in 1955, Deerfield's leadership has made a life-long commitment to its residents. Once they become a member of this community, they can continue to live in their homes with dignity, respect, love and care regardless of their ability to pay. The Residents Assistance Fund provides aid to help those who need financial assistance. Every aspect of this process is strictly confidential. In the 2014 fiscal year, Deerfield provided benevolent services amounting to approximately \$834,222. Giving to this fund is a great way to care for neighbors who have outlived their financial resources.



Both Derek Parris and Cindy Clampett, Deerfield's nursing supervisors, received scholarships to pursue their education from the Danny Boone Scholarship fund. "The scholarships enable us to choose the people with caring hearts and help them get the education and skills they need to advance in their job," said Shirley Burnette, Director of Human Resources.

The Healthcare Fund

The Healthcare Fund advances initiatives in Deerfield's Assisted Living and Skilled Care living areas. As we move away from the institutional model of care towards more individualized environments, this fund is used to purchase specialized equipment, train staff, and pursue other goals to improve the quality of life for our residents. In 2014 and 2015, gifts to this fund enabled our healthcare team to purchase a bladder scanner, several specialized lifts to keep both residents and nursing staff safe during transfers, and memory care software, as well as provide advanced dementia care training for our staff.

Danny Boone Scholarship Fund

The Danny Boone Scholarship Fund is a joint ministry of St. Giles Chapel and Deerfield designed to aid deserving Deerfield employees who are pursuing higher education. The fund, named in memory of a beloved Deerfield administrator with a heart as big as the Carolina sky, grants scholarship aid for each term and has helped numerous staff members advance in their careers through learning. In 2014, \$47,930 was raised for this fund, mostly from residents, and 26 of Deerfield's best and brightest employees received grants from the resident-led committee to continue their undergraduate education.



"In our challenging healthcare environment, innovation is the key to establishing and meeting our person centered care model. The Healthcare Fund allows us to be nimble in responding to resident needs as they present themselves which ultimately allows the opportunity for our residents to benefit from new ideas and technologies."



Brian King NHA, OTR/L
Director of Health and Wellness

Connections at Home

Deerfield residents enjoy many volunteering opportunities within our community, including acting as tour guides for visitors, therapy dog handlers to bring joy to residents who can no longer care for a pet, greeters, Resident Council leaders and committee members, the list goes on. It is a special place and the pride our residents take in creating a welcoming environment is evident the moment one walks in the door.



Bonnie Hull and Cleone Elrod

One major area of volunteering within Deerfield is Sophie's re-sale shop, with a reputation that extends well beyond the walls of Deerfield as THE place to find treasures. Begun in the humble closet of Sophia Redwood's Deerfield apartment in 1976, Sophie's has grown into a 1,000-square foot store along with a newly added furniture room. For those in need of a "new" article of clothing, a special birthday gift, stamps or other essentials, a little retail therapy or simply a place to share the news of the day, Sophie's has become a major Deerfield tradition. Proceeds from the sales of donated items go to the Residents Assistance Fund. In fiscal year 2014, 40 resident volunteers raised \$84,636.90 and they are on track to do the same or better in 2015.

Some of the donations Sophie's receives are suitable for the greater community. Home goods, clothing, and cleaning supplies are donated to BeLoved, a homeless shelter in downtown Asheville. Sophie's also donates clothing to Homeward Bound's Room at the Inn, food goes to MANNA, furniture is taken to Habitat for Humanity and ABCCM, and yarn is given to the Linus project where it is knitted and crocheted into blankets for children at the hospital. Used eyeglasses and hearing aids along with computer components are given to charity where they are reused and rebuilt. Finally, shoe boxes and used towels go to our furry friends at the Humane Society. "Nothing goes to waste," said Bonnie Hull and Cleone Elrod, the resident co-chairs of this fine establishment.



Connections *with the Greater Community*

We are proud of the significant contributions we make to the local community. In 2014, Deerfield residents contributed *more than \$200,000* through our Directed Outreach program to local non-profits and national and international organizations that are aligned with our mission. In addition, many residents made generous contributions directly to organizations about which they care.

In October of 2014, a survey was conducted by the Deerfield Residents Council of our Independent Living Residents to gauge their activity and service as volunteers for local non-profit organizations. Of the 101 residents who responded, 13,622 hours of volunteering were reported involving more than



50 charities. At the IRS volunteer value of \$20 per hour, their donation of time is valued at \$272,440. Some of the major recipient of volunteer hours include AARP Tax Aide, Care Partners, Council on Aging, Habitat for Humanity, Meals on Wheels, North Carolina Arboretum, Read to Succeed, ABCCM, Carolina Mountain Club (trail work), Guardian Ad Litum, Literacy Council, Mission Hospital, Project Linus, and Rotary Charities.

