



Vick Philanthropy Awards Bestowed

On May 3, 2011, the Foundation presented the inaugural Paul A. Vick Philanthropy Awards at the Corporation Dinner Meeting.

These awards honor individuals, families, or corporations whose long-term or lifelong philanthropic support of FBH through the FBHCM Foundation exemplify their commitment and dedication toward furthering the mission and goals of Fairport Baptist Homes.

The honorees have a proven record of outstanding philanthropic leadership at FBH, over and over again lending their time, and/or talent, and/or treasure on behalf of Fairport Baptist Homes. Criteria include the following:

- Exceptional philanthropic generosity to FBH, through direct financial support;
and/or
- Proven record of coordinating the efforts of others in fundraising, special events, program, or services for philanthropic purposes.
and/or
- Proven record of inspiring and motivating others to get involved, to take responsibility, and to assume philanthropic leadership positions, resulting in a demonstrable, positive impact on the lives of others in the FBH community

and/or

- Philanthropic support of innovative approaches to solving problems related to achievement of FBH's mission and goals.

This award is named to honor former Foundation Board Chair Paul Vick, local attorney and Baptist minister, a person of strong philanthropic spirit, who led Fairport Baptist Homes Caring Ministries' Foundation from 2005 through 2009.

During Paul's leadership of the Foundation Board—mostly behind the scenes—the Foundation was able to grow from little more than a concept to a fully-functioning organization with a firm framework, a clear mission, a strategic plan, and a sense of purpose. Year in and year out, his encouragement, his calm, clear-headed and wise guidance, as well as his personal financial support, were an inspiration and set a strong example to other board members as well as to staff.

With his long-standing service to the Foundation and to our entire community, Paul Vick made a real difference in the lives of those he touched. He made Fairport Baptist Homes a better place and changed our world with his giving heart. For these reasons, the Foundation chose to honor him and to inaugurate the

2011 Philanthropy Awards in his name.

This year, the Paul A. Vick Philanthropy Award honored three individuals who have made a substantial contribution to Fairport Baptist Homes, each in his or her own way. The honorees were Gretchen Pallischeck, Elizabeth Thompson, and Judge Robert Wagner.

Gretchen Pallischeck co-chaired and generously contributed to the 1997-1999 "Hallways to Households" Capital Campaign and provided underwriting for its donor recognition wall. She has served as President of the Woman's Service Board and was a member of the 2004 FBH Centennial Celebration Committee. She generously contributed to the "Framing the Future" Capital Campaign and partnered with the Foundation in securing Women's Service Board support for that effort. She has made regular contributions to the Annual Fund and, most recently, as a member of the Marcena Ricker Society, made a significant contribution to the FBH Endowment Fund.

Elizabeth Thompson has included FBH in her estate planning and has contributed to both the annual

(continued on Page 3)

FBH Caring Ministries Foundation

Board of Directors 2011 - 2012

Richard Wien, Chair
Eastman Kodak Company (Retired)

Kelly Bonanno, Leadership
Development Chair
VP, Voluntary Benefits,
Providium/Gallagher

Terri Cubiotti, Marketing Chair
VP/Account Supervisor,
Mason Selkowitz Marketing

Michael Donnelly
Consultant, ER-Associates

Dan James
Financial Advisor, RFG Associates

Michael Kaufman, Investment
Chair
VP/Financial Advisor, Merrill
Lynch

Mark Maxim, Treasurer and
Finance Chair
President, HCR

Sean Phillips
Account Manager, Airgas Corp.

Andrew Randisi, Esq.
Weinstein & Randisi, Partner

Jodie Ryan, Esq.
Associate, Phillips Lytle LLP

David Sharp
Associate Broker
Nothnagle Realtors

Glenn Stahl, Secretary and
Allocations Chair
Exec. VP and Treasurer
Rochester Lumber Company

Nicholas Warner, Esq.
Associate, Segar and Sciortino

Ted Weniger, Vice-Chair
SAP America (Retired)

George T. Wolf, Esq.
Partner, Wolf and Wagner Law Firm

Letter from the Chair

The Fairport Baptist Homes Caring Ministries Foundation is committed to expanding awareness and support of the many programs of Caring Ministries that improve the quality of life for seniors.

