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<https://zoom.us/j/96112889488?pwd=RFk5S3RyemRiM1I2MzFpSGIYR0YyZz09>

AGENDA (VIDEO Meeting)

11:30 am
15 minutes

WELCOME AND CALL TO ORDER

- Prayer

1. CHAIRMAN'S REPORT (Mr. Gompers) TAB 1

- Approval of June 9, 2020 Minutes (**ACTION**)
- 2021 PVMF Board of Directors Meeting Schedule – 11:30 am-2:30pm –location TDB
 - February 23, 2021
 - June 8, 2021
 - September 14, 2021
 - December 7, 2021
- Mission Moment – Vernice Johnson Video, Village of Oakland Woods Resident

11:45 am
10 minutes

2. Calvin Society Membership (Mr. Denler) TAB 2

- Consider Joining
- How do you join?
- Feature article in Your Giving Matters newsletter

11:55 pm
20 minutes

3. PVM 75th Virtual Gala Celebration (aka UnGala) (Mr. Schroeder and Ms. Jackson) TAB 3

- November 19th – 5:30 pm
- No ticket needed
- Donations for raffle prize
- Gala Raffle Prize Motion (**ACTION**)

12:15 pm
20 minutes

4. TREASURER'S REPORT (Mr. Carnaghi) TAB 4

12:35 pm
60 minutes

5. BOARD GENERATIVE DISCUSSION – COVID-19 (Mr. Gompers and Mr. Miller) Tab 5

- COVID-19 Fundraising – what you like and what you do not like
 - What has the virus taught us in fundraising?
 - Please share examples from other non-profits – things you like and don't like
 - Virtual Galas or Events – likes and dislikes
 - PVM Foundation – fundraising during COVID – likes and dislikes

1:35 pm
10 minutes

6. Major Gifts Committee Update (Mr. Hubbard) TAB 6

1:45 pm
20 minutes

7. PRESIDENT'S REPORT (Mr. Miller) TAB 7

- Executive Summary
- Grant Updates
- Mailings/Publications
- Open Position
- PVM Update (Mr. Meyers)

8. EXECUTIVE SESSION (IF NEEDED) TAB 8

9. ADJOURNMENT TAB 9

NEXT: November 19 (Thursday); PVM 75th Virtual UnGala Celebration, 5:30 pm
December 1 (Tuesday); PVM Foundation Board; 11:30 a.m, Virtual Meeting
April 30, 2021 (Friday); 75th Anniversary PVMF Gala, Dearborn Inn, 20301 Oakwood Blvd., Dearborn, MI
Postponed until Fall 2021-Calvin, Sterling, Peterson Mission Maker/Board Recognition Luncheon



**WELCOME AND
CALL TO ORDER**

	2/20 Gala Volunteer & Sponsor Celebration	2/28 Winter Governance Summit	3/10 BOD Mtg.	6/5 Village Victory Cup	6/9 BOD Mtg.	TBD Strategic Leadership Advance	10/6 BOD Mtg.	11/19 Un- Gala	12/1 BOD Mtg.	TOTAL
Bomberski			X		X					2
Carnaghi			X		X					2
Denler			X		X					2
Dixon			--		--					0
Gompers			X		X					2
Hubbard			--		X					1
Johnson			Phone		X					2
Kimble			X		X					2
Lewis			X		X					2
Lindow			--		X					1
Machesky			X		--					1
Miller			X		X					2
Peterson			Phone		X					2
Schroeder			X		X					1
Snider			X		Resigned					1
Utley			Phone		X					2
Wallace			Phone		X					2
Williams			X		X					2
Ex-Officio										
Ball			X		X					2
Myers			X		X					2

Foundation Staff:

Guests:

Welcome and Call to
Order

1. Chairman's Report

2. Mission Moment
during COVID-19

3. PVM System Wide
Update

Ms. Yalonda Jackson, Ms. Avni Thomas

Mr. Tom Wyllie; Mr. David Cunningham

Mr. Gompers called the meeting to order at 11:30 a.m., followed by prayer.

PVM is 75 years old. Mr. Gomper gave a brief history of PVM.

Approval of the March 10, 2020 Regular Board of Directors Meeting –

A MOTION WAS MADE BY Mr. John Utley AND SECONDED BY Mr. Paul Hubbard TO APPROVE the meeting minutes from the March 10, 2020 Regular Board of Directors Meeting.
PASSED UNANIMOUSLY.

Mr. Tom Wyllie shared a PowerPoint with stories from PVM COVID-19 experiences.

Village Victory Cup in person postponed to 2021; will have virtual VVC this year in September.

Mr. Roger Myers updated on where PVM is at with COVID-19.

- It will be very important to discern lessons from the virus that will undoubtedly shape part of what we do, to what extent is not clear. A small task force identified at PVM to look at current strategic plan through lens of COVID-19 to evaluate what do we stay the course on or look to change. Any thoughts relative to PVM or the Foundation in terms of our future let management know.
- In past few weeks PVM is part of three tax credit applications for additional housing in Detroit and Port Huron, plans to develop memory care in Harbor Springs, PACE SE MI to expand and grow. Addressing PVM future during COVID. Many positive learnings came out of last 3 months. PVM has an inventory of stories, which will be shared in organized way in the near future.

- In 2095, we would be celebrating 150 years. Thinks it a very promising future for PVM.

4. Board Generative Discussion

Generative Discussion (Mr. Miller)

Mr. Paul Miller talked about Direct Response Fundraising (aka email appeals).

What did PVMF do as a result of COVID-19? Called donors, Friends and Family readjusted, sharing COVID-19's impact on PVM.

