



# GENEROSITY MATTERS

*Your Gifts at Work*



*"Rob has worn a path to my door trying to teach me the correct way to do things," laughs Marion Plymbers of Prairie Ridge. "We have worked on my iPhone, iPad, programs, and internet. He will write directions so I can refer to them when I forget. I told him we should write a book called 'Computers for Marion!'"*

## Your Gifts Create Information Technology Solutions for Residents

### **The first thing Bill Guetschow and Rob Snyder**

say to anyone upset, frustrated, or overwhelmed with their high-tech communication or entertainment system is *don't worry*.

"Residents will often say 'it's overwhelming and I'm just not smart enough to understand how to use it,'" says Rob Snyder, Prairie Ridge Information Technology/Audio Video Technician. "That bothers me, because it

has nothing to do with intelligence, it's just a language thing. We grew up speaking tech and can help with the translation."

Rob's counterpart on the University Woods campus, Bill Guetschow, agrees. "A lot of this stuff is not intuitive. There's a learning curve. We'll proceed from wherever your understanding is at this moment and go from there."

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Learn more about the Oakwood Foundation or make a gift online anytime – visit [www.oakwoodvillage.net/support](http://www.oakwoodvillage.net/support)

*“Bill is a very valuable asset to our community. He has a ‘geek’s’ ability to untangle computer difficulties and an educator’s ability to explain the solutions to ordinary residents.”*

**Bob Greenler, Oakwood Village University Woods**

*“Rob Snyder has been a tremendous help to us. He is very knowledgeable with computers, TVs, smart phones, etc. All these technologies can make life very comfortable when they work. Rob knows how they work and can fix them if they don’t.”*

**Ted and Linda Gunkel, Oakwood Village Prairie Ridge**

These positions are new to Oakwood Village, created as a pilot program funded through the end of 2022 **thanks to your gifts to the Oakwood Mission Support Fund.** The two in-house staff positions replace an outsourced service previously offered by an external provider. When staffing challenges resulted in limited support for residents, Oakwood Management reached out to the Oakwood Foundation to explore a donor-funded solution to a growing need.

Since the two were hired last September, each has received a steady stream of phone calls and emails requesting help.

*“I think we have found an IT person who matches the needs of residents here on the Oakwood campus. With COVID isolating us, Zoom and other computer apps provide a way to remain connected. It is a great loss when the product fails to work correctly. We need someone like Bill to keep us going and interacting.”*

**Jim Taylor, Oakwood Village University Woods**

The position of Resident Information Technology/Audio Video Technician supports residents with personal technology needs. Technicians also provide training for Zoom, Oakwood’s Touchtown Community App, and Microsoft Office Suite, while maintaining campus-owned equipment used for resident communication.

Both Rob and Bill grew up around Madison, becoming interested in how high-tech gadgets worked. Guetschow loved the technical aspects of creating music while learning about television equipment as a production assistant at WKOW-TV.



*“The arrival of Bill as our IT person has made a world of difference for residents,” says University Woods resident Ann Wallace, pictured with Bill Guetschow. “He’s knowledgeable, helpful, responsive, and not inclined to disparage naive questions. His presence as full-time staff is an indicator that Oakwood recognizes that technology is an integral part of our lives.”*

“The computer doesn’t hate you,” says Bill. “I like helping people discover what’s happening and how to get the outcome they want.”

Rob first played with tech as an electronic gamer, then became a professional technician. As a ‘cable guy,’ Rob says it was sometimes frustrating when a customer needed help beyond the equipment he was restricted to servicing.

“I’ve always been the family tech person that when something goes wrong, they called me,” explains Rob. “When I was deciding what I wanted to do next, my mom suggested I find a job where I could be a problem-solver.”

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# Your Gifts Will Complete Hebron Oaks

## *The Campaign for the Future Update*

### **As you read this**

the foundation and supporting columns are in place and work on the new Hebron Oaks Skilled Care and Rehabilitation Center is underway.



Your support for this project will give residents a place to heal and employees a place to serve that they truly deserve. You may want to focus your gift in a particular area of the center – the Serenity Room, Library Commons, Therapy Gym, Terrain Park, Green Roof, or the Palliative & Hospice Care Wing. You can also support the Life Enrichment program, which will engage those receiving care, or **help grow the Continuing Care Endowment Fund**.

Professionally managed for growth and income, the endowment fund is used to offset some of the \$2.5 million in unreimbursed expenses Oakwood Lutheran Senior Ministries takes on annually caring for individuals who have depleted their life savings.

In 2021, the Foundation Board approved using \$675,000 to help Oakwood.

