

Woodside Place
of Washington

CAPITAL
CAMPAIGN



A New
Cornerstone
for dementia care excellence

PRESBYTERIAN SENIORCARE FOUNDATION



A Person-Centered Approach

Our commitment to being person-centered is at the heart of everything we do and is the single guiding principle that connects every person associated with our Network.

With the dignity and compassion that we show every individual, we can change their lives. It is this approach that has enabled us to transform the essence of dementia care to center around the individual, for today and beyond.

Presbyterian SeniorCare Network is building **Woodside Place of Washington** to further our care of residents living with Alzheimer's and related dementias. We are determined to advance our expertise through our **Dementia Care Center of Excellence** to guide the development of best practices for the future—all to enrich the aging experience for older adults in this region.



Meeting the Future Need for Dementia Care

50% 

Approximate number of seniors 85 years of age and older afflicted with Alzheimer's disease and related dementias



One in five

Number of residents in a Presbyterian SeniorCare Network care community who benefit from benevolent/charitable care

316,000
(a 33% increase) 

Rise in estimated number of people 85 years of age and older in Pennsylvania from 2000–2011

415,000
(a 23% increase) 

Expected rise in the number of people 85 years of age and older by 2030

Better Care in Washington County and Beyond

Recent surveys show that Washington County and the surrounding area has a particularly high senior population—and the need for dementia care and facility-based services is only growing. Presbyterian SeniorCare Network in Washington currently provides designated wings within its **Southminster Place** personal care home and **Southmont** nursing facility for dementia care to service this need as best as we can. However, these wings are typically 100% occupied and referrals are regularly declined due to lack of available beds.

We recognize that our existing services are simply insufficient to meet both the current and projected need for quality dementia care. We also expect the need for benevolent/charitable care to continue to grow.

The Woodside Place Model

Since we introduced Woodside Place of Oakmont in 1991 — the nation's first residential community specifically designed to meet the physical, mental and social needs of person's living with Alzheimer's and related dementias — this model has become the prototype for similar care facilities around the globe. From our person-centered programs and pioneering technologies to our focus on education and innovative practices, our residents experience **the Woodside difference**.

A BREAK FROM THE TRADITIONAL

Our groundbreaking social model of dementia care has set the standard, providing flexibility and a level of individualization. This has become the basis of the person-centered culture that is evident at Presbyterian SeniorCare Network, across all of our settings and services.

NO PLACE LIKE HOME

Each and every day we continue to find new ways and approaches to care that engage individuals who are living in the moment. Visual cues, such as quilt displays with distinct colors and symbols, help residents navigate and easily identify their own “home” within the residential community.

AWARD-WORTHY MODEL

Presbyterian SeniorCare Network has been featured in national and local media and received both national and international awards for our contributions to the dementia care field.

INDIVIDUALIZED APPROACH

Our 24-hour programming and care systems are extremely person-centered, allowing team members to “go into the world of the person with dementia” and support them in their reality. Montessori programming techniques are utilized to stimulate mental and physical activity and help each resident regain a sense of purpose.

TECHNOLOGY

It's Never 2 Late (iN2L), an adaptive technology system, engages residents with integrated features that connect them to people and content. Through the Music and Memory program, we provide personalized playlists on iPods, which help to rekindle positive memories and minimize anxiety and challenging behaviors. Other non-invasive technologies (no disruptive alarms or bells) are used to mitigate resident falls by providing real-time data about resident activities.

ADVANCED TRAINING

Each employee at every level of our organization is certified through the National Alzheimer's Association. Woodside team members receive even more hours of specialized training. Additionally, more than 70 team members share their expertise as certified dementia care practitioners.



Our goal is to create the next generation of Woodside Place based upon the 25 years of experience we have garnered since pioneering the original Woodside Place concept.

COMMUNITY-BASED EFFORTS

We regularly provide hospitals, first responders and other partners with training, workshops and geriatric assessments to help them better meet the needs of persons living with dementia.

From these person-centered programs and pioneering technologies to standardized practices and community outreach and education, the Woodside Place of Washington will continue our legacy of excellence for the future of dementia care.

A New Cornerstone for Dementia Care Excellence

As the number of persons living with Alzheimer's disease grows, so does the impact on our community's ability to provide appropriate levels of care. This is why Presbyterian SeniorCare Network is launching a Capital Campaign — to build a residential Alzheimer's care facility on its Washington, Pennsylvania campus.

