

New Year Wish

Dear Friends.

As we reflect on 2020, one must put this past year of great sadness in our WNY community . . . and around the world . . . behind us. Yet we must not forget that we rediscovered a spirit of togetherness, of self-sacrifice, courage and sense of community amidst the biggest crisis we have faced in generations.

In 2021, every day promises to bring a little more light into our lives. There are signs of hope for a better future. And there is a light at the end of the tunnel . . . with a vaccine for us all as we usher in this New Year.

I wish to thank our board members. friends. residents. family members. staff. volunteers. vendors and donors for their support throughout this difficult and challenging year.

On behalf of our Beechwood Continuing Care family. We want to wish you and yours a warm, safe and blessed 2021.

Sincerely,

Daniel P. O'Neill President/CEO

President's Message



Daniel P. O'Neill President/CEO

Over the last year, Beechwood Continuing Care has actively pursued organizational opportunities which position our Homes to serve a greater role in the provision of residential and health care services. I would like to update you on what we have accomplished and share some of what we all look forward to in 2021:

The Year 2020

I want to acknowledge and express my sincere thanks and appreciation for the extraordinary dedication of our managers and staff throughout the pandemic. They are all HEROES!

Each level of care has faced its own challenges but all staff has approached each and every day with our

mission in mind – the physical, emotional and spiritual well-being of our residents is always of first and foremost importance.

Everyone at Beechwood Continuing Care has been overwhelmed by the public displays of support from the families of our residents and from the entire community. The generous donations of food, gift cards and heartfelt signs of thanks to all staff have been truly amazing and greatly appreciated!



The regulatory protocols restricting visitors into our homes have been so difficult for residents, families, friends, and staff to accept. As the vaccination effort continues, our hope is renewed for better days ahead.

In spite of the pandemic, Beechwood Continuing Care has continued to persevere on several longstanding strategic objectives – continuing to challenge our existing care model where appropriate and actively pursuing new partner-ships to ensure sustainability of the organization going forward.

Blocher Homes

As we all know, faced with a long-term decrease in occupancy rates, Blocher Homes has made the judicious operational decision to partner with People Inc. to repurpose the property and develop mixed income independent living apartments in the Village of Williamsville.



The proposed plan not only addresses a defined need for this type of housing in our community but, importantly, it is an alternative use for the property that is consistent with the original intent of John and Elizabeth Blocher's donation in the early 1900's.

By continuing to work with those Blocher residents who transitioned to our newly renovated wing at Beechwood, we hope to ultimately create the quality living environment they desire with the added benefit of being able to receive the extra nursing and medical care needed – onsite and in

the comfort of their own "home" – ideally avoiding unnecessary hospitalizations too often experienced at the assisted living level of care.

Presbyterian Senior Care of WNY

Back in 2019 we announced that Presbyterian Senior Care of Western New York (PSCWNY) and Beechwood Continuing Care had reached an agreement on terms in which the PSCWNY communities and properties would become a part of our continuum. The PSCWNY facilities to be added to our service line include Ken-Ton

Presbyterian Village senior apartments located in Kenmore, Presbyterian Village at North Church senior apartments located in Williamsville, and the Lockport Presbyterian Home.

I'm happy to report that last year we completed the time-consuming process of applying for and obtaining regulatory approval for this asset transfer from the U.S. Department of Housing and Urban Development, New York Attorney General, and New York State Department of Health. We are currently working with legal counsel and our banking partners to officially complete this transaction – ideally in early 2021. Very exciting!



As faith-based organizations, we have shared visions, similar missions and a deep commitment to service. We both support high quality, person-centered care for individuals in whatever setting they call home. When the PSCWNY facilities officially become part of our organization we will finally be able to implement and realize the benefits of achieving strategic and operational alignment.

This is a tremendous opportunity – combining the unique strengths of both organizations to better address the emerging residential and health care needs of seniors in our community. Together we will have an even greater impact in Western New York – touching more lives and fostering innovative practices in service delivery across our expanded continuum of care.

Accepting change and being proactive in challenging times has been and still is imperative to Beechwood's success. Thanks to the vision of the Board of Directors and the commitment to excellence of all staff the future remains bright.

Santa came to Asbury Pointe the old fashioned way . . . thanks to Cultural Arts Manager Hilary Pundt and Dale and Brandon from Hartland Carriages. Residents were given sleigh rides throughout the Beechwood Continuing Care campus spreading joy and cheer.