It's difficult to consider amounts like that, which is why we appreciate Lois Nelson sharing her mom's experience at Oakwood (see adjacent article). The endowment fund has a tremendous impact on residents and their families, provides peace of mind to those at the end of life, and is part of the fabric that makes Oakwood so special. The fund is growing, thanks to many faithful and generous donors like you, and will be needed for future residents of Hebron Oaks.

**That's why as part of The Campaign for the Future we're asking for your support to achieve an important goal of adding \$500,000 to the Continuing Care Endowment Fund.** Reaching this goal will keep Oakwood on a path toward a long-term vision of growing the fund to cover all of the costs that come with caring for people who have run out of funds simply because they outlived their money.

Your gift will make an impact. Thank you.

## CONTINUING TO CARE

Your gifts to Oakwood build and sustain a mission 74 years in the making. Lois Nelson has supported the people of Oakwood regularly, for 36 years and counting.

Lois grew up on a farm, with a younger sister. They pitched in, even running the tractor which had wood blocks attached to the pedals so they could drive. She went to the University of Wisconsin and became a speech therapy professor, specializing in working with children.

She taught at the university for 40 years, and it was during this time that her mom, Joan, started to need the kind of care and support she couldn't receive at home.

Joan Nelson moved into Oakwood in 1991. Lois recalls that her mom had her own room and nice people who cared for her. She was pleased with her mom's experience in Hebron Oaks.

Skilled nursing care is expensive, and eventually the cost ate up her mom's life savings. Lois was relieved when she learned Oakwood would continue caring for her mom when the money ran out. It meant Joan didn't have to leave Oakwood and her trusted caregivers.

Joan died 25 years ago, but because of her experience, Lois has continued supporting Oakwood each year since her first gift in 1986, focusing her giving on helping other people who use up their savings.

**"It's worth doing," Lois says. "My mother received care when she needed it and I couldn't provide it. I hope my gifts help Oakwood continue to care for others in the same boat."**

## 2022 COMMUNITY PARTNERS

The **Oakwood Foundation** gratefully acknowledges the following business partners who have made the decision support our organization as an Oakwood Community Partner in 2022. Their gifts demonstrate a commitment to serving the Oakwood community and provide the Oakwood Foundation with additional resources to enhance programs and services on our two campuses. If you know individuals associated with these organizations, please thank them for choosing to support Oakwood as a 2022 Community Partner:

### **GOLD PARTNERS** - 2022 Giving at the \$10,000 Level

JP Cullen  
Vogel Brothers Building Company

### **SILVER PARTNERS** - 2022 Giving at the \$5,000 Level

Hooper Foundation  
Ziegler Capital Management, LLC

### **COMMUNITY PARTNERS** - 2022 Giving at the \$1,500 Level

Boelter  
CLA  
Coyle Carpet One  
Cricket Design Works, Inc.  
CTW Abbey Carpet and Floor  
Econoprint  
M3 Insurance  
Madison United Healthcare Linen, Ltd.  
Monona Plumbing and Fire Protection, Inc.  
North American Mechanical, Inc.  
Oimoen Electric, Inc.  
Theracore Management Group  
Parasol Alliance  
VRI

If your business would be interested in joining us as an Oakwood Community Partner we welcome your support. Call (608) 230-4441 to learn more!



*Pictured are David and Pete Vogel at the groundbreaking of the new Hebron Oaks Skilled Nursing and Rehabilitation Center. Vogel Bros. Building Co. recently committed a three-year pledge in support of this important project.*

# Oakwood Foundation Recognition Societies

The people of Oakwood are grateful for your support, no matter the amount or how you choose to give.

In order to honor and recognize donors for their support, the Oakwood Foundation has established a number of annual and lifetime giving societies. We invite you to become a member of the society that works best for your philanthropic goals.

## **ANNUAL SOCIETIES**

**Oak Society** - Recognizes donors giving \$1,000 - \$4,999 during the calendar year.

**Golden Oak Society** - Recognizes donors giving \$5,000 or more in the calendar year.

## **LIFETIME SOCIETIES**

**Lifetime Golden Oak Society** - Recognizes donors who have given \$50,000 to \$99,999.

**President's Circle** - Recognizes donors who have given \$100,000 or more in their lifetime to support the people of Oakwood.

## **ADDITIONAL GIVING SOCIETIES & RECOGNITION OPPORTUNITIES**

**Oak Tree Circle** - Recognizes donors giving automatically each month by credit card, payroll deduction, or checking account withdrawal, regardless of the donation amount.

**Oak Legacy Circle** - Recognizes supporters who notify the Foundation that Oakwood is part of their estate plan or establish a Charitable Gift Annuity.

