

For donors and friends of the Ohio Living Foundation

# Mission in Action

Volume 10, Issue 2 • Summer 2018



## The end of an era

Tom Hofmann





**Tom Hofmann**  
Chief Foundation Officer  
Ohio Living

# The end of

When a young, energetic fundraiser named Tom Hofmann took a job with Ohio Living (then Ohio Presbyterian Homes), he could have never guessed that he was at the beginning of a journey that would span nearly four decades and hundreds of millions of dollars in donations.

It was September 1981, and Tom had just come on board as director of development for Ohio Living's Westminster-Thurber and Dorothy Love campuses after working for the Boy Scouts of America for eight years in Cleveland.

When Tom started with the organization, the charitable arm was bringing in roughly \$1 million in donations per year. A few capital projects had been completed thanks to charitable gifts, and there were a handful of endowments in place.

Within just a few years, Tom was promoted to the head of the development department and then became president of the Foundation when it got its official start in 1986.

Fast forward to the end of Tom's career with Ohio Living, and the Foundation has partnered with donors to raise more than \$240 million in support of the people we serve. Total assets have reached \$81 million, 38 campaigns have resulted in 38 buildings or major spaces being added to our campuses, and overall endowment stands at \$71 million.

*Thank you, Tom, for your passion, dedication and generosity throughout your 36-year career with Ohio Living. You have been a true leader, mentor and friend. To say you will be missed is an understatement.*



# an era

## Retiring Chief Foundation Officer reflects on 36-year career

As he embarks upon his newest journey and prepares to retire on June 30, a still energetic Tom reflects upon his time with Ohio Living:

**Q: *What are you most proud of?***

**A:** I'd have to say the overall longevity of the giving program. We've averaged more than \$7 million in gifts per year over the 32 years that the Foundation has been in place. You can always have a good year because of one large gift, but to have that kind of consistency over such a long period of time is a real testament to our donors and their commitment to our organization.

**Q: *What has been the biggest challenge?***

**A:** One of the biggest challenges has been the understanding of the Life Care Commitment. Historically, people seemed to just know it was a good thing for the organization and for residents, and they were quick to support it. Today, it's just understood differently and it has been difficult to maintain the level of support that once existed for this crucial program.

**Q: *What was your favorite charitable project?***

**A:** It's hard to pick a single project ... The Veale Wellness & Aquatic Center (at Ohio Living Breckenridge Village) was a big one. Not only was it the largest physical project we'd ever completed, but it also represented the most our donors had given to a single project. The chapels are all really special to me as well; it's so meaningful to have them all named for the major donors who helped bring them to life. But outside of the major projects, there are

literally hundreds of smaller things that have been done through gifts. Every time I walk around one of our campuses, I can point out all kinds of things that our donors have done.

**Q: *What is your hope for the future of the Foundation?***

**A:** I hope the Foundation can continue being the player it has been for the organization. Donors have had such an impact ... when you think about all of the buildings, projects, programs and endowments that benefit residents, employees, hospice and our campuses. I hope the Foundation can find new ways to be better and keep bringing donor generosity to life.

**Q: *What would you like to say to donors?***

**A:** One theme the Foundation used for many years was "Donors make the difference." To me, that's the underpinning of everything in this organization that's happened through the Foundation. For me, this job has always been about the people. I can remember donors with big smiles on their faces, so excited to be not just making a gift, but making a difference. I could tell stories forever about our donors and what they've helped this organization accomplish through their generosity.

I've been so blessed over the years to work with so many amazing and generous people. The best thing about my 36 years here has been the donors, volunteers and staff. This organization has given me a gift, and it's the many people I've had the good fortune to get to know and work with. I'm pretty lucky. 🍀

# Making art available to all

Donors fund Lunch and Learn program



Ohio Living Park Vista is passionate about collaborating with organizations in the Mahoning Valley to make lifelong learning available to everyone, and a new partnership with the Butler Institute of American Art is doing just that. The Lunch and Learn program is an extension of Ohio Living Park Vista's Mahoning Valley Lifelong Learning Institute (Mल्ली) and takes place at the Butler.