We have a strategic partnership with **Mountain Area Health Education Center**, with an on-site clinic for our residents that serves as a training site for **Geriatric Practitioners in Western North Carolina**. We provide 5,000 square feet of office space for the **Council on Aging**, a home base from which their staff and volunteers provide services for Buncombe County's older adults and their

caregivers. In addition to staff and residents giving generously to the **United Way**, each year Deerfield employees put on a benefit talent show for this organization, an event that is so popular there is rarely an empty seat at either of the two performances. The 2015 show raised more than \$5000 to further the United Way's partnerships in areas of education, income, and health.

Deerfield residents support children's organizations including **Verner Center for Early Learning**, a pre-school program serving children from all backgrounds and family incomes in the Swannanoa area, as well as the **Friends of Santa Claus**, a group that provides summer camp and support for children with cancer being treated at our local hospital. Our residents care about veterans, supporting programs at **ABCCM, Helios Warriors, and the Aura home**.

Connections *with the Greater Community*

MANNA Food Bank

In the Spring and Fall, a group of 12 residents spends an afternoon each month volunteering at MANNA, a food pantry that helps feed hungry people throughout the counties of Western North Carolina. Deerfield residents have repackaged bulk food into manageable portions for pantry shelves, prepared weekend food for school children to bring home in their backpacks, and labeled and boxed cans of vegetables.

When asked why he enjoys this work, one resident remarked, “It’s something I can do to help people who are hungry and I can feel good about how I spent my afternoon.”

In addition to volunteering, Deerfield residents have volunteered to assist with MANNA’s hunger survey. Each year, Deerfield joins other local eating establishments at MANNA’s annual Empty Bowls fundraiser, contributing delicious soup for participants to sample. Deerfield is also a proud sponsor of MANNA’s Blue Jean Ball.



“Deerfield has been a wonderful supporter of MANNA on multiple levels, sponsoring the Blue Jean Ball since 2012, providing soup for Empty Bowls events, and bringing volunteers to MANNA regularly on the Deerfield bus. It is clear that the folks at Deerfield are committed to the work of ending hunger in Western North Carolina, and show it through meaningful action.”

Cindy Threlkeld, Director
MANNA Food Bank

Connections *with the Greater Community*

Meals on Wheels

For more than 15 years, we have supported Meals on Wheels. Our residents serve as drivers, delivering hot lunches weekdays to seniors in the nearby Shiloh and Laurel Wood neighborhoods. More than 40 volunteers rotate in teams of two, one driving and one bringing the hot, nutritious food directly to the doors of those unable to do their own shopping. “I help deliver meals for Meals on Wheels because when I was small we were poor, and I know what that’s like. So, now that I’m not only not poor, but living in a “Garden of Eden,” I like to directly--as opposed to making a cash donation--help where I can. Working with Meals on Wheels fills the bill,” said Deerfield resident, Jerry Friedman.



The very first meal prepared in our new Community Center kitchen in 1999 was for Meals on Wheels. An ongoing tradition for



residents and staff is to prepare Thanksgiving dinner for Meals on Wheels’ home-bound seniors. Our culinary team works through the night to have the food ready--the same menu enjoyed later in the day by our residents and their families. Residents arrive early in the morning to package the dinners, which are then delivered to the entire Buncombe County Meals on Wheels roster. The “Happy Thanksgiving” greetings from our volunteers are often as meaningful as the delicious food, transforming an otherwise lonely holiday into a special one to remember.

In 2015, Deerfield and Ardenwoods chefs collaborated to raise awareness and over \$5000 to help Meals on Wheels carry out their mission. Called “2 Amazing Chefs, 1 Incredible Evening,” the event featured a spirited cooking demonstration along with a delicious surf and turf meal, to benefit seniors who might go hungry if not for Meals on Wheels.



“The residents at Deerfield have been so giving and helpful, delivering meals to our clients five days per week. On Thanksgiving, the culinary team prepares a lovely holiday meal for our clients who will not have the benefit of family members to celebrate the day. This year, Deerfield and Arden Woods are collaborating on a festive culinary event to benefit Meals on Wheels. On behalf of our Board and staff I can’t thank all of you enough.”

-Dianne Trammel, Executive Director, Meals on Wheels

Connections *with the Greater Community*

Asheville Area Habitat for Humanity

The success stories about what happens after families realize their dream of homeownership and move into one of Habitat's safe, affordable homes abound. As people transform from renters to owners, they establish a sense of permanence, a sense of community, and combined with other factors often the cycle of poverty can end.



