

CONNECTIONS

Deerfield's Tradition of Sharing Time, Talents, and Treasures



A REPORT ON SOCIAL ACCOUNTABILITY | 2011-2012

Deerfield AN EPISCOPAL RETIREMENT
COMMUNITY

A Commitment beyond Measure

Although Deerfield identifies itself as a community in its name, logo, and signage, there is a genuine sense that Deerfield is really more than that – that Deerfield is a family. Nothing intensifies that feeling more than finding that Deerfield has been included as a beneficiary in a legacy gift. Deerfield has been blessed with that many times, and in early September 2012, the Deerfield family was told that the estate trust of Mrs. Frances A. Simonds included a bequest to Deerfield of \$1.6 million. The gift is restricted to the Residency Fund, St. Giles Chapel, and the Health and Wellness Center.

A gift of this magnitude and thoughtfulness will provide a connectivity for many generations of the Deerfield family and will serve Deerfield in many ways for years to come. This gift connects perfectly to the Mission and Philosophy that guides Deerfield. The headnote of the Deerfield Legacy Society plaque states, “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.”



Mrs. Frances A. Simonds was born in Deerwood, Minnesota, August 27, 1913, the daughter of Cuyler Culver Adams and Hortense Griffin Adams. She attended the University of Minnesota and Sweetbriar College. She was a secretary with Duke Power Company. Prior to moving to Asheville, Mrs. Simonds lived in Tryon, NC, and Charleston, SC. She was a volunteer with the American Red Cross and the ASPCA. A devout lifelong Episcopalian, she took an active interest in the churches she attended and sang in the choir of the Episcopal Cathedral of St. Luke and St. Paul in Charleston, S.C. Her husband, Louis deSaussure Simonds, Jr., passed in the late 1980's.

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 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 to give their summer home and 30 acres of land to the Diocese to implement Bishop Henry's vision.

With the ensuing material gifts of many and gifts of talents, time, and prayers by many others, the Deerfield community grew steadily through its early years, and 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. Today, as in the past, the entire Deerfield community continues to give its time, talents, and treasures to the benefit not only of its residents, but also of the wider community.

This booklet is the first of an annual publication intended to convey Deerfield's active involvement in a wide variety of initiatives and efforts to more than 40 local and regional non-profits, in addition to a generous amount of charitable giving from the entire Deerfield community. Please read more about Deerfield's connections through giving during the past year.

Connections at Home

The Residency Fund was created to assist Deerfield residents who may begin to face financial difficulties, thus ensuring they can stay in their homes in an environment that treats them with respect, love and care. Since its founding in 1955 to the present day, Deerfield has been committed to provide a reserve for residency and services for older adults in need of financial assistance. In the 2011 fiscal year, Deerfield provided benevolent services amounting to approximately \$530,000, up \$50,000 from the \$480,000 of 2010.

Sophie's

Contributing over \$55,000 to the Deerfield Residency Fund in both 2011 and 2012, Sophie's, an on-campus resale shop, began in a humble closet in Sophia Redwood's Deerfield apartment in 1976. Over the years, Sophie's has become a major Deerfield tradition and grown into a full-fledged 1,000 square-foot store, operated by 40 resident volunteers. The proceeds from the sales of donated items go 100% to the Residency Fund.



"Sophie's is pleased to provide clothing and household items to several shelters in Asheville and ABCCM from the donations we receive."

- Bonnie Hull, Resident Chairperson, Sophie's

The Danny Boone Scholarship Fund

Now moving into its second decade, The Danny Boone Employee Scholarship Fund is a ministry of St. Giles Chapel to aid deserving Deerfield employees in pursuit of their college educations. The fund, named in memory of a beloved Deerfield administrator with a heart as big as the Carolina sky, grants scholarship aid for the fall/winter, winter/spring, and summer terms each year. In the most recent year, thirty-seven employee/students received

over \$48,000 in educational aid. The scholarship fund is replenished through a variety of sources with the most active being gifts from Deerfield residents.



Melonie Tyner Boone awards a Danny Boone Scholarship to Preston Sellers of Deerfield's Grounds Department.

The Deerfield Legacy Society

In the autumn of 2010, The Deerfield Legacy Society was founded to recognize the generosity of those residents and friends of Deerfield who have made provisions for Deerfield in their estate planning.



The Third Annual Legacy Appreciation Gala honored the more than forty members of the Legacy Society in late October of 2012.

Connections in Volunteerism

In January of 2012, The Deerfield Relations Committee of the Deerfield Residents Council conducted a survey of our Independent Living Residents to gauge their activity and service as volunteers in Western North Carolina non-profit organizations during the past year.

