



Photos by Rick Simpson

... 2023 ANNUAL REPORT TO THE COMMUNITY ...

Impact & Outcomes



**Rose Villa
Foundation**



Dear Partners and Community,

Rose Villa Foundation is excited to report to you about our very successful outcomes in 2023! Both investments and donated income returned to pre-pandemic levels, and our commitment to assisting our residents is vigorous!

While you may know of the many ways that Rose Villa Foundation Board has increased its commitment to independent living residents since 2022, you may be surprised to learn that those changes came just in time to be measurably important to a growing number of residents in 2024 and beyond!

Requests for Pillar I Resident Financial Assistance - our top priority - grew exponentially in 2023, and we expect that growth to continue in the next two years. Increased needs by more residents means that gifts from donors who make it possible to meet the growing needs become much more important, now and for the future.

In this report, you'll learn about the Foundation's services and outcomes, how residents support each other, and how donors step up to the challenge of planning for the future.

Big thanks to each of you for the part that you play...we are grateful for your partnership.

Our best to you in 2024,

Cheryl Franceschi,
Foundation Director

2023 BOARD OF DIRECTORS

Officers:

Don Lehman, President
Resident

Jennifer Allen, Past President
Resident

Cathy Schar, Vice President
Resident

Louise Williams, Secretary
Resident

Vassar T. Byrd, Treasurer
CEO, Rose Villa Inc.

Angela Hansen, Interim Treasurer
CFO, Rose Villa Inc.

Members:

Arlin Brown
Resident

Jeanne Cozine
Resident

Peter Eddy
Resident

Marna Flaherty-Robb
Kaiser Permanente (Retired)

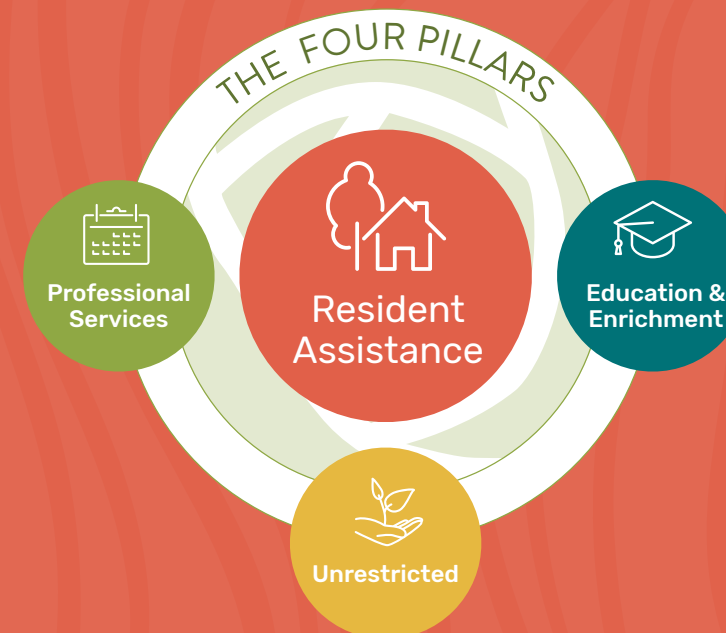
Bill Scheible
Resident

Nancy Vuckovic
Healthcare Consultant

Ron Stock, M.D.
Representative for
Rose Villa Inc. Board

OUR MISSION

Rose Villa Foundation supports independence, advances well-being, empowers residents, and inspires our community to build a better future for all generations.



THE FOUR PILLARS (SERVICES):

PILLAR I FINANCIAL ASSISTANCE: Full or partial Resident Financial Assistance; Mini Financial Grants.

PILLAR II EDUCATION & ENRICHMENT: Programs, presentations, and guided workshops bring lifelong learning to all residents.

PILLAR III PROFESSIONAL SERVICES: Financial Coaching; Financial Fitness Clinics and Video Series; Preferred Providers List.

PILLAR IV BOARD RESTRICTED/UNRESTRICTED: Madrona Grove Quality of Life Fund; Community Benefit Grants; Staff Education Assistance.

WHAT IS ROSE VILLA FOUNDATION?

- A nonprofit organization, separate from Rose Villa, Inc. but closely aligned.
- Services and programs that benefit current and future Rose Villa residents.
- A volunteer Board of Directors, managed by a professional director.
- Hundreds of individuals who give generously to ensure that current and future Rose Villa residents can remain in their homes.



