

Dear Ohio Living Partner,

For the past 100 years, Ohio Living has continued a tradition of offering the highest quality health care and services to Ohio's adults. We believe in serving the whole person – physically, mentally, and spiritually.

We are not just a senior living community. Our sophisticated network of care has made us a trusted name and leader in the aging services sector. Our expansive footprint reaches more than 85% of Ohio's citizens. And as a nonprofit, our resources are reinvested into our services and communities, allowing us to focus wholly on the needs of those we serve.

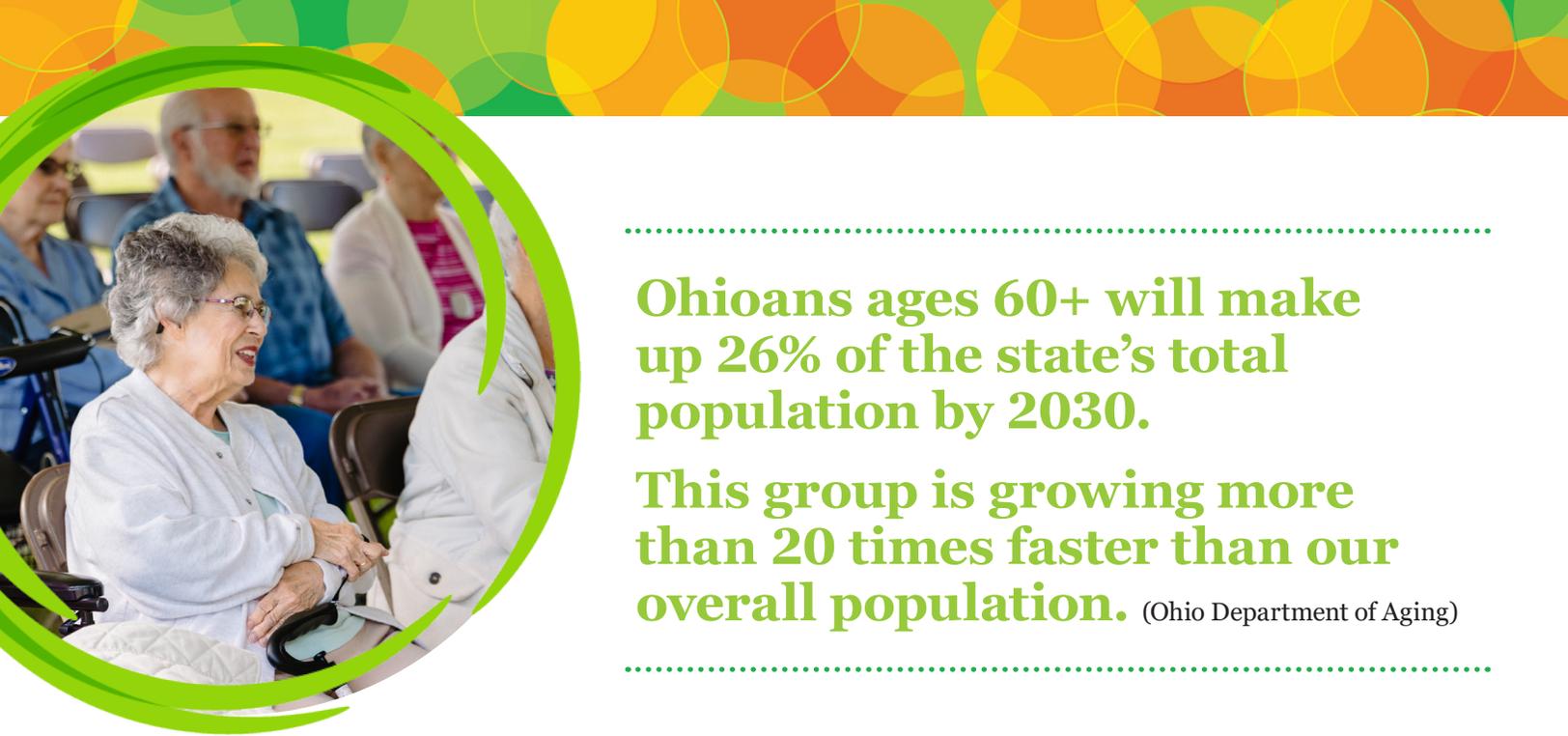
As we reflect on our centennial, we are shifting focus to the future. We think about how the needs of our elders are changing, how they're growing. We quickly realized that as the surging growth of older adults outpaces available resources, the need to expand senior care services is urgent. We're faced with uncertainties and we must find solutions, fast. Challenges in areas like cognitive health, access to care, and workforce development all play a role shaping how our elders age. As family and caregivers to those we love, we know that this in return, will influence how our own lives will transform. The responsibilities of caregiving upend our already busy schedules, leaving little time for social lives and even impacting our work as employees.