As part of the commitment to develop new audiences, donors, and revenue for the Homes, the Foundation held the first annual "Swing for Seniors" golf tournament at Ravenwood Golf Club in Victor, NY on Wednesday, July 20. Key support was provided by title sponsor Health Direct, FBH's new pharmaceutical services company, as well as by gold sponsors HCR/Home Care of Rochester and the Law Firm of Weinstein Randisi. In addition, more than twenty-five corporate and individual silver, tee, hole and program sponsors, representing 120 golfers, raised over \$30,000 for our Annual Fund. The Annual Fund not only helps to support the Foundation and the Homes' current programs, but also develops innovative projects benefiting seniors, such as the Tool Thrift Shop and the current renovations in FBH's Transitional Care Center. Residents from FBH and both Caring Ministries and Foundation board members joined the 120 golfers for dinner, presentation of prizes, and a program following the afternoon's golf.

The Board of Directors of the FBH Caring Ministries Foundation committed itself two years ago to seeking new sources of operations revenue, and "Swing for Seniors" represents one successful strategy to achieve that goal. The Golf Committee worked for more than six months to ensure that this event would become the success that it was. Thank you to our dedicated staff and volunteers, as



well as to our sponsors, whose combined efforts produced a spectacular first-time event. We look forward to next year's tournament on July 18, 2012.

We also plan to keep our group of sponsors connected throughout the coming year by forming a Corporate Advisory Council derived primarily from our golf sponsors, who will meet on a regular basis to network and to discuss substantive issues affecting senior care in our community. If any of you would like to become part of this group, please contact Ellen Bevan at 388-2324 or ebevan@fbhcm.org.

The Foundation continues to look for new revenue sources, such as "Swing for Seniors," that can provide fun and funds—as cutbacks in government funding will always put pressure on our program budgets. Thank you for your past and continuing support through your donations to our annual and endowment funds and your participation in all of our activities.

A handwritten signature in cursive script that reads "Dick".

Richard Wien, Chair
FBH Caring Ministries Foundation

Staff

Rev. Garth E. Brokaw
President, Fairport
Baptist Homes

Ellen S. Bevan
Director of
Advancement

Laurie B. Pincus
Development Associate

Awards (continued)

campaign and the endowment fund, but her most significant contribution was making possible the creation of the ElizAl Court community, which bears her name and that of her late husband Al, through the gift of their real estate holdings. Today, ElizAl Court not only provides six patio homes to individuals and families but also generates rental income benefiting FBH. Elizabeth, one of the first residents of ElizAl Court, currently lives in FBH's skilled nursing facility.

Judge Robert Wagner has been a loyal supporter of virtually every operation of FBH and the Foundation and was a long term member of both the Caring Ministries and Foundation Boards. Judge Wagner underwrote the creation of FBH's Wall of Remembrance in the McKnight Room in honor and memory of his family. He made a significant contribution to the "Framing the Future" Capital Campaign in memory of his wife Winifred. He generously contributes to FBH's annual campaign with



Rev. Paul Vick (left) presenting Hon. Robert Wagner his award.

a monthly donation and was a strong early financial backer of the fledgling Seasons Child Care as well as a continuing supporter. He is also a member of the Marcena Ricker Society, pledging a planned gift to FBH.

The Foundation acknowledges Paul Vick and this year's Philanthropy

Award recipients with deep gratitude for all they have contributed to the support of the mission of Fairport Baptist Homes and the Foundation.