The committee's survey reported an astonishing total of 14,256 hours and 38,883 miles driven to do their volunteer work for 83 different agencies. The Western North Carolina established rate for evaluating volunteer

hours approximates \$20 per hour of work and a very conservative 20 cents per mile driving estimate. This would mean that Deerfield residents volunteered more than \$285,000 in volunteer hours and almost \$8,000 in mileage expenses to do it – a grand total of \$293,000 volunteer work for area agencies such as the Linus Project, Mission Hospital, Meals on Wheels, The North Carolina Arboretum, AARP Tax Aide Program, Carolina Mountain Club, and a wealth of other local non-profits.

Below: Over 40 non-profits displayed at the most recent Deerfield Volunteer Fair.



Connections within the Greater Community

Deerfield continues to be very proud of the contributions that we make to the local and regional communities. In this past year, we exceeded \$619,000.00 in contributions and outreach to the local community. We continue to maintain strong partnerships with The Council on Aging, Mountain Area Health Education Center (MAHEC), United Way, Meals on Wheels, Manna FoodBank, and many other local non-profits throughout Buncombe County and Western North Carolina. In this and subsequent issues of *Connections*, Deerfield's longer-standing partnerships will be highlighted.

Mountain Area Health Education Center

Mountain Area Health Education Center (MAHEC) and Deerfield have had a mutually beneficial relationship for many years now.

In 2006, Deerfield and MAHEC launched a collaborative effort to establish Deerfield as one of the few training sites for Geriatric Practitioners in Western North Carolina. MAHEC developed a Geriatric Fellowship Program in 2006 in order to address our region's and our country's growing need for geriatricians. Dr. Amy Cohen, who oversees the fellowship program describes it this way: "Our fellows are full physicians who are choosing to spend an extra year doing this fellowship in order to specialize in the unique care of elders. What better place to learn geriatrics than a retirement community?"



"What better place to learn geriatrics than through this terrific partnership with this wonderful retirement community?"

- Dr. Amy Cohen, Director
MAHEC Geriatrics Fellowship Program

"The fellows spend time at the Deerfield Health Care Center and in the Deerfield geriatric clinic serving the needs of elders at all levels of care. The residents of Deerfield benefit from receiving care from attendings and fellows that are teaching and learning the most up-to-date and evidence-based practices in the field of geriatrics, while the fellows learn firsthand from the experiences they have with the residents from the retirement community," states Dr. Cohen.

To make it work, Deerfield provides clinical and office facilities to MAHEC for its Geriatric Fellowship Program, and MAHEC, in turn, provides Deerfield residents with quality on-site physician care. MAHEC has joined with community partners in Western North Carolina such as Deerfield to provide a range of quality training settings for Fellows of their Geriatric Medicine Program.

Meals on Wheels

For over a decade, Deerfield has supported Meals on Wheels in two major ways.

First, Deerfield residents serve as drivers for Meals on Wheels throughout the year, delivering hot lunches on Monday through Friday to seniors in the nearby Shiloh and Laurel Wood areas of Asheville. More than 40 volunteers rotate in teams of two deliver nutritious food to those who are unable to do their own shopping. Bob Carr, a Deerfield resident volunteer for Meals on Wheels, says, "This caring service helps these people remain in their homes, living independently with dignity."

Second, Deerfield residents and staff team up bright and early every Thanksgiving morning to package the more than three-hundred Thanksgiving dinners donated by Deerfield and cooked through the night by Deerfield's dining staff. The dinners are then delivered to the entire Buncombe County Meals on Wheels recipients' roster in time for a hot holiday dinner.

Terri Bowman, Development Director for Meals on Wheels of Asheville and Buncombe County, describes it this way, "It was only eight years ago that Meals on Wheels



Deerfield residents have packed dinners for Meals on Wheels every Thanksgiving morning for the past 10 years.

used to send out frozen meals prior to the Thanksgiving holiday. For those seniors without friends or family, there was not much to look forward to – just the start of another lonely holiday season. Thanks to Deerfield, we've turned that day around with a knock on the door and a smiling face bringing a hot, home-cooked traditional Thanksgiving meal (complete with pie!) and wishing them a Happy Thanksgiving. I can't tell you what an amazing gift of love that is to a lonely senior!"

"Deerfield is always so quick to answer the call for help from Meals On Wheels."

- Terri Bowman,
Development Director
Meals on Wheels of Asheville
and Buncombe County



"Through a continued partnership with Habitat, Deerfield transforms lives in Buncombe County."