At each Lunch and Learn, participants view a particular gallery or exhibit in the museum and attend a presentation about the artwork they have just seen. These presentations are given by the Butler's executive director and chief curator, Dr. Louis Zona, and its education director, Joyce Mistovich. "The goal is to engage with the participants," said Joyce. "Instead of just coming to the museum and walking past a work of art, we want them to look at it intentionally and think about how it makes them feel."

Thanks to donors Phyllis and Vincent Bacon, the program includes a delicious lunch provided free of charge. The Bacons are passionate about the arts and about supporting the aging population of the Mahoning Valley. Their donation ensures that each Lunch and Learn event is completely free to

participants, and that no one has to feel like art and culture are out of their reach.

The connections and growth taking place during the Lunch and Learn programs are truly special. At one session, the group viewed Norman Rockwell's painting "Lincoln the Railsplitter," in which Abraham Lincoln is depicted holding a book and an axe in front of a log cabin. Joyce asked the group what sort of person they envisioned Lincoln to be based on the painting, and how the painting made them feel. One guest, who rarely spoke up, slowly raised his hand and shared that he got a feeling of strength and power when looking at Lincoln. When Joyce asked why he got that feeling, he simply exclaimed, "Look at the size of those hands!"

"The Lunch and Learn program engages participants intellectually and provides an opportunity for social connection," said Mल्ली Director Marise Sayhoun. "We are so thankful for the support of the Butler and our donors who make this amazing program possible."

Lunch and Learn events consistently reach their maximum capacity of 65 participants. This ongoing program has already been booked through the fall with new topics and exhibits that are sure to delight every guest. 🌈

**ABOVE:** Participants enjoy a free painting workshop as part of a Lunch and Learn program at the Butler Institute of American Art, in partnership with Ohio Living Park Vista's Mahoning Valley Lifelong Learning Institute. A generous gift ensures that programs like these are offered free of charge.



# Can you IMAGINE?

Donors fund employee ideas  
and solutions through new  
innovation program

Every day, Ohio Living employees have great ideas to make their workplaces better. Maybe it's a new process to save time. Perhaps it's a new technology that improves efficiency. Or it could be a piece of a larger idea that requires someone in a different department to collaborate.

In many organizations, these ideas go unexplored. A lack of money and time are barriers to making them happen.

Now, thanks to charitable donors, there's a resource for Ohio Living employees to share best practices, build projects, form virtual teams and test ideas.

That resource is IMAGINE Ohio Living.

Different from a suggestion box, IMAGINE Ohio Living offers tools and incentives for employees to put forward real solutions to challenges they have in our workplace. For those who want to go above and beyond, we are offering incentives and major awards for completion of projects with successful outcomes.

Even better, the Ohio Living Foundation is setting aside a portion of unrestricted donations to fund and test ideas, with priority being given to ideas that strengthen staff recruitment, training and retention.

"We're excited to launch this exciting initiative," said Tom Hofmann, chief foundation officer. "It provides us all with an opportunity to carry out one of Ohio Living's core values – innovation – in a new and interesting way."

Tracy Soga, division manager of innovation, developed the program by creating a process and building a website for storing and managing ideas. The site allows employees to connect with each other from across Ohio and work on shared projects together.

"I'm thrilled to introduce this new online resource," Tracy said. "Our employees have the knowledge and expertise to make a difference. And, thanks to generous donors, we now have the resources to turn those ideas into reality." 🌍

**ABOVE:** Ollie the owl is the mascot for the IMAGINE Ohio Living program. He helps employees navigate the process and keep it fun.

# Opening minds through art

Special program inspires creativity and connections

Grant funds from Miami University's Scripps Gerontology Center made it possible for Ohio Living Cape May Activities Director LaTasha Ruddle to be trained as an Opening Minds through Art (OMA) facilitator. OMA is an intergenerational art program for older adults with dementia, and is now proudly offered at Ohio Living Cape May.

Eight local high school students were trained in OMA. Each was then paired with a resident at Ohio Living Cape May to work with one-on-one each week. "These volunteers were so dedicated and faithful," said LaTasha. "They showed up each week and really connected with the residents."



