



2019 Mother's Day Offering – Major Change In Promotion

An important note for the pastor, treasurer and financial secretary:

For the past three decades, our conference and local churches have generously supported the Resident Assistance Ministry* for Givens Communities through the Mother's Day Offering.

However, everyone's belts have been tightened for various reasons, and local church support of this appeal has steadily declined to the point that we are not being good stewards of the resources expended to print, package, and mail the appeal. **However, the need for these funds remains vital to Givens mission and ministry to support residents from all walks of life and economic backgrounds.**

Thus, we will be strategically scaling back on the church appeal this year and Givens will not be mailing out bulletin inserts and gift envelopes. This year we are:

- **Sending the churches via email, a document designed for the typical bulletin in a PDF format,** and promotional copy which can be used in bulletins and newsletters.
 - There are two bulletin-sized versions both which need to be printed horizontally, or landscape, and cut in half. They can be printed in color, or gray-scale.
 - **Givens 2019 MDO Bulletin Two Sided.pdf** [designed for those who can print the document front-and-back]
 - **Givens 2019 MDO Bulletin One Sided.pdf** [designed for printing on one side, and if you want you can put something relevant to your church on the other side.]
- One of the other significant change is a request that checks be written to your church and not Givens. However, if checks are made out to Givens we will gladly receive them as we have in the past.
- We are asking the church treasurer or finance director to consolidate the gifts and send one check made out to "Givens Communities," and send to the address found below.

These changes will help us keep the cost of this appeal down to better support the Resident Assistance Ministry at all four Givens campuses.

We recognize this is a vast change from previous years and sincerely appreciate your participation and assistance in furthering this vital ministry. If you have questions, please contact Hope Claytor at (828) 771-2235.

Givens Communities Development Office
2360 Sweeten Creek Rd.
Asheville, NC 28803



Givens is related to the Western North Carolina Annual Conference of the United Methodist Church and supports four senior living retirement communities (Givens Estates, Givens Gerber Park, Givens Great Laurels, and Givens Highland Farms). Givens mission also includes Givens LifeMinistries which works with churches and communities to help provide wellness related ministries. www.givenscommunities.org

Background on the Givens Communities

Since 1975 Givens has steadily grown in its mission to serving the people of our mountain region, and is now home to approximately 1,500 people.

Givens' first residents moved into 78 low-income apartments on the Givens Estates campus in 1979. The commitment to affordable housing has not wavered and we have quadrupled the number of residences available for people of limited to modest resources. Through Givens LifeMinistries and partnerships with other non-profit organizations Givens touches more than 6,000 people annually.

A 36 member volunteer Board of Directors provides wonderful leadership to an ever-evolving ministry focused on delivering quality care and services to a rapidly growing and aging population.



Quick Facts about Givens Communities and its mission:



- Givens Estates (founded in August 1975 during a special session of the WNC Conference) has grown from one campus to four residential living communities, and is now serving around 1,450 seniors from all-walks-of- life and economic levels.
 - The following is a snap-shot illustrating what percent of residential living options we offer by annual income:
 - 28% - Incomes of \$35,000 or less
 - 34% - Incomes of \$35,000 to \$55,000
 - 38% - Incomes of \$55,000 or more
- The Resident Assistance Ministry:
 - Each year this ministry requires around \$1.6 million, and of this amount 95% is for health care related assistance

NINE Quick Facts

1. The Givens commitment to providing affordable residences for those in need was begun in 1975 by the Western North Carolina Conference of the United Methodist Church. [What the Givens communities are today is the result of the financial support as well as the faith, diligence, and prayers of United Methodists in the mountains of Western North Carolina.](#)
2. [The first residential living apartments were built in 1979 to provide safe and comfortable housing for low-income seniors.](#)
3. Our [commitment to providing affordable housing for the older community has quadrupled since the first 78 apartments were constructed](#) at Givens Estates in south Asheville.
4. [Our mission was and still is to serve people from every walk of life, as regardless of their faith or circumstances, many need our love, care, and guidance.](#) Our commitment to diversity and inclusiveness is one of our core values.
5. Our [outreach endeavors also support people who are struggling and who may be overwhelmed](#), and that support now reaches more than 6,000 people each year.
6. [Givens Communities plays a significant role in the United Methodist Connectional System](#) and has worked through Givens LifeMinistries with over seventy (70) churches in our region to help them evaluate and develop their health and wellness ministries. [Givens' outreach efforts help:](#)
 - a. seniors who are choosing between groceries and purchasing necessary prescriptions
 - b. low-income families secure baby equipment, clothing, and other resources churches develop meal sites that include delicious and nutritious meals, wellness education and socialization
 - c. seniors as they try to navigate the health system seniors manage chronic diseases such as diabetes, COPD, and heart disease
7. Givens today supports four communities, and serves about 1,450 seniors. [Our financial assistance ministry requires about \\$1.6 million to support the needs of our seniors, and](#)

Mother's Day gifts will help to fill this need. The Mother's Day offering is vital to our mission, not only for financial support, but for people to know that we care.

8. Givens Gerber Park, located in south Asheville is our newest community. It has 180 affordable apartments, for incomes of approximately \$25,000 or less, and it has 82 modest middle-income apartments for incomes of \$25,000, or more. *This middle-income phase is one of the first established for this population in the country.* Givensgerberpark.org or 828-771-2207. Givens Great Laurels in Waynesville was established in 2007 and has 100 apartments for seniors with incomes of approximately \$24,000 or less.
9. Givens provides a home for residents who:
 - a. Are very low-income and sometime during the month have very little food in their pantry [Mother's Day Offering supports these people]
 - b. Had food insecurities prior to moving to moving who now benefit from Givens' partnership with MANNA Foodbank. Approximately 65% of our residents in our affordable communities participate in Givens' partnership with the MANNA Foodbank. [Your gifts help to purchase greatly discounted groceries and staples]
 - c. Have spent down their resources and qualified for Medicaid in either of the two Givens nursing homes. *The gap between the cost of care and reimbursement is more than \$22,000 annually.* [Resident Assistance Ministry helps care for these residents]
 - d. Are *uninsured or underinsured* and in need of major dental work and hearing aids [Resident Assistance Ministry]

Quick Overview of the Four Campuses:

- Givens LifePlan Communities
 - Givens Estates – Asheville, NC
 - Givens Highland Farms – Black Mountain, NC
- Givens Affordable Communities
 - Givens Gerber Park – Asheville, NC
 - Givens Great Laurels – Waynesville, NC

Contact Mark Bailey, Development Director, or Hope Claytor, Administrative Assistant with questions or for more information.

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