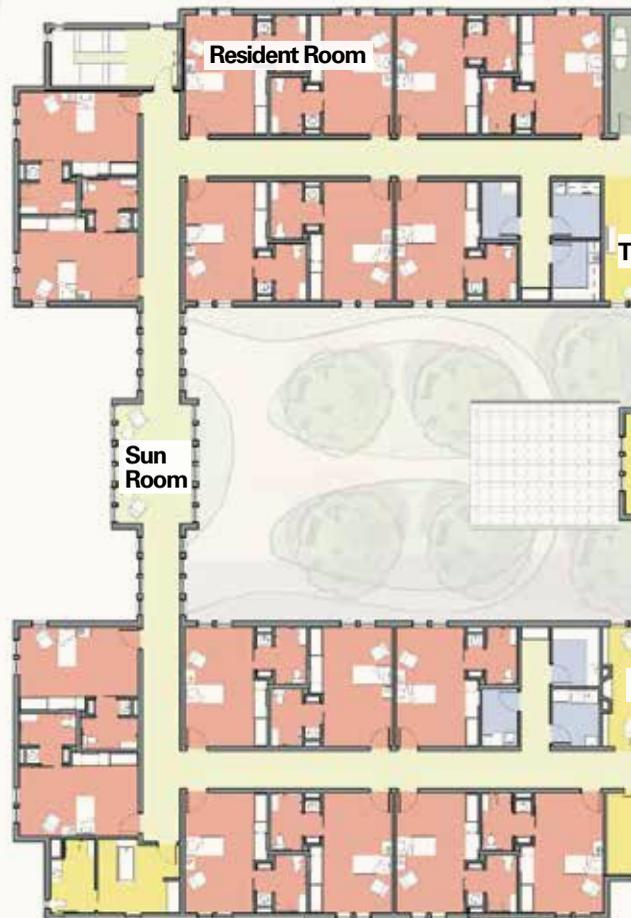




This next generation of Woodside Place will cost approximately **\$9 million** to build to assisted living standards.

THE NEXT GENERATION OF WOODSIDE PLACE

Through this campaign, our friends, families, corporations and foundations can help advance care to this growing population of seniors through the creation of **Woodside Place of Washington**. An essential part of the Presbyterian SeniorCare Network continuum of care, this innovative residence will be a state-of-the-art, person-centered Alzheimer's care community, with every inch of space designed to serve the specific needs of the people living within.



FLOORPLAN FOR ONE OF TWO 18-BED "NEIGHBORHOODS"

THE NEW WOODSIDE PLACE OF WASHINGTON WILL:



Expand our "Center of Excellence" and innovation in memory care.



Provide a secure and safe environment.



Graciously accommodate family and visitors.



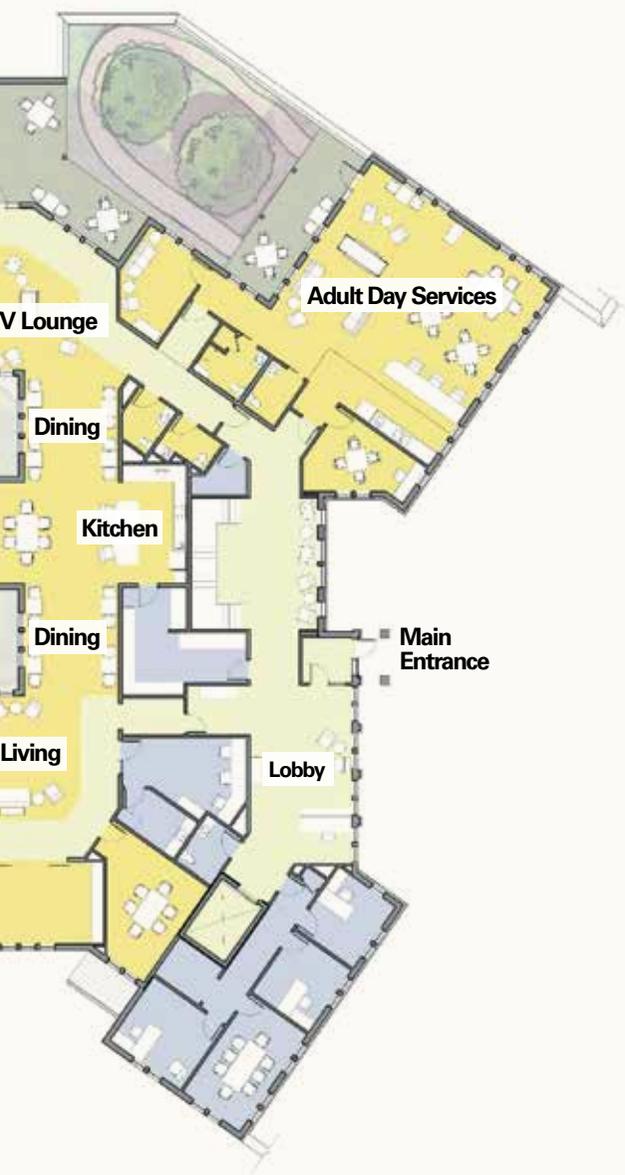
Create a *home* for residents.