PILLAR I FINANCIAL ASSISTANCE TAKES CENTER STAGE IN 2023

From the very start, Rose Villa leaders planned for a charitable foundation that would generate donated funds so that no resident would need to leave their home because they outlive their resources. In fact, no one has ever needed to leave Rose Villa, because Rose Villa Foundation was there to help.

Increasing the amount of assets that independent-living residents can have to qualify for Pillar I Foundation Assistance has led to more residents qualifying for assistance. Now, no one needs to spend down assets to Medicaid qualification levels to access monthly assistance to live in their own home.



One resident speaks for many by sharing how the promise of support has made a difference in their life.

When we came to Rose Villa, we thought we had enough income. Rose Villa seemed to think so too. But when my husband died, it was a different story. His uncovered medical bills, the end of his pension, and the state of the stock market changed everything.

I admit I dreaded asking for help. I was pleasantly surprised, however, by the understanding and kindness, which left me feeling no embarrassment or shame about my situation. I am so relieved that I am able to stay in my home here at Rose Villa.



REQUEST FOR UPDATED RESIDENT FINANCIALS HELPS PAVE THE PATH FORWARD

For the first time in Rose Villa’s history, residents living on campus for 5 or more years were asked to share their current level of assets and income in 2023. More than 70% provided their updated information, and many took the time to meet with the chief financial officer to review their finances.

With this updated information, Rose Villa Foundation has gained better understanding of the amount of money that will be needed to support the anticipated wave of resident assistance needed in the next 3-5 years. This exercise made it clear to both the Foundation and the RVI Boards of Directors that we will see an exponential increase in annual requests for resident assistance, beginning right now.

With increased fundraising and good stewardship of our investments, we can expect to meet the needs coming our way.

PILLAR II EDUCATION & ENRICHMENT PROGRAMS THAT ADVANCE LIFELONG LEARNING

The Education & Enrichment team, assisted by feedback from Rose Villa residents, delivered dozens of popular presentations and workshops in 2023.

Some of the highlights included:

Healthy Aging

Dr. Elizabeth Eckstrom, at OHSU

Music & the Aging Brain

Neuroscientist Dr. Larry Sherman

Cyber Security Best Practices

Jonathan Jedeikin, CEO of DaVinci Digital

Evidence-Based Pain Management

Lindsey Benes, PhD Montana State University

Exploring Death with Dignity

Sue Porter, of End of Life Choices Oregon

Other programs included the Wine, Women and Dementia documentary produced by Kitty Norton; Social worker Venae Rodriguez’s popular guided workshops on Advanced Planning Directives & POLST; a book study presented by Dr. Brenda Marks on *Brain Rules for Aging Well*; and two different perspectives on Living with Alzheimer’s, and Assisting Caregivers of People with Alzheimer’s.



PILLAR III PROFESSIONAL SERVICES EXPANDING TANGIBLE SUPPORTS THAT MATTER

Professional Financial Coaching services grew in 2023 as Rose Villa Foundation committed to providing additional ways for residents to access help and support from our Financial Coach Debbie Suchan, CPA.

In 2023, Rose Villa Foundation added free bi-monthly **Financial Fitness Clinics** to residents with our coach on campus. Additionally, we've developed a **Financial Fitness Video Series** that can be accessed on Touchtown. These new services address specific issues and one-time needs of residents and provide another set of trained eyes to help residents do their best to maintain their resources for their lifetime. Some people simply need encouragement to transition from a savings mindset to spending as they able during retirement.

Rose Villa Foundation subsidizes all **Financial Coaching**

sessions. For those who have lived on the campus for at least 7 years or have experienced significant life transitions (loss of a spouse or a major health episode), Financial Coaching is provided free of charge.

The vetted **Professional Providers List** is a popular tool for those seeking tax, legal and financial providers. Providers on the list are used and recommended by other Rose Villa residents. The list can be found on the Touchtown resident portal under the Rose Villa Foundation icon, or in the information wall pockets across from Resident Services.

PILLAR IV BOARD DESIGNATED FUNDS

Pillar IV supports three primary programs, the **Madrona Grove Quality of Life Fund**, **Community Benefit Grants** for campus projects, and **Staff Education Assistance**. The Board of Directors may also use these funds, undesignated by donors, to augment Resident Assistance or other important priorities.

