

2020 AMBASSADORS GUIDE



Mother's Day and Beyond

Helping Ambassadors in their role as liaisons
between their congregations and our ministry



**PRESBYTERIAN
COMMUNITIES
OF SOUTH CAROLINA**

Gratitude TO PCSC AMBASSADORS

Traditions are ways to ensure information, practices and significant events are kept alive over many years. Traditions are special to families, friends, cultures – and especially to Presbyterian Communities of South Carolina. Some of our traditions include:

The tradition of relationships with churches - serving their members, and knowing churches support this ministry through prayers, visits and gifts.

The tradition of the Mother's Day Offering - collected through churches for more years than PCSC has been serving residents!

The tradition of Charitable Care - providing financial assistance to qualified residents who, through no fault of their own, have outlived their funds.

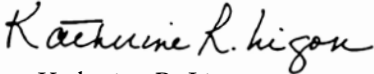
The tradition of the PCSC Ambassadors program – church representatives keep their congregations informed about the ministry of PCSC, assist in arranging visits to the Communities and promote the Mother's Day Offering.

You are indeed the keeper of the traditions of Presbyterian Communities! Words cannot express our gratitude to you for the dedication and commitment you provide on behalf of this ministry. Your helping us to tell this story of compassionate Christian care directly impacts the lives of those we are privileged to serve.

It is my hope that this guide will be beneficial to you, not only in planning for Mother's Day, but also in thinking about other ways Presbyterian Communities can connect with your church and support your church members.

We want to hear from you anytime throughout the year to know how we can best be of service to you and your church congregation.

On the cover: *Clinton residents
Margie Roberts and Martha
Simmons on an outing to the
Silverspoon Tea Room.*

With warm appreciation,

Katherine R. Ligon
President and CEO

PRESBYTERIAN COMMUNITIES EMBRACE 2ND SIXTY YEARS



Not long ago, Presbyterian Communities recognized its 60th anniversary of enriching the lives of older adults. Having started with a single retirement community serving 20 seniors (the original Presbyterian Home in Summerville), we have now grown to six communities and about 950 residents!

While much has changed over the decades, the original vision for PCSC remains the same. We exist to be a place where older adults can continue to enjoy life *and* contribute to life. Living at a Presbyterian Community, residents find their need for the vitality of the whole person met, but they also find opportunities to enjoy and serve others in community.

God has truly blessed our special mission and those we have served, especially through the Presbyterian churches of South Carolina that founded PCSC. To this day, PCSC continues to exist as their ministry to older adults, witnessing to God's love for our residents.

This witness is perhaps nowhere more intensely felt than in the charitable care provided through the Mother's Day Offering. After years of living with us, some residents inevitably find themselves unable to pay for the full cost of their room and board. The Mother's Day Offering is essential to providing the necessary funds, helping ensure that no one in this situation has to hear that PCSC no longer has the means to care for them. Rather, the witness of the Mother's Day Offering and benevolences from church budgets assures them that they are cared for and not forgotten.

PCSC stands as one of the great accomplishments of the Presbyterian churches in this state. Mother's Day is a special day for these churches to celebrate this blessing from God and renew their commitment to the care and nurture of the residents we serve.





IDEAS FOR PROMOTING THE MOTHER'S DAY OFFERING

There are many ways that the Mother's Day Offering has been, and can be, promoted effectively to encourage congregational support. Below are a variety of ideas, some of which have been shared by our Ambassadors from around the state.

But each congregation is different. Our churches are different sizes, they are organized in different ways, and each has its own unique culture. That means that what is helpful in one church may be less so in another. As you read through these ideas and suggestions for promoting the Offering, please reflect on which of these might resonate with your congregation and encourage them to share in this ministry with the Mother's Day Offering.

PLANNING:

- Check with your missions/outreach ministry chair or your pastor and remind them of the Mother's Day Offering on May 10. It helps to get those in leadership thinking ahead about promoting the Offering and making sure that the necessary arrangements have been made. Ensuring that the envelopes and cards will be included in the Sunday bulletin or placed in the pews may seem like a simple thing, but someone has to make sure it happens.
- If you want to involve the children or youth in the promotion efforts, please be in touch with the leadership for your church's children's and youth ministries. They will need advance notice to effectively incorporate the Mother's Day Offering into their programs.

