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# The Campaign for Compassionate Care

The Little Sisters of the Poor of Pittsburgh

## Our Mission

As Little Sisters of the Poor  
of Pittsburgh, we care for the  
elderly poor in the spirit  
of humble service which we have  
received from Jeanne Jugan.

We welcome the elderly  
as we would  
Jesus Christ himself  
and serve them  
with love and respect  
until death.



“Whatsoever you do  
for the least of these,  
my Brethren,  
you do for me.”

— *Matthew 25: 40*





“ You seem like angels among us — quiet, serene, graceful and respectful. You and the Sisters labor hard and with humility to serve the poorest of the poor. It is so refreshing to hear about kind souls. ”



Dear Friends,

The Little Sisters of the Poor have dedicated their lives to caring for the elderly poor with great dignity and respect. For 135 years, they have opened their hearts and their Home to care for more than 12,000 Pittsburghers regardless of race or religion in this manner. What a tremendous contribution the Sisters have made to our community!

In 1995 the Little Sisters of the Poor were ready to leave Pittsburgh as their facilities on Benton Avenue were not functional and did not meet modern standards. A small task force of concerned supporters was formed to find a solution and keep the Little Sisters in Pittsburgh. A master plan was developed that called for the construction of a new personal and nursing care facility along with the renovation of the existing structures. In 2004 the newly constructed 48 bed care unit was completed and dedicated.

The next phase of the plan called for the creation of 40 new independent living apartments for low income seniors by renovating one of the older site buildings. Based on the great need they saw in the community for such housing, the Little Sisters borrowed \$7,600,000 for this project. This facility will also include a new Senior Center to serve local Residents.

As a result, the Advisory Board has endorsed *The Campaign for Compassionate Care* with a goal of \$15,000,000 to repay the debt on the independent living facility and fund the upgrading of the 1923 James P. Wall building which houses the Little Sisters as well as all social service functions and administrative offices.

The Sisters feel it is an honor to be able to beg on a daily basis for those in need. With only 38% of all costs related to caring for the Home's elderly poor covered by Medicaid, annual donations help meet yearly operating costs. The Sisters are good stewards of what is given to them — nothing is ever wasted here. But, now we are facing a serious capital need.

In the words of Pittsburgh's former bishop, Donald Wuerl, now Archbishop of Washington, DC, “We all know that each of us has an obligation to help those in need. We are also aware that we cannot be there in person every day for every one of them. Yet, the Little Sisters of the Poor are there, every day, all the time for the elderly entrusted to their care... I invite everyone to be of some help so that well into this millennium we can look to what the Little Sisters of the Poor are accomplishing and share in their effort.”

I commend our community for its generous support of the Sisters' previous building campaign which resulted in a new personal and nursing care facility for the elderly poor. Today, on behalf of the Little Sisters of the Poor, I'm asking you to look into your heart and see the compassion their Foundress Blessed Jeanne Jugan found inside herself. Please join me in helping make *The Campaign for Compassionate Care a success*. The challenge we face is great, but the cause is greater: we must assist the Little Sisters of the Poor in the continuation of their vital work.

James F. Will  
Chairman, Advisory Board and  
Campaign for Compassionate Care  
Little Sisters of the Poor

# The Spirit of Giving

## Tradition

To honor their commitment to follow in the footsteps of their Mother Foundress, who emphasized the value of identifying with the poor, the Little Sisters rely on the Providence of God to provide for the needs of their elderly Residents. They visit local businesses, individuals and marketplaces five days a week to beg for monetary and in-kind donations for the Home.



*“How many of us would get up each day and beg for tonight’s dinner — trusting God will provide?”*

*Not just today, but every day?”*

## History

In 1839, in Brittany, France, Jeanne Jugan found an old woman begging on the streets. She took her into her arms, carried her to her home, and placed her in her own bed.

Soon Jeanne’s little home was filled with other elderly poor. She saved their dignity by doing their begging for them. She fed them, tended to their physical needs, watched over them, and showed them tender loving care, as Jesus himself would have done. Jeanne then went on to found the Little Sisters of the Poor, and so began a tradition of caring for the poor that continues today.

Under the direction of its Mother House located in France, the Sisters now number nearly 3,000 and operate 205 homes internationally. Homes can be found in 32 countries on 5 different continents all with the same mission devoted to caring for the elderly poor.

