



UNITED METHODIST
RETIREMENT COMMUNITIES

FOUNDATION

For Immediate Release
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United Methodist Retirement Communities (UMRC) Foundation Launches *Growing to Serve* Campaign with Groundbreaking Event & Announcement of \$1.5 Million Matching Gift

\$26 Million Campaign Supports UMRC's Largest-Ever Construction Project, Benevolent Care and Resident Services

Chelsea, MI, November 29, 2017 – A VIP Groundbreaking Event at UMRC's Chelsea Retirement Community campus on November 28 launched this faith-based organization's largest construction project in its 110-year history and marked the kick-off of the UMRC Foundation's *Growing to Serve* Campaign. The Groundbreaking Event was held at UMRC's historic Chelsea campus at the Towsley Village Memory Care Center.

The UMRC Foundation's \$26 million comprehensive campaign will support UMRC's three priority initiatives:

- ***Capital projects***, including:
 - Expansion and Renovation of Kresge Healthcare and Rehabilitation Center, creating private rooms and bathrooms for all residents, regardless of income level;
 - McMullen Wellness Center, featuring an indoor pool, walking track, and other fitness initiatives for residents;
- ***Resident Services and Life Enrichment Activities*** for residents at Chelsea Retirement Community and Rivertown Assisted Living in Detroit; and
- ***Benevolent Care Fund***, the cornerstone of the UMRC Foundation which ensures that older adults have a safe, loving home at UMRC, even if they outlive their savings.

UMRC Foundation President Wendy Brightman also announced an anonymous gift of \$1.5 million at the Groundbreaking Event that will match dollar for dollar any gifts specifically for these capital projects. "On behalf of the UMRC Foundation, I am honored to receive this gift that will transform care for the older adults we serve and help us reach our fundraising goal."

Support for UMRC is personal for the families of Cynthia Kresge, member of The Kresge Foundation Board of Trustees and granddaughter of Dorothy McVittie Kresge for whom UMRC's Kresge Center is named; and Howdy Holmes, President/CEO of Chelsea Milling Company. Each spoke at the event. Cynthia's grandmother, Dorothy McVittie Kresge, served on UMRC's Board of Trustees and led the efforts as chair of the campaign in 1985 to create the Kresge Center. "There are hundreds of buildings across the U.S. that bear the Kresge name," said Cynthia. "But UMRC's Kresge Center is the only one I know of that is named for my grandmother."

"Members of my family have been cared for by this organization when they needed support," Howdy Holmes shared. "I am so proud that this important organization is serving older adults within our community."

Campaign Co-Chair Lisa Herrick spoke about the growing population of older adults, expected to triple by 2030 for those over 85, while very few foundations nationwide have made caring for older adults a priority. "At a time when it seems like no one is paying attention to the needs of aging in America, we can congratulate the UMRC Foundation for receiving six of the ten largest gifts given to the aging sector in the last ten years," said Lisa. "UMRC has a national presence and has the ability to make a big difference in the field of aging. This campaign allows UMRC to continue its momentum."

Marilyn Campbell, a Kresge Center resident, shared her gratitude to those at the event for supporting this project. "I can't begin to tell you what this means to me. Thank you so much for building my new Kresge Center home!"

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*Building on a foundation of more than 110 years of service, **United Methodist Retirement Communities** is a faith-based, nonprofit organization that promotes the wellness, dignity and independence of older adults, by providing high quality, innovative and compassionate senior residential care services across Southeast Michigan. umrc.com/734.433.1000*