

# *Continuum of Caring*



D'YOUVILLE LIFE & WELLNESS COMMUNITY CAMPAIGN

*D'Youville is dedicated to person-centered care,  
providing for the wellness of those we serve and  
treating all with the utmost dignity and respect.*

*OUR MISSION*

*D'Youville Life & Wellness  
Community furthers the healing  
ministry of Jesus Christ by  
extending professional and  
compassionate care to  
seniors in need.*



**THE D'YOUVILLE COMMUNITY**

The D'Youville campus accommodates 208 nursing home residents, 63 independent living apartments, as well as hospice services and approximately 40 clients registered in its Adult Day Health Program. Rehabilitation patients benefit from physical, occupational and speech therapy up to seven days a week. Residents enjoy restaurant-style dining, a beautiful park, hair salon/barber shop, Chapel, Gift Shop, daily activities, crafts and entertainment.



**A MESSAGE FROM THE CAMPAIGN CHAIRMEN**

Dear Friends,

We are honored to serve as the General Chairmen of D'Youville Life & Wellness Community's *Continuum of Caring* Campaign. As local residents and businessmen, we know the value of having an organization like D'Youville in our own backyard. We also know that we have been blessed by the wisdom of the community leaders who helped the Sisters of Charity of Ottawa build the original D'Youville Manor over a half-century ago.

The Sisters' vision, made possible by contributors to that landmark project, has benefitted seniors much more than could possibly have been foreseen fifty years ago. The responsibility now falls to our generation to help meet our seniors' needs for assisted living. We believe that D'Youville is the right organization to satisfy this missing component in senior health care. Its mission and extensive campus is the perfect foundation on which to build an assisted living residence for seniors with varied income levels.

The goal of the campaign is to continue to make a difference in our community. We are excited to lead an effort that will improve the quality and breadth of senior care. We earnestly invite your thoughtful and generous support. Please join us in supporting D'Youville for all the good it has done for our communities.

Sincerely,

Elkin McCallum

John Thibault

*Campaign General Chairmen*



Elkin McCallum



John Thibault



## D'YOUVILLE'S HISTORY AND DEVELOPMENT

In 2010, D'Youville Life & Wellness Community proudly celebrated its 50<sup>th</sup> anniversary as an organization developed and driven by its mission of providing compassionate care for seniors in need.

Located on 75 acres of land in Lowell, Massachusetts, the campus includes a skilled nursing facility, Adult Day Health Center, and sixty-three independent rental apartments for low-income seniors. A new state-of-the-art thirty-three bed Center for Advanced Therapy, offering short-term rehabilitative services and hospice suites, will open in early 2012.

D'Youville provides accessible and affordable healthcare for active seniors. Since it began, D'Youville has provided healthcare to generations of seniors primarily in the Greater Lowell community. Today D'Youville continues to grow, both in terms of the number of older adults it serves and the healthcare it offers.

The *Continuum of Caring* Campaign will allow us to provide assisted living for seniors regardless of their financial resources. The residence will also provide an affordable assisted living option within the City of Lowell, so that elderly residents in need may remain in the City.



Naomi Prendergast  
President and CEO

## PEOPLE WE SERVE

D'Youville staff encourages people to live life to the fullest. We always strive to achieve not only physical wellness but also social, emotional and spiritual well-being. Care is based on the needs of each individual, taking into account his/her preferences and overall lifestyle.

There is something for everyone at D'Youville Life & Wellness Community. With our warm and neighborly atmosphere, D'Youville nurtures and encourages new friendships and strong bonds among the members of our community and within Greater Lowell.

We encourage our residents to maintain their ties to the community, whether through shopping excursions into Greater Lowell or trips to local sporting events and dinners at residents' favorite local restaurants.



*D'Youville was voted Best Nursing Residence in Greater Lowell for the 12<sup>th</sup> consecutive year by Market Surveys of America.*

## WHAT SETS D'YOUVILLE APART?

- A non-profit, mission-driven facility deeply rooted in its Catholic heritage and welcoming people from all faith traditions. It is the largest, and only faith-based, non-profit senior care community of its kind in the area.
- The area's only skilled nursing facility with a full-time Chaplain.
- TV program, "For the Young at Heart," is broadcast on most cable stations in Lowell and surrounding communities, addressing financial, spiritual, emotional, physical and recreational interests.
- "D'Youville U," a monthly professional educational series, provides on-site programs for the D'Youville staff. Physicians, researchers and other healthcare experts speak on a wide range of medical topics. Programs provide up-to-date information so that the D'Youville staff is prepared to offer excellent care to our residents. Programs are open to healthcare workers in neighboring facilities.

