



THE REDWOODS

Review

Special Edition: A Message to our Extended Family

From our Executive Director: Doing Nothing Is Not An Option



We are devoting this Spring's Redwoods *Review* to updating you—our Redwoods extended family—on how we're doing in these very challenging times. The answer is that we're still standing, but facing some serious challenges.

You may not be aware that only 80% of our budgetary needs are met by rental income and that the remaining 20% must be generated from other sources. The Annual Campaign is essential to those efforts, and we have seen a significant reduction in the revenues this year. Even our rental revenues are down because, for the first time in 37 years, we have immediate availability in every level of housing. The insecurities caused by downturns in the real estate and financial markets is making moving difficult for our potential residents.

In this final appeal for the 2008-2009 Annual Campaign, we ask you to please consider ways that you can be part of the solution to our current challenges. We have been working diligently to reduce expenses in an effort to keep our resident programs and services strong. We are re-bidding contracts for consultants and suppliers so that we can maximize our savings on printing, office supplies, and other business necessities. We are also re-examining every aspect of our budget and deferring capital projects that are not urgent. We're looking for creative alternatives that are more cost effective and can also offer an opportunity for new, innovative ways we can serve our residents. Their happiness and wellbeing is central to our mission.

I urge you to read on. Perhaps you will find that you can help in ways you never before imagined. **You** could be the difference between *survival* and *thriving*.

— **Barbara Solomon**
Executive Director

P.S. Here's a fun way to get started: Attend our **Volunteer Reception** on our campus, hosted by *Friends of The Redwoods*, on Thursday, April 23rd from 7:00–8:00pm. Food and wine will be served. Hope to see you there! Please RSVP on our website: www.TheRedwoods.org/Volunteers

INSIDE THIS ISSUE:

Ways you can help! It's easier than you think.

Three Ways You Can Help

1. Donate your time

Everybody Wins!

Volunteerism is a major part of how we fulfill our promise of affordability at The Redwoods. Our volunteers work with residents and staff, help out on and off our campus, and regularly assist with programs and events. Some have long term commitments; others take on special projects. Ask any of our 600 volunteers how they feel about their experiences with us and they'll all agree—the special rewards of volunteerism are reciprocal!

Currently, we're looking for:

- Able-bodied helpers for our **organic garden**
- Volunteers that will work closely with residents to plan **The Redwoods Resident Country Faire**, their major fundraising event that raises money to support resident programs.

CONTACT:

For more information, please visit our website:

www.theredwoods.org
Click on Volunteers

VOLUNTEER PROFILE: AL SCHMIDT

When You Give, You Get



Al Schmidt is an MVP at The Redwoods! Why is this man so special? He's an integral part of our beautiful and thriving organic garden in addition to having been a resident caregiver for many years.

Al developed a passion for volunteerism after retiring from a long career with PG&E. In 1998 he started visiting The Redwoods, helping a resident with daily chores. He soon became

known for doing exceptional work and refusing payment for it. Of The Redwoods, he has said, "What's most interesting about this place is the people. I really respect The Redwoods and the people who live here." The following year, Al began volunteering in the campus's Robert Sinclair Scott Organic Garden as a Master Gardener, working with Chris Chater, who helped craft the vision for this extraordinary community resource. Chris dubbed Al the "Master of The Roses."

Al, age 79, says that one of the great rewards of volunteering in the garden is watching the trees grow and evolve, keeping them healthy using safe, green practices, cultivating bountiful fruits for harvest, and, most importantly, working with residents. Garden Activity Coordinator Stephen Simac credits Al for the beautiful condition of our orchards today. Our residents are able to select a variety of fresh apples during the growing seasons because of his hard work and dedication. In turn, Al gets to do what he loves with the satisfying feeling of doing meaningful work for a meaningful cause. Al is this year's recipient of the Bill Bacon award to be given out at The Celebration of Service on May 1.

While Al chose to make a long term commitment to The Redwoods, many of our other MVP volunteers work only a few hours a month, or as they are needed. The opportunities available here are endless.

2. Donate professional services

A Gift of Your Time and Talent

When we can find people to donate their professional expertise to help us address an area of need, we save real dollars. As you begin to think about how you might be able to help us this year, consider skills that you have cultivated on the job as well as knowledge and know-how you have gained through hobbies and leisure interests. Here are some of the roles we are hoping to fill with Pro Bono services:

- Legal professionals
- Contract reviewers
- Event Planning
- Sound System Analysts
- Landscape Architects
- Gardening Specialists
- Tree Trimmers
- Painters/Carpenters
- IT Specialists
- Web Master
- Graphic Design
- Videographer

CONTACT:

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PRO BONO PROFILE: REBECCA DOLAN

The Rewards of a Pro Bono Gift



I have been volunteering at The Redwoods since 2007. For most of my adult life, I had been looking for an outlet to do some meaningful volunteer work – something that I could commit to long-term that would fit in with my other responsibilities. My family has a long history of working with the aging community. My grandmother was president of the National Council for Jewish Women in Los Angeles, and as a part of her volunteer work at Jewish Family Ser-

vices, she founded Project Caring, an organization that coordinated programs and visits with patients in skilled nursing facilities who didn't have their own families to visit them. Her legacy was carried on by my aunt, who has also done a tremendous amount of work with the aging community. As a young child, I remember frequently accompanying my grandmother on her visits to those facilities.