Deerfield is proud to partner with Habitat and local parishes to build the Episcopal House. For this year's build, Deerfield residents contributed more than \$10,000; 400 volunteer hours from residents and staff have been donated.



"Habitat is so grateful for Deerfield's generous and faithful participation in the Episcopal House each year, and in all the other ways residents and staff participate in Habitat's mission. You volunteer in and donate to our Re-Store, serve on our committees, contribute individually, help us spread the word about our work and vision, and provide invaluable support in every conceivable way. With your help, Asheville Area Habitat for Humanity has provided over 1,100 adults and children in our community with safe, decent, affordable housing."

-Betsy Warren, Asheville Area Habitat for Humanity

Connections *with the Greater Community*



MemoryCare - Ride to the Summits

In 2014, Deerfield employees Matt Sharpe, Cheryl Gettinger, and Rick Hester (left) joined forces to ride across the state of South Carolina on their bicycles to raise almost \$3,000 as part of the Ride to Remember for the Alzheimer's Association. In 2015, these same riders along with several residents designed their own event, Ride to the Summits, to raise more than \$5,000 for MemoryCare, a local non-profit that cares for people with memory challenges and their caregivers. The riders each ascended a nearby peak in the Blue Ridge Mountains, including

Mount Mitchell and Mount Pisgah. Both rides were dedicated to Deerfield residents, past and present, who have been affected by dementia either as a patient, caregiver, or family member.

MemoryCare



“MemoryCare and Deerfield are both dedicated to the well-being of our aging community. The “Ride to the Summits” organized by Deerfield staff to benefit MemoryCare is a shining example of how the two organizations work in tandem to care for those we serve.” –Chad Conaty, MemoryCare



Salvation Army - Toymaking

For the last six years, resident volunteers have crafted wooden toy cars for the Salvation Army to include in Christmas gift parcels for needy families. When these children attend after-school programs at the Salvation Army center, they custom-color their toy cars with felt tip markers. To date, a total of 1,104 cars have been delivered to the Salvation Army. Additional toy cars are given to the children at **Eliada Homes** each year.



Haywood Street Respite

Each week, Deerfield's kitchen prepares meals which are delivered by residents to the Haywood Street Respite, a shelter for homeless discharged from local hospitals who need a safe, healthy place to stay while recovering from recent surgeries and illnesses. “Respite is the time we spend around the supper table. Nothing says family like a home-cooked meal. It is such a blessing to know that every Wednesday we can depend on a wholesome, tasty meal from our friends at Deerfield. Many many thanks to you all.”

– Jody Halstead, Haywood Street Respite

Connections *with the Greater Community*

United Way of Asheville and Buncombe County



“Our relationship with Deerfield is a true partnership, among the residents, employees and leadership. We value the gifts of time and money Deerfield gives to United Way, and we use those gifts to strengthen our community through our 81 funded partners. In the end, more than 63,000 lives are improved each year. We are fortunate to have donors from Deerfield who have given to United Way for more than 50 years and we have folks who when they moved to Deerfield and called Asheville home became first-time donors. It takes each of us giving back to create a better community. The residents and employees of Deerfield give, advocate, and volunteer to create long-lasting change in the community. They truly Live United!”

–David Bailey, United Way

Pink Glove Dance - Hope Chest



“We were thrilled when we received the call from Deerfield about partnering with them for The Pink Glove Dance Contest. As part of the video contest, Deerfield has already made a generous donation to The Hope Chest for Women. We feel like we have won just by the support we have already received. If we place in the contest it will be a bonus. It was really amazing to see so many members of their staff dressed in pink and dancing to Bruno Mars, Up Town Funk! Thank You for reaching out to women with breast cancer in our community.” –Sara Laws, Hope Chest for Women

Council on Aging



“Deerfield has been a true gift to The Council on Aging of Buncombe County. With the support of space and Deerfield’s truly great staff, we’ve been able to grow our services and reach more people than ever. In FY 15, which ended June 30, we helped more than 8,000 individuals with services ranging from Care Management for transitions from hospital or skilled care, to reducing in-home fall risks by installing grab bars, safety railings, and small ramps, to supporting healthy aging with nutritious meals and exercise at five sites around the county, to assisting with Medicare education and enrollment...without Deerfield’s support, we simply would not be able to do this work. Thank you so very much.” –Wendy Marsh, Council on Aging

