

## Honoring Our Past, Building Our Future

by David Berg, NCPHS President and CEO



In the 1950s, NCPHS was founded by people who wanted to bring a new concept in senior living into existence. The concept was life care and the result was The Sequoias–Portola Valley. Now, almost sixty years later, that seed of an idea has bloomed into the wide array of residential communities and services offered by NCPHS. As the sixth CEO of NCPHS, it is a pleasure and privilege to carry on this tradition.

One reason that I applied to become President and CEO was to carry forward and build momentum on key initiatives started by Barbara Hood. In 2012, I was privileged to work with Barbara and the NCPHS leadership team in taking a long view of the organization’s fundamentals. During that process we put into simple words the core purpose of NCPHS. We expressed it as *Enriching the Experience of Aging*.

In conversations with residents and staff, we discovered that these five words spring to life every day out of memorable relationships—relationships between residents and staff, staff with each other, and resident to resident. This is the essence of community, and it is the quality that makes NCPHS unique. When I assumed my role in October I committed myself to preserving the culture that fosters these connections.

Similar to the 1950s, new concepts for senior living and services are emerging today, and NCPHS wants to participate in these innovations. However, in contrast to the 1950s, NCPHS is now a mature organization with sizable obligations to its residents, donors, and other stake-



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holders. Balancing between stewardship and growth is our biggest strategic challenge of the next five years.

Our recent announcement of the letter of intent to affiliate with Episcopal Senior Communities (ESC) was prompted by this strategic environment. ESC and NCPHS are very strong, healthy organizations that want to get stronger and provide a wider collection of services and communities. We have compatible cultures and shared goals.

**“By joining together, we hope to enable both organizations to take bold steps, enhance and expand our services, and carry on the vision of our founders.”**

Our affiliation with ESC marks an exciting new chapter in NCPHS’s mission to improve the quality of life for older adults. As we move forward on the path toward affiliation, I look forward to sharing updates about our progress with you. And as always, thank you for your continued support.

*Living Well is now Connections!*

Our newsletter has a new name and a new look to reflect the spirit of engagement and community at NCPHS. We’ll continue to bring you NCPHS news, ideas, and stories!

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*Steve White, Joyce Margaroli, Bud Trapp, David Berg, Gerri Berg*



*Oliver Wesson, David Jamison*

GALA SETS FUNDRAISING RECORD

# Gala Raises \$167,000 for NCPHS Community Services



*Larry Cook, Barbara Hood, B.J. Sorensen, Judy Loura*

This year's NCPHS Gala was an event to remember, raising a record-setting \$167,000 for NCPHS community services benefiting disadvantaged Bay Area seniors.

More than 200 NCPHS residents, board members, vendors, and staff gathered at Sharon Heights Golf and Country Club on October 23 for an evening of festivity and flair—all to support services for seniors in need.

“This was the most successful Gala we have had,” said **Judy Loura**, SSNC Executive Director. “Everyone enjoyed the food, the company, and the venue.”

“Best of all, we raised the largest amount of funds for Community Services in our twelve years of Galas.”

Photography by Lana Myler



*Tom Bier, Grace Huey, Joseph Mah*



*Music by The Dale Alstrom Quartet*



*B.J. Sorensen, John Kingdon*



*Veronica Fields, Tom Bier, Mary DeMund, Tom DeMund*

*Marge DeStabler, Janet Coleman, Shirley Long*



The evening's theme, "Getting to Know You," echoed throughout the event, with many opportunities to mix and mingle.

To spark conversation, each guest received a strand of jewel-toned Mardi Gras beads, with special colors to identify residents, board, staff, and vendors.

Pianist **Marianne Kent** started the evening on the perfect note with the classic song, "Getting to Know You." As attendees entered the grand ballroom, **The Dale Alstrom Quartet** struck up a jazz version



*Joe Rodgers, Beth Sweet, Don Sweet, Jerry Lehmer, Eileen Lehmer, Howard Engleson*

of the vintage show tune. In the spirit of the event, many guests chose to enjoy their gourmet dinners with people from other communities.

**Oliver Wesson**, chair of the NCPHS Board of Directors, recognized **Barbara Hood's** 14 years of leadership, and presented her with a multi-colored bouquet of roses.

