

Ambassadors Guide 2023



Mother's Day and Beyond

Helping Ambassadors in their role as liaisons
between their congregations and the ministry we share



**PRESBYTERIAN
COMMUNITIES
OF SOUTH CAROLINA**

Dear Ambassadors and Churches,

The words “thank you” never seem to adequately express our gratitude for the love and support you show through the Mother’s Day Offering each year! This legacy of caring, which was started by South Carolina Presbyterian congregations nearly 70 years ago, continues to touch the lives of seniors in so many meaningful ways.

Thank you for helping to ensure that residents have the quality care they need and deserve, regardless of their ability to pay. What wonderful peace of mind your support provides to many residents of Presbyterian Communities who, despite years of planning and saving, outlive their resources!

We give thanks to God for the strong relationships we continue to have with the churches in our state, particularly through you. As an Ambassador, you play a central role in helping to maintain a close connection between your church and Presbyterian Communities. You help keep your church informed about our ministry, you help promote the Mother’s Day Offering in your church, and you make the time commitment to attend our spring meetings every year.

We can never thank you enough for your support and your prayers. We hope this guide will be helpful to you and your church, not only in planning the Mother’s Day Offering, but also in thinking about other ways Presbyterian Communities can connect with and support your church and its members.

Please be sure and let us know how we can be of service to you.

Yours in Christ,



Rev. Dr. Franklin Fant
President and CEO



On the cover: *Mary Alice Schmoyer and Jo Randall,
residents of The Clinton Presbyterian Community.*

You Are a Vital Part of This Ministry

Thank you for agreeing to be an Ambassador for the Mother's Day Offering supporting Presbyterian Communities of South Carolina. The Mother's Day Offering, received in Presbyterian congregations throughout South Carolina since 1954, helps assure that residents of Presbyterian Communities who, through no fault of their own are outliving their assets, can continue to receive the care they need in Presbyterian Communities. Your support is vital!

There are many ways that the Mother's Day Offering can be promoted effectively to encourage support. Below are a variety of ideas. Please feel free to adapt the information below for your congregation.

Minute for Mission

A popular approach to getting the word out about the Offering is a *Minute for Mission* (see page 5). An announcement on Mother's Day can share the importance of the Offering and how it assists residents with financial need. 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.

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 other of good candidates. Variety is good, so if the same person has made the announcement for several years, consider having someone else present it. Possibilities 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

Pastoral Support

The public support of your pastor is one of the best ways to emphasize 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 written communication to the congregation. Please talk to your pastor to encourage their public support of the Offering. And please be sure to thank your pastor for their support. Pastoral encouragement makes a big difference!

Written and Electronic Communications

Different people like to receive their information in different ways. Please consider using all the platforms available to you, including your church's worship bulletin, newsletter, emails, website and social media (Facebook, Instagram) to spread the word. Using multiple approaches helps ensure as many people as possible are aware of the Offering. Research tells us that people need to see information multiple times and in multiple contexts before they actually absorb and act on it. Repetition is a good thing.

Other Ways to Catch Your Congregation's Attention

The Mother's Day Offering Poster: Displaying one or more of these beautiful posters featuring art created by a resident of a Presbyterian Community is a good way to remind people of the Offering.

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. 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.

Be creative!



Minute for Mission

Everyone needs a place to call home. Nearly 70 years ago, the Presbyterian churches in South Carolina responded to the need of its older members for retirement living by opening the Presbyterian Home in Summerville. Today, Presbyterian Communities operates six retirement communities across the state that nearly 1000 senior adults call “home.” Living at a Presbyterian Community, residents find fellowship, intellectual stimulation, opportunities for physical fitness, and spiritual growth. They also find a caring staff that provides assistance when health needs arise.

It is inevitable that, after years of living with Presbyterian Communities, some residents will find their financial resources dwindling. What happens then? Thankfully, generous members of Presbyterian churches throughout the state continue to stand by those who, through no fault of their own, are no longer able to pay for the full cost of their care.

One of the most visible and important ways we do this is through the Mother’s Day Offering. Collected each year, the Mother’s Day Offering is used solely to provide charitable care to those who have outlived their life’s savings. The Mother’s Day Offering stands as a witness that Presbyterian churches and their members are not content merely with founding and expanding Presbyterian Communities. Rather, they continue to embrace this ministry to older adults as their own and witness to God’s love for its residents.

On Mother’s Day, we continue our tradition of caring through the Mother’s Day Offering. Please give generously. Your gift directly touches the lives of those needing financial assistance, assuring them that they can continue to call Presbyterian Communities “home.”

Alternate ending if used prior to Mother’s Day:

On Mother’s Day, we will continue our tradition of caring that touches the lives of seniors in need. Because of you, our residents with financial need will be able to continue to call Presbyterian Communities “home” and know that they are truly cared for and not forgotten.

PCSC Fast Facts

\$1,216,303 Average annual charitable care provided at PCSC from 2012 to 2022

22 Number of residents served by charitable care in 2022

89 Average age of residents receiving charitable care

Recent & Upcoming Enhancements

PCSC continually works 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 our residents and cost-effectiveness for the community.

Florence | A number of renovations and projects are in the works thanks to the estate of former resident Bet Phillips. Improvements include a pavilion, landscaping, a refreshed porte cochère, additional parking, a walking path with exercise stations, new vehicle and exterior painting. The chapel will also receive updated worship seating, an improved AV system, additional storage and ceiling/roof repairs. New rehab equipment is planned for the rehabilitation center.

Below: The renovated entrance at the Florence Community.





Abbott Bistro (left) and The Pavilion at the Abbott Bistro (right) at the Foothills Community.

Foothills | Thanks to the generosity of the estate of Major General Forrest Abbott and his wife, Maryanne, the long-awaited Abbott Bistro and Pavilion were dedicated in late January. Construction of a Wellness and Therapy Center is underway.

Columbia | A large renovation to the Cassels Healthcare Center will require many stages as it involves building new private rooms, dining space, therapy space and renovating existing semi-private rooms into private rooms with in-suite style baths. The renovation began in May 2022 and is expected to be complete in December 2023.

Below: A rendering of the new dining room in the Cassels Health Care Center at the Columbia Community.



For questions about Mother's Day contributions and how they are used, to arrange programs about PCSC at your church, or to answer general questions about this vital ministry, always feel free to contact your Director of Church Relations at PCSC, Bill McConnell, at (803) 365-0844 or william.mcconnell@prescomm.org

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

The Clinton Presbyterian Community

(864) 939-0590 | ClintonMarketing@PresComm.org

The Columbia Presbyterian Community

(803) 796-8700 | ColumbiaMarketing@PresComm.org

The Florence Presbyterian Community

(843) 665-2222 | FlorenceMarketing@PresComm.org

The Foothills Retirement Community

(864) 859-3367 | FoothillsMarketing@PresComm.org

Laurel Crest Retirement Community

(803) 796-0370 | WebAdmin@LaurelCrest.org

The Village at Summerville

(843) 873-2551 | SummervilleMarketing@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.*