Hospice Wells House resident Elizabeth Freeman. (Sadly, she passed on December 19th.)

What is your Legacy? Myths of Legacy Giving

Myth: Legacy giving donors are wealthy.

Reality: Legacy gifts are generally from donors of modest means who cannot afford to give an outright gift of any substantial size to their favorite organization Myth: Legacy giving donors are old.

Reality: Nearly 1/3 of the existing donors are younger than 65, and 6% are younger than 45.

Charitable Bequests

A charitable bequest is simply a distribution from your estate to a charitable organization through your last will and testament. There are different kinds of bequests. For each, you must use very specific language to indicate the precise direction of your assets, and to successfully carry out your final wishes. In any charitable bequest, be sure to name the recipient accurately.

Below, we have listed some of the more common kinds of bequests, and some bequest language. We always recommend that you carefully review the terms of your will with a professional trained in handling trusts and estates.

General Bequests are legacies left to certain people or causes that come from the general value of the estate, and are made by designating a specific dollar amount, a particular asset or a fixed percentage of your estate to the cause of your choice. General bequest language:

"I give, devise, and bequeath to Beechwood/Blocher Foundation, the sum of \$______ to be used as the board of directors deem the need is greatest."

Specific Bequests are made when a particular item or property is bequeathed for a designated purpose. (i.e., funds to provide musical entertainment for our residents.) Specific bequest language:

"I give, devise, and bequeath the sum of \$______ (or a description of a specific asset), for the benefit of the Beechwood/Blocher Foundation to be used for the following purpose: (state the purpose). If at any time in the judgment of the trustees of the Beechwood/Blocher Foundation it is impossible or impracticable to carry out exactly the designated purpose, they shall determine an alternative purpose closest to the designated purpose."

Residuary Bequests are made when you intend to leave the residue portion of your assets after other terms of the will have been satisfied. Residuary bequest language:

"All the rest, residue, and remainder of my estate, both real and personal, I give to the Beechwood/Blocher Foundation for its general purposes."

Contingency Bequests allow you to leave a portion of your estate to a particular charity if your named beneficiary does not survive you. Contingency bequest language:

"I give and bequeath the residue of the property, real and personal and wherever situated, owned by me at my death, to (name of beneficiary), if (she/he) survives me. If (name of beneficiary) does not survive me, I devise and bequeath my residuary estate to the Beechwood/Blocher Foundation, for its general purposes."

Without a will, there is no mechanism in place to make a bequest, so here are the steps you should take to make sure your wishes are granted.

- Make a list of organizations or causes that you would like to support.
- Make a detailed list of your assets (financial, real estate, vehicles, jewelry, collectibles, musical instruments, etc.)
- Set up an appointment with your financial analyst or attorney; or planned giving officer at the organization you intend to support. These professionals will help sensitively guide you through the process.

Charitable Gifts Through Your IRA or Appreciated Stock Can Provide Significant Tax Benefits

IRA Charitable Rollover Provides Great Tax Benefits -

Did you know the Charitable IRA Rollover allows individuals 70 ½ years of age or older to transfer up to \$100,000 of tax-free gifts from their IRA to their favorite charity. In light of the recent changes in the tax laws, this can be a significant incentive for donors to sustain their charitable contributions and experience tax benefits.

You Can Give More When Donating Your Appreciated Stocks

Make a bigger impact by donating long-term appreciated securities, including stock, bonds, and mutual funds, directly to charity. Compared with donating cash, or selling your appreciated securities and contributing the after-tax proceeds, you may be able to automatically increase your gift and your tax deduction.

Given that the Dow Jones Industrial Average rose from about 18,000 at the end of March 2015 to over 30,000 at the end of December 2020, you are likely to realize a taxable profit on the sale of assets you purchased in the past five years. But if you donate the stock directly to a charity, there's no capital gains tax to pay.

It's simple and easy. When you donate stock to charity, you'll generally take a tax deduction for the full fair market value. And because you are donating stock, your contribution and tax deduction may instantly increase over 20%. Would you prefer to donate bonds or mutual funds? The same benefits apply. **Contact Cheryl Wasson, Director of Development at 716-810-7370 to learn how easy this charitable transaction can be!**

"All for One and One for All"

Fighting COVID Together ~ 25th Anniversary Auction ~ Bittersweet

hen planning our 25th Anniversary Auction and after much deliberation, it was decided that this auction would be our last. All events have a lifespan. We felt this was the right time to say goodbye. We had such celebratory plans to recognize all who had been part of our twenty-five years of success. Our wish was to thank each and every one of you in person for your years of support and friendship.