● **Donors Continue to Champion Madrona Grove Residents**
Rose Villa Foundation continued to partner with sponsors, businesses, and families to support the Madrona Grove Quality of Life Fund, **putting an additional \$12,500 in 2023** to work for residents whose health is most compromised and financial resources most limited. The fund puts the decisions in the hands of direct care staff who determine the best and most timely uses of resources like programs and activities, equipment, tools that aid caregivers, and to bring residents together with children.

● **Community Benefit Grants Solve Problems and Expand Possibilities**
Five Community Benefit Grants were approved for funding in 2023, totaling \$10,666. Funded projects include Lunch & Learn Nutrition Workshops from Food & Beverage Nutrition Services, Raised Beds for the Madrona Grove Courtyard from the Madrona Grove Resident Council, Subsidized Pet Training by the Pet Committee, Resident Emergency Training and Supplies by Ready Force, and Equipment and Education Program Development for the Ceramics and Messy Art Maker Space by the Pottery Planning Committee.

Community Benefit Grants are available to residents and staff teams. The idea is to build an equitable and supportive approach that uses donor support to expand possibilities beyond the boundaries of Rose Villa's budgeted funds. Learn more at Foundation@rosevilla.org.

● **Staff Education Assistance Adds Value to Learning**
Seven staff members were able to augment and strengthen their work experience at Rose Villa and advance their career goals with financial assistance totaling \$10,000. Receiving support were Staffing Coordinator **Erica Schafer**, Director of Nursing Services **Jacob Fuller**, Food/Beverage staff **Amber St. Paul**, CNA **Lani Russell**, Nurse **Julie Dah**, CNA **Jackalyn James**, and former Front of House Supervisor **Elodie Attwilde**.



THANK YOU DONORS!

The following generous individuals supported Rose Villa Foundation in 2023, or by committing to gifts in their estates. Through the Pacesetters Club, donating vehicles, sponsoring programs, remembering friends and neighbors, and participating in special events.

THE LEGACY SOCIETY

The following individuals have shared their intention to support Rose Villa Foundation in their estate plans using securities, IRAs, Charitable Gift Annuities, life insurance, or as a beneficiary in their estates:

- Anonymous
- Vassar T. Byrd
- Jean Coberly
- Kate Birdsall & Andrea Drury
- Joan Clark & Susan O'Dell
- Bill Cunitz
- Kate Dins & Val LeGault
- Joe & Mary Eusterman
- Walt & Pat Garvin
- Margaret Hamilton
- Gail Katagiri
- Julia Layden
- Martin & Diane Lee
- Elliot & Marina McIntire
- Art Martin

- Cathy Schar
- Kay Schmerber
- Kikue Rich
- Paula Wiiken
- Louise Williams
- Byron Windhorst

THE PACESETTERS CLUB OF SUSTAINING DONORS

The following individuals provide ongoing monthly support or annual support of Rose Villa Foundation at a level of \$250 or more:

- David* & Jennifer Allen
- Akiko Anderson
- Nancy Barrett-Dennehy
- Carol Baker
- Kirk & Molly Beiningen
- Darlene Benjamin
- Kate Birdsall & Andrea Drury
- Janet Blakeman
- Nancy Bley
- Arlin & Cynthia Brown

- Carol Brownlow
- Donna Burrell & Jane Eggerstedt
- Patt Callender
- Patti Campbell & Jan Wainscott
- Amy Carmona
- James & Carol Carthel
- John & Lou Chapman
- Miriam Chitty
- Joan Clark & Susan O'Dell
- Jean Coberly
- Barbara Coenen
- Evelyn Cole
- Jerry & Jean Corn
- Jeanne & Bill Cozine
- Brenda Culhane
- Bill Cunitz & Lee Nolet
- Nancy & Diedrich Dasenbrock
- Kate Dins & Val LeGault
- Perry Downes
- Jack & Pam Duren
- Peter Eddy
- Phil & Helen Goodrich
- PK Gott
- Ruth Gregg

THANK YOU DONORS!