- PVM Foundation has new website.
- Staff Emergency Help Fund – Brian & Beth Carnaghi made initial gift to the fund. To date raised approximately \$22,000 from two appeals. Around 150 employees have used the fund and the fund is depleted.
- Some requests to donors are too big in nature. Sending out requests need to include what it is doing. All different types of media is used. PVM faced with \$250,000 costs for PPE. Became compelling case to donors – problem of COVID expense, unbudgeted. Higher on Maslow's hierarchy – loneliness, sense of belonging and sense of purpose. It's harder to fundraise for problems that rate higher on Maslow's hierarchy. It's easier to raise funds for basic necessities like hunger, shelter and safety, things lower on Maslow's hierarchy.
- Five email appeals went out with a significant increase in donations. Newsletter was mailed. 144 donors, which was an 800% increase in online gifts (compared from May 3, 2019 to 2020). 27 employees donated through payroll deduction. 104 mailed between May 1-June 1, 2020. 126 new donors from residents and family members. 60 donors made multiple gifts (90 including payroll deductions). 266 donors to Friends and Family vs 618 in 2019 = \$41,727.
- \$177,400 (6 new funders) in grants received because of relationships with funders. \$47,400 grant is for telehealth at primarily East Harbor.
- Mr. Roger Myers indicated we feel we are in a good position with PPE as of today. Residents have protection with facemasks and can ask for cleaning & other PPE supplies.

Direct Response Fundraising

- Simplicity sells. Provide a clear idea of how my gift can solve a problem. There is a problem, and I want to solve it and feel good. Send out simple, compelling appeal and see if donor responds. Let donors then speak for themselves.
- Smiling faces do not work in direct response fundraising. Different from newsletter reporting. Smiling face makes it look like problem has been solved.
- Donors care about the beneficiary not the organization.
- No conceptual fundraising speak in direct response fundraising.
- Being vulnerable works. Show donor negative consequences of not making a gift. Donors need to know we are a great organization but we are vulnerable.
- Looking at needs/problems as evils, such as homelessness. Dr. Bill Thomas, mind behind Green Houses, loneliness and isolation are true evils. Tell stories about how evil affects our residents.

How to put into action?

- How do we feed a potential donor with what they need? Tell donor there is a problem, tell them what their donation can do, and what we did with their donation.
- Hold management and himself accountable.
- Look at individual we can approach to give to this organization.

Where we are going & challenges moving forward:

- bump, and slump graph: PVMF is heading into slump (handout in board packet).
- Ways to reduce slump: telehealth, social isolation; 75th anniversary and how donors can help; stewarding/reporting to donors.

What is the opportunity going forward?

- Continue Friends & Family resident asks to mitigate slump;
- find affluent individuals to provide matching money to appeals. May increase giving by about 25%.
- May ask board members to give toward match this year vs gala raffle.
- Share story of PVM coming out of COVID and into Homecoming.

	<ul style="list-style-type: none"> ○ Friends & Family Reboot: After Labor Day have a Homecoming Week to draw excitement from residents and their families. • Gala moved to April 30th, 2021 – 75th celebration – everyone needs to come. Kern Tomlin, Bob and Mary Schroeder are co-chairs. <ul style="list-style-type: none"> ○ Still need to raise \$100,000 this year; focusing on vendors. Paul called all gala sponsors. ○ Gala Steering committees are all moving ahead and meeting.
5. Treasurer's Report	<u>Treasurer's Report (Mr. Carnaghi)</u> <ul style="list-style-type: none"> • Repaid the FA line of credit of \$1M for cost of Harbor Inn project. In March put a hold on project at Village of East Harbor until close on bank and bond refinancing. Working with HJ Sims to get updates on market and it is beginning to move with 3 weeks of positive returns. Interest rates down. Getting ready to hand off to Plante Moran in July to provide us an examination opinion on proforma that Sims can use to market with private investors and public offering when markets return to normal. Forecasted to close on financing in September. • Long-term returns still above 8%. Will circulate Foundation proforma to the board so they can see what the Foundation looks like over a 5-year period, also feasibility study for Thome-like projects at Westland, Lake Huron Woods and Oakland Woods. Mr. Henry Johnson asked what Thome-like campus means. It means having a continuum of healthcare on one campus.
6. President's Report	<ul style="list-style-type: none"> • Mr. Paul Miller gave a brief update. Board Giving Form – thank you to those that have filled out and returned to Foundation. Goal of form is for board members to look at what they would like to donate throughout the year and pledge to donate. Please fill out and return if you have not done so. • Debbie Smith had knee replaced last week. Doing well. • Executive Summary reviewed. • 2020 Conflict of Interest form. Please fill out if you have not and return to the Foundation. • Weinberg & Thome Grant Submission Update – to raise \$4M this year, need to have one or both of these grants come through. They were submitted May 1st. Weinberg LOI approved. Weinberg grant size is shrinking because they are getting more quality requests; unlikely to receive full \$2M grant. Sending message to management that we need to continually diversify the fundraising portfolio and find new funders to augment smaller grants from our “core” funders. Early strategizing regarding Kresge Foundation with the some changes in key program leadership. • Staffing Update – position is open but not much interest. Looking at how to fill. • PVMF Website – new and improved website launched. Ageless Stories will give you stories from newsletter and Tom's presentation from today. Good area to frequent to fill your bucket, and find examples to use when you talk to others about PVM and why you volunteer.
7. Executive Session	<u>Executive Session</u> <ul style="list-style-type: none"> • Not needed.
8. Adjournment	The meeting was adjourned at 1:55 p.m.

NEXT MEETING: PVMF Board Meeting; October 6, 2020 (Tuesday), PVM Home Office, Southfield, MI and LifeSize.

Debbie Smith
Recording Secretary

Donald Lindow
Secretary



CHAIRMAN'S REPORT

(Mr. Gompers)

Tab 1



CALVIN SOCIETY MEMBERSHIP (Mr. Denler)

Tab 2



**PVM 75th VIRTUAL
GALA CELEBRATION
(aka UNGALA)**

**(Mr. Schroeder and
Mrs. Jackson)**

Tab 3

Presbyterian Villages of Michigan Foundation

October 6, 2020

ACTION ITEM

Motion to approve support for each PVMF board member to agree to make a gift of at least \$175.00 per person, to be paid by November 19, 2020, to fund the virtual gala raffle prize.

Win \$5,000!!!

