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Impact

Linking Tradition with Tomorrow



Inside Impact

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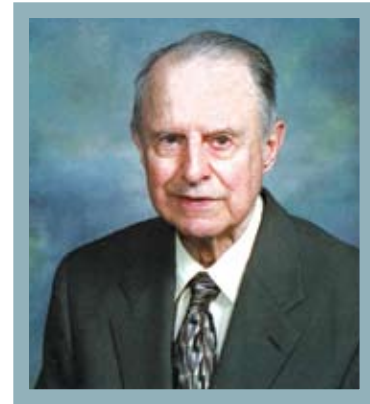
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Generous Bequest Received

Thank You – Mr. John D. Wagner



John D. Wagner
July 6, 1919 – April 3, 2008

John D. Wagner was a selfless man who quietly went about putting others first. John was a loyal member of Westminster Presbyterian Church and a willing volunteer at Camp Henry. He liked to joke that he and a friend were the “two old maintenance men” because they always helped with fall clean-up sessions.

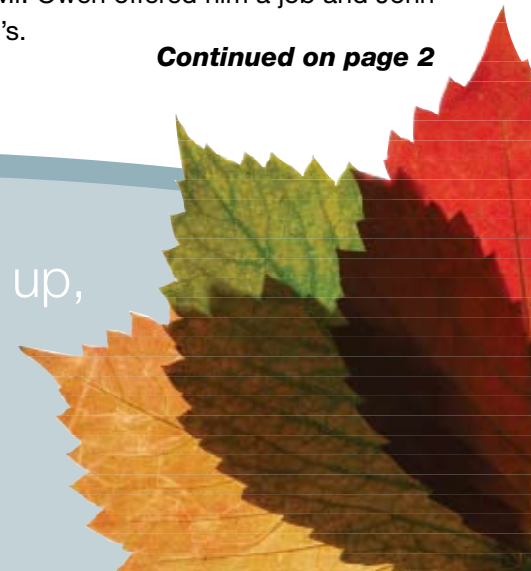
John was drafted in 1941 and was one of the first American Army troops to travel to the South Pacific. He fought in the Battle of Buna-Gona in New Guinea and contracted a very bad case of malaria. Three days later, he arrived in an Australian hospital, near death. Fortunately, he recovered and remained in Australia until 1946, working in the military Post Office.

Upon his return to the States, John had a conversation with Mr. Owen of Owen Ames & Kimball, whose grass he cut as a youngster. Mr. Owen offered him a job and John continued his employment there well into his 70's.

Continued on page 2

“In this world it is not what we take up, but what we give up, that makes us rich.”

Henry Ward Beecher



Generous Bequest *continued*

In 1947 John's father passed away, and John committed to taking care of his mother and his two aunts. He moved into their family home, which was built by his grandfather, and lived there until he moved to Porter Hills.

Shortly after moving in, John fell and broke his hip. He kept his positive attitude and was determined to recover, which he did. He really appreciated

Porter Hills and once stated, "I love it here because everyone takes such good care of me."

A close friend shared that "John was a very generous man, and he wanted to give back to those that helped him and had been kind to him." His family home was donated to his church and Porter Hills was named in his will. Because of John, the assets of the

Martindill Wellness Center Endowment have increased by more than \$82,000! What a timely gift, given the fact that the Wellness Center Endowment is struggling to keep pace with increasing costs (See related story on page 3).

John Delos Wagner was a man who wanted to "do good." Mission accomplished, John.

Founders' Circle Dinner Fourth Annual Celebration

The fourth annual Founders' Circle Dinner was held September 16, 2008, at Kent Country Club in the beautiful Ford Room. In her welcoming comments, Anne Benson, Vice President of Development, introduced this year's theme, *IGNITE*. Throughout the year, we will explore ways in which Porter Hills ignites the passion in YOU.



Founders' Circle members have embodied our theme by establishing named endowment funds which provide **Inspirational Gifts Now & In the future Through Endowments- IGNITE!** Their reasons for making such generous

legacy gifts vary, but Dick Young offered this perspective. "Barbara and I have had a close connection with Porter Hills over many years and have had an opportunity to observe family members as beneficiaries of its care. We have been blessed in myriad ways and feel an obligation to share with others. Our named endowment fund is a means of expressing that commitment."

After a relaxing, fun-filled dinner, Larry Yachcik, President & CEO, called upon Armen Oumedian to share his thoughts about Porter Hills. In his sometimes emotional commentary, Armen, mentioned how grateful he, his wife Pat and their children are for Porter Hills. Over the years, many friends and relatives have been served and "Pat and I are now using Porter Hills Home Care and couldn't be more delighted. Porter Hills has been here for our family when we've needed them most."



