



Presbyterian  
Villages  
OF MICHIGAN  
SERVING SENIORS & COMMUNITIES

# Campaign FOR THE AGES

Delivering *truly* affordable healthcare  
and housing like you've never seen before!



A CASE FOR SUPPORT

# Campaign FOR THE AGES

**Housing and healthcare are too expensive for too many seniors. Let's change this!**

## Campaign for the Ages

The Campaign for the Ages is a capital campaign to raise \$19.5 million to transform senior living in four communities and deliver truly affordable healthcare and housing.

- FLINT: McFarlan Villages
- PONTIAC: The Village of Oakland Woods
- PORT HURON: The Village of Lake Huron Woods
- WESTLAND: The Village of Westland

## The Plight of Michigan Seniors

Housing and healthcare are too expensive for too many seniors in Michigan. Affordable and attractive senior housing is in short supply in many communities, making it hard for seniors to stay in the area where they have friends, family, church, and familiarity. And the situation is becoming more challenging each year.

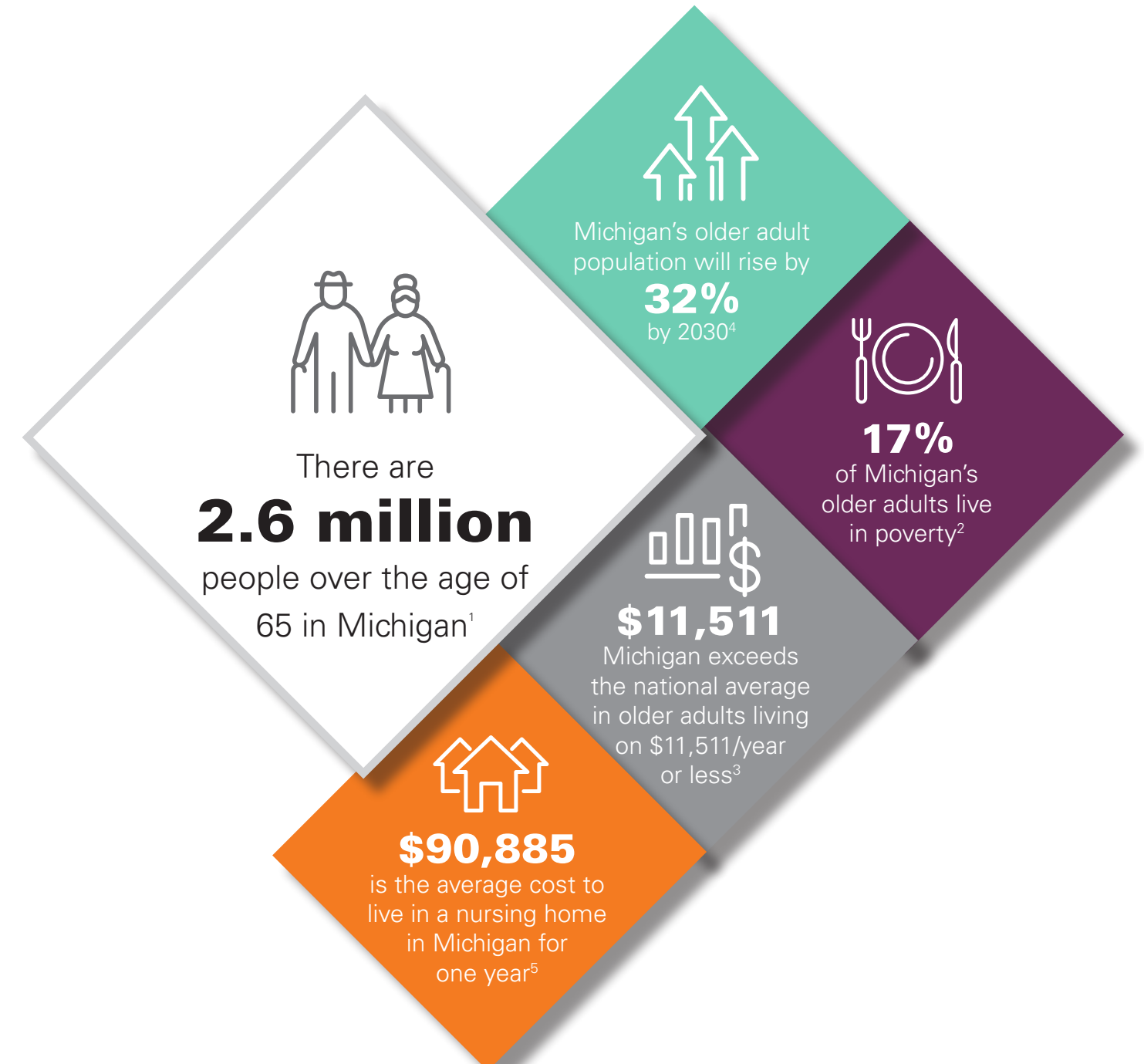
We have more seniors today than ever before, and many require complex levels of healthcare. A successful way to meet these growing needs is a model that offers affordable care at every level – independent, assisted and nursing home–like care. With your help, we're ready to build out these locations to serve the increased numbers and become the cutting-edge campuses elders need!

