

CHARITABLE GIVING

# Rollover into Tax Savings Before December 31, 2019

If you are 70½ or older and own an IRA, Congress has enacted a law that lets you do something special with your IRA to reduce taxes—but you must act before December 31 to benefit this year.

The IRA charitable rollover allows you to avoid taxes when you transfer funds from your IRA directly to a 501(c)3 nonprofit. You can transfer up to \$100,000 this year to a qualified nonprofit like Sequoia Living.

Your gift to Sequoia Living will count against your required distribution, reducing your income and taxes. Best of all, an IRA rollover gift is an easy way to help support the mission and work of Senior Services for Northern California, Sequoia Living's supporting organization.

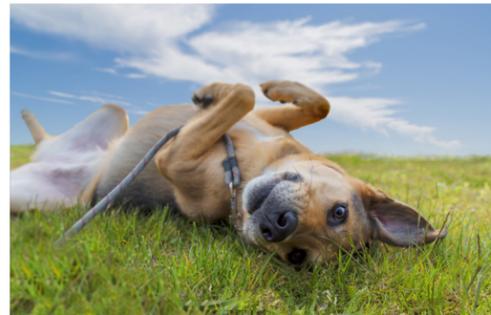
Contact Senior Services for Northern California or your IRA administrator today to make a difference this year with your IRA.

(415) 202-7805 | giving@sequoialiving.org

Senior Services for Northern California

1525 Post Street | San Francisco, CA 94109

## Senior Services for Northern California



### SEQUOIA LIVING Connections

is published by Sequoia Living on a periodic basis for its residents, board members, supporters, and staff.

Sara McVey, MBA, NHA  
President & CEO

C. Gordon Howie  
Chair, Board of Directors

Eastern Park Apartments  
711 Eddy Street  
San Francisco, CA 94109  
(415) 776-0114

The Sequoias Portola Valley  
501 Portola Road  
Portola Valley, CA 94028  
(650) 851-1501

The Sequoias San Francisco  
1400 Geary Boulevard  
San Francisco, CA 94109  
(415) 922-9700

The Tamalpais  
501 Via Casitas  
Greenbrae, CA 94904  
(415) 461-2300

Town Park Towers  
60 North Third Street  
San Jose, CA 95112  
(408) 288-8750

Western Park Apartments  
1280 Laguna Street  
San Francisco, CA 94115  
(415) 922-5436

The Woods  
43300 Little River Airport Road  
Little River, CA 95456  
(707) 937-0294

Please contact us at (415) 351-3602 or foundation@sequoialiving.org to be removed from our mailing list.

Sequoia Living Home Office  
1525 Post Street  
San Francisco, CA 94109  
(415) 202-7800

Senior Services for Northern California  
1525 Post Street  
San Francisco, CA 94109  
(415) 351-3602

Sequoia Living Community Services  
1525 Post Street  
San Francisco, CA 94109  
(415) 351-3641



www.SequoiaLiving.org | www.SeniorServicesNorCal.org

SEQUOIA LIVING  
Life Services for Seniors

# Connections

FALL-WINTER 2019



REFLECTIONS FROM SARA MCVEY, SEQUOIA LIVING PRESIDENT & CEO

## A Job of a Lifetime: My First 30 Days at Sequoia Living

Editor's Note: This letter kicks off a regular series from Sara McVey, Sequoia Living's new President and CEO, about her experiences at Sequoia Living. Read Sara's professional bio at [www.bit.ly/saramcvey](http://www.bit.ly/saramcvey).

I knew life was going to be exciting in my role as President and CEO of Sequoia Living but I had no idea I would experience five power outages and one meaningful earthquake in my first 30 days.

While I have only been here since September 24<sup>th</sup>, I already feel like this is a job of a lifetime for a few big reasons:

First, the staff are talented and committed to bringing their best selves even when all conditions are not perfect. Work is challenging on the best of days—throw in a three- to four-day power outage and a few wildfires and it goes to a whole new level. All I observed was teamwork, intelligence, and smiling support. I am beyond proud to call these people my colleagues.

Second, the residents are anything but retired. The level of involvement and drive that they infuse into their communities is inspiring. They are accomplished individuals who are generous with their time and energy, ensuring our locations remain destinations for people who are incredibly inclusive and know how to have a lot of fun.

Third, I am having a good time exploring my new city. I recently took a streetcar tour and learned how the Tenderloin got its name, and that three or more paint colors are required before you can designate your home as a Painted Lady. The best part was our stop at the Golden Gate Bridge where a kind stranger offered to take my photo. I think you can see I am fully embracing San Francisco.