- Marianna Grossman
- Hank Hadaway
- Margaret Hamilton
- Katherine Hamilton
- Judie Hansen
- Alice Hardesty
- Herb Hill & Marilee Thome
- Molly Holsapple
- Robert Holt & Marie Jennings-Holt
- Pam Horan
- Betty Hosokawa & Ed Zack*
- Sheila & Jack Jakobsen
- Ricky Jamtgaard
- Jonathan & Charity Jedeikin
- Dori Jones
- Gail Katagiri
- Judith Kenny & Thomas Hubka
- Leanne Kerner & Dianna Shaffer
- Darlene Larson
- Julia Layden
- Bob & Marilyn* Lease
- Martin & Diane Lee
- Don & Caroline Lehman
- Jean Lofy & Ed Gellenbeck
- Mayo Marsh
- Ann Martin
- Joncile Martin
- Ed & Lisa McFarlane
- Patricia McGaffigan
- Elliot & Marina McIntire
- Ilene McMurray
- Pat & Wayne Medford
- Don Mickey & Stephanie Feeney
- Steve & Karen Morris
- Suzanne Mounts
- Janet Murphy

- Joan Noble
- Ken & Jan Nolley
- Penryn Naumoff
- Judy Perman
- Carl & Susan Petterson
- Kathy Phelan
- Mary Claire Phelan
- Mary Pleier
- Dorothy & Jim Quinn
- Frank & Penny Ramos
- Kikue Rich
- Carol Richie
- Tom & Carol Root
- Bob Sack & Corrina Campbell-Sack
- Delores Saunders
- Walt Schaffer
- Cathy Schar
- Bill Scheible
- Otto & Marietta Schlumpf
- Kay Schmerber
- Holly Schmidt
- Cathy Schwabe & Vita Sorgi
- Nancy Sellers
- Sally Sharrard
- Diana Stallard
- Eric & Susan Shawn
- Rick Simpson
- Mary Solstad
- Linda Stern
- Ron Stock
- Karl & Liz Swenson
- Roger & Mary Swick
- Joan Taylor
- Lynn Thomas
- Suzanne Townsen
- Dayle Uyeda
- Anna Van Tyne
- Susan Van Voorhis



- Kelly Voit
- Jan Wainscott
- Jean & Doug Walker
- Paul & Judy Wathen
- Bob & Ann Watt
- Mo & Lois Weathers
- Bob Weisman & Ruth Ross
- Jackie West
- Paula Wiiken & Howard McEwan
- Louise Williams
- John & Sallyanne Wilson
- Byron Windhorst
- Edna Zenger
- Bob Zimmerman & Kathleen Chapman

MEMORIALS, HONORS, EVENTS, & ANNUAL DONORS:

- Inge Angiletta
- Janyce Bender



THANK YOU DONORS!



THANK YOU DONORS!



Karen Bolin
Carol Bosworth* &
Pat Matthews
Chuck & Doris Burkland
Gail Davis
Shannon & Alberto Diez
Dave Dobak
Sherry Doty
William Erickson
Billie & Robert D. Erwin
Bob & Mary Fedoroff
Cheryl & Terry Franceschi
Roxanne Goebel
Marilyn Gottschall
Sue Griffin
Jaime Gustafson
Kumiko Hall
Verna Hendrickson
Christina Hoglebe
Blanche Holliman & Friends
Debbie Herr
Fran Hunter
Joyce & Brad Jensen
Felicia Kongable
Nadine Larson
Miranda Manners
Bynner & Norma Martin
Pat McAleer
Sue McGraw & Bob Owens
Tina & Michael Moullet
K. Noel Myers
Linda Nelson
Traci O'Connor
Judith O'Dell
Joan Ottinger
Vikki Perlson
Virginia Purvis
Heather Peterson
Karen & Mark Popma

Larry Sager
Otto & Marietta Schlumpf
Joe & Carolyn Shacter
Shirley Smalley
Rene Swar
Deb Stoner & Fred Soelzer
Ron Talarico
Carolyn & Rowdie Tamblyn
Gilah Tenenbaum
Linda Vogt
George Waldmann
Jude Watson & Susie
Matranga-Watson
Susan Wilkins
Jean Womelsduff

CORPORATE SUPPORT:

Amazon
BrandMETTLE
Cable Hill Partners
Charlie's Produce
Caring Communities
DaVinci Digital
Green Hammer Design Build
Oregon Beverage Recycling
Cooperative
Orrick, Herrington &
Sutcliffe LLP
Rayborn's Plumbing
Scott Edwards Architecture
The Kroger Company
The Oregon Community
Foundation
Ziegler Specialty
Investment Bank

* Indicates donor is deceased. Please
forgive any errors or omissions to this list.