Are you ready to take a leap of faith, and establish a legacy gift of your own? If so, the Foundation promises to do its part: your funds, your names, your values and your passion for Porter Hills will live on forever. For more information on the Founders' Circle, please contact the Development Office at (616) 949-4975, ext. 20444.



Martindill Wellness Center Endowment

Facing Challenging Times

Endowment funds are to an organization what retirement funds are to an individual. It means setting money aside for the future. Endowments provide financial strength and allow secure planning.

When the Wellness Center was built, the intention was to insure that costs for this amenity would not be allocated among residents. Unfortunately, the endowments have not kept pace with rising fuel, labor and other costs necessary to maintain the high-quality center that you enjoy today.

For the first seven years of operation, endowment funds were sufficient to cover related expenses in all but one year. During the last two years, we've run at a deficit of approximately \$33,000 per year. In order to rectify the situation, we need to build the endowment to \$2.5 million, to cover future costs.

Assets of the combined funds for the Wellness Center Endowment were \$1,298,146 as of June 30, 2008. As you can see, we must almost double that amount to reach our \$2.5 million goal.



As promised, we will soon begin a mini-campaign to help build the endowment fund. Our efforts were jump-started by John D. Wagner's generous gift, but we encourage you to consider directing your annual support to the Martindill Wellness Center fund if you are so inclined. If you, like John

Wagner, would like to provide for the fund through an estate gift, that would be most welcome.

Remember

Donations are tax deductible to the full extent of the law, but most importantly they help us meet our mission.

For more information, please call the Porter Hills Foundation at (616) 949-4975 ext. 20444.



Porter Hills Donor List

Our thanks to the following individuals and organizations who generously made gifts and/or pledges between July 1, 2008 and September 30, 2008.

Memorials

Louise Babb

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Mr. and Mrs. Walter Freihofer

Friend Foundation

√ = New Samaritan Club Member

* = Deceased

Porter Hills Donor List continued

G

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We are Pleased to Introduce . . .

Porter Hills Planned Giving Committee

The Foundation is grateful to the following members of the Planned Giving Committee:

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Chris Caldwell,
Varnum, Riddering, Schmidt & Howlett
Raj Malviya,
Miller, Johnson, Snell & Cummiskey

Certified Public Accountants/ Investment Advisors

Dell Sweeris, CPA, PFS
Monroe, Sweeris & Tromp, PLC
Elizabeth Zeldes, CPA
Senior Advisory Services, PLLC

Trustees

Daniel Baas, *Founders Bank & Trust*
Daniel Oumedian, *Legacy Trust*

These professional advisors share their experience, expertise, and education regarding planned giving and tax issues with staff. As members, they also serve as our links to the community and as such, are essential and important volunteers. If you see them, please extend your appreciation for the commitment they have made to Porter Hills and its mission.

Feel the Power

Charitable Giving During Tough Times

It's hard not to feel stressed about the economy these days. The news is full of stories about plant closings, home foreclosures and a falling stock market. How can anyone think of giving money to charity? Nevertheless, think of it we must. Here's why:

1. Is it really that bad?

The steep drop in the Dow Jones Industrial Average has everyone shaken up, but keep in mind you haven't actually lost money on a stock until you sell it. Many seniors, in particular, don't rely on their stock portfolio to meet monthly expenses. Those who are suffering most are people who have lost jobs or rely on debt to cover their living expenses. Individuals who are debt-free and invest for the long term will not suffer as much and, in fact, may very well prosper during turbulent times. In a New York Times Op-Ed column on October 17, 2008, financier Warren Buffett says, "Over the long term, the stock market news will be good. In the 20th century, the United States endured two world wars and other traumatic and expensive military conflicts; the Depression; a dozen or so recessions and financial panics; oil shocks; a flu epidemic; and the resignation of a disgraced president. Yet the Dow rose from 66 to 11,497." Don't panic and stay informed. Discussing your personal situation and long-term investment strategy with a professional advisor may give you

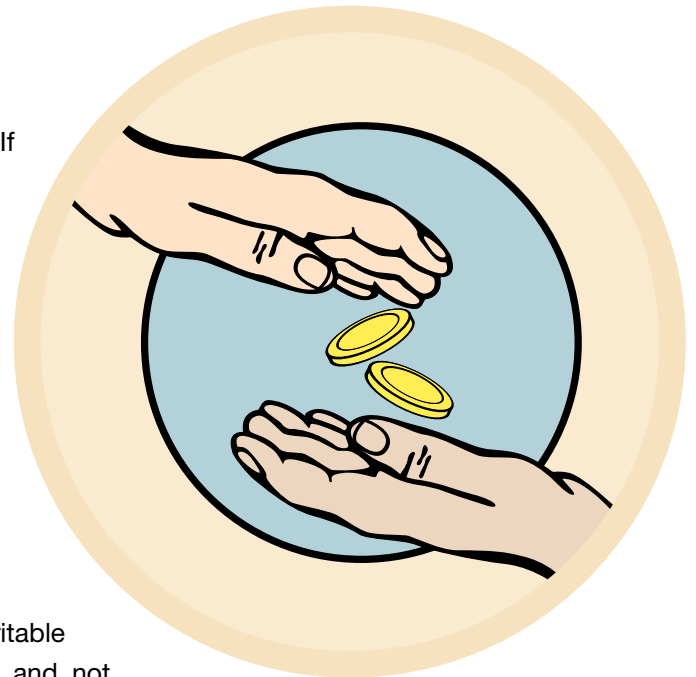
some peace of mind. If you are still too nervous about your financial situation to donate this year consider a testamentary gift, to be given after your death.