When I heard that The Redwoods was looking for a pro bono graphic designer, I jumped at the opportunity. I have been working with the Development Office for the last two years, producing their newsletter and other print materials. It's not a big time commitment – only a few hours every few months – but the payoff is huge. The staff is so grateful for these services and they always make sure I know that.

It's a joy to walk through the halls of The Redwoods – I'm always greeted by friendly faces, both of the residents and the staff. It's nice to have the visibility for my business in the newsletter – but honestly, that's not why I do this. I do it because of the feeling of accomplishment I have when I know I have helped someone. I believe that The Redwoods is an incredibly special place, and I'm proud to be able to help in whatever way I can. There are so many interesting activities for the residents, and the facility is so beautiful – if I can do my small part to keep that alive, I'm honored to do so.

3. Donate money

As a resident, family member, or friend, you know how critical the programs and services we offer are to the quality of our residents' lives. 48% of our supporters sustain us by donating. If the other 52% could find a way to give or pledge \$100, we'd be able to tip the scales in our favor and rally financially in a tough year... as well as tackle that lovely "If Only" list. Maybe it would mean completely fee-free rides on our bus, or expanding intergenerational programs and wellness opportunities in our organic garden. It could be more evening lectures, speakers, and musical ensembles. Perhaps it would allow us to realize more of our residents' creative initiatives.

It's fun, isn't it, to think of wonderful things to do for these amazing people?

Thinking about what must happen when we don't meet our goals isn't as much fun. What vital programs and services might we have to consider cutting? Why not consider a pledge of just \$10 a month or \$25 quarterly? We know that everyone won't be able to respond, so if you are one of the lucky ones who can afford a bit more, won't you consider a gift?



Please help The Redwoods Family grow. Make a donation or pledge today!

\$100-\$249
Partner

\$250-\$499
Innovator

\$500-\$999
Champion

\$1,000+
Visionary

Other
\$ _____

Name (please print clearly) _____

Address _____

Donation Amount \$ _____ total Pay in full OR Pay monthly \$ _____ for _____ months

Automatic Account Withdrawal (form available on our website: www.theredwoods.org)

Check (make payable to The Redwoods) Visa Master Card

Credit Card # _____ Exp. Date _____ Security Code _____

Cardholder Signature _____ Phone _____

Help us Go Green while keeping you current!

Email _____

I prefer to be listed as an Anonymous donor

This gift is in honor of _____

My gift will be matched by my employer (list employer name) _____

Please mail this completed form with your check or credit card information.
The Redwoods is a 501 c(3) non profit organization. All donations to The Redwoods are tax deductible.
For questions or other ways to contribute, call Penny Weiss at (415) 383-1600 ext. 267. **Thank you for your support!**
The Redwoods does not sell or make its list of supporters available to other organizations.

**To donate online go to:
www.theredwoods.org**

Activities galore this Spring!

Marin Human Race: Coming Soon!



The Marin Human Race

Are you looking for a way to get fit, help your neighbors, and have fun all at the same time? Join us for the 2009 Marin Human Race, a community 5K that benefits local not-for-profit organizations like The Redwoods. Last year, The Redwoods'

Team raised \$16,000 for our seniors. This year, we've set a goal of \$20,000! With your help, we can walk, run, and roll our way to achieving this goal. The 3.1 mile course is beautiful and flat, making it accessible to people of all ages and abilities. If you don't want to raise money, you can still be part of our team.

Join The Redwoods Team for the 2009 Marin Human Race Saturday May 9, Marin Center Fairgrounds

For more information about race participation, call Megan Porter at (415) 383-2741 ext. 269 or visit The Redwoods' page on the Marin Human Race website: www.MarinHumanRace.org

"What is this magic at The Redwoods? It is an underlying belief that all things are possible, that all ideas are worth exploring, that there is a joy in partnerships, that we all bring gifts, skills, perspectives, insights, talents, and our unique sense of humor and are honored for the diversity of those gifts." — Susan Badger, Redwoods Administrator

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CrabFest Update

Thanks again to everyone who supported *Friends of The Redwoods'* 5th Annual Crab Fest dinner held February 28. Once again, Crab Fest was sold out and a great time was had by all!

Because of the generosity of our underwriters and local businesses 100% of the \$45,000 raised goes directly to resident programs and services. Our grand prize winner of the Holland America Cruise Lines tickets was Cassandra Flipper, daughter of Redwoods resident Maureen Flipper. Cassandra has invited Maureen as her guest.



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Visit us on our website: www.TheRedwoods.org

Together we create a culture of possibility

Problems are only
opportunities
in **work clothes.**

— *Henry J. Kaiser (1882 – 1967)*