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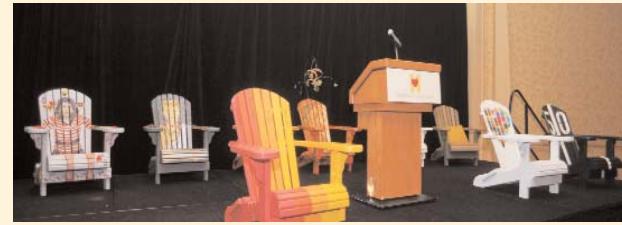
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A live auction raised close to \$50,000 for A Fresh Canvas: An Alzheimer's Arts Program. Thank you for your support!





## June is Leave A Legacy Month

### Follow in Marcus Aurelius's Footsteps

Did you know that the earliest endowed chairs were established by the Roman emperor in Athens in AD 176? Marcus Aurelius created one endowed chair for each of the major schools of philosophy. This practice of endowing chairs was later adapted in England in 1502 by the modern university system. The impact of endowment giving has been truly transformative, enabling nonprofits to fulfill their mission while remaining flexible to the changing needs of their community.

And the Greater Hartford community is definitely changing. According to the 2010 Census, Connecticut experienced a 7.7% increase in the number of people age 65+ and a 32.1% increase in the number of people 85+ compared to the 2000 Census. Our community is experiencing an increased demand for aging services and HHC will never waiver in our efforts to meet the needs of the elderly with uncompromised quality.

Our continuing response to the Hartford community requires continuing philanthropic commitment from our citizens. Please consider adding a charitable gift in your will. Contemplate endowing a permanent fund on behalf of Hebrew Health Care. Imagine having a lasting effect on your community just like Marcus Aurelius.

You can decide to endow Jewish values at HHC, enabling our organization to sustain kosher food, Shabbat programming and holiday celebrations well into the future.

You can create an endowed fund to support our dementia arts program so every resident can participate on a weekly basis in this innovative program.

You can create an endowed fund to support capital renovations.

Your impact through endowment giving is confined only by your own imagination. Here are a couple of additional reasons to consider including Hebrew Health Care in your will or living trust:

- 1. Simplicity.** Just a few sentences in your will or trust are all that are needed.
- 2. Flexibility.** Because you are not actually making a gift until after your lifetime, you can change your mind at any time.
- 3. Versatility.** You can structure the bequest to leave a specific item or amount of money, make the gift contingent on certain events, or leave a percentage of your estate to Hebrew Health Care.
- 4. Tax Relief.** Since IRAs or other Retirement Plans are subject to income taxes to your beneficiaries, retirement assets make ideal gifts to tax-exempt charitable organizations such as Hebrew Health Care.

Legacy giving - it takes as little as 15 minutes to change the world. If you have left HHC in your will but have not notified us, or would like to discuss making a legacy gift, please contact Madelene Francese at 860-523-3994 or via email at [mfrancesc@hebrewhealthcare.org](mailto:mfrancesc@hebrewhealthcare.org).

Make Your Donation Today: Hebrew Health Care, 1 Abrahms Boulevard, West Hartford, CT 06117  
Development Office: 860-523-3994, [mfrancesc@hebrewhealthcare.org](mailto:mfrancesc@hebrewhealthcare.org)  
[www.hebrewhealthcare.org/engage-support-donate.php](http://www.hebrewhealthcare.org/engage-support-donate.php)

## Join the Tradition of Giving

### HHC's Equipment Request Catalog

Hebrew Health Care continually needs to update aging equipment in our 20+ year old facility and we need your help. For more information or to contribute to these projects, please contact Madelene Francese at 860-523-3994 or [mfrancesc@hebrewhealthcare.org](mailto:mfrancesc@hebrewhealthcare.org).

**Rocking Chairs**      **\$240.00 each**      **8 requested**

Spending time relaxing in a rocking chair has been proven beneficial to overall health and happiness, lowering blood pressure and encouraging a positive outlook. HHC would like to purchase rocking chairs for lounges for use by residents, family members and visitors.

**Automatic Digital Blood Pressure Unit**    **\$55.00 each**      **13 requested**

This easy one-button design provides accurate and reliable blood-pressure and pulse readings and features a large digital readout for clinicians.

**Resident Art Gallery**      **Donations of all amounts welcome!**

HHC's Resident Art Gallery has expanded and moved into the community! This program is continuously growing and is in need of supplies including frames and printed materials describing the creative works.

HEBREW HEALTH CARE  
115 SHILOH RD.  
WEST HARTFORD, CT 06117  
PERMIT NO. 331

Hebrew Health Care  
1 Abrahms Boulevard  
West Hartford, CT 06117

June 2013

# Donor HEARTBEAT

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### *This Is How We Will*

I have had the distinct honor of raising funds on behalf of Hebrew Health Care for close to six years. I am proud of how many innovative programs and critical pieces of equipment we have funded together. I am proud of how much we have accomplished on behalf of our community seniors and their families. And I never lose sight of the notion that you and I are continuing the work of generations of leaders and benefactors who have enabled this fine organization to evolve from a small home for the aged to a leading non-profit, nonsectarian, geriatric health care provider.

The story of HHC and the community is a truly perfect depiction of what can happen when philanthropy embraces vision and need, enabling organizations to move from "if only we could" to "this is how we will."

*Your Annual Fund donations have enabled residents to:*

*participate weekly in DEMENTIA ARTS PROGRAMMING led by a teaching artist;*

*plant and TEND A GARDEN so they can eat the ORGANIC VEGETABLES and donate the abundance to the KOSHER FOOD PANTRY; and*

*partake in TRIPS to MUSEUMS, BREWERIES, and ICE CREAM PARLORS*

These programs are not possible without your support. I've been asked by many, "What makes Hebrew Health Care different?" What makes us so unique is our underlying philosophy that the process of healing requires more than just medicine and our commitment to back up that philosophy with meaningful quality life programming; regardless of reimbursement. You and I would never consider quality of life programs "extras" when we think about providing care for those we love.

As of today, we have raised \$207,000 towards our Annual Fund goal of \$375,000. Help us guarantee these quality of life programs by making your tax deductible donation before September 30th; the end of the fiscal year. Make your donation today on our website:

**<http://hebrewhealthcare.org/engage-support-donate.php>**

*Madelene Francese*  
Vice President of Development