The Campaign to Revolutionize Care
Wexner Heritage Village
It is thanks to you—and our founders who led the way before us—that Wexner Heritage Village is privileged to celebrate 60 years of caring for our community. Since our humble beginnings as a three-resident Jewish senior home on Woodland Avenue in 1951, our loved ones have been able to depend on our services and compassionate staff at every hour of every day.

Today, Wexner Heritage Village is thriving as an extensive system of healthcare and residential living options, serving over 500 individuals every day. Our community has steadfastly supported our growth and success over the years. As a result, we continue to emerge as a more efficient, stronger, and better organization—known as one of the premier organizations of our kind in the nation. A few points of pride:

- WHV’s Home Health & Wellness division opened in 2010 and is now the fastest growing area of our organization.
- Our Polster Medical Center started with primary care and has now expanded to include imaging and lab services—a dialysis center will be the next addition to our medical program.
- Over 10,000 clients and families have benefitted from the services of Zusman Hospice and its 10-year reputation of excellence.
- Our Rehabilitation Center is among the largest, busiest, and most consumer-preferred transitional care units in central Ohio.
- Our independent and assisted living residences and long-term care options remain filled and maintain waitlists.
- Satisfaction ratings throughout our service continuum exceed 90%.
- WHV financial projections for the period of 2010-2015 display the strongest financial stability the organization has ever seen.

The demand for our services has never been greater. More than ever in our history, Wexner Heritage Village must grow and adapt our service continuum in truly revolutionary ways. This action is essential if we are to continue to be the leader in our industry and to honor our commitment to the well-being of the individuals we serve.

We are pleased to share with you our plans to revolutionize care at Wexner Heritage Village and how you can be a part of the fundraising efforts that will realize these exciting goals. Join us in The Campaign to Revolutionize Care at Wexner Heritage Village. Unite with others throughout our community to ensure that our needs are met today as we age, and that our children and grandchildren benefit from our actions for generations to come.

What greater reward?
An Unprecedented Era is Upon Us

Prior to today, we have not seen the likes of the economic and demographic predicaments that threaten our organization’s very existence. The largest senior population in our country’s history is standing on our doorstep. The volume of individuals entering the aging services market is resulting in a swelling demand for services.

Uncertainty and changes in our industry and mounting challenges in our economy are alarming. Healthcare organizations like Wexner Heritage Village face unprecedented financial pressure to maintain services while also responding to demands for new and innovative programs.

Let there be no doubt that there is a looming crisis over the scarcity of affordable, quality programs to support our booming aging population.

Consider that in the very near future:

- The first of 78 million baby boomers turns 65.
- 15,000 Ohioans will turn 60 each month.
- The number of people age 60 and over will double.
- Older adults will represent about 20% of the population, compared to 12% today.

A Revolutionary Approach is Required

Not only are tomorrow’s consumers greater in number, but they will live longer, healthier lives. Aging is becoming far less about adhering to a model of treating illness and far more about enriching lives and preserving wellness.

Essential to serving this population’s needs are progressive, integrated systems that begin with services in the home followed by the option of navigating through a robust continuum of choices. These options will range from a senior-specific independent living setting, to assisted living, and to the nursing home only when advanced care is needed. Rehabilitative services will help to maintain independence longer, and hospice care is available at the end of life’s journey.

Wexner Heritage Village is acutely aware that the well-being of those we serve depends on the vitality and vision of our organization, the caliber of our current services, and the proactive steps we take today.

How do we answer the demands of our aging baby boomers in truly revolutionary ways?

What we envision moving forward is beyond anything we have seen in the past.
Today’s consumers wish to remain as independent as possible and overwhelmingly want their healthcare services delivered in the home setting for as long as possible. Consequently, home-based services are quickly dominating the senior landscape as the fastest growing component of the healthcare system.

WHV Home Health & Wellness—our newest division—is quickly becoming a forerunner in the home care industry. Campaign contributions will propel the growth of this business and allow for advancements in vital services by more than 25% over the next five years, including:

- Wellness Services
- Telemedicine
- Geriatric Care Management
- Hospice Services

WHV Living Environments will expand and undergo renovations to improve quality, efficiency, availability, and choice. A new assisted living option for the increasing number of individuals living with Alzheimer’s or other forms of dementia will open on our campus in 2011. The Cottage is uniquely designed to encourage residents to stay active and engaged with the support of a caring staff, specialized programs, and a home-like living environment tailored just for them. Campaign contributions will fund the construction and furnishings, the establishment of a customized staff training program, and a family education program to support the success of their loved one’s transition.