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## THE NEED

*Assisted Living Residences serve a key need of the fastest growing segment of our population – people aged 85 years and older.*

Much has been written about the huge costs to healthcare delivery systems as the "baby boomer" generation moves into retirement. This group constitutes the largest age segment in the country's history and as they continue to get older they will also continue to need ever-increasing levels of support. D'Youville recognizes that providing healthcare through a full continuum of care is the most beneficial and cost-effective way to address the needs of our senior population.

### WHAT IS ASSISTED LIVING?

Assisted living is a special combination of housing and personalized support services designed for seniors who want or need help with daily living activities such as bathing, cooking meals and doing laundry.

An assisted living residence provides supportive housing in a home-like environment with personal care services for seniors, but not the greater supervision of a nursing home, while still offering the safety and security of 24-hour support and access to care.

### ACCESS

At present, there are no assisted living facilities in Lowell, and no faith-based, non-profit assisted living residences in the Greater Lowell area.

Currently, Medicare and Massachusetts Medicaid do not pay for assisted living residences. Private long-term care insurance does pay for these services, but the premiums are very high.

Seniors must therefore pay out-of-pocket expenses of \$5,000 - \$6,000 per month for assisted living. Some facilities offer a handful of subsidized beds, but the demand for these beds far exceeds their availability. Seniors who would benefit from assisted living, but can't afford to access this level of care, often end up in nursing homes, thereby losing even more independence and at a far greater cost to taxpayers (often up to \$7,000 per month for each Medicaid patient).

### SIGNIFICANT FACTS

- The primary need for assisted living is for people who are 85+ years old.
- In the Greater Lowell area, there are over 7,300 households with one or more individuals aged 85+ (and 14,250 where one or more persons are 80 and older).
- Almost two-thirds (64.7%) of the age 80+ households in Greater Lowell have an annual income at or below the current federal criterion for "low income." For persons 85 and over in our area, 64.1% qualify as "low income."
- There are only 1,005 existing or proposed assisted living apartments within a 10-mile radius of Lowell. D'Youville seeks to address this important and growing need.

## THE PLANNED D'YOUVILLE ASSISTED LIVING RESIDENCE

D'Youville's vision is one of gracious one-bedroom accommodations in a safe, residential environment for seniors of all income levels (with one-half of the units designated for low-and moderate-income residents).

The new building will have attractive dining rooms and common areas for social and recreational activities as well as a Fitness Center and Beauty Salon.

Included in the plan are gardens surrounding the building for residents to enjoy as well as open space allowing them the peaceful, natural wooded setting of the state forest which frames the D'Youville property.

### PROJECT COST & SUSTAINABILITY

D'Youville has identified a parcel of land on its campus that is perfect for an Assisted Living Residence. The building will be attractively perched on a hillside and have proximity to the rest of the D'Youville campus. As D'Youville already owns the land, there will be no related property acquisition costs, thus greatly reducing development expenses.

A market study was conducted in January 2011. The results conclude that the current market can support 60 units of assisted living. Ongoing service revenue will adequately fund the mortgage debt and operational expenses, and will contribute to a modest replacement reserve to ensure the long term sustainability of this important project.

The Assisted Living Residence will include 15 market-rate apartments, 15 for memory-loss special care, and the remaining 30 units will be equally divided between seniors of low and moderate income (per established HUD income limits).

The total new construction cost of the project is anticipated to be \$10,000,000, of which \$5,000,000 has been committed by D'Youville's parent organization, D'Youville Life & Wellness Community (via conventional financing). A capital campaign raising \$5 million will offset construction costs sufficiently to allow D'Youville to operate with a "sliding scale" payment mechanism, thus providing access to quality, affordable assisted living to a much broader spectrum of seniors in need.

A tunnel constructed from the new Center for Advanced Therapy to the Assisted Living Residence will accommodate utilities and shared services, such as meals and laundry, for both buildings. D'Youville has thoughtfully crafted a sound financial plan for the construction and sustained operation of this much-needed residential resource for Greater Lowell's elderly citizens.