Join us for
PVM Virtual 75th Anniversary Gala
The Un-Gala



November 19 - 5:30 pm

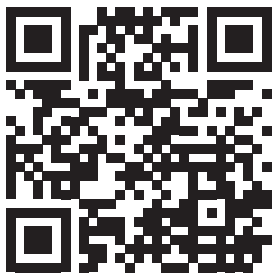
Come as you are - No tickets needed!

Join us for
PVM Virtual 75th Anniversary Gala
The Un-Gala

November 19 at 5:30 p.m.

Stay home and enjoy this unique
celebration commemorating
PVM's 75th year.

*This is your pass to join the fun!
Scan the code with your phone to
get right to our virtual event.*



Or visit
pvmfoundation.org/ungala



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TREASURER'S REPORT

(Mr. Carnaghi)

Tab 4

Presbyterian Villages of Michigan Foundation (PVMF)
Treasurer's Report – Executive Summary
For September 24, 2020

From time to time, PVMF has supported PVM through boutique financing and credit enhancement for key initiatives.

Current credit facilities used to assist PVM are as follows:

	Current Balance Owed 8/31/20	Forecasted Balance Owed 12/31/20
\$1.5M Facilities Advancement Line of Credit (LOC) for PVM, 3/2020	\$0	\$0
\$500,000 Operating Line of Credit (LOC) for PVM, 6/2018	\$0	\$0

The 2020 financial operating performance is contained in the President's report.

PVM is conducting an economic impact analysis for the Thome Rivertown Like strategic initiatives at three Villages. The analysis will support the Capital Campaign and other funding and community support needed to accomplish these initiatives. The President will distribute this upon delivery for your information.

The overall performance of the investment portfolio through August 31, 2020 was 7.82%, net of fees, which is above the benchmark performance of 5.90%. The market value is approximately \$700,000 above the cost of the portfolio, and this is after we took approximately \$600,000 in realized gains in August 2020. Aileron is meeting with the Investment Committee just prior to the Board meeting. See excerpt of August 2020 report attached.

Further, we are planning for the transfer of \$1,300,000 in HNB MMAX funds to the active management portfolio at the end of September 2020, to coincide with the closing on the \$38 million in bank/bond financing for the Obligated Group. See allocation attached. And, we are anticipating additional investments from the recent \$2.9 million in Thome Foundation grants expected to be received this fall.

**BOARD
GENERATIVE
DISCUSSION -
COVID 19**

**(Mr. Gompers
and Mr. Miller)**

Tab 5



Presbyterian Villages

OF MICHIGAN

SERVING SENIORS & COMMUNITIES



[Click to make an urgent gift to provide emergency assistance](#)

Dear Yalonda,

I don't normally send out e-mails like this, but these are extraordinary and difficult times. Your help is needed now more than ever.

COVID-19 has severely impacted vulnerable seniors, including those served by Presbyterian Villages of Michigan (PVM) and our staff members. Despite PVM implementing strict policies and precautions at all of our communities in the early days of the outbreak, the challenges continue.

But you can help. Will you please donate to provide emergency assistance? If you have already given Thank you, so much.

Based on continuous updates from PVM team members, here is what is going on now:

- More and more individuals are showing symptoms and are confirmed positive;
- Necessary care/treatment, including quarantines, are being rigorously followed;
- Heightened housekeeping and disinfecting procedures continue;

COVID-19 is forcing residents, family members and staff to endure hardships, including isolation, loneliness, anxiety and stress. You can help them by making an urgent donation now.

Your gift will provide emergency assistance for:

- Resident & Employee direct financial support (for essential needs, such as food, healthcare, utilities);
- COVID-19-related supplies (including personal protective equipment for residents and staff;
- Special support to front line staff members while on duty (meals, transportation, etc.);
- Implementation of new technologies that enhance resident communications, engagement and wellness

There are no more funds in our operational budgets to support these historically unprecedented needs, but your gift will provide instant relief to help residents and staff.

In fighting this virus, every day counts, and every donation counts. Thank you!

With gratitude,
Roger L. Myers
President & CEO
Presbyterian Villages of Michigan

[Click to make an urgent gift to provide emergency assistance](#)

If you have already given – *thank you, so much!*

For an update on PVM's coronavirus actions, please [click here](#).



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Presbyterian
Villages

OF MICHIGAN

SERVING SENIORS & COMMUNITIES

*In fighting this virus, every day counts,
and every donation counts!*

Yes, I would like to make an urgent gift to help an older adult

Thank you donors!

Your generous support has allowed us to raise \$30,000 so far. **Thank you!**

Your urgent donations are still needed to keep the devastating consequences of COVID-19 from older adults and the frontline staff entrusted to care for them. **Your gift** will provide emergency assistance for:

- Resident and employee direct financial support (for essential needs, such as food, healthcare, utilities);
- COVID-19 related supplies (including personal protective equipment for residents and staff);
- Special support to frontline staff members while on duty (meals, transportation, etc.);
- Implementation of new technologies that enhance resident communications, engagement and wellness.



With everyone's help, together we can get through these challenging times.

There are no more funds in our operational budgets to support these historically unprecedented needs, but your gift will provide instant relief to help residents and staff. Thank you for your support.

With gratitude,

Roger Myers,
President & CEO
Presbyterian Villages of Michigan

Yes, I would like to make an urgent gift to help an older adult

We are PVM Strong!

Because you care, we can get through these challenging times....TOGETHER!



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Purchase raffle tickets - Win \$5,000!



Presbyterian Villages

OF MICHIGAN

SERVING SENIORS & COMMUNITIES

What can you do with \$5,000?

You can become a hero and a thousandaire all at once.



Buy a \$25.00 raffle ticket for a chance to win \$5,000. Your donation will provide PPE and save a life.

A double win!

The drawing will be held during
PVM's Virtual 75th Anniversary Gala - The Un-Gala
on November 19th @ 5:30 p.m.

To purchase tickets, call 248-281-2040 or click below to complete our online form.

Purchase raffle tickets - Win \$5,000!

[Visit our website to keep up to date with event details.](#)



Find out more about the PVM Foundation, [click here.](#)

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In fighting this virus, every day counts, and every donation counts!

