



LEHIGH VALLEY BUSINESS

# GIVING GUIDE

AN ADVERTISING SUPPLEMENT TO LEHIGH VALLEY BUSINESS

2015 EDITION



*Regional Philanthropic Opportunities*





**PRESIDENT AND CEO:**  
Susan Cooper Drabic

**ESTABLISHED 1986 AS  
MORAVIAN HALL SQUARE  
OF NAZARETH, PA**

**NUMBER OF FULL AND  
PART-TIME EMPLOYEES:**  
340

**ANNUAL REVENUE FOR  
FISCAL YEAR 2015:**  
\$18 million

**FISCAL YEAR 2015  
EXPENSE FOR  
BENEVOLENT CARE:**  
\$748,000

**MISSION AND  
CORE PURPOSE:**  
Morningstar Senior Living is  
dedicated to enriching life's  
journey for all we serve.

**GEOGRAPHIC  
SERVICE AREA:**  
Greater Lehigh Valley

# MORNINGSTAR SENIOR LIVING

## BACKGROUND

Morningstar Senior Living, Inc. is a network of services for seniors that include residential campuses, home-care management, and wellness support. The distinctive operations include the campus of Moravian Hall Square, a continuing care retirement community in Nazareth, Morningstar Senior Solutions, geriatric care for seniors who choose to remain in their own homes, and Heritage Village, a planned active adult community in upper Nazareth. Morningstar Senior Living Foundation was established in 2015 to provide financial stewardship and resource cultivation to support the mission of Morningstar Senior Living and its affiliates.

For more than 28 years, they have remained steadfast in providing the strong sense of security that endures should one of the residents find themselves without the financial means to continue to live on campus. This can happen due to economic forces or when residents outlive their planned assets. The commitment to residents is at the heart of their mission to provide life care. Benevolent support projection costs for residents and clients of Morningstar Senior Living affiliates are close to one million dollars annually.

The organization is committed to life-long wellness for residents and older adults in the region. Enriching life's journey means they provide many free events and programs to offer opportunities for intellectual development, cultural stimulation, social interaction, technology, and recreation. Isn't that what life should be full of?

## GIVING OPPORTUNITIES

### CHARITABLE FUNDS

Generous individuals and entities provide service, financial and partnership gifts to support many needs at Morningstar Senior Living Foundation. Cash and outright gifts received in fiscal year 2015 topped \$363,000. The named funds within the foundation include:

**The Good Samaritan Fund:** Providing benevolent support to those who have exhausted their own resources and can no longer pay the full cost of their care.

**Endowment Fund:** An invested fund whose annual earnings may be directed by the board to be used for capital or program needs.

**Wellness Trust:** A special fund that offers grants within the organization to pilot new programs, sponsor events or purchase equipment that will benefit the wellness of community members.

**Staff Development:** Allocations include scholarships for employees to learn, grow and achieve as well as token appreciation gifts to staff in recognition of outstanding service.

## VOLUNTEERS

In 2015, service time donated by volunteers exceeded 15,000 hours at the campus of Moravian Hall Square alone! All volunteers receive training and can choose to be involved in many capacities including friendly visits, leading a hobby or interest group, working in the General Store, transportation companion, helping with special events, and the list goes on!

## LOOKING FORWARD – GOALS FOR 2016

- Grow annual support for benevolent care to meet the current annual expense.
- Develop new relationships and partnership funding income for a wellness project such as music therapy.
- To strive to be known as the senior care industry leader for residency, wellness, and employment in the Lehigh Valley region.

### MORNINGSTAR SENIOR LIVING, INC. BOARD OF DIRECTORS

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James Chrin, Secretary  
Dr. Victor Lesky, Treasurer  
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Rt. Rev. C. Hopeton Clennon  
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### MORNINGSTAR SENIOR LIVING FOUNDATION BOARD OF DIRECTORS

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Christopher Hunt, Secretary/Treasurer

Marilyn Brewster  
Susan Cooper Drabic

Karen Finnegan  
Halfred Smith

R. Charles Stehly  
Sharon Jones Zondag

# Your act of giving...



## ...can have rippling effects.

*Your single act of giving can create a ripple of caring for an aging adult in our community.*

Make a ripple...find out more:

Mollie Santee, Executive Director  
Morningstar Senior Living Foundation  
[giving@moravian.com](mailto:giving@moravian.com)



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