- Lew Kraus, Executive Director, Asheville Area Habitat for Humanity

Asheville Area Habitat for Humanity

Lew Kraus, Asheville Area Habitat for Humanity's Executive Director, recalls the Deerfield connection in these words: "For more than ten years, Deerfield has participated in Asheville Area Habitat for Humanity's nine Episcopal House building projects, helping local families realize their dream of affordable homeownership. Thanks to Deerfield and the other sponsoring Episcopal faith communities, the Campos-Ramirez family now owns a safe and decent home that they moved into in spring of 2012.

"Deerfield and its residents have enabled many local families like the Campos-Ramirez' to move from renters to owners and establish a sense of permanence for their families; often ending a cycle of poverty that would have likely continued without the help of Habitat and its partners. Asheville Area Habitat for Humanity thanks the Deerfield community for their many avenues of support."



Shirley Burnette and Dianne Mastandrea of Deerfield's administrative team work on Habitat for Humanity's Episcopal House IX.

Connections within the Greater Community

Council on Aging of Buncombe County

Wendy Marsh, Director of the Council on Aging of Buncombe County, recalls a day in 2004, “Deerfield Episcopal Retirement Community called The Council on Aging with an offer – a gift of office space to house our growing staff and serve as ‘home base’ from which to provide services to Buncombe County’s older adults and their caregivers.”

“The true value of this gift of space cannot be underestimated – when we are not paying rent, we are able to put more dollars into direct services that support independent living. This past year, more than 4,000 older adults received help from COA, including 39,603 hours of in-home aide assistance, 1741 volunteer-provided trips for doctor, pharmacy, and food shopping; 215 home modifications (small ramps, safety rails, grab bars, and other simple repairs); 724 hours of in-home caregiver respite, and 1,764 individuals assisted to understand and access Medicare.”

“In addition to this lovely space from which we can do our important work, we have also been ‘gifted’ with the time and talents of residents who have chosen to volunteer for the Council as Medicare counselors and help with handling our busy front desk.”

“Our staff and Board of Directors extends a most sincere thank you.”



“Deerfield has done more than provide nice space for COA – it has strengthened our capacity to meet a growing community need.”

- Wendy Marsh, Director
Council on Aging of Buncombe County

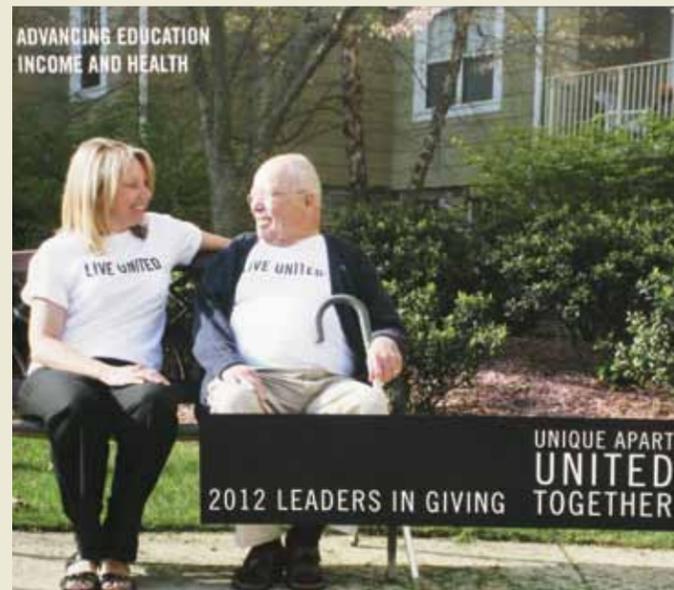
“I am pleased with our partnership with Deerfield and feel fortunate that both organizations share common values of making our community stronger.”

- David Bailey, President and CEO
United Way of Asheville and Buncombe County

United Way of Asheville and Buncombe County

Deerfield’s connection with United Way of Asheville and Buncombe County reaches back more than 10 years. United Way President David Bailey points out, “Our partnership with Deerfield and its residents reflects the United Way’s theme ‘Live United.’ Deerfield’s significant gifts of time, talents, and funds support our work and our mission.”

David further notes that Deerfield’s gifts help United Way to “support community level results in the areas of Education, Income, and Health through partnerships with 38 non-profits, and their 79 programs.”



Glenn Wilson, Deerfield's resident United Way Campaign Chair, graces the cover of United Way's 2012 report.

Of Special Note in 2011-2012



Mary Sorum, Deerfield Residents Council president 2011-2012, presents proceeds from the Resident-Deerfield matching fundraiser to Asheville Fire Chief Scott Burnette.