We are

PVM strong!

*And we can get through
these challenging times –*

together!





Dear <<First Name(s)>>,

I don't normally send out appeal letters like this, but these are extraordinary and difficult times. **YOUR HELP** is needed now more than ever.

COVID-19 has severely impacted vulnerable seniors, including those served by Presbyterian Villages of Michigan (PVM), and our staff members. Despite PVM implementing strict policies and precautions at all of our communities in the early days of the outbreak, the challenges continue.

But you can help. Will you please donate to provide emergency assistance? Based on continuous updates from PVM team members, here is what is going on now:

- More and more individuals are showing symptoms and are being confirmed positive;
- Necessary care/treatment, protocols, including quarantines, are being rigorously followed;
- Heightened housekeeping and disinfecting procedures continue.

COVID-19 is forcing residents, family members and staff to endure hardships, including isolation, loneliness, anxiety, and stress. You can help them by making an **urgent donation now**.

Your gift will **provide emergency assistance** for:

- Resident and employee direct financial support for essential needs, such as food, healthcare, utilities, etc.;
- COVID-19 related supplies (including personal protective equipment for residents and staff;
- Special support to front line staff members while on duty (meals, transportation, etc.);
- Implementation of new technologies that enhance resident communications, engagement and wellness.

There are **no more funds** in our operational budgets to support these historically unprecedented needs, but your gift will provide instant relief to help residents and staff.

In fighting this virus, every day counts, and every donation counts. Thank you!

With gratitude,

Roger L. Myers
President & CEO, Presbyterian Villages of Michigan

MY GIFT TO SUPPORT EMERGENCY NEEDS

YES, I would like to make an urgent gift to PVM.

Please return this completed form with your donation in the enclosed envelope.

<<Full Name>>
<<Title>>
<<Company>>
<<Alternate 1 Address>>
<<Delivery Address>>
<<City>> <<St>> <<ZIP+4>>
<<Country>>

I/We would like to make a gift in the amount of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ Other _____

☐ Make a small monthly gift of \$ _____

This gift is for:

☐ COVID-19 Emergency Fund ☐ Other: _____

PHONE _____

EMAIL ADDRESS _____

Please indicate any changes in name, address, or other information.

2020COVID-19

To make an online donation, visit PVMF.org

ASSISTANCE FOR PVM TEAM MEMBERS AND RESIDENTS IS URGENTLY NEEDED DURING THIS PANDEMIC.

*Your support provides direct financial aid,
purchases COVID-19 related supplies, and
supports frontline staff members while on duty.*



Your gift of \$25

Provides five days of onsite lunches for busy frontline staff or direct financial support for other essential needs.



Your gift of \$100

Can give 1 resident 3 months of safe social activities to help prevent boredom and isolation.



Your gift of \$300

Supports the implementation of TeleHealth technology allowing residents to participate in virtual doctor appointments from the safety of their rooms.



Your gift of \$1,000

Helps purchase vital personal protective gear for 10 essential staff and caregivers for one week as they attend to residents.

Method of Payment:

☐ Check enclosed: (Payable to PVM Foundation)

Please charge my/our:

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Credit Card Type: ☐ Personal ☐ Business

CARD NUMBER

EXP. DATE

AMOUNT \$

NAME AS IT APPEARS ON CARD (PLEASE PRINT)

BILLING ADDRESS (IF DIFFERENT)

ADDRESS

SIGNATURE

Gift Information:

This gift is: ☐ In Memory of: ☐ In Honor of:

NAME(S) (PLEASE SEND NOTIFICATION *IF NEEDED) TO:

NAME(S)

BILLING ADDRESS (IF DIFFERENT)

ADDRESS

SIGNATURE

To make an online donation,
visit **PVMF.org**



Thank you!

August XX, 2020

Dear <<Salutation>>,

Will **YOU** help today?

YOU can provide the answer to Samantha and to other Presbyterian Villages of Michigan (PVM) frontline staff!

The COVID-19 Emergency Fund was created to help get critical Personal Protective Equipment to frontline PVM staff and residents.

Because of COVID-19, PVM jumped from using 600 masks/gowns per month to using 6,000 masks/gowns per week. These historically unexpected needs were not in PVM's operational budgets.

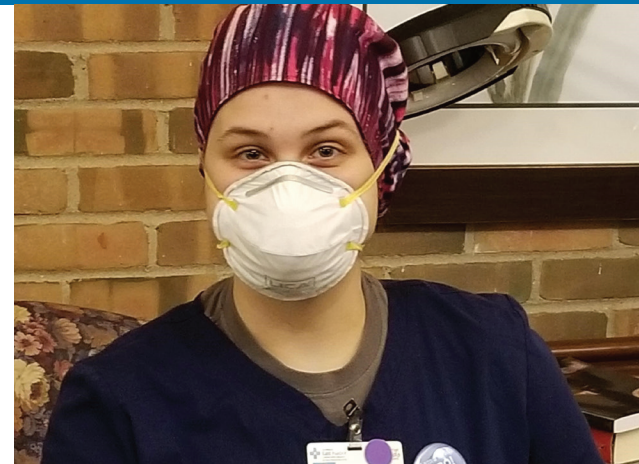
Yes! I want to be the answer to Samantha's question!

\$25 will provide a PVM community PPE for a day.

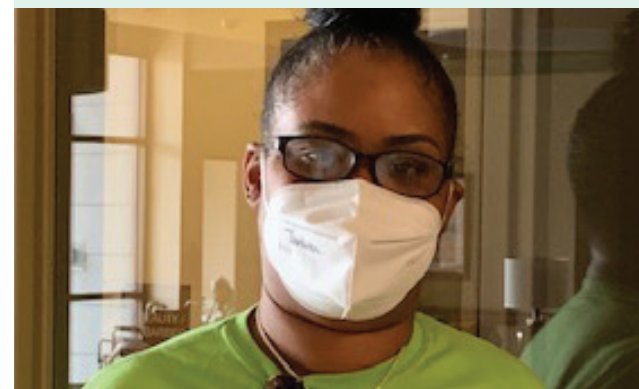
\$50 will provide a PVM community PPE for 2 days.