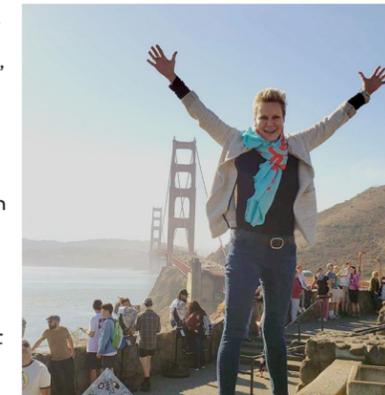
Finally, my first big outing was our recent Gala on October 15<sup>th</sup> at the St. Francis Yacht Club. It was an evening that demonstrated

the tremendous support residents, staff, board members, and our business partners have for the Sequoia Living programs and services. As I said that evening, our Mission of Joyful Aging is about enhancing how people live, not just where people live. This is brought to life in each area of our organization.

Sometimes you just know where you are supposed to be in life. I am glad it's here and I look forward to getting to know each of you. And, if you have any suggestions for things I should check out in the City, just let me know at [smcvey@sequoialiving.org](mailto:smcvey@sequoialiving.org).

Namaste,

Sara McVey  
President & CEO  
Sequoia Living



Fully embracing San Francisco!



The 2019 Gala Committee with Sara McVey

### CELEBRATION FOR A GREAT CAUSE

## Gala Raises Over \$200,000 for Community Services Programs



Thanks to the generous support of residents, donors, sponsors, and staff, the 17<sup>th</sup> Annual Sequoia Living Gala was a tremendous success. Held at the San Francisco Yacht Club, the event raised more than \$200,000 for Sequoia Living's Community Services programs, which include AARP Experience Corps Marin, San Francisco Senior Center, the Resident Services Program, the Intergenerational Program, and Home Match San Francisco. These vital community programs help Bay Area seniors from all walks of life stay healthy, live independently, and take part in meaningful, life-enriching activities.

From all of us at Senior Services for Northern California, thank you for your continued support through sponsorship and the purchase of raffle and event tickets!

View the online Gala photo album and order photo prints, wall art, and keepsakes:

[www.bit.ly/SLgala](http://www.bit.ly/SLgala) Password: 2019

## Getting to Know David Madson, Chief Fund Development Officer

**David Madson**, Senior Services for Northern California's new Chief Fund Development Officer, has an impressive track record in fundraising, with a focus on major gifts and planned giving. In this Q&A, David shares how he got his start in the field, what he enjoys about his profession, and his longtime service work with older adults.

### How did you get started in fundraising?

My fundraising career began when I was a photography student at the University of Minnesota. I paid my own way through school with scholarships and grants. After graduation, I got a job as a development assistant at Film in the Cities, a media arts center. Not only was Film in the Cities where I got my start in fundraising, it was also where I met my wife, filmmaker Helen DeMichiel.

For me, photography and fundraising are both windows into people's worlds. As a photographer, I used the camera to engage with people and learn about their lives. As a fundraiser, I build relationships with people and get to know their motivations for supporting an organization I represent, now Sequoia Living.

### What energizes you about your work?

I've felt a strong connection to the mission of every organization I've been a part of, including Stanford University, California Pacific Medical Center, UC San Francisco and Berkeley, and my alma mater, the University of Minnesota. It's uplifting to work with supporters who give because they're passionate about the mission. I'm also energized by the staff members who work together to

deliver the mission. It's satisfying to help build bridges between supporters, staff, and the community.

### Tell us about your service work with older adults.

I've always enjoyed spending time with older people. As a kid, I loved going on car trips with my grandparents so much that I never asked, "Are we there yet?" In college, I worked as a home aide for older adults. With my family, I have been volunteering for over 30 years with Little Brothers: Friends of the Elderly, a nonprofit that provides companionship for isolated seniors. We've met some wonderful people, including a Russian immigrant with a twinkle in her eye who lived to be 105; and a 98-year-old woman who still loved to dance. It's rewarding to get to know seniors and hear their stories.

### What else do you like to do in your spare time?

Bike riding has been one of my favorite pastimes since I was a child. I rode my first 100-mile century ride in the ninth grade. On weekends I like to meditate while riding 50-100 miles with the Grizzly Peak Cyclists.

I also enjoy spending time with my wife, son, and daughter; going to film festivals; attending the opera; taking Finnish saunas; and engaging with donors and supporters.



