



Town  
Square

# Life

Holiday 2014

## Following our paths...



Ginny Hartman was not looking for a chaplaincy or even looking for a full time position when she moved to the Lancaster area in 2010. She had worked as a chaplain and also as a critical care and public health nurse when she lived in Ohio. She has always felt personally drawn to caring for seniors. In fact she spent 12 years being a caregiver for her parents, developing a real understanding for other caregivers thru her experiences which she describes as “both difficult and rewarding”. Following her own path, she travelled for several years from Ohio to Indiana to attend Associated Mennonite Biblical Seminary, adding a degree and an education that has further expanded her ability to understand people.

Here in Lancaster, members of her church learned about the open position of Chaplain here at Pleasant View and encouraged her to apply, sharing the opinion that the position just “seems like you.” In March, Ginny’s path led her to accept the offer to become our Chaplain. She finds it “very rewarding to hear the stories of people’s lives” and finds it “an honor to walk beside them on their journeys.” Her work here includes working with both residents and staff. “It’s a gift to be with so many talented people.”

Ginny finds that the beauty of our surroundings here at Pleasant View “oozes into the inside, into the hearts of people here.” She says that we are blessed with a precious beauty that affects the atmosphere here at Pleasant View. Ginny feels that the women who founded Pleasant View envisioned a place of both peace and rest. She describes Pleasant View as “a place of peace for those who serve and those who live here,” and she herself experiences that peace. “Come unto me and I will give you rest.” Ginny senses Christ’s invitation as she walks the halls and follows her own path at Pleasant View.

As our paths together bring us to the holidays, Ginny wishes all members of the community “a heart so filled with joy that it spills over from the holidays into the new year and sustains each and every one.”

*Pleasant View  
is a place of  
peace for those  
who serve  
and those who  
live here.*

*—Virginia Hartman*





On November 21, community members contributed more than \$4.4 million to over 300 non-profit organizations, making it Lancaster County's largest Day of Giving for local non-profits. During the 24 hour online Give, donors designated \$7,615 for Pleasant

View. All donor generosity continues to provide the Benevolent Care Fund for those whose assets are insufficient to provide lifelong care during their stay at Pleasant View. Residents and Staff paused to say, "I Gave", for this very worthy cause.



*Lancaster's Greist Building "Lit Up The Night" to celebrate the end of 24 hour day of giving.*



## RECOGNIZED AS LANCASTER HABITAT RESTORE 2014 PARTNER OF THE YEAR

Over the past year, Pleasant View Retirement Community embarked on extensive renovations to its Residential Living apartments, cottages and common areas to offer upgraded features and added amenities. Pleasant View turned to Lancaster Area Habitat for Humanity to find a home for gently used building materials, fixtures and furniture set to be replaced, but still in good condition. Through their partnership, these items are donated to the Lancaster Area Habitat for Humanity's ReStore, a non-profit business specializing in the resale of new and gently used building materials and supplies to the public. Habitat ReStore is then able to provide additional funding to support Habitat for Humanity's house-building goals, expand opportunities to serve a broader base of the low-income community by providing low-cost materials, and provide good



*Jean Bednarski, Director of Community Advancement for Pleasant View Retirement Community, receives award from Habitat for Humanity's Stacie Reidenbaugh.*

stewardship of sustainable resources in the community.

At Lancaster Area Habitat for Humanity's 28th Annual Celebration Dinner held on October 6, Pleasant View received the Habitat ReStore Partner of the Year Award. Nancy Cullen, Donations Manager for Habitat ReStore remarked, "This has been a marriage/partnership made in heaven." Due to Pleasant View's continued donations and support, the ReStore has seen an increase in revenue as well as the ability to offer high quality items. The partnership has also opened doors for the ReStore to build new relationships with additional retirement communities throughout Lancaster County. Thank you to Lancaster Area Habitat ReStore for this recognition and a special thank you to the Pleasant View Maintenance staff, who continue to make this partnership possible!