\$100 will provide a PVM community PPE for 4 days.

Continued ➡



**If I become sick –
how can I take care
of someone else?**



**MY GIFT TO SUPPORT
EMERGENCY PPE NEEDS**

YES, I want to be the answer for Samantha and PVM frontline staff.

Please return this completed form with your donation in the enclosed envelope.

*Please indicate any changes in name, address,
or other information.*

<<Full Name>>

<<Title>>

<<Company>>

<<Alternate Address 1>>

<<Delivery Address>>

<<City>> <<St>> <<ZIP+4>> <<Country>>

<<IM barcode Characters>>

I/We would like to make a gift in the amount of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ Other_____

☐ Make a small monthly gift of \$_____

PHONE _____

EMAIL ADDRESS _____

**To make an online donation, visit PVMF.org
To donate by phone, please call 248.281-2040.**

YOU are the answer to this pressing question.
Please donate to the COVID-19 Emergency Fund.
YOU can continue to help keep Samantha, staff and residents safe! **With your help, Samantha and fellow frontline staff and the seniors they serve will remain safe.**

Thank **You** for caring!



Paul J. Miller, CFRE
 President, Presbyterian Village of Michigan Foundation

PS: Here are TWO ways to give!



1. MAKE A ONE-TIME GIFT.

Your support is urgently needed to fulfill the need supply of PPE.

-or-

2. CONSIDER BEING A RECURRING DONOR.

When you become an *Ageless Partner*, you will join a special group of people who are transforming the lives of older adults in need.

PPS: Your support during this time means so much – because of YOU we know that Samantha, PVM staff and residents will remain safe. Thank You for caring!



JOIN US FOR OUR VIRTUAL GALA - 2020

**Support the PVM COVID
 Emergency Fund by attending our**

“Un-Gala”

**commemorating the
 PVM 75th Anniversary**

November 19 at 5:30 p.m.

Stay home and enjoy this unique celebration.



Method of Payment:

☐ Check enclosed: (Payable to PVM Foundation)

Please charge my/our:

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Credit Card Type: ☐ Personal ☐ Business

CARD NUMBER

EXP. DATE

AMOUNT \$

NAME AS IT APPEARS ON CARD (PLEASE PRINT)

BILLING ADDRESS (IF DIFFERENT)

ADDRESS

SIGNATURE

This gift is: ☐ In Memory of: ☐ In Honor of:

NAME(S)

NAME(S) (PLEASE SEND NOTIFICATION* IF NEEDED) TO:

NAME(S)

ADDRESS

CITY

STATE

ZIP

*Gift amount will not be mentioned

**To make an online donation,
 visit PVMF.org**



THANK YOU!



MAJOR GIFT COMMITTEE UPDATE

(Mr. Hubbard)

Tab 6



PRESIDENT'S REPORT

(Mr. Miller)

Tab 7



PVM FOUNDATION EXECUTIVE SUMMARY

October 6, 2020

Overview as of September 20, 2020

PVMF STRATEGIC PLAN FUNDRAISING UPDATE (1/1/2018 through 9/20/2020)

Cash and Pledges:	\$ 6,915,877
CFSEM Gifts:	\$ 0
Unrealized Planned Gifts:	\$ 0
Federal Grants:	\$ 0
Earned Income*:	\$ 400,432
TOTAL RAISED:	\$ 7,316,309
GOAL THROUGH 2022:	\$15,000,000
AMOUNT TO GOAL:	\$ 7,683,691

2020 Progress through Setepmber 20, 2020

Cash and Pledges:	\$ 2,893,450
CFSEM Gifts:	\$ 0
Unrealized Planned Gifts:	\$ 0
Federal Grants:	\$ 0
Earned Income*:	\$ 101,000
TOTAL RAISED:	\$ 2,994,450
GOAL THROUGH 2020:	\$ 4,517,000
AMOUNT TO GOAL:	\$ 1,522,550

**Thru August 2020*

Fundraising Grants Raised for 3 rd Parties	\$502,500	
Fundraising Management Revenue Generated	\$50,250	
Total Raised including 3 rd Party Funds		\$3,496,950

PLANNED GIVING UPDATE

New Significant Gifts:

- None for this period.

Project/Fundraising Update:

- PVM will find out the exact dollar of the bequest from Gene Kleemann's estate. The bequest funds will go to The Village of East Harbor.

GRANT FUNDING UPDATE

New Grants Received \$2,532,000

\$2,000,000	Thome Memorial Foundation: \$1.5M for Lake Huron Woods & \$500,000 for Oakland Woods Thome-like Campuses
\$500,000	Thome Memorial Foundation for PACE Central Michigan*
\$10,000	Macomb County
\$5,500	St. John's Episcopal Church
\$5,500	Mt. Pleasant Area Community Foundation
\$5,000	Kirk in the Hills
\$2,500	Huntington National Bank
\$2,500	Key Bank National
\$1,000	First Presbyterian Church of Ann Arbor

Grants Pending \$1,006,700

\$500,000	Harry and Jeanette Weinberg Foundation for PVM capital project
\$330,900	Michigan Personal Protective Equipment Grant Program
\$165,800	Michigan Health Endowment Fund for Affordable Assisted Living
\$10,000	Rotary International for PPE

Future Submissions \$100,000

\$100,000	Impact 100 Macomb County
TBD	CARES Act for Westland, Weinberg Green Houses, McFarlan, Perry Farm, Lakeshore

*PVMF is collaborating with others on the grant and grant is submitted by another organization

OPERATIONS

Operating Budget Update \$144,541 under budget as of 8/30/2020

SPECIAL EVENTS

- **PVM's 75th Anniversary Virtual Gala Celebration (aka the Un-Gala!) is Nov. 19th at 5:30 pm (Free to attend, raffle tickets and donations welcomed).**
- **PVM Foundation Gala celebrating PVM's 75th Anniversary: Diamonds are Forever at The Dearborn Inn – April 30, 2021**