Throughout the eight-week program, OMA participants were invited to express themselves creatively through abstract painting and to form meaningful

relationships with their student partners. The intergenerational connection and the joy of self-expression had remarkable effects on the participants.



"It's amazing to see the residents light up and interact," said LaTasha, "especially those who have never interacted with anything else." One participant could not communicate verbally and rarely interacted with others, but created beautiful paintings through the program and began connecting with other residents more than he ever had before.

OMA focuses on participants' abilities rather than their limitations, so staff members and volunteers made adaptations to ensure that every participant could express themselves artistically. For instance, when one resident couldn't reach the art table, they taped his paper to a tray so that he could paint from his wheelchair.

At the end of the program, Ohio Living Cape May hosted an art gala highlighting the residents' creations and recognizing the volunteers who had made the program such a success. Families were invited to view their loved one's artwork and meet the students who helped them create it.

The connections made during the program were significant to everyone involved and some have continued, as several student volunteers have come back to visit their partners or to work at the campus.

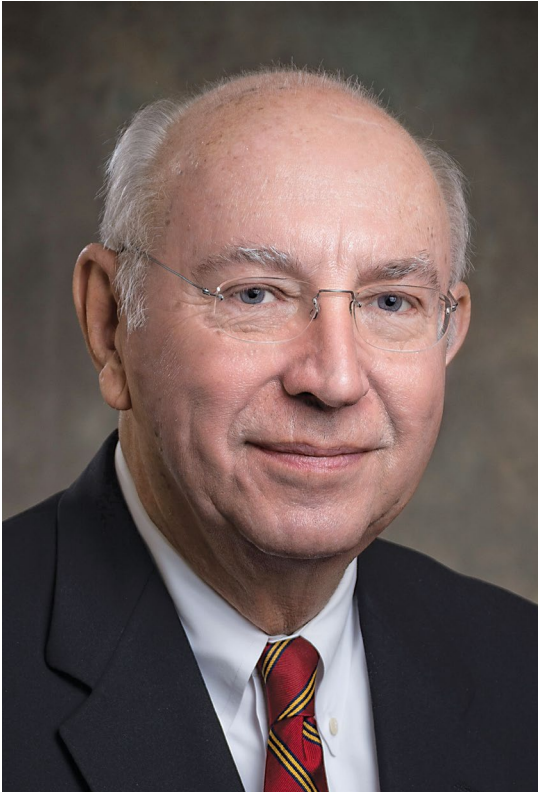


"This is just such a special program for the residents and the volunteers," said LaTasha. "I feel so blessed to be a part of this." 🌈

**PICTURED:** Residents at Ohio Living Cape May enjoy creating art with their student teachers, thanks to a grant for the Opening Minds through Art program.

# Board bio

*Get to know who's representing you*

**Name:**

Terry R. White

**Hometown:**

Athens, Ohio

**Board Position:**

Investment Committee

**Education:**

I received an A.B. from Ohio University, and an MBA in hospital administration from Xavier University.

**Career:**

I retired as President/CEO of MetroHealth System in Cleveland.

**Hobbies/Interests:**

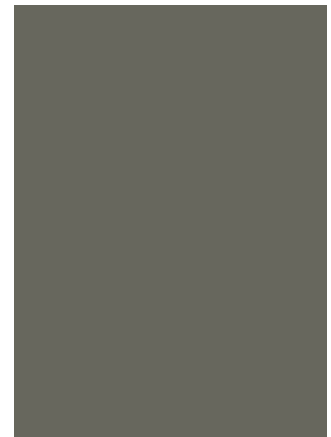
Music, reading and travel.

**Relationship with Ohio Living:**

I am a resident of Goodale Landing at Ohio Living Westminster-Thurber.