Then sadly, COVID hit and all our lives changed. We never considered cancelling our final auction, but realized we needed to reimagine its format. It was a very bittersweet journey. But we rolled up our sleeves and got to work.

Considering the impact COVID has had on our Homes – residents, staff and families – the theme became "All For One and One For All . . . fighting COVID together." A special COVID Relief Fund was established to assist with the astronomical costs associated with the pandemic to ensure our residents and staff remained safe. (Proceeds helped pay for stateof-the-art infection control "fog" machines that disinfect an entire room in minutes.)

In place of a traditional gala and auction, an online auction and live stream event was born. "Guests" enjoyed having the ability to bid on auction items for 7 days online! Our livestreamed one hour event on Saturday, October 17th was held at the MusicalFare Theatre Cabaret space in Amherst . . . where Kevin O'Connell, local TV personality, performed his Masters of Ceremonies duties one last time. Together with a small group of Beechwood Development and IT staff, President/CEO Daniel O'Neill as well as two MusicalFare production staff, the evening highlighted videos of staff and a grateful family member who shared her story about her mom – Sally, 108 years old –



Kevin O'Connell – Auction Masters of Ceremony

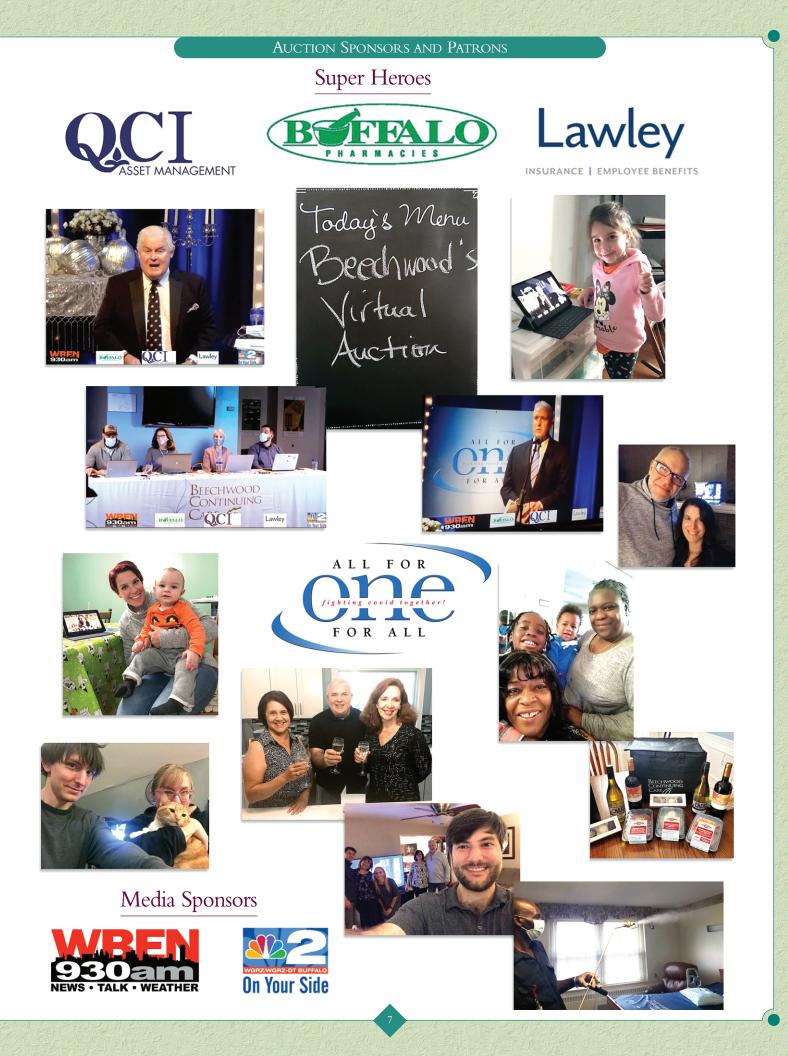
who survived COVID at Beechwood and the compassionate care provided by our dedicated staff. In addition, MusicalFare actors performed poignant songs from their recently remounted video production of "Stories of Life." Guests were encouraged to watch on their TV at home and join in the fun! As a thank you to our event sponsors – they were treated to personally delivered gourmet meals from Osteria Restaurant, wine and decadent truffles prepared by Asbury Pointe's pastry chef. (Below is the Auction YouTube link if you would like to watch!)