Excitement filled the air as auctioneer **Tom Durein** led a high-energy auction of fabulous donated prizes, including a Safari West adventure, a week in Puerto Vallarta, and a private dinner for ten at The Sequoias-Portola Valley, which sparked a friendly bidding war.

Later, Tom led a special fund-a-need auction for Community Services, inspiring a flurry of raised paddles, and gifts of nearly \$10,000.



*Joe Rodgers*

Seeing the Committee's ideas come together was especially rewarding, said Special Events Associate **Jenna Graber**. "This year's Gala Committee put such heart and soul into the event. It was a pleasure to work with such a creative group," she added.

**"It's extremely gratifying to have exceeded our fundraising goal this year,"**

said **B.J. Sorensen**, Chair of the Gala Planning Committee. "The Gala was a roaring success!"

A heartfelt "thank you" to all of the residents, staff, board members, vendors, and supporters who helped make this special event possible. See you at next year's Gala in San Francisco!



*Ruth Nolte, Earldean Robbins*

# Leave a Legacy and Become a Member of the Omega Circle

by Judy Loura, Executive Director, Senior Services for Northern California



Senior Services for Northern California (SSNC) is fortunate to have many people who leave a legacy by naming us in their will or living trust.

Last year we received notification that a resident from the Tamalpais left SSNC a home in San Francisco. We were able to sell the home for \$1.5 million and create a fund that is now paying for an additional Certified Nurse Assistant for the Assisted Living Center at the Tamalpais.

Some people choose to inform SSNC of a legacy gift and others never say a word. If you have named SSNC in your will or living trust and would like to be recognized

during your lifetime, please contact me at 202-7805 so we can include you as a member of the Omega Circle.

Omega Circle members are recognized in our annual report and invited to a special luncheon each year with the CEO.

We truly appreciate bequests—they are generous and thoughtful gifts usually designated for a specific community, and often a specific project. We thank all our legacy donors for their kind support of their communities.

## DONORS MAKING A DIFFERENCE

# Turn Your Old Car into a New Possibility

Donate your car and get a tax deduction!

Do you have a car you haven't driven in a while that's gathering dust in your garage? Avoid the hassle and expense of selling it yourself—and help make a difference in the lives of older adults in your community. Donate your vehicle to Senior Services for Northern California (SSNC).

Donating your car can be a significant and meaningful decision. We work with you to make the process easy, every step of the way. We'll handle the DMV paperwork, arrange appointments with potential buyers, and provide you with all the documents for your tax returns—all at no cost to you. We'll even jump start your car, if necessary. All you need to do is provide your keys and title, and make sure your car is in good running condition.



**Did You Know?** Car donations like this 2012 Corolla, auctioned in January, raise between \$15,000 and \$30,000 per year for SSNC programs, projects, and charitable funds.

After you donate your car, it's auctioned off to SSNC staff, board members, and supporters. When your car is sold, you receive a tax deduction for the full amount of the sale. You get to choose where you'd like the proceeds to go, like the Tomorrow Fund, Health Center Funds, or Community Services.

To learn more about donating your vehicle, contact **Scott Metzger**, Grants Manager, at 415-351-3601.



FROM THE DESK OF BARBARA HOOD

# A Fond Farewell

I want to thank the outstanding team of people I've had the joy of partnering with these last 14 years – remarkable board members who think and act strategically, loyal staff who work from their hearts, and strong residents who share their stories and wisdom so willingly. The support I have received from all of you has enriched my life, strengthened my leadership skills and broadened my world view. You have touched me deeply and prepared me for the next chapter in my life.

Going forward, NCPHS is in a position of strength—to grow and provide quality services to seniors. The uniqueness of our seven communities, the breadth of our services to elders and the commonality of our mission and vision will continue to support our evolution. The success of our Inclusion and Spirituality Initiatives that focus on the well-being of our residents and clients will challenge the definition of a community and the assumptions of aging in the years to come.

You are in good hands with David Berg's leadership and the management's commitment to service. My best wishes to all of you.

“The support I have received from all of you has enriched my life, strengthened my leadership skills, and broadened my world view.”



Please write to us if you do not wish to receive fundraising requests supporting NCPHS in the future.

Visit us online at [www.ncpHS.org](http://www.ncpHS.org)

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