

GREENCROFT  COMMUNITIES

Live, Here.
For the best of your life.

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Reduce. Reuse. Recycle.



Living

Volume 4, Issue 3 Fall/Winter 2010



Giving Back
Continuing Commitment
to Being Green





Volume 4, Issue 3
Fall/Winter 2010

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Our Mission

In keeping with our Mennonite values and high standards of care, Greencroft Communities is committed to creating dynamic communities that embrace the creativity, contributions and challenges of aging for all.

Greencroft Communities includes:

- Greencroft Goshen, Goshen, Ind. 574-537-4000
- Greencroft Middlebury, Middlebury, Ind. 574-825-6785
- Greencroft at Home, Goshen, Ind. 574-537-4006
- Hamilton Grove, New Carlisle, Ind. 574-654-2200
- Oak Grove Christian Retirement Village DeMotte, Ind., 219-987-7005
- Southfield Village, South Bend, Ind. 574-231-1000
- Walnut Hills, Walnut Creek, Ohio 330-852-2457
- Greencroft Communities Foundation Goshen, Ind., 574-537-4093

Suggestions? Requests? On/off the mailing list? E-mail us at info@greencroft.org.

Giving Back – to the Community and the Earth

Living in a continuing care living community gives residents and staff many opportunities to “give back” to the community. Residents have the freedom to volunteer on a specific campus or for their favorite charitable organization in the greater community. Employees are always thinking of innovative ways to provide services to residents that are mindful of the environment while positively positioning us for the future. This issue of *Living* highlights different ways residents and staff give back by being green, and offers highlights from Greencroft Communities Community Benefit Report for fiscal year 2010. A copy of the Community Benefit Report can be obtained by logging onto www.greencroft.org and clicking on News & Events; then Publications.



Cathy Beery Berg, director of resident life services at Greencroft Goshen, and resident volunteer John O'Reilly discuss how much fun recycling can be. On the first Saturday of every month they take hazardous waste recycling (such as batteries, aerosol cans and unemptied paint cans) to the county's monthly collection. Over the past four years they have seen an increase in the amount that residents recycle.

Building Community. Serving Seniors. Strengthening Communities.

Community Benefit
(Fiscal Year 2010)



David Ogle,
Board Chair

Mark King,
President/CEO

Dear Friend of Greencroft Communities:

In the midst of economic uncertainties we see signs of hope. Greencroft Communities and our affiliated communities have again experienced a good year. We are thankful for the guidance of our boards, the wisdom of our leaders and the tremendous work of our staff. At the same time we look ahead—to meeting the needs of current and future seniors, to building community life at each of our locations and by being good neighbors to help strengthen our local communities.

Greencroft Communities and our affiliated communities are non-profit corporations. While for-profit corporations' main purpose is to provide a profit for the owners, we are expected to provide a benefit to the communities we serve. No individual or firm receives a profit from our operations; any profit is used to meet the needs of seniors through our services and programs. Both types of businesses are valuable, each with its role in the community. Non-profit corporations are provided with tax exemptions because of the work we do. Non-profits are important partners with the government in providing services to the less fortunate in our society. Greencroft Communities and our affiliates have a long history of providing services and adding value to the communities where we serve. We provide services to our residents, to seniors living outside our communities and to our local communities.

For a number of years our boards have been very intentional about addressing how we can be a “good neighbor.” Some of the elements of “community benefit” that we include are:

- Charitable care, including free or reduced-cost services and care to indigent seniors not reimbursed by other sources.
- Free or reduced-cost services when a resident or client is not able to pay the full cost of a service offered in our affordable housing, assisted living, adult day programs, healthcare, independent living areas and Senior Centers.
- Care to indigents not reimbursed by other sources when we do not receive full reimbursement from residents or clients because they do not have the financial means to pay for the services they receive.

- Unreimbursed service payments from a third party payor, such as Medicare and private insurance.
- Rent savings residents experience from living in HUD housing provided by our affiliates. These residents would have to pay more out in the community to receive the quality of senior housing provided at our communities, through our partnership with the Federal housing program.
- Grants provided to needy residents, keeping them off of public assistance and allowing them to remain actively independent.

Greencroft Communities' affiliates provide additional community benefits in the form of:

- The cost of chaplaincy and counseling services.
- The value of volunteer time that residents provide off our campuses as they are involved in a wide range of activities in the wider community — at schools, libraries, churches and other organizations — tens of thousands of hours.
- Events at our campuses that are open to the entire community, such as health and wellness fairs, seminars, concerts, etc.
- Donations made to other non-profit organizations in our local communities.
- Contributions made to governmental or other agencies.

We give back, to be good neighbors. These examples show the many kinds of significant benefits that Greencroft Communities and each of our affiliates provide to build community, serve seniors and strengthen communities.

Sincerely,

Mark King

Mark T. King
President/CEO
Greencroft Communities

David Ogle
Chair, Board of Directors
Greencroft Communities

Putting the Green in Greencroft Communities



Being “green” arises from our faith-based values and our concern to ensure that the wonderful world that God has provided for us can be sustained during our lifetimes and for future generations. Here is a look at how Greencroft Communities and its affiliates are green.