Our state needs a leader, a catalyst for the optimized aging movement. Ohio Living, with its reputation, reach and interdisciplinary expertise, is poised to accept that role. We recognize that in order to achieve lasting, sector-wide change, that stakeholders across the state must take part. Our collaboration with community organizations, educational institutions, and corporate partners is essential. Please join us in this movement. With your partnership we can transform the care we provide to older adults throughout Ohio.

Sincerely,



Dan Ginis
Chief Development Officer



Ohioans ages 60+ will make up 26% of the state's total population by 2030.

This group is growing more than 20 times faster than our overall population. (Ohio Department of Aging)

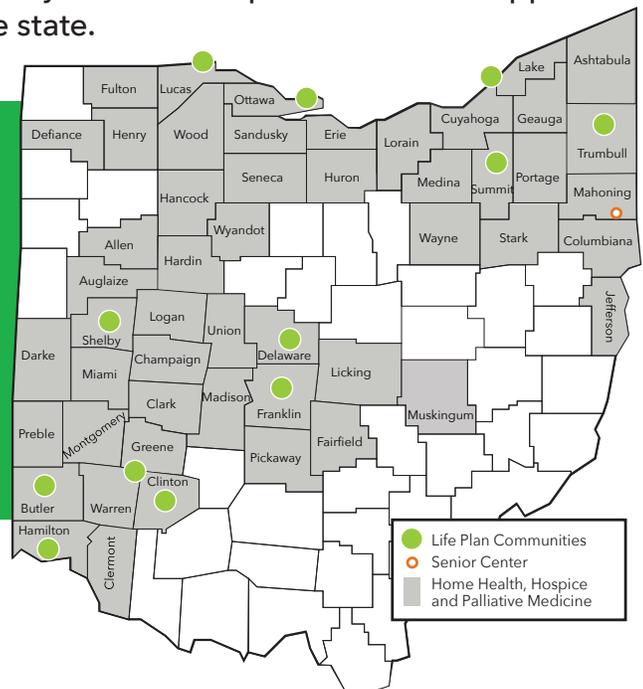
Our elders play a critical role in the fabric of society. Their collective knowledge and experience make our communities stronger. While we believe our elders are some of the most cherished members of society, we also recognize that they are some of the most compromised. The surging growth of older Ohioans has brought along new challenges in healthcare and we find ourselves asking, how do we optimize aging in the state of Ohio?

Why These Issues Matter to You

The undeniable need for senior care services has begun to impact our lives in diverse ways. Did you know that **an estimated 18-22% of the US workforce provides care for an elderly, sick, or disabled family member?** (Rosalynn Carter Institute for Caregivers) Finding long-term solutions and providing support for the caregivers at home has become more urgent than ever. As a community, we must work together to solve this puzzle - and your leadership matters. Your support for Ohio Living is support for our aging populations across the state.

About Ohio Living

- 85% of Ohioans live in our service areas
- Our life plan communities have an 88% occupancy rate overall.
- Our average daily census for hospice care is 360.5 patients served.
- Our home health starts of care total 11,987.



Corporate

Partner

Benefits



We aim to create meaningful and impactful ways for Corporate Partners to engage with the heart of our organization: our mission. A partnership with Ohio Living is an investment in extraordinary care for adults across Ohio. We will work with you to understand your company's goals, match your philanthropic passions to our vital needs, and maximize the impact of your partnership.