UPCOMING MAILINGS

- **Your Giving Matters Vol. 3**, with mailing in early December
- **EMMA E-mail**, appeal for Un-Gala and PPE
- **Virtual 75th Anniversary Gala – The Un-Gala**, week of October 5th
- **November Year end Fundraising Appeal for donations**

GIVING PERCENTAGE/DONOR UPDATE

BOARD GIVING: 83%

MANAGEMENT GIVING: 81%

EMPLOYEE GIVING: 11%

DONOR BASE TO-DATE: 905

NEW DONORS TO-DATE: 220

RETURNING DONORS TO-DATE: 685

Board Giving Detail (as of September 20, 2020)

Board	% Giving	# of Total Board Members
PVM Foundation	75%	16
PVM Corporate	87%	15
East Harbor	81%	16
Redford	40%	5
Westland	100%	8
Bethany Manor	50%	8
Brush Park/Woodbridge Manor	100%	14
Hampton Meadows	100%	3
Harmony Manor	100%	6
Hartford Village	100%	6
Hillside/Perry Farm	88%	8
Holly Woodlands	83%	6
Mill Creek	100%	9
Oakland Woods	75%	8
Oakman Manor	78%	9
Our Saviour's Manor	78%	9
Peace Manor	100%	5
Rosebush	80%	15
Sage Grove	80%	5
Spring Meadows	60%	5
St. Martha's	92%	12
Thome Rivertown Neighborhood	71%	7
Warren Glenn	60%	5

***Board and Management Staff giving not expected until after 90 days of membership**

UPDATE ON HOW VILLAGES ARE SPENDING GIFT FUNDS

	Funds Spent
Bay Connect	\$ 17,709
Bethany Manor	\$ 1,791
Brush Park Manor Paradise Valley	\$ 41
East Harbor	\$ 1,845,871
Hampton Meadows	\$ 962
Harmony Manor	\$ 1,195
Hartford Village	\$ 2,244
Hillside	\$ 30,312
Holly Woodlands	\$ 1,948
Mill Creek	\$ 1,043
Oakland Woods	\$ 9,680
Oakman Manor	\$ 1,716
Our Saviour's Manor	\$ 858
Peace Manor	\$ 505
Perry Farm Village	\$ 15,282
Redford	\$ 12,489
Rosebush	\$ 3,370
Sage Grove	\$ 616
Spring Meadows	\$ 25
St. Martha's	\$ 1,620
Warren Glenn	\$ 655
Wellness	\$ 102,955
Woodbridge	\$ 330
Grand Total	\$ 2,053,218

Presbyterian Villages of Michigan Foundation

Balance Sheet

	8/31/2020	12/31/2019
ASSETS		
Cash	\$201,867	\$610,225
Accrued Interest Receivable	\$0	\$3,972
Pledges Receivable-Current	\$236,311	\$352,186
Investments	\$15,290,565	\$13,404,076
Beneficial Interests	\$225,263	\$223,173
Beneficial Interests-Other	\$54,079	\$54,079
Pledges Receivable-Non Current	\$725,470	\$725,470
Loan Receivable-Perry Farm	\$0	\$0
Lines of Credit Receivable	\$0	\$762,500
Capital Purchases	\$0	\$0
Miscellaneous Assets	\$4,800	\$4,800
Prepaid Assets	\$1,610	\$1,610
Total ASSETS	<u>\$16,739,966</u>	<u>\$16,142,091</u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts Payable	\$39,332	\$83,502
Due to PVM	(\$904)	\$0
Accrued Payroll	\$16,294	\$13,881
Liability Under Split Interest Agreements	\$11,432	\$11,432
Due To/From Interfund	\$0	\$0
Total LIABILITIES	<u>\$66,154</u>	<u>\$108,815</u>
NET ASSETS		
Unrestricted Funds	\$7,412,456	\$7,143,264
Temporarily Restricted Funds	\$3,786,134	\$3,248,139
Permanently Restricted Funds	\$5,475,221	\$5,641,873
Total NET ASSETS	<u>\$16,673,811</u>	<u>\$16,033,276</u>
Total LIABILITIES AND NET ASSETS	<u>\$16,739,966</u>	<u>\$16,142,091</u>
BEGINNING BALANCE WITH CURRENT YEAR ADJUSTMENTS	\$16,033,276	\$14,639,638
NET SURPLUS/(DEFICIT)	\$640,535	\$1,393,638
ENDING FUND BALANCE	<u>\$16,673,811</u>	<u>\$16,033,276</u>