One of the recent initiatives at Greencroft Communities and each of our affiliates is our CROFT Values: Creativity, Respect, Openness, Fairness and Teamwork. These are values that guide our relationships with residents, fellow staff members and others with whom we come in contact. It’s a significant part of the orientation that makes Greencroft Communities and our affiliates unique places to live and work.

What about the other half of the word Greencroft; what makes Greencroft “green”? Being green also arises from our values and faith-based heritages. In a vast variety of ways our campuses endeavor to be responsible in preserving the environment, in the use of energy and in being responsible stewards. Here are some examples.

Energy Stars

Hamilton Grove uses Energy Star-rated hot water heaters and furnaces, reports Rob Ulrich, maintenance manager. Energy Star is the government-backed symbol for energy efficiency. The Energy Star program helps to save money and protect the environment through energy-efficient products and practices. The Energy Star label makes it easy to identify and purchase energy-efficient products that don’t sacrifice performance, features and comfort.



According to Chris Richard, building services director, the heating and air conditioning system at Southfield Village uses free cooling from outside air when possible, rather than running all the time. He also notes, “Lights are scheduled to turn to minimum requirements in off times. And areas of the facility go to ‘unoccupied’ modes when not in use,” reducing the heating/cooling and lights use.

Greencroft Goshen has a plan underway to systematically replace the windows in its older duplexes. And of course, new construction at the communities utilizes the latest in insulation practices.

A Bright Idea

Three letters: CFL. Compact fluorescent light bulbs. At virtually every community the old, traditional incandescent light bulbs are being replaced with compact fluorescents. Joe Schrock, director of maintenance at Greencroft Goshen, estimates that they’ve installed around a thousand CFL bulbs in resident apartments. “We’re seeing about a 15 percent drop in electrical usage for lighting in those buildings,” Joe notes. “The bulbs pay off in about a year.”

A compact fluorescent light bulb can save more than \$40 in electricity

costs over its lifetime. They use about 75 percent less energy than standard incandescent bulbs and last up to 10 times longer. They also produce about 75 percent less heat, so it’s safer to operate and can cut cooling costs. If every American home replaced just one light with an Energy Star-qualified light it would save enough energy to light three million homes for a year, save about \$600 million in annual energy costs and prevent nine billion pounds of greenhouse gas emissions per year, equivalent to those from about 800,000 cars.

Recycling

The various communities demonstrate a wide range of efforts to reuse and recycle. At Southfield Village, Executive Director Amy Calderone notes that they have placed recycling bins in all resident areas and break rooms. One employee in dietary takes all produce waste and composts it. At the Greencroft Communities office aluminum cans are collected for the local Habitat for Humanity office’s “Cans for Habitat” program. Greencroft Goshen has expanded the number of items that residents can recycle.

Jeremy Kauffman, executive director at Walnut Hills, reports that they have boxes in office areas to recycle paper; return printer cartridges for proper recycling; reuse empty plastic containers as buckets; cut up old towels and sheets for housekeeping to use as rags; and old furniture, clothing and other household items are taken to a local second-hand store to be sold. Staff and residents also participate in recycling cardboard, glass, aluminum cans and plastic bottles, which the staff collects and takes to a recycling center. Also, independent living residents at Walnut Hills have begun to use real china, silverware and cups for their meals, coffee breaks and parties, reducing the use and disposal of paper and plastic items.

Reducing

All the communities look for ways to reduce energy and resource usage. The use of compact fluorescent light bulbs and Energy Star appliances was noted above. Finding ways to use less paper includes double-sided printing and direct deposit for payroll. Many communities are storing files electronically instead of printing out everything. Southfield Village purchases water-saving toilets. The grounds and maintenance departments at Walnut Hills, Hamilton Grove and Greencroft Goshen use electric golf carts to travel around their large campuses.

Buying Local

The food service departments at many of our communities try to acquire locally grown produce when possible. Although “local” varies for different foods and in different areas of the country, the concept of buying local is simple: local foods are grown as close to home as possible, maximizing food value and minimizing energy use. This supports a food system that is more sustainable, as it goes beyond just the methods used to grow the food to also include other steps that take food from the farm to the plate. When you include transportation, processing and packaging in the equation, the fuel and energy that is used adds tremendous stress to the environment and lessens the freshness of the food. Consider that most produce in the U.S. is picked four to seven days before it reaches the supermarket and is shipped an average of 1,500 miles. And that’s only when taking into account what is grown in the U.S.! The time, distances and fuel costs are far greater when produce is imported from Mexico, South America, Asia and elsewhere.

WE ARE ALL STEWARDS OF THE PLANET. THE MORE THAT CAN BE DONE TO REDUCE WASTE AND ENERGY USE, THE BETTER WE DO OUR PART AS STEWARDS. THIS IS PART OF THE COMMITMENT AND RESPONSIBILITY OF GREENCROFT COMMUNITIES AND EACH OF OUR AFFILIATES — TO EMBODY OUR FAITH VALUES WHILE PROVIDING DYNAMIC COMMUNITIES FOR OUR RESIDENTS, CURRENT AND FUTURE.