Recognition

Gifts are recognized with membership to the President's Club (gifts over \$3,000) or Trustees' Roundtable (gifts over \$100,000), with corresponding recognition on donor walls according to gift size.

In addition, all Corporate Partners receive:

- Inclusion on Ohio Living Foundation website
- Social media post(s) on main pages and/or corresponding community pages
- Inclusion in annual report

Other opportunities may include:

- Highlights on internal TV channels
- Company spotlight in *Caring Connections* newsletter (distribution list - 4,950)
- Inclusion in relevant marketing materials if applicable
- Press releases
- Thought leadership/networking opportunities
- Naming opportunities

Positive Image in the Workplace and Community

64% of Millennials won't take a job if their employee doesn't have a strong Corporate Social Responsibility policy (Cone Communications). Partnering with local nonprofits and organizations not only impacts the community in which you live and work, but also your company itself. Philanthropy can enhance employee morale and pride, improve loyalty, and create workplace positivity.

Employee Engagement Opportunities

There may be ways your company can get involved beyond a corporate gift. If you are interested in hearing more, please let us know! Contact Caroline Beachy, Director of Corporate Giving - cbeachy@ohioliving.org | 614.888.7800 ext. 1084.



Investment Opportunities

1 in 6 adults ages 65+ in Ohio live with memory impairment.

(Alzheimer's Association)



Memory Care

Through focused investments in engaging environments, customized therapeutic care, caregiver education and groundbreaking technology, we will improve our patient's quality of life as well as equip caregivers throughout our community with the resources needed to care for loved ones at home.

Your investment supports projects like:

Customized Therapeutic Programming

We use Behavior-Based Ergonomics Therapy to provide each resident with a customized treatment plan. This medication-free approach includes a library of stimulating movies, videos, games, puzzles, and custom "memory prop boxes," co-created with family members.

Expanding Caregiver Education

We have partnered with nationally recognized leader in memory care, the Hearthstone Institute, to implement the *I'm Still Here* training program. Different from other trainings, this evidence-based model encourages caregivers and instructors to work side by side, over and over, until skills are fully embedded.

Music & Memory Programs

Music is a tremendous memory stimulus, conjuring recollections of specific moments in time. We work with dementia patients and their families to identify the types of music that are most meaningful to them and build a library to share with the patient.



Investment Opportunities

44% of single older Ohioans don't have incomes sufficient enough to cover health care costs.

(Ohio Department of Aging)



Expanding Access to Care

We strive to be an all-encompassing healthcare resource for older adults, ensuring that everyone has access to the services they need to age gracefully with independence and dignity.

Your investment supports projects like:

Care Coordination

We will eliminate fragmentation within the healthcare system by coordinating the diverse services individuals need as they age and address social determinants of health that limit access. By expanding services like tele-health and transportation programs, we can ensure seniors continue to receive the care they need to thrive.

Raising the Standards of Care

Our staff and volunteers go the extra mile by providing additional comfort to patients and family caregivers when they need it most. Something as simple as providing new bed sheets for palliative medicine patients who cannot afford them can bring additional relief in times of need. Coordinating a Make it Happen™ moment or massage therapy for a hospice patient can bring extra comfort near end of life. Philanthropy allows us to offer countless programs just like these to ensure the highest quality of care possible.



cherish  **Ohio Living**
Our 100-Year Legacy Foundation

Investment Opportunities

A 44% increase in frontline personnel will be required to maintain current staffing levels by 2040. (LeadingAge Ohio)



Workforce Investment

By addressing barriers to employment and providing clear career pathways, we will address the surging demand for healthcare workers in senior care, while simultaneously lifting individuals out of unstable situations.

Your investment supports projects like:

Removing Barriers to Employment

We connect team members to resources that meet essential household needs, create stability, promote positive well-being, and provide a pathway out of poverty. Addressing needs like transportation, childcare, food insecurity, and emergency aid, removes barriers to professional success.