On behalf of all of us at Beechwood Continuing Care, we want to extend a heartfelt thank you to our Auxiliary Board members who for 25 years have worked so hard to build an event that each year was a resounding success. In total, we have raised \$2.3M.

It takes a village to create an elaborate event and auction. The support of our Homes and Foundation board members, sponsors, vendors, donors, volunteers, staff, residents, families and so many others inspired us all each year.

Stand by to learn what is up our sleeves next!

Auction YouTube Link: https://www.youtube.com/watch?v=wtFv9gatPsY&feature=youtu.be





Auction Patrons and Donors

We would like to thank the following Donors for making our auction a success.

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Auction Patrons

We are extremely grateful to the following patrons whose donations have made this a special evening for all!

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We are extremely grateful to the following patrons whose donations have made this a special evening for all!

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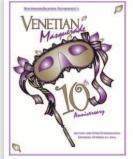
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UNITED METHODIST WOMEN'S GROUPS

Asbury UMW of Amherst Churchill Memorial UMW Elma UMW Exley UMW Faith UMW Lancaster Hamburg UMW New Hope UMW North Tonawanda, First UMW Pendleton Center UMW Ransomville UMW St. James UMW of Niagara Falls

BEECHWOOD NEWS

Brightening Our Residents' Days



These beautiful quilts were created and donated by the Morningstar Quilt Guild in East Aurora. According to Kathy Jerzewski, charity quilt chairwoman, the guild has been in existence for over 20 years and estimates that around 75 quilts are done each year and donated to groups including nursing homes, battered women's shelters, foster children and veterans.

Gifts of Kindness During COVID

Below is just a sample of the many thoughtful gifts donated to residents such as cookies, food, cards, quilts, afghans, pillows and much more. They are so appreciated.

And most of all, thank you so much for all your thoughts and prayers during this difficult time.

Amherst Y.E.S. Program + Asbury United Methodist Church

Patricia Bretherton + Brownie Troop #31097

Comfort Quilters + Bette Drescher

Marcia Jackson + Kathy Jerzewski & Morningstar Quilt Guild

Jewish Discovery Center and Kosher Meals on Wheels + Marion L. Johns

Junior Girl Scout Troop #30033 🔶 Zoe Kyriakopoulos

Lancaster Faith United Methodist Women + The LaPorta Family + Lawley Employees

Melanie Mackes 🔶 Lynn Maraschiello

Military Order of the Purple Heart 🔶 New Hope United Methodist Women

Hosia Sharp 🔶 Ellen Wilson

Williamsville South High School

JULY 1, 2020 TO DECEMBER 31, 2020

HONOR ROLL OF DONORS TO THE BEECHWOOD/BLOCHER FOUNDATION

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In honor of All Affected by COVID-19 Julie and Tim Berg In honor of Charlotte Abounader Ms. Paulette Abounader Mr. and Mrs. Leonard D. Brown In honor of The Dedicated Staff Mr. Anthony Pula and Rev. Mary Ann Pula In honor of Health Care Workers Ms. Kathleen L. Barber In honor of Jean Lacey, R.N. Sharon S. Dittmar, Ph.D., R.N. In honor of Beverly A. Mingle Beechwood Service Guild In honor of Michael O'Neill The Family of Michael O'Neill

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In honor of Marjorie Roberts Mrs. Paula Cretacci In honor of Staff and Residents of Beechwood Mr. and Mrs. L. Robin Slate In honor of Celestine (Sally) Szemenciak Deanna B. Machtel In memory of Alberto Agulian Ms. Laura Alani In memory of Audrey J. Albert Mrs. Barbara Carlson In memory of Candice Bamberry Susan M. Williams In memory of Sally Bass Linda Karch and Bob Kanner

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JULY 1, 2020 TO DECEMBER 31, 2020