PROMOTION:

- ***Minute for Mission:*** This is a popular approach to getting the word out about the Offering. Some churches will have a Minute for Mission or time during the announcements on Mother's Day to share with the congregation the importance of the Offering and how it helps. Other churches will have their main announcement the week before the Offering, and then follow up with a brief reminder from the pulpit on Mother's Day.
 - **Who should present it?** There is no fixed rule. In some churches, the Ambassador will give the Minute for Mission or announcement. However, some Ambassadors are not comfortable speaking in public. In this case, there are a number of good candidates. These include:
 - A church member who lives at Presbyterian Communities
 - A church member who has family at one of the communities
 - The chair of the missions/outreach ministry
 - The pastor
 - A PCSC employee
 - **What to say?** See page 7 for ideas and a sample Minute for Mission.
 - **Variety can be helpful.** If the same person has done the Minute for Mission for the last few years, consider having someone else present it.
- ***Pastoral Support:*** The public support of the pastor is one of the best ways to emphasize to the congregation the importance of the Mother's Day Offering. This can be done during the announcements, just prior to the collection of the Offering during worship or in a letter or other written communication to the congregation. Please talk to your pastor to encourage his or her public support of the Offering.
- ***Written and Electronic Communications:*** You can promote the Offering by whatever means your church uses to communicate and promote its programs. Please consider using your church's
 - Worship Bulletin
 - Newsletter
 - E-mails
 - Website
 - Social Media (Facebook, Instagram)Different people like to get their information in different ways. The newsletter might be the best way of reaching one person, while an email might be the best way of reaching another. Using multiple approaches helps ensure as many people as possible are aware of the Offering.

- ***The Mother's Day Offering Poster:*** Placing one or more of these posters in a strategic location is a good way to remind people of the Offering.
- ***Other ideas:*** At prior meetings, a number of excellent ideas for promoting the Mother's Day Offering were shared by our Ambassadors. Many, if not all of these, have been put into service in various churches.
 - **Set up a display table.** This can be done anywhere people congregate or pass by at your church. Consider having a table in the Narthex before and after worship or the Fellowship Hall during a church meal or coffee hour. A floral arrangement can be a great way of attracting attention. If you would like PCSC brochures or copies of the *Community Connections* to place on the table, please contact the PCSC Foundation at our management office (803-772-5885 or email Cathy Jackson at Cathy.Jackson@PresComm.org).
 - **During the Minute for Mission,** ask members of the congregation to stand if they have a connection to PCSC (for example, if they live with us, if they have a family member who has been served by us, if they work for us, if they have volunteered with us or if they have ever been on one of our campuses).
 - **Host a coffee time.** This can be done prior to Sunday school, between Sunday school and worship, or after worship.
 - **Make a bulletin board.** This is a good place to put a poster. You might want to cut out some pictures from past *Community Connections*. You can also enlist the children of your church to help with the bulletin board and/or provide Mother's Day-themed artwork for it.
 - **Distribute a small packet of promotional materials for each family.** One Ambassador reported that this was done in a local church and it led to a great Offering. Again, we can provide brochures, etc. if needed.





MINUTE FOR MISSION

Since 1954, Presbyterian churches in this state have marked Mother's Day with an offering to support the ministry of Presbyterian Communities of South Carolina to older adults.

Presbyterian Communities operates six retirement communities across the state that about 950 seniors call "home." Each location provides a full range of accommodations and services from independent and active living to healthcare and memory support.

Living at a Presbyterian Community, residents find everything they need to live life to its fullest. They are empowered to "grow old," and not just "get old."

And yet, after years of living at their community, some will find their financial resources dwindling, perhaps due to a costly medical crisis or to extreme old age.

Thankfully, the Presbyterian churches who founded this ministry continue to sustain it. One way they do this is through the Mother's Day Offering, which is used solely to provide charitable care for residents who have outlived their life's savings.

It is truly a blessing that generous Presbyterian churches and their members help to shelter and care for each and every one of these through the Mother's Day Offering.

On Mother's Day, May 10, our congregation will continue this tradition of caring that touches the lives of these seniors in need. Because of your generosity, these folks will continue to call Presbyterian Communities "home," and know that they are truly cared for and not forgotten.

Thank you!



HOW AMBASSADORS CAN HELP PCSC AND THEIR CHURCHES

Ambassadors serve as important liaisons between their home church and our ministry. Some ideas for how Ambassadors can help our organization and their churches bless each other are given below:

VISIT

- Schedule a trip for a church group to come see one of our communities. We can give tours, treat your group to a meal, and discuss our ministry.

EDUCATION

Invite PCSC to come make a presentation at your church. Suggested topics include (but are not limited to):

- How to select a retirement community
- The spirituality of aging
- Healthy lifestyles for seniors
- How adult children can support aging parents
- Dealing with dementia

FINANCIAL SUPPORT

- Encourage your missions or outreach ministry to include PCSC in your church's annual budget.
- Promote the Mother's Day Offering.

PROMOTE

- Remind friends and church members who may be looking for a retirement community (whether an older adult or children of aging parents) that PCSC is "our" retirement community.
- Include periodic announcements in your church bulletin or newsletter sharing information about PCSC. You can share information from the *Community Connections* or this guide.
- Invite the Rev. Dr. Franklin Fant or one of our chaplains to preach at your church and/or give a Minute for Mission.
- Encourage your church to display PCSC materials in a visible location.
- Have your church provide a link on its website to PCSC's website, www.PresCommunities.org.