Providing Clear Career Pathways

We provide intensive investments in employees' skills, training, and professional development. Our apprenticeship opportunities in cooperation with partners help to expand the pipeline of future team leaders. Mentorship programs will offer individualized support, guidance, and opportunities for upward career mobility.

Professional Development and Education

We help those pursuing intensive degrees or certifications in their areas of expertise through scholarships, tuition assistance, and school debt relief. By providing educational opportunities for career advancement, we can ensure employees have access to professional success they may not have had elsewhere.



Investment Opportunities

400,000 elderly Ohioans are served annually by the continuum of care through senior living communities.

(LeadingAge Ohio)



Vibrant Places to Live

By making capital investments guided by principles such as active aging, outdoor engagement, lifelong learning, and a healthy spiritual life, we will reinvigorate the places that thousands call home.

Your investment supports projects like:

Key Capital Improvements

With new faces come fresh interests. Investments and upgrades are continuously made with an understanding of the changing desires of a new generation. Amenities and features provide freedom from chores, opportunities for growth, and the security of knowing quality care and services are close at hand.

Enhancing Physical, Mental, and Spiritual Well-being

We believe in serving the whole person and offer a myriad of services and activities to enhance our residents' well-being. Lifelong learning programs are critical to maintaining self-worth, encouraging personal independence and creativity, providing opportunities for self-expression, and exploring new interests. Spiritual life is nurtured through worship service, study, and inspirational programs. Additional activities include bowling leagues, health seminars, technology classes, and so much more.



Additional Investment Opportunities

To maximize your partnership with Ohio Living, we will work to match your investment with the area you feel most passionate about.

Greatest Need

Unrestricted gifts help us continue to bring service to the underserved without compromising quality of care. This keeps vital programs available where they're needed most.

As a not-for-profit organization, Ohio Living is committed to serving people regardless of who is paying the bills, and to serve all residents and patients with the same high quality of caring and compassionate service. Unrestricted gifts from individuals, corporations, and foundations are vital to connecting community resources to those in need.

Endowment

Many donors want to ensure that the programs they support now will still be available in the years to come. Endowment gifts are invested in perpetuity. In other words, Ohio Living may use the investment income the endowment generates, but may never spend the gift's principal, leaving it as a permanent asset to support the donor's selected purpose.

The Life Care Commitment

The longer we live, the more likely it is that we will exhaust our retirement savings. At many communities for older adults, residents whose financial resources run out face a harsh reality - they're asked to go elsewhere. That has never been the case at Ohio Living. In fact, since the day of our founding in 1922, no Ohio Living resident has ever been asked to leave because they've run out of the resources meant to see them through.

The program that allows us to fulfill this promise is called the Life Care Commitment. Not only does Life Care assure residents that they will always have a home in our communities, it also means all residents receive the same high quality of health care and other services, regardless of their financial status. As long as personal resources are not impaired or misused, the Life Care Commitment will help assure that residents will not have to leave the campus they call home or seek another place to live.



If there is an investment opportunity that you are particularly passionate about, we can help match your support to corresponding, specific needs within a community or service area.

Naming Opportunities



We believe the generosity of our donors leaves a legacy worth celebrating every day. Naming opportunities exist in all areas of Ohio Living where we honor and cherish the gifts that makes our work possible.

Sample Naming Opportunities*

Balconies & Gazebos

Gift of \$25,000 Example: Grace Woods Gazebo/Pavilion

Resident Lounges

Gift of \$50,000 Example: Fairmount Skyview Resident Lounge

Therapy Gyms

Gift of \$75,000 Example: Ohio Living Cape May Rehab Gym

Activity Rooms

Gift of \$100,000 Example: Grace Woods Landing Community Room

Dining Rooms

Gift of \$300,000 Example: Ohio Living Swan Creek Assisted Living Dining

Main Entrances

Gift of \$750,000 Example: Ohio Living Llanfair Lobby



*Additional opportunities available including programs and initiatives

The Ohio Living Foundation supports 12 life plan communities, Ohio Living Home Health & Hospice and Ohio Living Palliative Medicine. Corporate partners help to provide quality care in 51 counties throughout Ohio, making a lasting impact for the families served.