HONORARIUM/MEMORIAL DONATIONS

In memory of Alice E. Burr Mr. and Mrs. William G. Elliott In memory of Dr. Bruce D. Burr Mr. and Mrs. William G. Elliott In memory of Oscar and Koren Carlson Nancy Carlson Hayes In memory of Albert B. Casey, III The Speranzini Family In memory of Thaddeus V. Ciesiulka Mrs. Kathleen Ciesiulka In memory of Mary E. Daigler Mr. Raymond T. Daigler In memory of Oswald DiPirro Duane and Nancy DiPirro In memory of Almeda Dobbins Ms. Lisa C. Lange In memory of Bernice Dubawsky Family and Friends Mrs. Lenore Polk The Weisbrot Family In memory of Lillian Duquin Mrs. Monica A. Knight In memory of Lucyette T. Eckert Mr. and Mrs. William Brucker In memory of Nelli Fejer The Fejer Family Fund In memory of Dorothy J. Fitch Mr. and Mrs. Michael P. Fitch In memory of Robert J. Fretz Ms. Susan Fretz Mrs. Eileen J. Godzich Mrs. Margaret E. Markarian Brian and Nancy Murray Mr. and Mrs. Robert Murray Mrs. Nicole E. Phillips Mr. and Mrs. George A. Rusk In memory of Shirley Giesler Mrs. Molly Anthony In memory of Doris E. Griswold Mr. and Mrs. James Ziemer In memory of June E. Hartman Family of June E. Hartman In memory of Byron J. Heinz Mr. and Mrs. William Tresselt In memory of Jack E. Hesslink Mr. and Mrs. Scott Corrie Mrs. Marilyn Hesslink In memory of Barbara J. Holt Ms. Tashayla L. Holt In memory of Don "Deac" Hoover Family and Friends John and Chris Fiebelkorn Mr. and Mrs. James Hoover Ms. G. Trudy Janssen Darcy and David McLeod The Owen Family - Deborah Ann, Kristen Rebecca and Mark David Ms. Lois H. Palmerton Ms. Rebecca P. Ripley Mr. and Mrs. Mark T. Sabin

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Dear Friends and Family of Beechwood Continuing Care ~

January 2021

No one could have predicted the arrival of COVID-19 and the devastation it would inflict on our communities and around the globe. We have mourned those we have lost and celebrated those who have recovered. With the ongoing surge of the pandemic this winter, we need to be as diligent as we can in keeping our residents and staff safe until the vaccine has been widely distributed to our residents and staff ... and in the general community.

The pandemic in 2021 will continue to heavily impact all of us at Beechwood.

Although the infusion of federal government relief funds was and is critical in our fight - the need grows daily.

In addition, close to 65% of our residents rely on Medicaid to pay for their daily care. Sadly, Medicaid's reimbursement per day is far below our actual cost of care and has created a deficit that we struggle to address. And due to COVID, new resident Medicaid applications are presently not being processed – thus adding to our growing loss of revenue for Beechwood at this time.

Lastly, it is likely that New York State will propose more cuts that will have a severe impact on Beechwood as well as other skilled nursing homes in the state. Beechwood has always been able to count on generous support from our families, friends and community... and we need your help more than ever before.

We are so thankful for past donations to our Foundation. Without support from individuals like you, Beechwood will be unable to continue to provide the extraordinary home environment, programs and services that our residents and their families have come to enjoy.

Below are three options where your gift will have the most impact:

COVID RELIEF FUND

Donations to this fund provide financial relief incurred in the fight to protect our residents and staff. We are indeed facing unprecedented financial losses as well as a future of unknowns. Expenses include hundreds of thousands of dollars in COVID testing for residents and staff and personal protective equipment. Funds raised will also allow us to purchase state-of-the-art infection prevention equipment.

THE LIVING CARE FUND

The Living Care Fund is critical to our Homes in that it exists to help offset the increasing deficits our Homes experience due to Medicaid cuts. It allows us to provide the highest quality of care for all our residents, regardless of their ability to pay. *A promise we have made to our residents and intend to keep.*

WHERE THE BOARD DEEMS THE NEED IS GREATEST

These unrestricted donations can be dedicated by the Foundation board to emerging needs within the Homes ... whether they support operations or for program or fund support.

We are so grateful for the overwhelming kindness and outreach from families and the community. We pray for the day when we can open our doors to families and friends again. Residents and staff will be welcoming you all with open arms.

To donate, go to our website at beechwoodcare.org or use the enclosed donation envelope.