Deerfield Firefighter Memorial Fund

Deerfield residents’ heartfelt response to the Mission Foundation’s Fallen Firefighter Fund was big and deep, as is usually the case when need arises. The Firefighter Bowen tragedy turned Deerfield’s attention to the many services that the Asheville Fire Department provides for us. They respond to emergencies at all hours, seven days a week. As a result, the Deerfield Residents Council approved a proposal from Deerfield for a matching gift partnership with Deerfield residents. At the conclusion of the Deerfield Firefighter Memorial Fund campaign, Deerfield Residents’ Council President Mary Sorum presented Asheville Fire Chief Scott Burnette with a check for \$8,000 to support The Explorer’s, a program for highschoolers who are considering firefighting as a career path, and the recently-formed Pipe and Drum Corps Band, and The Combat Challenge Teams that compete nationally.

“It is with deep appreciation that we gift these funds to the Asheville Fire Department for all the Department does for Deerfield.”

- Mary Sorum, Immediate Past President
Deerfield Residents Council

Of Special Note in 2011-2012

Eliada Homes for Children

For the past several Christmases, Deerfield Employees have developed a special joy in supporting an organization that is close to our hearts. Eliada Homes for Children became that organization. Through the years they have become our "Christmas vocation."

Each fall we contact Eliada and ask what their greatest need is. This past year, it was for 25 suitcases to help Eliada students make transitions between foster homes more easily.

"This luggage is incredibly appreciated," said Eliada CEO Mark Upright. "Foster children often transport their belongings in garbage bags. Young people deserve a more dignified way to move between foster homes and Deerfield has given them just that," he remarked.

"We are blessed to be associated with Deerfield, whose employees go out of their way to help children in need."

- Mark Upright, CEO, Eliada Homes

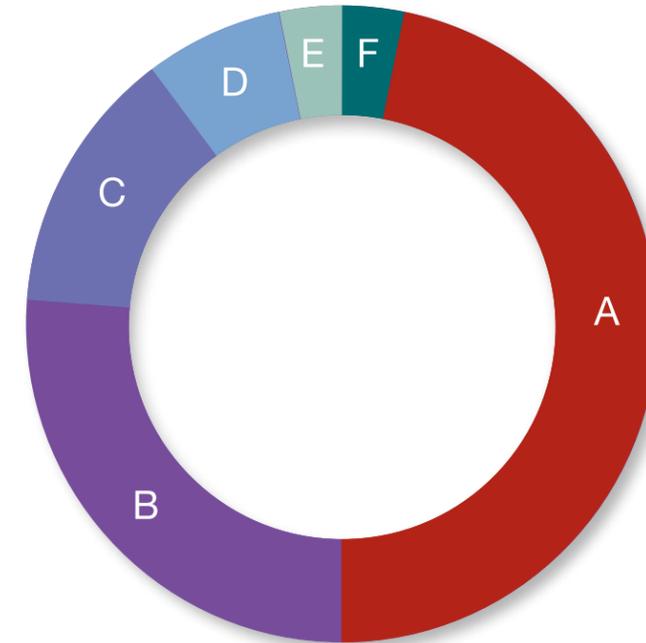


Deerfield Volunteer Fair

Summary of Social Accountability

Deerfield Episcopal Retirement Community – Fiscal Year 2011*

Total \$1,146,721.00



A	Resident Assistance - 46%
B	Provision of Unreimbursed Rental Spaces to 501 c3 Organizations - 26%
C	Donations to 501 c3 Organizations - 14%
D	Volunteer Service - 8%
E	Provision of Unreimbursed Services to 501 c3 Organizations - 3%
F	Other - 3%

Non-profits receiving direct support in 2011-2012:

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> ABCCM Alzheimer's Association American Heart Association American Cancer Society American Red Cross Animal Compassion Network Asheville Lyric Opera Asheville Symphony CarePartners CarePartners Hospice Caring for Children, Inc. Center for Participatory Change Council on Aging Danny Boone Scholarship Fund Deerfield Firefighter Memorial Fund Direct Relief International Disabled American Veterans Doctors without Borders | <ul style="list-style-type: none"> Four Seasons Hospice Habitat for Humanity Health Adventure Hearts with Hands Heifer International Humane Alliance International Medical Corps Lake Logan Episcopal Center Manna FoodBank Meals on Wheels MemoryCare Mercy Corps Mission Healthcare Foundation Mission Foundation Fallen Firefighter Fund The North Carolina Arboretum N.C. State Fraternal Order of Police Nature Conservancy Pardee Hospital "Women Helping Women" | <ul style="list-style-type: none"> Pisgah Legal Services Presbyterian Home for Children RiverLink Rotarians against Hunger Rueter Center Singers Salvation Army Seminarian Fund Shoulder to Shoulder Special Olympics Susan B. Komen UNC-TV United Way University of the South Warren Wilson College WCQS Public Radio Western Carolina Medical Society WNC Rescue Mission |
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CONNECTIONS is a publication of the Development Office
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* Deerfield's fiscal year ends on September 30. Audited numbers are not available until January of the next year.