2. Giving is part of who you are.

For many people charitable giving is a part of life and not merely a use for extra cash. The emotional satisfaction of helping others is powerful. Some give because they feel a sense of responsibility to assist with the community's social needs. Others benefit from connecting with people in need and leaving a legacy.

3. Giving during difficult times means your dollars carry more weight.

There are those in West Michigan who have encountered health, employment or financial calamities. Their immediate needs are real and your donations will have a positive impact on their lives. If everything going on in the world today leaves you feeling powerless, exert some control and make a difference in someone's life with your contribution. Feel the power!



Elizabeth Zeldes is a Certified Public Accountant and owner of Senior Advisory Services, PLLC. Her firm provides in-home personal accounting and tax services to those over 50.

Yes! It's Back!

The one, the only, the IRA Rollover

In early October 2008, President Bush signed into law the \$700 billion economic bailout bill, which includes a two-year extension of the IRA Rollover provision. The provision exempts from taxable income any funds transferred ("rolled over") from an Individual Retirement Account (IRA) to a charitable organization.

IRA Rollover - Highlights

- The provision is retroactive to January 1, 2008, and will apply to gifts made from that date through December 31, 2009.
- Permits donors age 70 ½ and older to make charitable gifts directly from their IRAs
- Caps qualifying gifts to an annual ceiling of \$100,000
- The contribution must be a direct gift to a charity (no planned gifts).



The provision might allow you to make gifts you never dreamed possible. If you would like more information about how you can make a tax-wise gift from your IRA, please contact Anne Benson, Vice President of Development, at (616) 954-1786.

Charitable Gift Annuities

Give a little, get a little

So, you'd like to have your cake and eat it too? It may sound too good to be true, especially in this economy, but a Charitable Gift Annuity (CGA) allows you to make a significant contribution to Porter Hills and receive a quarterly payment. Here is how it works.

To create a CGA, you agree to donate cash, stock, or other assets— at least \$5,000 worth — to Porter Hills. In return, you receive a fixed payment for life plus tax benefits.

While some people consider CGAs to be investments, they aren't. Annuity payments are tax-free partial returns

of the donor's gift based on their life expectancy. The older the donor, the higher the annuity payment the donor can lock in. The best part about CGAs is that they are very simple – normally just a page-and-a-half legal document prepared by the Foundation.

Why are they popular? Because interest rates are low for investments such as CDs and because of the volatile stock market. According to Stella Shields, Porter Hills Village resident and gift annuity owner, "They make a lot of sense to me. I'm able to help Porter Hills and at the same time I've realized a much greater return

than I would have otherwise, which is icing on the cake."

Who is a typical donor? Typical donors of CGAs are aged 75 or older, retired, female, and of moderate means. They want to support their favorite charities, but don't believe they can give up the income they currently receive from their assets.

Call the Porter Hills Foundation at (616) 949-4975, ext. 20444, to see if a Charitable Gift Annuity will be of benefit to you.

Message from our Chairman

Porter Hills' annual appeal is designed to solicit your continuing, consistent support for ongoing programs such as Benevolence Care Assistance, the Martindill Wellness Center Endowment



Thomas J. Jackoboice

Fund, and the Affordable Housing Community Service Support Funds. Because of the economic downturn, we understand what is on your mind... How can I give this year? Your gift is especially important for those who find it necessary to turn to the Foundation for help during difficult times.

On behalf of the Porter Hills Foundation Board of Trustees, I thank you for the support you've shown in the past. And, when our letter reaches your household, I invite you to participate this year at a level that is comfortable for you.



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Impact

Porter Hills Foundation *Impact* newsletter is published for the friends, family, clients and residents of Porter Hills Retirement Communities & Services.

Anne M. Benson
VP of Development & Editor

Mission Statement

Our mission is to raise, invest, and monitor the funds that support Porter Hills Retirement Communities & Services in providing a continuum of high-quality communities and services.

Porter Hills supports the principles of equal opportunity without regard to race, color, creed, age, sex, religion, national origin, qualified disabled status, height, weight, marital or familial status, or other personal characteristics as protected by applicable law.

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