Sincerely,

Daniel P. O'Neill President/CEO

Cheryf A. Wasson

Cheryl A. Wasson Director of Development

P.S. Make your donation more special throughout this New Year by honoring or memorializing a loved one.

"I WISH YOU ENOUGH"

Below is a touching story posted on Facebook by one of our Beechwood Continuing Care board members. I found it very touching – especially during this sad and difficult time...Cheryl Wasson, Director of Development.

Recently, I overheard a mother and daughter in their last moments together at the airport as the daughter's departure had been announced. Standing near the security gate, they hugged and the mother said:

"I love you and I wish you enough."

The daughter replied, "Mom, our life together has been more than enough. Your love is all I ever needed. I wish you enough, too, Mom." They kissed and the daughter left.

Afterward, I went over and asked, "When you were saying goodbye, I heard you say, "I wish you enough." May I ask what that means?"

She began to smile. "That's a wish that has been handed down from other generations. My parents used to say it to everyone." She paused a moment and looked up as if trying to remember it in detail and she smiled even more.

"When we said 'I wish you enough' we were wanting the other person to have a life filled with just enough good things to sustain them." Then turning toward me, she shared the following, reciting it from memory,

I wish you enough sun to keep your attitude bright.

I wish you enough rain to appreciate the sun more.

I wish you enough happiness to keep your spirit alive.

I wish you enough pain so that the smallest joys in life appear much bigger.

I wish you enough gain to satisfy your wanting.

I wish you enough loss to appreciate all that you possess.

I wish you enough hellos to get you through the final good-bye."

They say it takes a minute to find a special person. An hour to appreciate them. A day to love them. And an entire life to forget them. God bless us all.

Beechwood Homes Appoints "New" Activities Director

Bechwood Continuing Care is pleased to announce that Holly Lange has been appointed the Director of Recreation and Volunteers at Beechwood Homes and Wesley Rehabilitation Center. Holly was formerly at the Blocher Homes for over 19 years where she was responsible for resident activities and special events. (Blocher Homes, an assisted living community, was part of the BCC continuum, which sadly closed in November 2020.)

"I have such wonderful memories of my time at Blocher," said Lange. "But happily, many of our Blocher residents have moved over to Beechwood in its newly renovated wing . . . so there will be some familiar faces! I'm so looking forward to getting to know all the residents and staff at Beechwood."



Holly has many talents to share including being a master gardener!

BEECHWOOD CONTINUING CARE 2235 Millersport Highway + Getzville, NY 14068-1297

Our Mission:

Guided by Christian values, we are committed to nurturing each individual's quality of living and aging by honoring personal values in a supportive environment.

If you wish to have your name taken off our mailing list call the Development/Marketing Department at 716-810-7372 or e-mail: bschwamborn@beechwoodcare.org

Beechwood Homes Awarded Grant from Odd Fellow and Rebekah Benefit Fund

Beechwood Homes is pleased to announce that it has been awarded a \$30,000 grant from the Odd Fellow and Rebekah Benefit Fund. The grant will be used for staff training including training related to the newly created senior service care model within Beechwood Homes - which is currently the new home for former assisted living residents of the Blocher Homes.

"We are so grateful to the Odd Fellow and Rebekah Benefit Fund trustees for their generous gift in support of enhanced education and training for our nurses and aides which results in the best possible care for all our residents," said Daniel O'Neill, President/CEO of Beechwood Continuing Care.

This transitional care model provides a specialized level of care that is based on the residents' ever-changing needs . . . beginning with minimal assisted care to a higher level of skilled care when needed. Benefits include the prevention of hospitalizations as seen in assisted living communities where NYS Department

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of Health regulations prevent assisted living facilities from providing more complex in-house care.

"As a former operator of a health care facility and with the support of my board of directors, we always embraced the idea of innovative staff training and development," said Eugene Urban, Executive Director of the Odd Fellow and Rebekah Benefit Fund. "We are now proud to support the development of a specialty staff training program at Beechwood Homes which will ensure the continuation of quality care for their residents."



assisted living communities where NYS Department Gene Urban, Executive Director of the Odd Fellow and Rebekah Benefit Fund (left) presents grant check to Daniel O'Neill, President/CEO of Beechwood.

Editor: Cheryl A. Wasson Foundation information contributed by Eileen Lew and Brenda Schwamborn For corrections, comments, or topic suggestions regarding **Reflections**, please contact Cheryl A. Wasson at (716) 810-7370

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