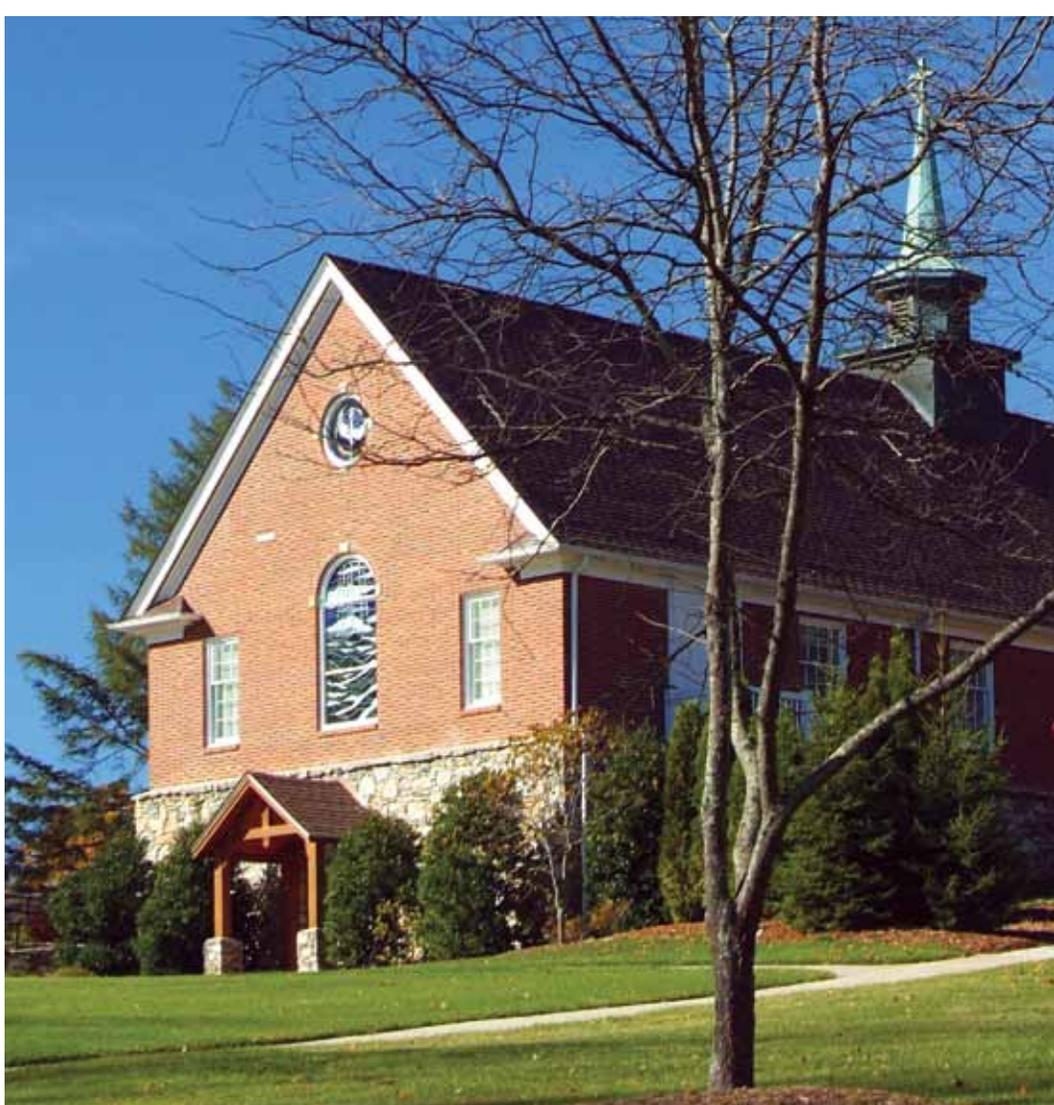
Deerfield

AN EPISCOPAL RETIREMENT COMMUNITY

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Council on Aging of Buncombe County
Entrance on lower level of St. Giles Chapel, Deerfield