**The Campaign for the Ages will make housing and healthcare equitable for seniors.**

AGING IN MICHIGAN

*"I am proud to be part of this project. Together we can create increased options for all seniors as they age."*

– LISA MACHESKY,  
THE VILLAGE OF OAKLAND WOODS BOARD CHAIR



<sup>1</sup> Michigan Senior Housing Market Study [https://www.michigan.gov/documents/mshda/Demograph-ics\\_404592\\_7.pdf](https://www.michigan.gov/documents/mshda/Demograph-ics_404592_7.pdf)

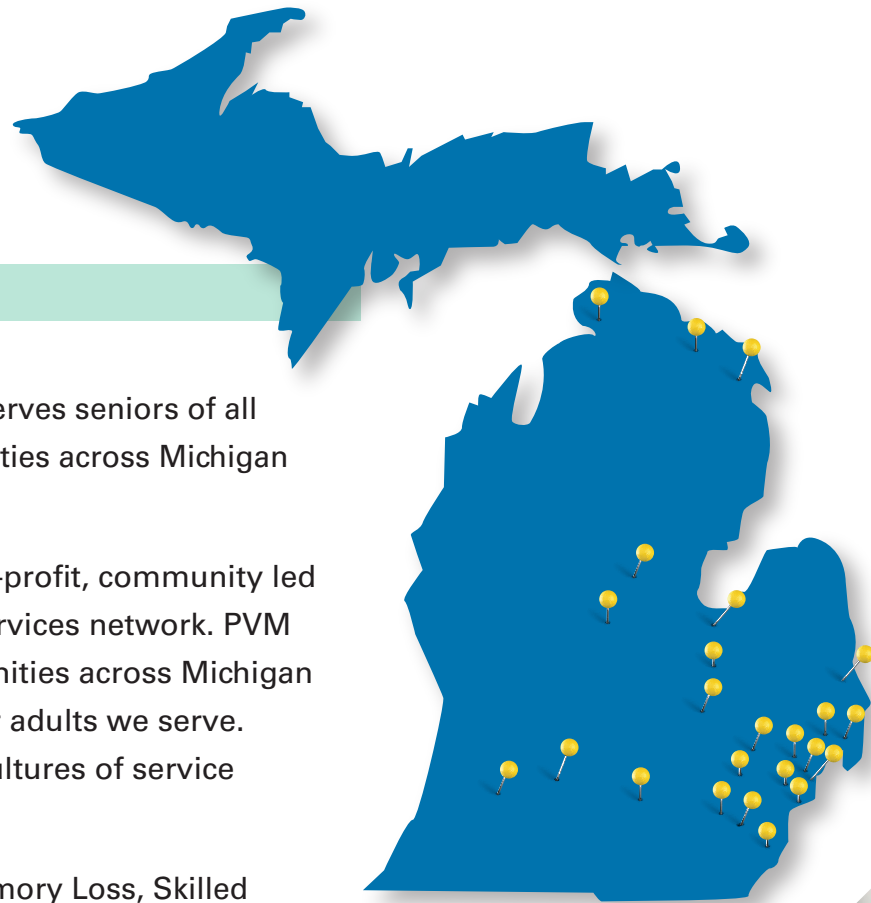
<sup>2</sup> Michigan Commission on Services to the Aging March 2021 report [https://www.michigan.gov/documents/osa/SERVICES\\_TO\\_THE\\_AGING\\_IN\\_MICHIGAN\\_FINAL\\_MARCH\\_2021\\_721557\\_7.pdf](https://www.michigan.gov/documents/osa/SERVICES_TO_THE_AGING_IN_MICHIGAN_FINAL_MARCH_2021_721557_7.pdf)

<sup>3</sup> The Henry J. Kaiser Family Foundation March 2018 report "How Many Seniors Are Living in Poverty?"

<sup>4</sup> MI Policy Academy State Profile Dec 2012 <https://acl.gov/sites/default/files/programs/2016-11/Michigan%20Epi%20Profile%20Final.pdf>

<sup>5</sup> <https://www.seniorhomes.com/michigan/nursing-homes/>

## Presbyterian Villages: A long history of unique solutions for seniors



Presbyterian Villages of Michigan (PVM) serves seniors of all faiths, their families and diverse communities across Michigan and has done so since 1945.

PVM is a faith based, award winning non-profit, community led and philanthropically supported aging services network. PVM operates over thirty senior living communities across Michigan that greatly improve the lives of the older adults we serve. PVM's well-developed programs foster cultures of service excellence, diversity, and inclusion.

PVM services include Assisted Living, Memory Loss, Skilled Nursing, subsidized senior housing and market rate senior housing. There is a location with all of these services on site, called a life plan community.