Foundation Elects New Board Members and Officers

The Foundation welcomes new board members Andrew R. Randisi, Esq. and George T. Wolf, Esq. for renewable three-year terms ending in May 2014. Mr. Randisi is a partner with the law firm of Weinstein Randisi, concentrating in the areas of elder law, trusts and estates. He was previously with the firm of Adair Kaul Murphy Axelrod Santoro, working in the business/corporate and estate planning divisions. Mr. Wolf, son of former Board member Judge Robert Wagner, is a long-time resident of Fairport who manages a community-oriented solo general law practice in Fairport. He emphasizes estate planning and administration, tax planning, real estate and zoning, matrimonial and

family law, and business law. He is an active community member, having served in leadership positions with the Perinton Historical Society, the Fairport Public Library, and the Monroe County Library System Board of Trustees.

New members of the Foundation's Class of 2013 are Daniel A. James, a registered representative and investment advisory with RFG Associates, and Nicholas Warner, Esq., specializing in the area of workers compensation law with the firm of Segar & Sciortino. Renewing for a second term on the Foundation Board are Kelly Bonanno of Providium/Gallagher Associates, and Mark Maxim,

President of HCR/Home Care of Rochester.

Completing their terms of service with the Foundation Board this year are Katie Coyne, Chair of the Marketing Committee, and TC Lewis, Chair of the Investment Committee. Terri Cubiotti, Executive VP/Director of Client Services with Mason Selkowitz Marketing, is the new Marketing Chair, and Michael Kaufman, VP/Financial Advisor with Merrill Lynch, is the new Investment Committee Chair. Richard Wien continues as Board Chair, Ted Weniger as Vice-Chair, and Glenn Stahl as Secretary.

Thank you to all of the 1st Annual Fairport Baptist Homes "Swing for Seniors" Classic Sponsors

Title Sponsor

Health Direct
Institutional Pharmacy Services
Division of Kinney Drugs, Inc.

Gold Sponsors

HCR
Weinstein & Randisi

Silver Sponsors

Airgas
Clark Patterson Lee
DG&M Agency, Inc.
Dixon Schwabl
EFP Rotenberg LLP
The Farmington Co./
Boston Mutual Life Ins. Co.
First Baptist Church of Rochester
Harter Secrest & Emery LLP
K & H Group at Merrill Lynch
KeyBank
LeChase Construction LLC
Lifetime Care
Mason Selkowitz Marketing
Medline Industries
The Northfield
Phillips Lytle LLP
Providium: A Div. of Gallagher Benefit Svcs.
RFG Associates
Redcom Laboratories, Inc.
Rochester's Cornerstone Group, Ltd.
Segar & Sciortino
Truform Manufacturing

Tee Sponsors

Rev. Garth E. Brokaw
Fairport Savings Bank
Mission Health Concepts
Soleo
UBS

Hole Sponsors

Aetna
Chris & Kelly Bonanno
Excellus BlueCross BlueShield
HANYS
HealthTrac
Mark's Pizzeria
Doyle Medical Monitoring
Rochester Management

Program Sponsors

Bishop Sheen Ecumenical Housing
Kerri Doran
Songbird Research
State Farm, Lino Reale, Agent
Touching Hearts at Home

In-Kind Sponsors

Cardinal Sports Imaging
Dick Ide Honda
Dixon Schwabl
Mason Selkowitz Marketing
Midstate Food Brokers
Penfield Trophies
Tops Friendly Markets

Thank you to the 1st Annual Fairport Baptist Homes "Swing for Seniors" Classic Committee Members

Michael Kaufman, Chair
Ellen Bevan
Kelly Bonanno
Garth Brokaw
Terri Cubiotti

Dan James
Sean Phillips
Laurie Pincus
Jodie Ryan
Allynn Smith

Glenn Stahl
Ted Weniger
Dick Wien

Why a Foundation?