## A Civic Treasure

Pittsburgh was one of the first areas in the United States where the Sisters established a home. At the request of the St. Vincent de Paul Society, the first home opened here in 1872. Through the generosity of Patrick Wall and his wife, Catherine, a second home was opened fifty years later at the current location in Brighton Heights. After a century of service the decision was made to consolidate both homes. The Brighton Heights home became the Sisters only Pittsburgh location.

The Home is truly a valuable community asset. Nearly 100 local residents are employed by the Little Sisters in caring for the Residents and the Home. Working side by side with the dedicated staff is a contingent of some 90 devoted volunteers. The good work done here by committed staff, volunteers and, of course, the Little Sisters creates a welcoming environment for which all Pittsburghers can be proud.



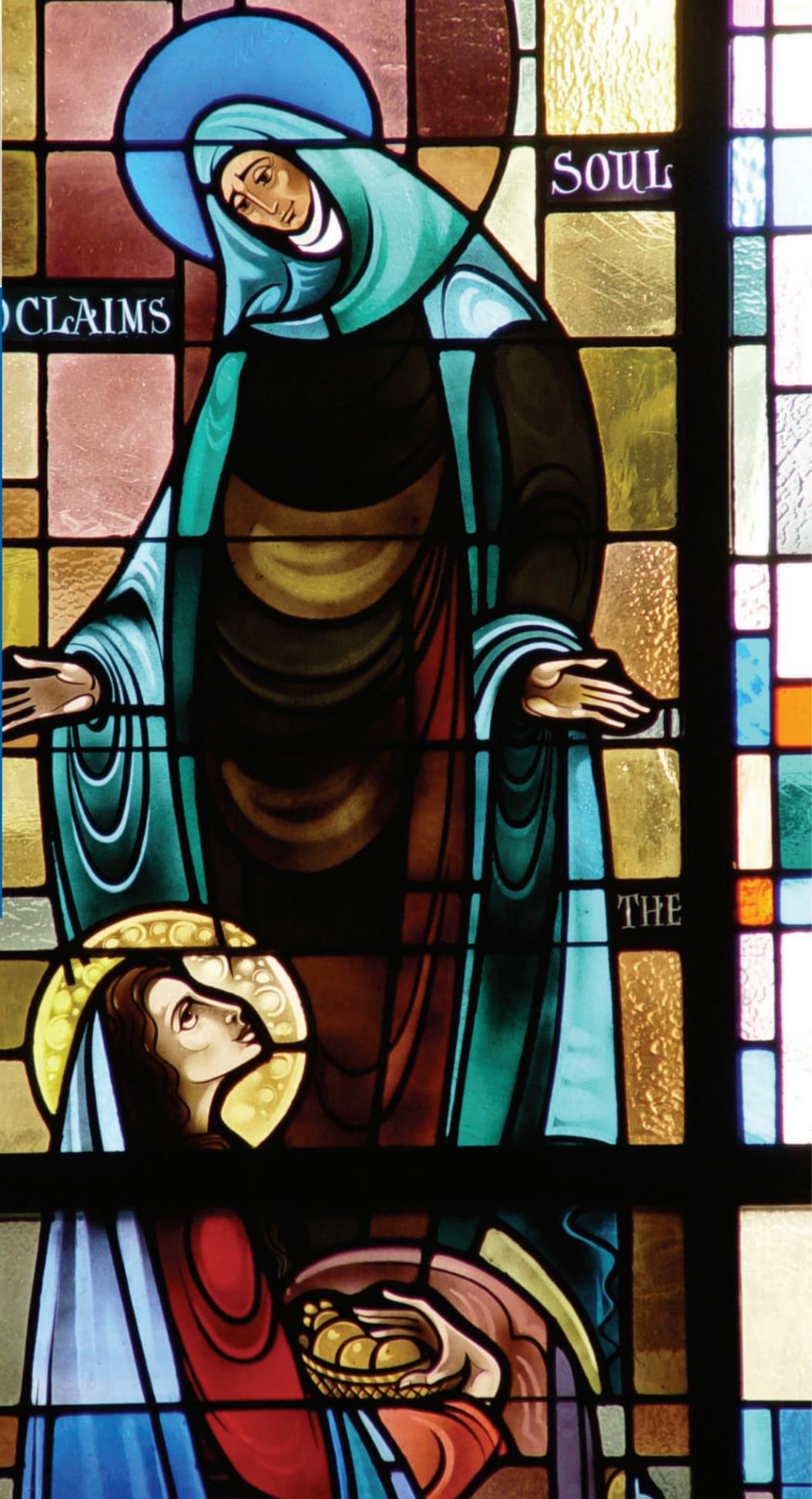


### The Heart of the Home

Prominently located inside the Home's entrance, the Gloria Chapel is a jewel of perfection. The newly renovated Chapel was recently honored by the Historic Review Commission of Pittsburgh for outstanding preservation of an existing structure.