Diversity *Strengthens Our Connections*

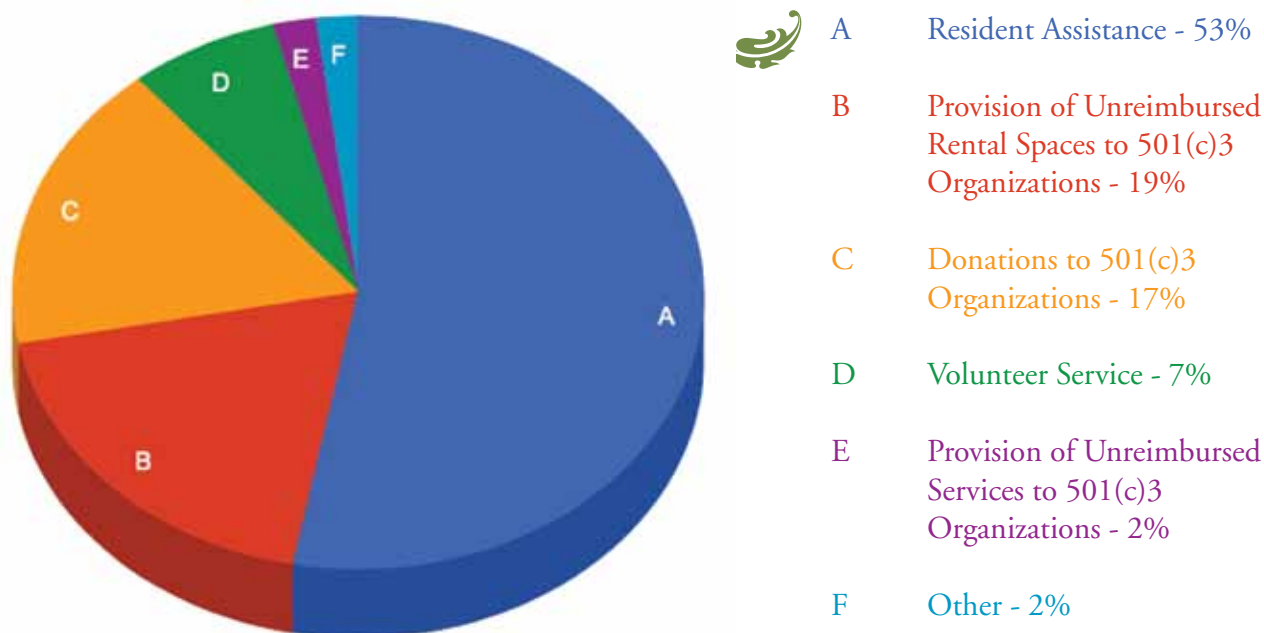
Our interests in philanthropy span a vast array of organizations because of the diversity of life experiences of our residents. At last count, 34 of our residents were born outside of the United States, in places like Algeria, Belgian Congo, Japan, San Salvador, Brazil, Korea, India, China, and Eastern and Western Europe. We are home to long-committed same-sex couples and people of varying skin tone. English was not the first language for many of our residents. Educational backgrounds and political leanings scan the spectrum. What unites us is a spirit of generosity, and a need to give something back.

Numerous studies show that people feel happier – and live longer more fulfilling lives – when involved with things outside of themselves. Our philanthropy program centers around the health and well-being of our residents. We strive to help our residents connect with people, animals or causes that need them whether that is an ongoing commitment or a one-time act. What is most important is that the connection feels good and resonates with their personal life experiences.

Some people prefer to be very private in how they reach out to the world while others proclaim their giving in an effort to spread the news about what they believe is important. For many of our residents, philanthropy begins at home where they are helping to care for and educate family members or other loved ones. Some practice philanthropy in how they shop for groceries and recycle. Clearly, it's not all about 501(c)3s. It is impossible to care about everything, but it is good for us to care about something.



Summary *of Social Accountability*



Organizations Supported by Deerfield and Our Residents

- | | |
|---------------------------------------------|-----------------------------------------------------------|
| ABCCM | Army Emergency Relief |
| Academic World Quest WAC-WNC | Arthritis Foundation |
| Alpha Kappa Psi Fraternity | Asheville Arts Council |
| Alpha Kappa Psi Fraternity Scholarship Fund | Asheville Choral Society |
| ALPS Adult Day Services | Asheville Greenworks |
| ALS Association | Asheville Humane Society |
| Alzheimer's Association | Asheville Lyric Opera |
| Alzheimer's Disease Research | Asheville School |
| American Breast Cancer Support Association | Asheville Symphony |
| American Cancer Society | Asheville-Buncombe Technical Community College Foundation |
| American Chestnut Foundation | ASPCA |
| American Heart Association, Inc. | Aura Home for Women Vets |
| American Lung Association | Billy Graham Evangelistic Association |
| American Parkinson Disease Association | Black Mountain College Museum & Arts Center |
| American Red Cross | Black Mountain Home for Children |
| AmeriCares | Blue Ridge Literacy Council |
| Amnesty International | Breast Cancer Research Foundation |
| Anglican Digest | Brother Wolf Animal Rescue |
| Anglicans for Life | Care Partners Foundation |
| Animal Compassion Network | Care Partners Hospice |
| Animal Friends for Life | CARE USA |
| Appalachian Voices | Caring for Children |