*Architect's conceptual image  
of D'Youville's planned  
Assisted Living Residence.*

### WHAT SETS D'YOUVILLE APART?

- Bruyère Gardens, a HUD 202 residence provides 63 affordable apartments for seniors 62 and older.
- Summer Concert Series, a weekly musical performance is held in the scenic D'Youville Park located on the front of the campus. Residents, staff and neighbors are welcome.
- Full-time Music Therapist.
- Men's Discussion Group, a weekly meeting of male residents discussing all things baseball!
- Beauty Salon/Barber Shop
- Gift Shop
- BEE Fit exercise program designed to enhance the strength, wellness and independence of D'Youville residents and neighbors.
- The D'Youville Bus, a 14-passenger vehicle, is used to bring residents on field trips to area attractions, sporting events and restaurants.



## D'Youville Life & Wellness Community Board of Directors

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President and CEO,  
D'Youville Life & Wellness Community
- **John Thibault**  
The Thibault Foundation

## SUPPORTING THE CAMPAIGN

A gift to the *Continuum of Caring* Campaign will allow D'Youville to provide low and moderate-income seniors access to a continuum of care that is unique in Lowell. Our current independent living apartments are affordable for our low-income seniors but do not provide the additional support services that many elderly persons need. This Campaign, with your support, will enable D'Youville to continue to be true to its mission as a non-profit provider of senior care for many who cannot afford the high costs at for-profit facilities.

### RECOGNITION

Community leaders are giving their time, financial support and effort to make the *Continuum of Caring*, the first capital campaign in D'Youville's history, a success.

We will recognize all of our contributors for their significant and thoughtful support that is essential to achieving the \$5,000,000 campaign objective. Information regarding both naming opportunities and recognition at other giving levels are available upon the request of our donors.

### WAYS TO GIVE

Many donors find that they are able to increase the size of their gift if they make payments over several years. Donors are encouraged to make pledges over a 36-month period [four tax years], allowing tax deductions for each year in which payments are made. A longer pledge period can also be arranged. Pledges may be scheduled to begin at the convenience of the donor.



Gifts of appreciated securities are often a convenient way to make a deductible contribution, avoid capital gains tax and reduce estate taxes. Stocks and bonds that have appreciated in value and have been held for more than 12 months may be donated with distinct advantages to the donor and to D'Youville.

Gifts of Real Estate, Life Insurance and Personal Property also may offer certain advantages to the donor. Your tax attorney, accountant or financial advisor can help you determine the most advantageous form of giving to suit your particular tax or financial situation.

Some companies have matching gift programs in which the company may match an employee's gift in greater or lesser amounts. If you or your spouse is affiliated with such a company and would like to take advantage of this opportunity, please forward the company's matching gift form with your signed pledge card.

**Your investment in D'Youville will be used to secure the best quality of life for our elders and influence the quality of life of our entire community for years to come.**

**For more information** about D'Youville and/or the Assisted Living Residence project, please contact The D'Youville Campaign Office, at (978) 569-1000, x2580, or Donald C. Main, Director of Advancement, D'Youville Life and Wellness Community (978) 569-1055, e-mail: [dmain@dyouville.org](mailto:dmain@dyouville.org).

*"It's a wonderful place to live.  
It's a wonderful community."*

- Annie Merrill, Bruyère Gardens Resident  
D'Youville's Independent Living Community

## D'Youville Life & Wellness Community Foundation Board of Directors

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D'Youville Life & Wellness Community



D'Youville was founded in 1960 by the Sisters of Charity of Ottawa with the mission of providing excellent, compassionate care for residents of the Greater Lowell community.

This monument pictured above was unveiled May 30, 2007, as part of the City of Ottawa's 150th anniversary celebrations and the 160th anniversary of the Sisters of Charity of Ottawa. It is dedicated to two remarkable women:

**St. Marguerite d'Youville**, the founder of the Grey Nuns of Montreal and the first Canadian-born woman to be canonized; and  
**Mother Élisabeth Bruyère**, a member of the Grey Nuns who was chosen by the congregation to found the Sisters of Charity of Ottawa.

Sculpted by Canadian artist Achim Arthur Klaas, the monument is meant to convey the many benevolent contributions made by the Sisters of Charity in helping the sick and the poor.

*"The minute we lose our love of the poor, we lose the spirit that is ours."  
(Mother Élisabeth Bruyère)*



D'YOUVILLE LIFE & WELLNESS COMMUNITY CAMPAIGN

*D'Youville achieves its mission through five core values that infuse every aspect of our organization:  
respect, dignity for the whole person, advocacy for the health care needs of all people, compassion and charity*