Presbyterian Villages of Michigan Foundation

Income Statement

		8/1/2020	8/1/2020		1/1/2020	1/1/2020			2020 ANNUAL
		8/31/2020	8/31/2020		8/31/2020	8/31/2020			BUDGET
		ACTUAL	BUDGET	Variances	ACTUAL	BUDGET	Variances		
UNRESTRICTED FUNDS									
UNRESTRICTED FUNDS OPERATING									
OPERATING REVENUES									
A	CONTRIBUTIONS	\$ 109,469	\$ -	\$ 109,469	\$ 542,386	\$ 20,000	\$ 522,386	\$	360,000
	FUNDRAISING MANAGEMENT FEE REVENUE	\$ -	\$ 60,300	\$ (60,300)	\$ 28,030	\$ 189,000	\$ (160,970)	\$	379,200
B	GRANT ALLOCATIONS/MATCHING FUND TRANSFERS	\$ (90,000)	\$ -	\$ (90,000)	\$ (113,493)	\$ -	\$ (113,493)	\$	-
F	INVESTMENT INCOME	\$ 20,705	\$ 25,833	\$ (5,128)	\$ 124,331	\$ 256,667	\$ (132,335)	\$	410,000
	Total OPERATING REVENUES	\$ 40,174	\$ 86,133	\$ (45,959)	\$ 581,254	\$ 465,667	\$ 115,588	\$	1,149,200
OPERATING EXPENSES									
G	FOUNDATION OPERATIONS	\$ 33,917	\$ 65,193	\$ 31,276	\$ 409,600	\$ 554,111	\$ 144,511	\$	820,834
H	OTHER UNRESTRICTED	\$ 53	\$ -	\$ (53)	\$ 119,574	\$ 2,500	\$ (117,074)	\$	5,000
I	GRANTS-EQUIPMENT	\$ -	\$ -	\$ -	\$ 30,000	\$ 22,500	\$ (7,500)	\$	22,500
P	GIFTS AND GRANTS	\$ 6,736	\$ -	\$ (6,736)	\$ 525,575	\$ 480,809	\$ (44,766)	\$	481,309
	Total OPERATING EXPENSES	\$ 40,706	\$ 65,193	\$ 24,487	\$ 1,084,749	\$ 1,059,920	\$ (24,829)	\$	1,329,643
	Total UNRESTRICTED FUNDS OPERATING	\$ (532)	\$ 20,940	\$ (21,472)	\$ (503,495)	\$ (594,253)	\$ 90,758	\$	(180,443)
UNRESTRICTED FUNDS NON-OPERATING-REVENUES									
D	ADJUSTMENT TO MARKET VALUE	\$ (280,337)	\$ -	\$ (280,337)	\$ (224,809)	\$ -	\$ (224,809)	\$	-
E	GAIN ON SALES OF ASSETS	\$ 723,826	\$ -	\$ 723,826	\$ 997,597	\$ 600,000	\$ 397,597	\$	600,000
	CHANGE IN ACTUARIAL VALUE - PVM GIFT ANN	\$ -	\$ -	\$ -	\$ (2,090)	\$ -	\$ 2,090	\$	-
	Total UNRESTRICTED FUNDS NON-OPERATING-REVENUES	\$ 443,489	\$ -	\$ 443,489	\$ 774,878	\$ 600,000	\$ 174,878	\$	600,000
UNRESTRICTED FUNDS NON-OPERATING-EXPENSES									
F	AMORTIZATION EXPENSE	\$ 274	\$ 274	\$ 0	\$ 2,191	\$ 2,192	\$ 1	\$	3,288
	Total UNRESTRICTED FUNDS NON-OPERATING-EXPENSES	\$ 274	\$ 274	\$ 0	\$ 2,191	\$ 2,192	\$ 1	\$	3,288
	Total UNRESTRICTED FUNDS	\$ 442,683	\$ 20,666	\$ 422,016	\$ 269,192	\$ 3,555	\$ 265,637	\$	416,269

TEMPORARILY RESTRICTED FUNDS

REVENUES

A	CONTRIBUTIONS	\$	27,103	\$	603,000	\$	(575,897)	\$	322,298	\$	1,890,000	\$	(1,567,702)	\$	3,792,000
B	GRANT ALLOCATIONS/MATCHING FUND TRANSFERS	\$	90,000	\$	-	\$	90,000	\$	122,493	\$	-	\$	122,493	\$	-
D	UNREALIZED GAINS AND LOSSES	\$	(84,305)	\$	-	\$	(84,305)	\$	(66,385)	\$	-	\$	(66,385)	\$	-
E	REALIZED GAINS AND LOSSES	\$	145,426	\$	-	\$	145,426	\$	197,639	\$	-	\$	197,639	\$	-
F	INVESTMENT INCOME	\$	4,160	\$	4,583	\$	(423)	\$	(23,278)	\$	(13,333)	\$	(9,945)	\$	(45,000)
	CHANGE IN PLEDGES DISCOUNT	\$	-	\$	-	\$	-	\$	-	\$	(15,000)	\$	(15,000)	\$	(30,000)
Total REVENUES		\$	182,383	\$	607,583	\$	(425,200)	\$	552,767	\$	1,861,667	\$	(1,308,899)	\$	3,717,000

EXPENSES

H	OTHER	\$	-	\$	583	\$	583	\$	-	\$	12,167	\$	12,167	\$	22,000
J	GRANTS-WELLNESS	\$	-	\$	3,000	\$	3,000	\$	1,083	\$	23,000	\$	21,917	\$	35,000
K	GRANTS-EQUIPMENT	\$	-	\$	300,000	\$	300,000	\$	19,053	\$	319,053	\$	300,000	\$	1,124,053
N	GRANTS-OTHER PROGRAM EXPENSES	\$	25,013	\$	40,833	\$	15,821	\$	147,382	\$	280,667	\$	133,284	\$	440,000
O	GRANTS-BENEVOLENCE	\$	563	\$	2,917	\$	2,354	\$	13,506	\$	23,335	\$	9,829	\$	35,003
P	GIFTS AND GRANTS	\$	1,400	\$	-	\$	(1,400)	\$	1,891	\$	-	\$	(1,891)	\$	-
	FUNDRAISING MANAGEMENT FEES	\$	-	\$	60,300	\$	60,300	\$	27,780	\$	189,000	\$	161,220	\$	379,200
Total EXPENSES		\$	26,976	\$	407,634	\$	380,658	\$	210,695	\$	847,222	\$	636,527	\$	2,035,256

Total	\$	155,407	\$	199,950	\$	(44,543)	\$	342,072	\$	1,014,445	\$	(672,373)	\$	1,681,744
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Total TEMPORARILY RESTRICTED FUNDS	\$	155,407	\$	199,950	\$	(44,543)	\$	342,072	\$	1,014,445	\$	(672,373)	\$	1,681,744
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PERMANENTLY RESTRICTED FUNDS

REVENUES

A	CONTRIBUTIONS	\$	9,820	\$	-	\$	9,820	\$	29,271	\$	-	\$	29,271	\$	-
Total REVENUES		\$	9,820	\$	-	\$	9,820	\$	29,271	\$	-	\$	29,271	\$	-