**My Message to Donors:**

My message is simple and sincere: Thank you for all you have done to support the Ohio Living mission. Your generous donations – for Life Care, spiritual life, therapy programs, capital projects, staff education, healthcare equipment and much more – enrich the quality of life of those we serve. As a member of the Investment Committee, I am aware of the high quality stewardship that has been provided for all resources entrusted to the Ohio Living Foundation. 🌍

**STAFF NAME**

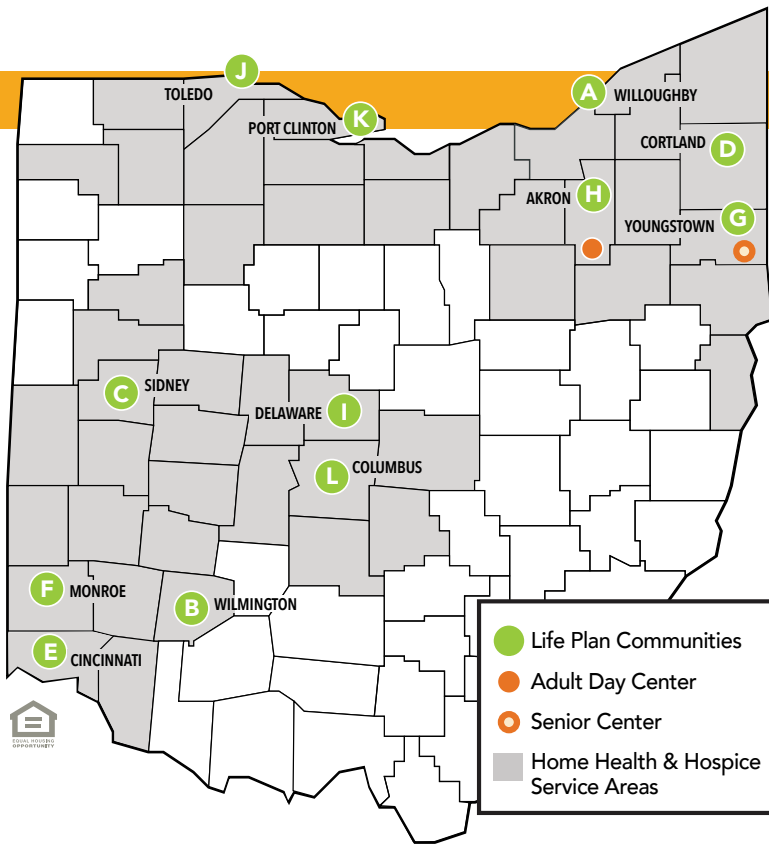
**Director of**

**Gift Planning**

**STAFF PHONE**

Thank you for your generosity and support of our mission. As Chief Foundation Officer Tom Hofmann stated on page three, donors like you have had such an impact on our organization. So many people, projects and programs have benefited from charitable gifts from people like you, and we are so thankful.

If you'd like to learn more about the many ways you can continue to support Ohio Living, please call me at the phone number listed above. I'd be happy to chat with you about the difference you can make in the lives of the people we serve.



**Ohio Living**

FAITH + COMPASSION + COMMUNITY

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## Ohio Living Foundation

Partnering with donors to support the people, projects and programs of Ohio Living.



## Life Plan Communities

- |   |  |
|---|--|
| <b>A</b> Ohio Living Breckenridge Village<br>440.942.4342 | <b>B</b> Ohio Living Cape May<br>937.382.2995            |
| <b>C</b> Ohio Living Dorothy Love<br>937.498.2391         | <b>D</b> Ohio Living Lake Vista<br>330.638.2420          |
| <b>E</b> Ohio Living Llanfair<br>513.681.4230             | <b>F</b> Ohio Living Mount Pleasant<br>513.539.7391      |
| <b>G</b> Ohio Living Park Vista<br>330.746.2944           | <b>H</b> Ohio Living Rockynol<br>330.867.2150            |
| <b>I</b> Ohio Living Sarah Moore<br>740.362.9641          | <b>J</b> Ohio Living Swan Creek<br>419.865.4445          |
| <b>K</b> Ohio Living Vineyard on Catawba<br>419.797.3100  | <b>L</b> Ohio Living Westminster-Thurber<br>614.228.8888 |

## Ohio Living Home Health & Hospice

**24-hour Referral Line 855.579.4967**

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