VOLUNTEERING

Encourage youth groups, women's groups, men's groups, or other groups in your church, as well as individuals, to volunteer at one of our communities. Information about volunteer opportunities can be found at www.PresCommunities.org/volunteer-opportunities, or contact the appropriate Life Enrichment Director:

The Clinton Presbyterian Community

Louise Parr at (864) 939-0592 or lparr@PresComm.org

The Columbia Presbyterian Community

Rebecca Richardson at (803) 227-8931 or rrichardson@PresComm.org

The Florence Presbyterian Community

Marcia Austin at (843) 656-2905 or Marcia.Austin@PresComm.org

The Foothills Retirement Community

Lucie Price at (864) 859-3367 or Lucie.Price@PresComm.org

Laurel Crest Retirement Community

Tricia Richardson at (803) 796-0370 or

Tricia.Richardson@LaurelCrest.org

The Village at Summerville

Karmen Wood at (843) 879-0920 or Karmen.Wood@PresComm.org

PCSC FAST FACTS

\$1.2 MILLION

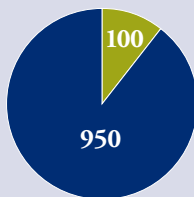
Total cost of charitable care for 2019

950

Approximate number of PCSC residents at any point in time

100

Approximate number of those who are short-term (non-permanent), post-acute care patients receiving Medicare-reimbursed rehabilitation



24

Number of residents served by charitable care in 2019

87

Average age of residents on charitable care

RECENT & UPCOMING ENHANCEMENTS

PCSC is continuously at work to upgrade and expand its communities. Opportunities are carefully evaluated. Projects are undertaken only when they are perceived to add value in terms of service to the ministry and cost-effectiveness.

Clinton

- Renovations to the healthcare wing are almost complete.
- The private dining room has been converted into a café.
- The dining room is being refreshed with new carpet and paint.
- Administrative offices have been re-located, allowing that space to be converted into a fitness center.
- A putt-putt course is under construction, thanks to a generous gift from Mrs. Mary M. McAllister, a deceased resident of the Clinton Community.

The Village at Summerville

- Substantial improvements have been made to landscaping around the campus, in particular renovating and refreshing the Butterfly Garden. Much of these improvements were funded from a trust left by Mrs. Helen C. Richardson to benefit The Village.
- Plans are underway to begin renovating some of the public spaces and lobbies in Assisted Living.

Florence

- A generous gift has been received from the estate of Mrs. Carolyn Norment “Bet” Phillips, a former resident. These funds will be partly used to renovate and expand driveways and parking at the community and partly used to renovate and refurbish the chapel. PCSC is exploring additional improvements to the campus that can be funded from this gift.

PROJECTS BEING EXPLORED

PCSC has a number of projects that are in the advanced planning stages. However, the final decisions to pursue these have not been made. These decisions will depend on the remaining feasibility analysis.

Columbia

- Plans are being drawn up to renovate and expand the Cassells Healthcare Center. This includes a new rear entrance with a portico. The number of private rooms will be increased by adding new ones, as well as by converting semi-private rooms with added showers. There will also be renovation of public spaces, therapy spaces, and dining room.

Foothills

- A new wing of independent living apartments is being planned to add 12 more units. This project is expected to include a new alternative dining venue.
- Plans are being made to build a new wellness center. This will provide space and equipment for resident physical fitness, as well as rehabilitation-related physical therapy and occupational therapy.

The Village at Summerville

- A new, self-contained memory care household is being planned for residents with progressed dementia. The intent is to follow Montessori principles of dementia care in both the design of the building and in the programming for these residents.

MEDICARE POST-ACUTE CARE AND REHABILITATION

All communities except Laurel Crest offer in-patient (Medicare Part A) and out-patient (Medicare Part B) services. Since one does not have to be a resident to use these services, this is a great way for us to serve non-residents as well.

For questions about church contributions and how they are used, to arrange programs at your church, or to answer general questions, always feel free to contact your Director of Church Relations at PCSC, Franklin Fant, at (803) 772-5885 or Franklin.Fant@PresComm.org.

For more information about living at our communities, please contact the appropriate Marketing Director:

The Clinton Presbyterian Community

Dina Hair at (864) 833-5190 or Dina.Hair@PresComm.org

The Columbia Presbyterian Community

Leigh Ann Helo at (803) 796-8700 or LeighAnn.Helo@PresComm.org

The Florence Presbyterian Community

Beth Shealy at (843) 665-2222 or Beth.Shealy@PresComm.org

The Foothills Retirement Community

Cathy Stuckey at (864) 859-3367 or Cathy.Stuckey@PresComm.org

Laurel Crest Retirement Community

Amanda Mahan at (803) 796-0370 or Amanda.Mahan@LaurelCrest.org

The Village at Summerville

Elizabeth King at (843) 873-2550 or Elizabeth.King@PresComm.org



PresCommunities.org

Management Services Office | (803) 772-5885

An electronic version of this Guide may be downloaded from our website at www.PresCommunities.org/ambassadors.

*We are a compassionate Christian ministry
dedicated to enriching the quality of life for seniors of all faiths.*