“

We sure are glad that the Foundation subsidizes expert financial coaching for us and other residents at Rose Villa. The coach, Debbie Suchan, is a CPA, and it sure doesn't hurt that she used to be Rose Villa's Chief Financial Officer. She knows what people living in a CCRC like ours should be thinking about.

RESIDENTS
ARLIN & CINDY BROWN

”

You become a member when you share your intention to support Rose Villa Foundation in your estate plans. There are several ways to join the growing group of Legacy Donors!

BEQUEST: “ I GIVE AND BEQUEATH...”

A bequest made to Rose Villa Foundation in your own will or trust allows you to leave your legacy of support for those who come after you. Rose Villa Foundation experiences its most substantial growth when people leave a gift in their wills.

CHARITABLE GIFT ANNUITY: INCOME FOR LIFE

Arrange an annuity with the Rose Villa Foundation to assure a fixed quarterly income for the remainder of your life at a rate based on your age. Those age 70 and above can establish an annuity with a minimum gift of \$12,000.

GIFT OF ASSETS OR INSURANCE POLICIES

If left in your estate, some holdings are subject to income and other taxes which make them poor assets to pass to loved ones, but excellent choices to use as charitable estate gifts. Consider using the “beneficiary designation” to gift your qualified retirement plan account, IRA, or life insurance benefit.



Contact your attorney or financial advisor to initiate a bequest or estate gift. Notify Rose Villa Foundation if you have already named us in your will, or if you are considering a Charitable Gift Annuity. Call 503-652-3075 or email Foundation@rosevilla.org.

ROSE VILLA FOUNDATION INCOME & EXPENSES

DONATED INCOME	2023	2022
Pacesetters Club	\$61,804.00	\$48,427.00
Contributions - Fall Appeal/Honors & Memorials	\$67,817.00	\$45,362.00
Gift Annuities & Bequests	\$53,689.00	-
Treasure House	\$35,000.00	\$23,000.00
Businesses & Vendors	\$9,330.00	\$14,750.00
Resident-Directed Fundraising (Tues Market/Bottles & Cans/Pop-Up Shops/Trivia Nights/Raffle)	\$17,300.00	\$4,170.00
Total Donated Revenues	\$244,940.00	\$135,709.00
Other Income - Mineral Rights Sale/Lease Earnings	\$52,737.00	\$2,149.00
Investment Earnings, Net of Fees	\$819,905.00	\$(937,542.00)
Total Donations & Investments Income	\$1,117,582.00	\$(799,684.00)
EXPENSES		
Program Expenses		
Financial Assistance to Residents	\$126,062.00	\$18,041.00
Education & Enrichment Programs	\$3,128.00	\$4,839.00
Professional Services/Financial Coaching	\$5,807.00	\$2,563.00
Unrestricted/Board Designated Programs (MG Quality of Life Fund, Community Benefit Grants, Staff Education Assistance)	\$23,756.00	\$17,166.00
Total Program Expenses	\$158,753.00	\$42,609.00
Operating Expenses		
Personnel & Benefits	\$109,239.00	\$103,987.00
Administrative & Board Expenses	\$38,617.00	\$25,474.00
Donor Relations & Stewardship	\$7,393.00	\$5,202.00
Total Operating Expenses	\$155,249.00	\$134,663.00
TOTAL PROGRAM & OPERATING EXPENSES	\$314,002.00	\$177,272.00
Investment Assets, End Of Year	\$7,187,541.00	\$6,311,886.00

Note: The spending policy for 2023 was 3.5% of the total investment assets.



VOLUNTEER-DRIVEN ACTIVITIES

Volunteers provide gifts of their time and talents to plan activities that fund the Four Pillars for Rose Villa residents. Thank you for loving the Rose Villa Community!