WHV Research, Training, and Technology Advancements will shape the future. Knowledge and practice of the highest order will be fostered by the creation of the new WHV Institute. Current staff and future students of our industry will utilize the WHV Institute as a progressive training hub. Research into the dynamics of aging will serve as a platform for entrepreneurial programs and innovative partnerships that lead to better models of care. Campaign contributions will make it possible for WHV to implement the latest technological advancements such as telemedicine and electronic medical records. Ongoing philanthropic investments in the Institute will enable WHV to act quickly and seize new opportunities.
WITH YOUR HELP, WE WILL REVOLUTIONIZE CARE at Wexner Heritage Village

We are poised to implement bold new plans to fortify our future by enlisting the generosity and commitment of the entire community.

There are many ways for individuals, companies, and foundations to participate in The Campaign to Revolutionize Care. Our $10 million goal will be achieved through a five-year comprehensive fundraising effort counting all unrestricted and restricted annual support as well as capital and endowment contributions. Naming opportunities for facilities, programs, and funds are also available.

Gifts of all forms and amounts are genuinely appreciated and will contribute to the collective momentum that will enable us to reach our goal and provide for our community in the most meaningful ways possible.

ANNUAL SUPPORT
Annual giving provides critical income for ongoing expenses and allows us to meet the needs of the present throughout every area of our business. You can direct your annual giving to a specific area, program or fund, or allow us to direct your gift where the need is greatest.

Projects identified for campaign capital funds include:
- Completion of The Cottage, our new memory-support assisted living residence.
- Critical technology upgrades throughout our family of services.
- Major renovations to our aging facilities at Wexner Heritage House and Shalom House.
- The launch of the WHV Institute for education and geriatric research.
- The dedication of a new park at the heart of our campus.

Annual support has been instrumental in the launch of our Home Health & Wellness division and will continue to be vital to its growth.

This critical revenue stream makes possible:
- Spiritual life and activities programs throughout our businesses.
- Zusman Hospice’s massage therapy and bereavement services.
- Ongoing maintenance and improvement of our facilities.
- The ability to offset gaps between reimbursements and actual costs of care.

CAPITAL GIFTS
Capital gifts will fund extraordinary expansion and renovation projects beyond what annual fund contributions can support.

Campaign endowment efforts will increase resources for the WHV Foundation Endowment, Zusman Hospice, Shalom House, and the Spiritual Life Program, and allow us to:
- Continue to meet our financial needs and maintain current programs.
- Pursue innovative new initiatives.
- Recruit and retain the best staff.
- Ensure that those who need care will receive it.

ENDOWMENT RESOURCES
Endowment funds protect our future by providing a revenue stream for years to come. The minimum investment to establish a named endowment is $25,000. Contributions of any amount can be made to an already established endowment fund.
All who care about Wexner Heritage Village and the needs of older adults are asked to participate as generously as possible in The Campaign to Revolutionize Care. We welcome participation by those who recognize the need and understand the impact their funds will have.

This endeavor underscores the confidence you have placed in Wexner Heritage Village as one of the premier organizations of our kind, with a demonstrated history of building on our existing strengths and partnerships to provide for our community in the most meaningful ways possible.

We look forward to an outpouring of involvement and can already envision a community that is proud of what it has helped to accomplish. Thank you for so profoundly caring for those we serve today and for ensuring our vision and mission are relevant for generations to come.

Your participation in The Campaign to Revolutionize Care will:

- Help us accelerate efforts to advance a wellness practice to meet every aspect of senior living.
- Create the best living environments possible for older adults that allow them to choose their lifestyle.
- Ensure that we remain the premier place to live, work, invest, and trust.

Together, we will provide the resources to sustain the type of organization our community, and especially our seniors, respect and deserve.

"In the years we have left, we want to continue to try and do whatever small part we can to leave the world a little better than we found it. That return on investment would be unquantifiable and something we would cherish the most."

-- excerpt from the Giving Pledge
If not us, then who?
If not now, then when?

The Strength of Our Family of Services

Healthcare
- Home Health & Wellness
  In-home, private duty care
- Rehabilitation Center
  In-patient short-term, post-hospital rehab
- Wexner Heritage House
  Long-term, skilled nursing care
- Polster Medical Center
  Medical, lab, and x-ray services
- Zusman Hospice
  Palliative care for those living with a life-limiting illness

Residential Living
- Creekside at the Village
  Senior independent and assisted living
- Heritage Tower & Bexley Heritage Apartments
  Senior housing
- Shalom House, Inc.
  Housing and programming for adults with developmental disabilities
  • Victor Weinstein Shalom House
  • Shalom House South
  • Village Shalom Apartments
- The Cottage at Wexner Heritage Village
  Memory-support assisted living

Wexner Heritage Village
To life...for life

1151 College Ave., Columbus, Ohio 43209 • (614) 231-4900 • whv.org