Seventeen glorious stained glass windows provide a fitting framework for the beauty of the chapel. The windows, once part of the Little Sisters' former Home on Penn Avenue, are considered masterpieces by many.

The Chapel is open to all God's children. Here, Residents and outsiders alike can attend daily Mass offered by a Resident Chaplain. Participation in religious services is voluntary and clergy of all faiths minister to our Residents.



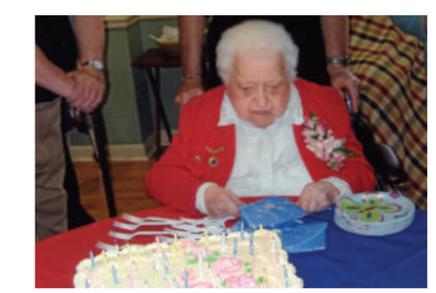
# A Celebration of Life

*"I have no money  
but I feel like  
a millionaire  
living here."*

*— Bernadette, a Resident*

**The Little Sisters welcome the poorest first.**  
The only requirement for admission is need.

The Little Sisters receive no direct support from federal, state or local governments. Although some Residents receive financial assistance from Medicaid, Social Security and pensions, the Little Sisters rely on public donations to maintain high quality care and recreation. Begging is the Sisters traditional way of meeting the rest of their needs.



**The Sisters never leave.** The Sisters provide tender, loving care, all day, every day, 365 days a year. For the Little Sisters of the Poor, this is not a job; it is a way of life, a way to do God's work in the world.

**A Special Place.** It is a point of pride to say that Residents at the Home, on average, live six to seven years, contrasted with the nationwide average for nursing homes of two to three years. And, the Sisters can recount marvelous stories of those who have lived here for 15 years or more. While the average age at admission is 82, the Home's oldest Resident recently celebrated her 102nd birthday.

The facts speak for themselves: this is a very special place.





# *The more things change, the more they stay the same*

*“ A long time ago  
when my dear  
Mom was my age  
(84 years) she needed  
your help and love.  
You gave it to her  
and so did I.*

*– Sister M. Ciolia*

Today, the Little Sisters operate a fully licensed nursing and personal care home. In addition, there are some independent living apartments to accommodate individuals or couples who are capable of managing their daily needs but wish to benefit from the supportive services of the Home.



The services offered to meet Resident's needs include: licensed nursing care, medical, dental and podiatry care, physical therapy, pharmaceutical services and a complete activity program.



A beauty parlor, an ice cream and coffee shop, a gift shop, a library and a craft area are available for Residents. In a spirit of humble service and hospitality, the Little Sisters provide nursing care to the Residents with the utmost respect for the dignity of the individual person. The continuum of care provided ranges from independent living to nursing services, including the spiritual care of the dying.

Times do change, but one thing has remained constant throughout the years: the Little Sisters' Commitment to God's work here on earth by caring for the elderly poor.



## **Activities**

The Little Sisters believe that spiritual well-being, social interaction and loving care are the keys to living a long and fruitful life. Meaningful activity is the cornerstone of a holistic model of care.

Activities are designed to bring the Residents happiness by supporting their ability to take initiative, enjoy camaraderie, allow for interactions with youth, and contribute to their on-going

sense of usefulness. These include dining out, shopping trips, bingo, arts and crafts, pet therapy, parties, baking, card games, boat rides, movies, and intergenerational activities.





# The Cost of Care

*“We have always admired that the Little Sisters give to those who are in need in their later years and had no where else to turn for help.”*

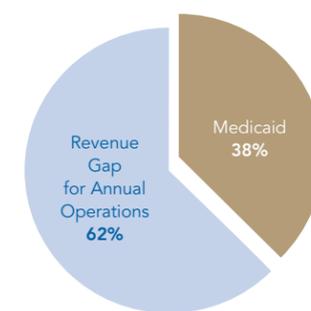
The Little Sisters of the Poor accept needy men and women over 60 years of age regardless of race or religious affiliation.

With health care costs increasing faster than the standard cost of living, the limited resources of the Little Sisters of the Poor have been stretched to meet the needs of its Residents. The Little Sisters receive financial reimbursement through Medicaid for only 38% of the expenses needed to provide quality care. Unlike other nursing homes, the costs for resident care are not fully covered.