Two current trends in Long Term Care have a direct bearing on the answer to that question. First, the delivery of care to elders in our society is rapidly shifting, from a residential/medical model to a community-based/social model. The driving force for this major shift has been none other than the “Boomers.” Boomers, who for the past ten years have been seeking quality care for their parents, have not been satisfied with what has been offered. They want a way to keep their loved ones in the homes and communities where they have spent most of their adult lives. But they are not only looking out for their parents--they are giving a very clear indication of how it is that they expect to be cared for in their elder years. This major shift requires enormous changes in every aspect of long term care delivery, including how it is financed. Current financing models have not caught up with this delivery shift.

The second major trend in Long Term Care is how it is financed. We know two things for sure. First, the current models no longer work. Second, the Boomers represent the largest challenge to long term care financing this country has ever experienced. We also know that under the current financing systems, we as a nation simply cannot afford to continue according to an outdated model. At this very time, we are in the throes of a critical government debate over raising the national debt ceiling. In those discussions, Medicare, Medicaid and Social Security are all being threatened with serious changes, which will result in decreased

funding for long term care services in the future. In addition, over the past fifteen years, long term care programs have taken millions of dollars of cuts for services being rendered. Yet the cost continues to climb.

The good news is that new financing models are emerging; but there is a good possibility that they will not be able to bear the costs alone.

Enter the Foundation. Organizations like Fairport Baptist Homes Caring Ministries provide a very significant percentage of the care delivered to Elders in our country. Since the passage of the Social Security Act in 1965, most of those organizations have depended highly on government financing to pay for the care that is delivered. But that resource is painfully, dollar by dollar, being reduced. Like many other organizations, FBHCM has, since its beginning, had faithful, loyal supporters who believe in the mission we have fulfilled over the past 107 years. Those faithful individuals, churches, and organizations have given generously and continuously, allowing FBHCM to establish an endowment fund and to support daily operations. At the same time, FBHCM has never been shy about making use of those financial resources when necessary to keep us at the forefront of elder care services.

Today, putting a more formal face on fund-raising has become critical. So FBHCM established a separate, parallel corporation known as the FBHCM Foundation. Since its establishment, through the aggressive

efforts of dedicated Board members and our current Director, Ellen Bevan, the Foundation has become a well-organized, growing entity. The Foundation has over the past several years returned over half a million dollars to FBHCM and its program entities. Ms. Bevan has consistently challenged the Board with new fund-raising ventures which have seen good results.

But the need will continue to grow in the next few years. The Foundation needs to be in a position to continue to take on greater responsibility to help fund the mission and ministries of FBHCM.

How do we do that? Simple: we grow the Foundation’s assets.

But doing the “how” is not so simple. It will take dedicated persons, hard work, imagination, and lots of prayer. FBHCM is not immune from the changing scene of Long Term Care. We will need ample resources to make the shift and maintain the new care delivery systems while adapting to reduced government resources. We Americans are a charitable, giving people. It will take all of us to assure our elders receive the care they deserve. After all, they did shape our heritage.

Rev. Garth E. Brokaw
President/CEO
FBH



FBH CARING MINISTRIES FOUNDATION

4646 Nine Mile Point Road
Fairport, NY 14450
(585)388-2324
ebevan@fbhcm.org

NON-PROFIT
U.S. POSTAGE
PAID
ROCHESTER, NY
PERMIT NO. 1056



Celebrate the legacy of Rev. Garth E. Brokaw with our 31 for 31 Campaign

He's given so much to so many. Help us thank Rev. Garth E. Brokaw for his many contributions to Fairport Baptist Homes Caring Ministries and for 31 years of dedication, achievement and vision.

My contribution to FBHCM:

\$31 \$130 \$310 \$1300 \$3100 Other \$_____

Enclosed is our/my check for \$_____ (Please make checks payable to FBHCM Foundation)

Please charge this gift to our/my: ___ Visa ___ MasterCard

Account Number: _____

Expiration Date: _____

Signature (required): _____

Please circle: Dr. Mr. Mrs. Mr. & Mrs. Ms. Miss Rev.

Name: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Please return pledge form to: FBHCM Foundation, 4646 Nine Mile Point Road, Fairport, NY 14450