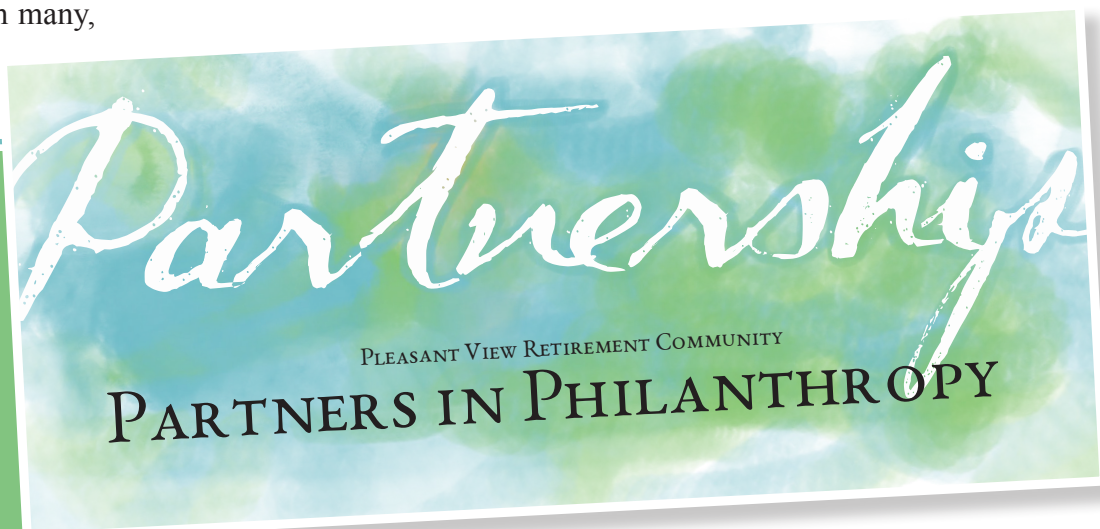
# Tax Smart Philanthropy

All donors to Pleasant View Retirement Community share an important reward for their generosity: they receive personal satisfaction knowing that they have contributed to the health and well-being of all members of the Pleasant View community. Support is given to the Pleasant View community in numerous ways – through cash or by credit card, by including Pleasant View in estate plans, designating Pleasant View to receive memorial gifts to honor loved ones and by participating in fundraising events. Whether it's support for cognitive care, our building fund or the endowment for benevolent care – gifts from many, many thoughtful donors contribute to the quality of

life and care for each and every person who comes to call Pleasant View home.

Gifts are made when donors believe in our mission – to enhance the quality of life for those we serve in a Christ-like manner. There are many ways to advance the mission. The availability of income tax deductions offers options for a charitable person to be even more charitable. As the end of the calendar year approaches, you may be considering a gift to Pleasant View and the variety of ways to receive tax benefits for giving.

Here are  
several gift  
options with  
added tax  
benefits to  
consider...



**Gifts of cash or by credit card** – Gifts to Pleasant View are tax deductible to the extent of the law. Donors can choose to give through the web site using the secure online site by going to [www.pleasantviewrc.org](http://www.pleasantviewrc.org) and selecting the green CONTRIBUTE option on the left.

**Gift of appreciated stock** – If you donate securities that have appreciated in value and held for more than a year, you have an opportunity to avoid the capital gains tax that otherwise would apply if the securities were sold. This tax savings may make this form of giving very appealing. Directions for making gifts of stock are available from the Community Advancement Office.

**IRA Charitable Rollover** – Individuals can direct all or a portion of their mandatory distribution from retirement funds to go directly to Pleasant View. A more favorable tax outcome may result from this charitable rollover than by simply withdrawing the funds then making a gift.

**Charitable Gift Annuity** – See the Fundraising Spotlight in this newsletter issue for more about CGAs.

**Bequests** – Including Pleasant View in your will can provide a tax saving to your estate in the future. Calendar year end is an excellent time to make sure your estate plans are up to date. The official legal language to use is “I, [name], of [city, state, zip], give, devise and bequeath to Pleasant View Retirement Community [written amount or percentage of the estate or description of property] for its unrestricted use and purpose.”

Pleasant View Giving Partnerships provide a way to honor and recognize donors for their integral part in advancing the mission of the community. All requests to remain anonymous are honored.

The Director of Community Advancement can assist in planning support of Pleasant View and help you align your charitable giving with your overall financial and estate plans. Involvement with family members and financial professionals are welcome and encouraged. For more information please contact Jean Bednarski, Director of Community Advancement, at 717-664-6218 ([development@pleasantviewrc.org](mailto:development@pleasantviewrc.org)).



## *Fundraising Spotlight...*

# Charitable Gift Annuity

A charitable gift annuity is a simple contract through which a donor and designated beneficiary (if desired) are provided with a stream of fixed payments for life in exchange for a charitable gift to Pleasant View.

The donor transfers cash or securities to Pleasant View. Pleasant View pays the donor or one other beneficiary a fixed income for life. The remaining balance passes to Pleasant View when the contract ends at the death of the last beneficiary.

To participate in Charitable Gift Annuities offered by Pleasant View, beneficiaries must be at least age 60 at the time of the gift and donate a minimum of \$10,000. Payout to the donor is

calculated based on the age of the donor and any other beneficiary using guidelines set by American Council for Gift Annuities (<http://www.acga-web.org>).

A charitable gift annuity is an excellent tool for consideration when a donor wants to support the mission of Pleasant View and wishes to receive guaranteed fixed income for life while receiving current and future tax benefits.