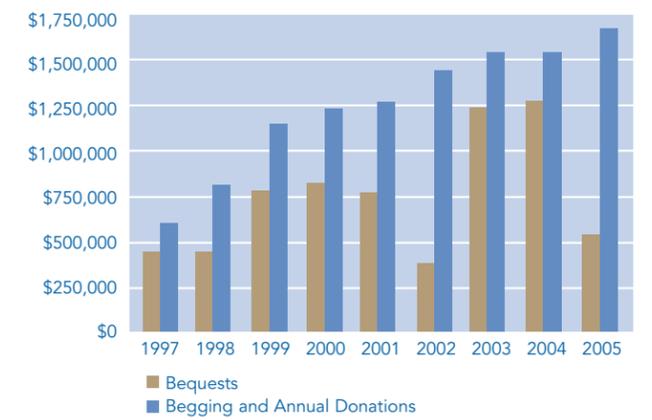
On average, in excess of \$2,000,000 is needed annually to meet the shortfall in operating expenses. These monies are raised by the Little Sisters through begging, annual donations and bequests. Given the necessity to raise money for on-going operating costs, it is clear that capital needs cannot be met by the Little Sisters without a special effort.

While annual support is critical in sustaining the Home's operations, vital building improvements can only be accomplished through a dedicated capital campaign.

Revenue Sources



Annual Support 1997 - 2005





### Aging in Place

Residents calling the new apartments at 1028 Benton Avenue home will be part of a model for senior living. It is a model that promotes self sufficiency and offsets social isolation. For many elderly, such independence is a vitamin pill for healthy living. This approach is comprehensive and holistic in supporting the needs of an aging individual within an aging community. As members of the greater Pittsburgh community, these apartment dwellers may access resources available to the general senior population as well as take advantage of the bountiful options provided by the Little Sisters.



# The Campaign for Compassionate Care

The goal of The Campaign for Compassionate Care is \$15 million. These resources will help guarantee that the service the Sisters provide to our community proceeds to the next level. To ensure that funds contributed to the campaign will have the greatest impact, priorities for the investment in the future of the Home have been established. These priorities are consistent with the Little Sisters' mission and consistent with the challenges facing our elderly poor.

The Little Sisters are putting their plans in God's hands and the generosity of their many friends.

SUMMARY OF NEEDS	
• Construction of independent living apartments	\$ 7,100,000
• Establish a new Senior Center for the area's elderly poor	\$ 500,000
• Renovate the 1923 James Wall Building	\$ 7,000,000
• Related Needs	\$ 400,000
<b>TOTAL NEEDED</b>	<b>\$ 15,000,000</b>



## Low Income Senior Independent Living Apartments

40 new one-bedroom apartments are available for low-income elderly people who meet admission standards. The apartments are ideal for those who take pride in caring for themselves yet desperately desire the ease and security offered by this type of living arrangement.

Each apartment features a fully equipped kitchen, a private bath, a living room, a bedroom, and intercom system. A laundry area is housed on every floor. The bright, airy apartments afford each Resident with a panoramic view of Pittsburgh's rolling hills.

*Convenience.* The apartments are adjacent to the Home, giving apartment dwellers full use of all the Home's amenities. Such proximity to the Home assures the benefit of living independently while having access to the Sisters and the services they provide.

*Safety, Security, Peace of Mind.* While these living quarters ensure privacy, the Sisters will be ever-vigilant over the Residents there to ensure their well-being. Apartment Residents are also welcome to take meals in the Home's dining rooms. Like the rest of the Home, these apartments will be comfortable, handicapped-accessible, and safe. A front-door security system with intercom will provide Residents with an added measure of security. Most important, under the watchful eyes of the Sisters, the people who live here won't suffer the fear experienced by many of our community's elderly who live alone.

**Total Needed: \$7,100,000**





## Senior Center

As the Sisters strive to extend their mission of hospitality, a relatively low-cost way to impact the health of a greater number of seniors than the Sisters can house is to provide a Senior Center for use by the Residents as well as those in the surrounding community. A center such as this can help to stave off the chronic disease and disability that contribute to the need for long-term care of those still living out in the community.

The Little Sisters of the Poor, working in cooperation with community resources, is developing a new Senior Center which can serve up to 100 seniors. The Senior Center will offer:

- daytime social activities
- nutritious meals including breakfast, lunch, snack, and, if needed, a take-home supper
- pastoral care
- wellness center and programs (including blood-pressure checks, review of medications, guidance on healthy living)
- non-medical, personal services, such as hair and nail care
- educational opportunities, such as seminars and computer training
- proximity to the Gloria Chapel, the spiritual heart of the Home.