In addition, PVM sponsors home and community-based services (HCBS), including:

- Wellness programs
- Home help/care coordination
- Home modification
- Parish nursing
- Program of All-Inclusive Care for the Elderly (PACE)
- Caregiver information

Visit [pvmf.org](http://pvmf.org) for more info

**PVM is known and trusted  
throughout communities  
in lower Michigan**

*“Myself and the Port Huron Housing Commission are thrilled with the opportunity to partner with Presbyterian Villages of Michigan and the Area Agency on Aging to bring an all inclusive senior care living experience to St. Clair County on the current Lake Huron Woods Property”*

– **JAMES A. DEWEY, EXECUTIVE  
DIRECTOR, PORT HURON  
HOUSING COMMISSION**

## Campaign for the Ages – A Lasting Legacy

Campaign for the Ages is part of years of strategic planning work to augment four campuses in Michigan. **The Campaign for the Ages project directly addresses the issue that housing and healthcare are too expensive for too many older adults.** The solution is delivering truly affordable healthcare and housing.

1. Go from serving 863 number of seniors to 2058
2. Build 635 truly affordable independent and assisted living apartments for older adults with low incomes

3. Provide healthcare services to 525 nursing home eligible seniors so they can stay living at their current home
4. Four Communities offer older adults with low incomes access to the right level of healthcare to meet their complex needs
5. Create 413 permanent healthcare jobs paying livable wages
6. Create 1,698 construction jobs

**Leaving a  
Lasting Legacy for  
Future Seniors  
– Thank You  
Donors!**



## Making an Impact on Four Communities

The Campaign for the Ages will transform 4 existing PVM campuses to provide older adults with low incomes a full spectrum of services, all on one campus. Older adults will not have to leave if they need more care.

They can move from independent apartment living to affordable assisted living, and use PACE as health needs increase. The Campaign for Ages will bring this spectrum of care for older adults with low incomes to Pontiac, Flint, Westland, and Port Huron.

### OUTCOMES:

1. More older adults have support services
2. Fewer nursing home move-ins & fewer preventable hospital visits
3. Caregivers have a break from taking care of their loved ones
4. Affordable assisted living and PACE save money for the older adult, their families and taxpayers
5. Anchor neighborhoods by building homes
6. Economy boost from additional jobs and older adults living in the area
7. Older adults do not have to move as their care needs increase

Campaign for the Ages will have both an immediate and lasting impact on older adults. Immediately, construction and permanent jobs will be created.

Over 2,000 older adults will benefit each year. **With your support, the dignified treatment of older adults will live in perpetuity at these four locations.** Older adults with low incomes will have better options because of you. Thank you!

Presbyterian Villages of Michigan is collaborating with a number of community organizations to undertake a comprehensive campaign to provide affordable housing and community health facilities for seniors in four communities:

- The Village of Oakland Woods
- McFarlan Villages
- The Village of Westland
- The Village of Lake Huron Woods

## What will the Campaign for the Ages support?

The overall cost of the work proposed in 4 senior communities is \$180 million. The generous donations to Campaign for the Ages will offset interim construction and renovation costs, professional and development fees, financing, furniture, fixtures and equipment. This will leave more funds available to provide the specialized services and environment crucial to seniors.



## Campaign for the Ages budget

	The Village of Lake Huron Woods Fort Gratiot, MI	The Village of Oakland Woods Pontiac, MI	The Village of Westland Westland MI	McFarlan Villages Flint, MI	
<b>Total Cost</b>	\$38,000,000	\$44,447,000	\$53,514,000	\$43,730,000	<b>\$179,691,000</b>
<b>Fundraising Goal</b>	\$3,800,000	\$2,785,000	\$7,587,000	\$5,350,000	<b>\$19,522,000</b>
<b>% of Project to be Fundraised</b>	9.8%	6.9%	14.2%	12.2%	<b>10.9%</b>
<b>Construction Jobs Created</b>	339	350	659	350	<b>1,698</b>
<b>Ongoing Jobs Created</b>	120	47	219	27	<b>413</b>
<b>Seniors Served April 2021</b>	116	216	246	285	<b>863</b>
<b>Total New Seniors Served</b>	283	104	445	363	<b>1195</b>
<b>Total New Seniors Served after CFTA</b>	399	320	691	648	<b>2058</b>

*Delivering truly affordable healthcare  
and housing like you've never seen before!*

The Campaign for the Ages is a capital campaign to raise \$19.5 million to transform senior living in four communities and deliver truly afford healthcare and housing.

The PVM Foundation advances PVM's Mission by providing philanthropic investments that greatly improve the lives of the older adults we serve.

**PVM MISSION**

*Guided by our Christian heritage, we serve seniors of all faiths and create new possibilities for quality living.*

**PVM VISION**

*To transform senior living and services and enhance the communities we serve.*



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FOR THE AGES**



**Presbyterian  
Villages**

OF MICHIGAN

SERVING SENIORS & COMMUNITIES



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To learn more about the Campaign for the Ages,  
scan the code below or visit

[pvmf.org/CampaignForTheAges](http://pvmf.org/CampaignForTheAges)