Being Green

What does it mean to “be green” or “go green?” What in particular does that mean for retirement living? In this issue we’ve highlighted some of the ways that the retirement communities that make up Greencroft Communities are working at being responsible stewards.

Our concern for the environment, for the creation that God has entrusted to our care, arises from our faith values. Our communities have backgrounds in a number of faith traditions — Christian Reformed, Mennonite, Methodist — which provide the unique base values on which our services are built. It is at the core of who we are.

Each community’s goal is to provide services that honor and respect our residents, staff, vendors, our local communities and the environment. This is our responsibility. And it starts “at home,” with responsible practices and use of resources. We encourage our residents and suppliers to do the same.

As Kermit the Frog sings, “It’s not easy being green.” It takes some time. It takes money. It also takes an effort to reorient our ways of thinking and change from our past practices. Doing what is right is often not the same as doing what is easy. Taking environmentally friendly steps may require some effort. But each step we take, as individuals and as institutions, makes a difference!

Preserving Our Forests at Hamilton Grove and Southfield Village

Hamilton Grove, located in New Carlisle in St. Joseph County, Indiana, participates in the Indiana Classified Forest and Wildlands program. The program, under the Indiana Department of Natural Resources (DNR), encourages timber production, watershed protection and wildlife habitat management on private lands in the state. Program landowners receive a property tax reduction in return for following a professional management plan. In addition, landowners receive free technical assistance from DNR foresters and wildlife biologists, priority for cost share to offset the cost of doing management and the ability to “green” certify their forests.

Hamilton Grove currently has 79.2 acres set aside for this purpose and must complete an annual report to maintain a classified status. They hope to dedicate an additional 57 acres to the program. David Thompson, administrator at Hamilton Grove, met with state DNR representatives in July to formulate a forestry plan for Hamilton Grove.

Southfield Village, located in South Bend in St. Joseph County, Indiana, has earmarked a donation of a 10.2 acre land parcel adjacent to the campus as a Forest Preserve. The land area is covered with wooded trees and adds a lovely touch to the overall neighborhood. There are pathways connected by sidewalks from Southfield Village to the preserve that allow people to take walks through the wooded area. To find a Forest Preserve in a platted subdivision in the City of South Bend is extremely unusual and adds to the enjoyment of all the people living in the Southfield intergenerational community.



Indiana is currently one of only two states that are Forest Stewardship Council (FCS) green certified. Green certification encourages responsible forest management. Timber from these certified forests are tracked from their harvest to the finished product (such as furniture). The wood is labeled so consumers know it was inspected and properly managed following forestry standards supported by organizations such as the FCS and the American Tree Farm System (ATFS). Indiana offers its green certification service at no cost to eligible classified forest owners.

Greencroft Living Opportunities

Southfield Village

South Bend, Indiana

Southfield Village is constructing new independent living villas. A virtual tour, as well as pricing and floor plan information, are now available. There are also specials for new move-ins to assisted living. Call Southfield Village at 574-231-1000.

Oak Grove Christian Retirement Village

DeMotte, Indiana

Oak Grove is a place where genuine loving Christian care is given to the senior citizens who reside there and to all people who enter our doors. Let Lynn Ooms assist you in your planning; call her at 219-987-7005.

Greencroft Middlebury

Middlebury, Indiana

Call or drop in at the model home to see how your dream for an engaging, resident-focused, secure community can come true. Call Lori Vanslager for an appointment or more information at 574-825-6756.

Walnut Hills

Walnut Creek, Ohio

Nestled in the rolling Ohio countryside, Walnut Hills provides a range of independent living, assisted living and healthcare options, in addition to the Memory Support Household providing assisted living care for individuals with Alzheimer’s or related dementia. For a visit or more information, call Betty Miller at 330-893-3200.

Hamilton Grove

New Carlisle, Indiana

A full-service Continuing Care Retirement Community, Hamilton Grove offers housing options from independent living villas to assisted living to healthcare in a country setting. To learn more or tour the campus, call 574-654-2200.

Greencroft Goshen

Goshen, Indiana

The Goshen campus offers the full range of living possibilities, with a variety of independent options to assisted living apartments to skilled nursing care, as well as adult day services at the Thelma A. Schrock Homestead. For more information, call 574-537-4010.

Greencroft at Home

Whether it’s maintenance, housekeeping, home companion services or yard work, Greencroft at Home has a capable staff that is ready to help persons throughout Elkhart County in Indiana. Hourly charges range from \$17 to \$20, depending on the service. You can continue to stay at home while still benefitting from Greencroft Goshen’s high reputation for care and service. Call 574-537-4054 for a free initial consultation.

TO LEARN MORE ABOUT ANY OF THESE COMMUNITIES, VISIT US ONLINE AT WWW.GREENCROFT.ORG