This fully equipped 5,000 square foot facility will include a pantry with appliances and audio/visual access along with a host of activity-friendly furnishings.

**Total Needed: \$500,000**



## James Wall Building

Built in 1923, the James Wall Building is the backbone of the Home. Here you will find the library, the general store, the crafts shop, the post office, the beauty shop, the physical therapy and medical offices suite as well as administrative offices. The Sisters' convent is also housed in this building.

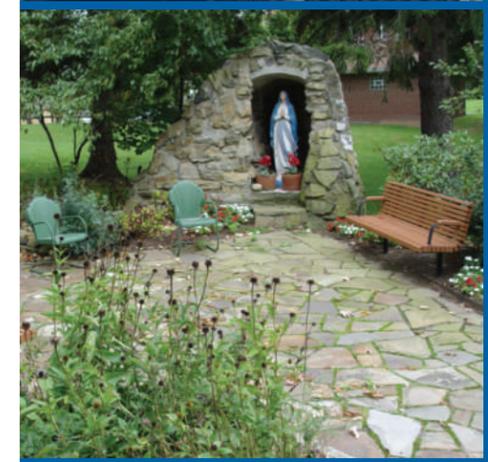
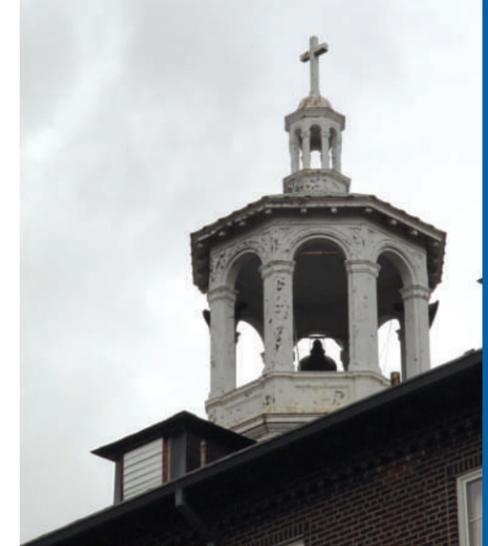
While repairs to this building have been on-going, no major restoration has ever taken place. To bring this aged building forward into the 21st century, along with ensuring cost-efficiencies, the safety, plumbing, wiring, lighting, heating and ventilation systems must be updated. The majority of this project calls for repairs, replacement and improvements to systems and structures.

Offices will be reconfigured and made more accessible, and, finally, some updates on the quarters where the Sisters reside will be completed. Life safety needs including sprinkling and fire protection systems, asbestos abatement and a newly designed, wheelchair accessible entryway will be among the priority elements addressed through this renovation.

**Total Needed: \$7,000,000**

*“It does seem impossible  
but if God is with us,  
it will be accomplished.”*

*– Jeanne Jugan*





## You Can Help

Blessed Jeanne Jugan didn't have much but she took action and, by her generosity, helped to create a better world. Now you are being asked to join in the effort with your generosity. There are many ways you can donate. Here are options to consider for this Campaign:

### Outright Gifts

The Little Sisters of the Poor welcome outright gifts of cash or pledges to be paid over 5 years. Both are tax deductible for itemizers. But, for many people, using other assets to make outright gifts may be more advantageous. Gifts of appreciated securities and real estate are popular alternatives to cash donations and can provide greater tax benefits. Outright gifts, such as cash, stock or paid-up life insurance have a very important advantage for the Little Sisters. They provide for an immediate stream of income.

### Life Income Gifts

A life income agreement provides donors with the enjoyment and satisfaction of giving now, without sacrificing present income. It also generates a current income tax deduction for the gift, based on the ages of those who receive the life income. You can elect to choose a fixed-income life annuity or life income with

variable interest payments. The charitable gift annuity or charitable remainder trust may serve your needs in this manner.

### Gifts of Income Interest

A charitable "lead" trust can provide the Little Sisters with current payments for a specified term after which the trust principal reverts to the donor's family or heirs. Such a trust gives an immediate charitable deduction to the donor, allows for a substantial gift to the charity and can reduce gift or estate taxes.

### Bequests to the Little Sisters of the Poor

A bequest to the Little Sisters of the Poor can take one of several forms. The most common are a *specific* bequest of property or cash or a *residual* bequest allocating all or a percentage of the remaining estate, savings plans or IRAs to the Little Sisters after specific bequests have been made. Bequest commitments are welcome at any time.

# Thank You

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