Summary *of Social Accountability*

Organizations Supported by Deerfield and Our Residents

Carolina for the Kids Foundation
Catholic Medical Mission Board
Catholic Relief Services
Central United Methodist Church
Child Evangelism Fellowship, Durham
Children First
Children's Hope Alliance
Clean Water for NC
Community Foundation of WNC - Women for Women
Compassion and Choices
Consumer Reports Foundation
Converse College
Council on Aging
Cure Alzheimer's Fund
Diana Wortham Theatre
Doctors Without Borders
Easter Seals
ELCA World Hunger
Elderhostel
Eliada Homes
Episcopal Diocese of WNC
Episcopal Relief and Development
FINCA International
First Baptist Church
Flat Rock Playhouse
Friedman Foundation for Educational Choice
Friends for Life Forever Farm
Friends of Santa Claus
Friends of the Animal Shelter
Friends of the Library
General Theological Seminary
Gideons International
Guilford College
Habitat for Humanity
Hall Fletcher Elementary School
Haven of Transylvania County
Haywood Street Congregation and Respite
Hearts with Hands
Heifer International
Helios Warriors WNC
Helpmate
Hendersonville Rescue Mission
Homeward Bound
Hope Chest for Women
Hope Hospice and Palliative Care
Hospice and Palliative Care, Charlotte Region
Hospice of Saddleback Valley Foundation
Humane Alliance of WNC
Humane Society of the US
Immediate Theatre Project
In Touch
Institute for Cancer Research
Interfaith Power and Light
International Rescue Committee
Irene Wortham Center
Jewish Family Services of WNC, Inc.
Just Economics of WNC
Kanuga Conferences
Key Learning Center
Kids4Peace
Lake Junaluska
Lake Logan Episcopal Center
League of Women Voters
Learning Ally
Literacy Council of Buncombe County
LLEC for Camp Henry
MAHEC Foundation
Make a Wish Foundation WNC
Manna Food Bank
March of Dimes
MD Anderson Cancer Center
Meals on Wheels
Memory Care
Micah Institute
Military Officers Association of America
Mission Health Care Foundation
Mission Rathbun Center
Missionary Flights International
MOAA Scholarship Fund
National Foundation for Cancer Research
National Museum of African American History and Culture
National Park Foundation
National Parks Conservation Association
National Volvodynia Assoc.
Natural Resources Defense Council
Nature Conservancy
Nature Conservancy of North Carolina
NC Interfaith Power and Light

Summary *of Social Accountability*

Organizations Supported by Deerfield and Our Residents

NC Stage Company
North Carolina Arboretum Society
North Carolina Coastal Federation
North Carolina Wildlife Federation
Opera Creations
Ovarian Cancer Research Fund
Pancreatic Cancer Action Network
Pediatric Brain Tumor Foundation
Pisgah Legal Services
Planned Parenthood
Resource Center for Women and Ministry in the South
Reuter Singers
RiverLink
Rotarians Against Hunger
Rotary Club of Asheville
Rotary Foundation
Salvation Army
Samaritan's Purse
Sarge's Animal Rescue Foundation
Save the Children
Sewanee University of the South
Shalem Center
Sierra Club Foundation
Sjogren's Syndrome Foundation
Society of St. John the Evangelist
Southern Appalachian Highlands Conservancy
Southern Poverty Law Center
Special Olympics North Carolina
St. Gerard House
St. Giles Chapel
St. James Episcopal Church
St. Joseph's Indian School
St. Jude's Children's Hospital
Susan Komen Foundation
The Cornell Lab of Ornithology
UNC Asheville Foundation
UNC-TV
UNICEF
United Way
University of Houston Clear Lake
Untours Foundation
USO
Verner Center for Early Learning
Warren Wilson College
Warrior Canine Connection
Washington National Cathedral
WCQS
Weave a Real Peace
Western Carolina Rescue Ministry
WNC Jewish Federation
WNCCEIB
Womansong New Start Program
World Wildlife Fund
Wounded Warrior Project
Wycliff Associates
YWCA of Asheville



Deerfield

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