Contact Jean Bednarski, Director of Community Advancement, to receive personalized gift calculations and additional information.

## *In Honor and Remembrance*

We gratefully acknowledge the individuals and families who thoughtfully support the mission of Pleasant View Retirement Community by designating memorials in tribute to their loved one or by honoring a person's work and life.

Tributes were received from January 1 through the end of November 2014  
in honor of the following individuals:

Mary Jane Altenderfer  
Winifred Bastek  
Priscilla Bowersox  
Ella Mae Brandt  
Virginia Bruce  
Grace Buckwalter  
Josie Buckwalter  
Marion Colonell  
Bud Christman  
Amanda Darrenkamp  
Jack Davis  
Elma Eshleman  
Grace "Maggie"  
Eshelman  
Robert Eshelman  
John Evans

Mary Geib  
Norman B. Geib  
Clayton George  
Ruth Heffley  
Emma Heintzelman  
Ben H. Hershey  
P. Richard Hershey  
Shirley Hilton  
Harry Hoffman  
Pauline J. Hoffman  
Elsie Iamurri  
Patricia Imes  
William and Rose Jantzi  
Violette Johnson  
George & Dorothy  
Kauffman

Charles Keller  
Gertrude Kraft  
Esther Lehman  
Kenneth Lins  
Donald I. Martin  
James McLane  
Robert Meckley  
Robert W. Mengle  
Aldine Miller  
William T. Monyer  
Jo Muth  
Jay Newcomer  
Verna Nissley  
Maria Elizabeth Nolt  
Dorothy Ober  
Lester Parmer

Martha Peachey  
Marilyn Renik  
Margaret Ross  
Dorothy H. Sauder  
Marlin Shaffer  
James Shaub  
Samuel Shertzer  
Nora Snyder  
Roberta Stahlnecker  
Mr. & Mrs. Mervin D.  
Sauder  
Naomi Wagner  
Esther Wenger  
Harry Wiggins



# Holiday Shopping Ideas

We've compiled a list that may help during your holiday shopping for family and friends who call Pleasant View Retirement Community home. It can be difficult finding the right gift, but here are a few ideas to lead you in the right direction.

**Gift of Time:** spend time with your favorite senior by making a personalized coupon book (out for breakfast, shopping trip, spring cleaning, a country ride to see the fall foliage or Christmas lights).

**Experiences:** tickets to the latest production at any of the local theaters, sporting events (Lancaster Barnstormers or Hershey Bears), bus trips.

**Subscriptions & Memberships:** newspapers, magazines, fruit or food of the month club, local museums, AAA or Town Square Health Club.

**Photo Calendars:** include pictures of grandchildren and family members. You can even have them printed with important dates and family birthdays.

**Technology:** digital picture frame (pre-loaded with family photos), Kindle or iPod (with favorite music or books already loaded). We've found that our residents like technology, but it can be overwhelming to start. Having items pre-loaded on the device make it easy to get started.

**Hobbies:** items like yarn, paint, woodworking supplies, puzzles, model kits to support their hobbies and interests.

**Helpful Items:** magnifiers, seat cushions for their car, umbrellas, under the counter jar openers, LED floor lamps, lighted mirrors.

**Pleasant View Gift Certificates:** gift certificates can be purchased at the main reception desk to be used for Pleasant View services such as dining, hair salon, Grace's Emporium Store or can be applied to a resident's monthly fee.



# PLEASANT VIEW RETIREMENT COMMUNITY

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[www.PleasantViewrc.org](http://www.PleasantViewrc.org) | 717-665-2445



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Pleasant View Town Square Life | *Holiday 2014*



## 'Tis the Season... To Get Fit!



holiday season.



Round out your shopping list by purchasing Punch Cards for exercise classes at a special price of **Buy One, Get One 1/2 Off**. Cards are \$50 for 10 classes, any type, any time. Recipients must be 16 years or older. Give someone special a punch card who may

Town Square Health Club at Pleasant View is offering sweet deals to usher in the

not indulge for themselves or use this opportunity to test out the many classes that are offered to members year round.

The health club will be waiving the initiation fee for membership, a \$60 value, for the entire month of December. Beat the January gym rush and start the good habits **before** the holidays arrive! Did you know that you can be 45 years or older to join?



Town Square Health Club also offers free basic membership

programs such as **Silver & Fit** and **SilverSneakers**. Both are designed exclusively for older adults who may have benefits found in many leading Medicare insurance plans.

Swim Lesson Registration deadline is December 29 for children ages 6 and older. The six week session begins on January 6. See the schedule at <http://www.pleasantviewrc.org/swim-lessons-3/>.

Call 717-664-6306 to learn more.