Develop a sound financial model for long term feasibility.



Create connections to nature and a person's natural biorhythms.



The split-level, two-story building will feature 36 comfortable resident rooms, sunny and open communal spaces for socialization, spacious dining areas and a specially designed space for Adult Day services.

Perkins Eastman, the original architects of Woodside Place of Oakmont, will design the new Woodside Place of Washington. They bring 25 years of knowledge since building the first Woodside Place—the model that inspired countless other facilities worldwide.

The Woodside Place of Washington Capital Campaign is being conducted to minimize the amount of debt to be financed. This will enable a significant percentage of low-income individuals to be served at Woodside Place of Washington.

Help us change lives through Woodside Place of Washington.



Respect each individual's privacy and choice.



Incorporate new technology, including lighting, a sensory room and the use of It's Never 2 Late—a multifunctional interactive technology system that uses video and audio to engage individuals regardless of background, physical or intellectual abilities.



Build upon 25 years of knowledge since **Woodside Place of Oakmont**.

FREQUENTLY ASKED QUESTIONS

Q. What is Presbyterian SeniorCare Foundation?

A. The Foundation is a nonprofit charitable organization whose sole purpose is to support Presbyterian SeniorCare Network and its affiliates by securing financial resources, building relationships and creating a culture that values philanthropy and stewardship.

Q. Who will be asked to support the Woodside Place of Washington Capital Campaign?

A. Significant support from all members of the Presbyterian SeniorCare Network family will be necessary to make the campaign a success. From the Network Boards of Directors, to leadership and staff, to resident families and friends, to corporations and foundations, to churches and community—our campaign will only be successful if everyone participates.

Q. Will I be asked to make a gift to the Woodside Place of Washington Capital Campaign in addition to my annual giving?

A. Yes. Presbyterian SeniorCare Network relies on your annual gift to provide needed ongoing support for benevolent care and programs and services. Your gift to the Campaign will be an investment in the future of Presbyterian SeniorCare Network. Because of their significance, Capital Campaign gifts usually are multi-year commitments above and beyond annual giving.

Q. Is my contribution tax deductible?

A. Yes! Presbyterian SeniorCare Foundation is a 501(c)(3) non-profit organization, contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Q. Can I spread my gift out over several payments and does it have to be in cash?

A. For your convenience, contributions to the Woodside Place of Washington Capital Campaign can be spread out over a three- to five-year payment period, and Presbyterian SeniorCare Foundation will send you pledge reminders as appropriate. In addition to cash gifts, you may make a gift using appreciated securities, life insurance or real estate that may afford you tax deduction benefits. Please consult with your attorney or financial advisor as you consider how to make your pledge.

Q. Will there be gift recognition opportunities available?

A. Yes. Recognition opportunities are available. Donors may make gifts in memory or in honor of someone or may be recognized themselves. A list of recognition opportunities is available under separate cover.

Q. Where can I learn more about the Campaign?

A. Visit the Presbyterian SeniorCare Network website at SrCare.org or contact Jacqueline S. Flanagan, CFRE, Executive Director, Presbyterian SeniorCare Foundation at jflanagan@SrCare.org or 412.826.6084.



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Look for the CARF Seal of Approval! In 2016, Presbyterian SeniorCare Network was awarded accreditation through CARF in six areas. We are particularly proud of receiving accreditation—the Dementia Care Specialty Program—at every community across our Network that offers memory care services.



PRESBYTERIAN SENIORCARE NETWORK PROVIDES SERVICES REGARDLESS OF RACE, RELIGION, GENDER OR NATIONAL ORIGIN.

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