THE TREASURE HOUSE

The Treasure House volunteers have built and harnessed a behemoth of benefits for our Rose Villa community! They go well beyond simply selling used goods by helping families dispose of items of their loved ones, supporting staff access well-priced furnishings, and re-gifting items to other local charities. Dozens of active community members participate in Rose Villa’s longest-operating funding source that **raised \$70,000 in 2023**.

TUESDAY MARKET

Many growers, bakers, crafters, cooks, and entertainers make Tuesdays our community’s favorite day of the week, from summer through fall! Growers and makers bring their wares to sell, and every year more new ideas come to life (blueberries!) to add to the team’s success. **Nearly \$5,200 was raised in 2023**.

RECYCLING CANS AND BOTTLES

What difference can you make with a cold drink on a warm day? Ask volunteers and staff who collect thousands of cans and bottles every year. **\$3,700 was gifted** in 2023 to Rose Villa Foundation, one bottle or can at a time!

HOLIDAY POP-UP SHOPS

For the second year, Rose Villa’s SEEDS Corner space burst into life during the holidays with dozens of makers bringing beautiful wares to sell in November and December. Together they raised **nearly \$2,100** to support Rose Villa Foundation.

ACTS OF KINDNESS BETWEEN NEIGHBORS turn into generosity every week at Rose Villa! Woodworkers, gardeners, bakers, sewers, artists, dog walkers, fix-it folks, the tech-savvy, and many more encourage friends and colleagues, or remember and honor loved ones with a gift to Rose Villa Foundation. Because of this generosity, we work together to ensure that resources are “always ready for the future.” Thank you!

SEVERAL WAYS THAT EVERYONE CAN HELP!

Our community has a big philanthropic spirit. There are so many ways to make a difference!



THE PACSETTERS CLUB OF SUSTAINING DONORS

Sustaining members make a monthly or an annual commitment of at least \$250 and receive various benefits of club membership. Rose Villa residents can request that monthly gifts be charged to their resident account. Alternatively, monthly payments are easily transferred from a checking account, or charged to a credit card using PayPal. This is a simple and important way to get involved and support the community.

GIVE YOUR REQUIRED MINIMUM IRA DISTRIBUTION

If you are expecting a distribution that you don’t need, you want to avoid the taxes due, and you want to support Rose Villa Foundation, this can be a great way to give.

DONATE YOUR VEHICLE

You may be surprised how much your vehicle is worth to Rose Villa Foundation! Donating your car or truck is simple to arrange, and comes with a tax deduction. One phone call or email is all it takes to start the pick-up process, and the whole community benefits!

FRED MEYER REWARDS PROGRAM

Link your Fred Meyer Rewards Card to Rose Villa Foundation, and every time you shop at Fred Meyer with your card, the Foundation earns a percentage of your purchase...at no cost to you! Visit www.fredmeyer.com/communityrewards and use the designated number for Rose Villa Foundation #PN144.





The Foundation is the bedrock of Rose Villa, and everyone who contributes knows this community is so much more than any given snapshot in time – it is both the past and the future for everyone. There is no more meaningful work than what you do.

VASSAR BYRD, Former Rose Villa CEO

I moved to Rose Villa because I knew that beyond medicine, exercise and a balanced diet, an important prescription for a healthy life is the nurture we find in community. Ask any resident of a CCRC what is most important to them day to day. You'll undoubtedly hear "my friends and neighbors." At Rose Villa, we don't have to look far for ways we support for each other, whether it's rides to the airport, volunteering for projects such as Tuesday Market or The Treasure House, Remembrance Celebrations, or just sitting with someone who's going through a challenging time! We are here for each other.



Thanks to Rose Villa Foundation, it's also possible to support each other financially in a variety of ways. As a steward of my assets, I discovered a wonderful way to ensure that we can help others maintain a sense of dignity if personal funds become insufficient.

A **Charitable Gift Annuity** has allowed me to make a larger gift during my lifetime than I thought possible because in addition to providing charitable income tax benefits, I also receive a fixed annual income for the rest of my life. And I have the comfort of knowing that the balance of my gift will go on to support my neighbors in need. If you value community and think this would make sense in your financial planning, ask for a prospectus to see if a gift annuity is right for you. You'll be glad you did!

BILL CUNITZ, Resident



13505 SE River Rd · Portland, OR 97222 · 503.652.3075 · foundation@rosevilla.org

Make your gift today at RoseVilla.org/Foundation