David Madson

## Excitement Builds at Viamonte!



Photo: Toolbox Video Services

Viamonte's tower crane was removed on September 7—almost one year after it was erected—kicking off an exciting new phase in the community's construction. Visit the Viamonte website to watch the latest time-lapse video of progress on the community's roof, windows, and framing.

[www.viamonteliving.org/construction-updates](http://www.viamonteliving.org/construction-updates)

## Pier to Pier Walk Showcases Living Well, Aging Well in San Francisco



Photo: Sue Horst

San Francisco Senior Center staff and friends with District II Supervisor Catherine Stephani at the Pier to Pier Walk

Contributed by Sue Horst, San Francisco Senior Center Director

The Aquatic Park Senior Center's sixth annual Pier to Pier Walk, held in partnership with the San Francisco Maritime National Historical Park, brought record numbers and sunny skies to the spectacular Bay shoreline on Saturday, September 21. District II Supervisor **Catherine Stefani** welcomed more than 280 participants to the community event, whose aim is to promote outdoor exercise for adults 50+ and adults with disabilities.

Tables along the scenic route from the Municipal Pier to the Hyde Street Pier included an on-site flu shot clinic from CVS Pharmacy, the 2020 Census, Save Aquatic Park Pier, as well as many other community-based partners. Participants also enjoyed lively demonstrations by the Senior Centers' fitness programs, including Always Active, Chi Gong, and Zumba. It was a true display of Living Well, Aging Well in San Francisco!

Learn more about the Senior Center and its life-enriching programs at:

[www.sfsenior.org](http://www.sfsenior.org)



Photo courtesy: Experience Corps Marin

## Experience Corps Training Benefits Volunteers, Teachers, and Students

After she retired last year, **Dot Melin** knew she wanted to volunteer with children. When Dot heard about the opportunity to volunteer with AARP Experience Corps® Marin, she found just what she was looking for. "It was exactly what I wanted to do," Dot remembers. "I said, 'Sign me up, I'm all in!'"

In September, Dot joined 40 new Experience Corps volunteers for a two-day training focused on helping young students achieve fluency—reading with speed, accuracy, and expression—by third grade. Besides being trained in the AARP Experience Corps method, the volunteers also received a full curriculum with materials, games and activities to use in each session.

"The new structured session approach to tutoring is great for everyone," says Experience Corps Program Director **Sandi Strang**. "It helps classroom teachers save time, and it helps build a relationship between volunteers and their students. It's wonderful to see the program bloom and grow."

After two days of role plays, Q&A, and training presentations, Dot was ready for her first week at Laurel Dell School in San Rafael. "I thought to myself, 'I can do this!'" she recalls.

Today, Dot volunteers once a week with a small group of Laurel Dell first graders who need extra help with reading. "It's a pleasure," she explains. "You really feel like you're making a difference."

Want to learn how you can become an Experience Corps volunteer? Contact Sandi Strang at [sstrang@sequoialiving.org](mailto:sstrang@sequoialiving.org) or (415) 464-1767.

### STAFF SUCCESS SPOTLIGHT

## Jamison Leadership Award Helps April Thompson, Director of Assisted Living & Memory Care, Take Meaningful Career Step



April Thompson

Serving others has been at the heart of **April Thompson's** career. She started out as an Activities Assistant, was promoted to Activities Coordinator, then became Director of Activities, and is now Director of Assisted Living and Memory Care at The Sequoias Portola Valley. Today, April is taking an exciting new career step: using the grant from her 2018 Sequoia Living

Jamison Leadership Award to become a Nursing Home Administrator (NHA) through the California Department of Public Health's Administrator in Training (AIT) Program.

Created in honor of **David Jamison**, Sequoias San Francisco resident and Sequoia Living Board member, Jamison Leadership Awards are presented each year to Sequoia Living staff members

who have demonstrated leadership qualities and aspire to develop as future leaders at Sequoia Living. Awardees receive an award of up to \$5,000 to support their professional development.

April will learn about all aspects of nursing home administration, including patient admissions, staffing, federal and state regulations, and financial oversight. **Michael Cataldo**, Executive Director of SPV and a licensed NHA Preceptor, will supervise April during the program. After she completes the AIT Program and passes two exams, April will receive her NHA license and will be able to manage the Health Center.

April says her goal is to be a hands-on administrator who cares about her team, is committed to resident satisfaction, and incorporates activities into patient care. "As a future administrator, I want to make the Health Center a fun, rewarding place to work and create even more opportunities for staff to connect with residents."

Find out how you can give a gift that benefits Sequoia Living's programs and services. Contact Senior Services for Northern California at [giving@sequoialiving.org](mailto:giving@sequoialiving.org) or (415) 202-7805.