Total	\$	9,820	\$	-	\$	9,820	\$	29,271	\$	-	\$	29,271	\$	-
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Total PERMANENTLY RESTRICTED FUNDS	\$	9,820	\$	-	\$	9,820	\$	29,271	\$	-	\$	29,271	\$	-
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BEGINNING FUND BALANCE	\$	16,065,902	\$	16,065,902	\$	-	\$	16,033,276	\$	16,033,276	\$	-	\$	16,033,276
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NET SURPLUS/(DEFICIT)	\$	607,909	\$	220,616	\$	387,293	\$	640,535	\$	1,018,000	\$	(377,465)	\$	2,098,013
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ENDING FUND BALANCE	\$	16,673,811	\$	16,286,518	\$	387,293	\$	16,673,811	\$	17,051,276	\$	(377,465)	\$	18,131,289
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Responses to Follow-up Questions for The Edward N. and Della L.
Thome Memorial Foundation on *Thome Communities Multiplied*
PVM Foundation, Southfield, Michigan June 22, 2020

1. What has been the impact on your project/construction given the current pandemic?

In an effort to strengthen infection control, disease prevention and overall resident safety measures, we evaluated specific physical design features, building systems and technologies to identify and incorporate revisions to plans and specifications. Given the evolving nature of scientific and technical knowledge pertaining to contagious conditions and other public health risks, PVM will closely monitor mitigating recommendations and implement those deemed reasonable and feasible.

Also, PVM will hold resident and consumer focus groups to solicit feedback and suggestions about project design and associated amenities. PVM representatives serve on both state and national government and professional association task forces to discuss and address the consequences of COVID-19 on senior living overall. *Thome Communities Multiplied* will benefit from the learnings derived and practices developed.

2. Have there been any changes in terms of timeline?

No. The timelines included with the application for *Thome Communities Multiplied* remain valid. As an example, on June 9, the Planning Commission for Fort Gratiot Township provided final approval for the required zoning and site plan for the Sunrise PACE Center. During the pandemic, good progress was made on the continued planning at each of the three locations (Fort Gratiot, Westland and Pontiac).

3. Have there been any changes in terms of personnel?

No. The personnel associated with *Thome Communities Multiplied* remains consistent. This includes involved PVM staff, the experienced development teams, and members of the collaborating community organizations.

4. Have there been any changes in terms of residents?

COVID-19 has heightened everyone's deep appreciation for the greatly increased vulnerability of frail older persons with chronic conditions and co-morbidities. With the previous support of the Thome Foundation, PVM's pioneering work in the development of The Thome Rivertown Neighborhood in Detroit recognized these risks, serious health disparities and the need for an affordable continuum of care model for this population. Access to quality, affordable housing, with enhanced supportive services, programs and healthcare made a significant difference, as evidenced by COVID's minimal impact on older adults living at The Thome Rivertown Neighborhood.

Attachment: Project Timeline and How Support From The Edward N. and Della L. Thome Memorial Foundation Will Be Applied

Fort Gratiot Township/Village of Lake Huron Woods - \$1,500,000 in Thome Foundation Support applied in 2020-2022

\$ 500,000 for New Construction of Affordable Independent Living Cottages & Section 8 Apartments for Individuals with Disabilities for 60 older adults
2021 Groundbreaking - 2022 Older Adults Move In

\$ 500,000 for New Construction of Program for All Inclusive Care for the Elderly Center (PACE) for 150 older adults, Intergenerational Daycare Center & Adult Foster Care Licensed Small House
2020 Groundbreaking – 2021 Serving Older Adults

\$ 500,000 for Renovations of Independent Living Apartments for Affordable Assisted Living Apartments for 30 older adults
2021 Groundbreaking – 2021 Older Adults Move In

Westland/Village of Westland, \$3,000,000 in Thome Foundation Support applied in 2020-2024

\$1,000,000 for Renovations to Independent Living for Affordable Enhanced Living for 50 older adults
2020 Groundbreaking – 2021 Older Adults Move In

\$1,000,000 for Renovations to Independent Living to Affordable Assisted Living Apartments for 24 older adults
2021 Groundbreaking - 2022 Older Adults Move In

\$ 500,000 for New Construction of Affordable Independent Living Cottages & Tiny Homes for 50 older adults
2021 Groundbreaking – 2023 Older Adults Move In

\$ 500,000 for New Construction of PACE Center for 200 older adults
2021 Groundbreaking – 2022 Serving Older Adults

Pontiac/Village of Oakland Woods, \$500,000 in Thome Foundation Support applied in 2021
\$500,000 for New Construction of Affordable Assisted Living for 60 older adults
2021 Groundbreaking – 2023 Older Adults Move In

CARES Act Grant Requests

Date Requested	Name of Funding Program	Village	Amount Requested	Result	Funds Rcd
4/15/2020	United Way of Gratiot & Isabella Counties	PACE Central MI	\$ 2,500	\$ 2,500	4/21/2020
4/20/2020	Char-Em United Way	Hillside	\$ 5,000	\$ 5,000	6/17/2020
6/16/2020	Oakland County Community R	Oakland Woods, Holly Woodlands	\$ 90,325	\$ 90,325	6/24/2020
6/19/2020	FCC Telehealth	East Harbor, Westland, Vista Grand Villa, MI Masonic Home, Perry Farm	Funds ran out befor	\$ -	8/6/2020
7/30/2020	Macomb County Sustainability Program	East Harbor	\$ 10,000	\$ 10,000	8/25/2020
9/1/2020	MI PPE Grant Program	Westland	\$ 36,000		
9/3/2020	MI PPE Grant Program	East Harbor	\$ 250,000		
9/3/2020	MI PPE Grant Program	Weinberg Green Houses	\$ 45,000		
9/9/2020	CARES Provider Relief Fund	Perry Farm Dev	2% of Revenue		
9/11/2020	CARES Provider Relief Fund	Lakeshore Senior Living	2% of Revenue		
9/11/2020	CARES Provider Relief Fund	McFarlan Kearsley Residence LLC 46-	2% of Revenue		
9/11/2020	CARES Provider Relief Fund	Pres Village Westland	2% of Revenue		
9/12/2020	CARES Provider Relief Fund	McFarlan Charitable Corp	2% of Revenue		
9/30/2020	Macomb County Small Business Program: Workplace Safety PPE and Technology Reimbursement	East Harbor	\$ 83,561		
Total			\$ 522,386	\$ 107,825	5



EXECUTIVE SESSION

Tab 8



ADJOURNMENT

Tab 9