**Memorial Plaque** - A loved one may be memorialized on Oakwood's donor recognition wall with a gift of \$1,000 or greater.

If you have a question about any of our donor societies or would like to learn more about which society might be the best fit for you, feel free to contact us at (608) 230-4441 or email [david.mossner@oakwoodvillage.net](mailto:david.mossner@oakwoodvillage.net).

*“Larry and I recently had Rob help us transfer everything from our old iPads to newly purchased iPads. We were a little intimidated by the process. Rob was a Godsend.”*

**Kathy and Larry Dickerson, Oakwood Village Prairie Ridge**

When something goes well, Bill says it’s a rewarding feeling. He recalls working with a resident whose children wanted her to use 21st century technology.

“Her kids decided she needed a computer and smartphone. She wasn’t comfortable using either and felt it was too much work. I suggested we step back and concentrate on a few basic things, going step by step. I felt great being able to help her go from frustration to relief and enjoyment.”

*“Greg and I have nothing but high praise for Bill. He knows so much and is so willing to share with us all ... patiently. If he doesn’t know something, he’ll figure it out and get back to you.”*

**Greg and Ginny Stiles, Oakwood Village University Woods**

Thanks to donors like you, Rob and Bill are taking worry off the shelf when it comes to technology. A pilot program like this funded through your gifts allows Oakwood to try a new concept and evaluate its value to residents and the campus before making a commitment.

“We understand the growing importance of personal technology for residents living at Oakwood, as well as the need for support,” says Linda Johnson, Chief Financial Officer. “When our third-party provider was unable to provide staffing for these roles, we were fortunate to have the Oakwood Foundation fund these pilot positions in house. Based upon the feedback we’ve received, we will certainly explore ways to operationalize these roles when the Oakwood Foundation grant expires at the end of this year.”

## THANK YOU FOR RECOGNIZING OAKWOOD’S EMPLOYEES!

Thanks to your generous support of Oakwood’s Employee Appreciation Fund, the Oakwood Foundation was able to distribute **over \$250,000 in gifts to employees in December**. Grateful employees received checks ranging from \$200 to \$700 based upon their length of service to Oakwood! Thank you for recognizing and acknowledging Oakwood staff!



*“I appreciate residents donating (to the Employee Appreciation Fund). I like working with residents and am treated so well. I feel more like a friend to them than a housekeeper.”*

**Vilma Ampuero Jorquera, Housekeeping**

*“I am grateful for the generous gift Oakwood residents blessed me with this year. During these uncertain times, your kindness is greatly appreciated. I used my gift to buy Christmas presents for my 2-year-old granddaughter, who is everything to me. I thank you from the bottom of my heart.”*

**Jim Banks, Facility Services**



# WELCOME NEW 2022 DONOR SOCIETY MEMBERS!

While we deeply appreciate the support of every donor to the Oakwood Foundation, we'd like to use this opportunity to recognize those who **joined an Oakwood Foundation donor society for the first time in 2021**. A complete listing of Oakwood Foundation donors will run in the spring issue of the Oakwood Outlook.

## OAK SOCIETY

*Donors qualify for the Oak Society with calendar year giving of \$1,000. Thanks to the donors who reached that level for the first time in 2021.*

Anonymous (12)  
The Family of Tom Balisle  
Norma J. Berkowitz\*  
Carol Bloom  
Claire Box  
William and Judith Busse  
Barbara Carr  
Ann Christian  
Shelby Anderson and  
Bob Christy  
James Dawson  
Dave Dohler  
Chiyoko Hasegawa  
Walt and Linda Holthaus  
Pharis Horton  
Tim Jackman  
The Family of Pat Mast  
Barbara McGrath  
June Miller  
Mary Molstad  
Beth Murley  
David Newby and  
Kathleen McElroy  
Irene Oster  
Frank and Pat Parker  
Steven and Susan Peterman  
Gilbert Peterson  
Pam and Andy Policano

Lisa and Jeff Quinlan  
Stephen and Margery Resan  
Rachel Roberts  
Diane Rolfs  
Dr. Richard Rossmiller  
Philip Schoech  
Doris E. Teschner  
Gerald and Priscilla Thain  
Barbara Vogel  
Isabel and William Werner

*\*In Memoriam*

## GOLDEN OAK SOCIETY

*The Golden Oak Society recognizes donors with calendar year giving of \$5,000 or more. Thanks to the donors who reached that level the first time in 2021.*

Anonymous (2)  
The Wallace and Dorothy  
Lemon Family  
Katherine Masden  
Carol Uglow  
Isabel and William Werner

## OAK TREE CIRCLE

*The Oak Tree Circle consists of donors who give an automatic monthly gift via credit card, ACH, or paycheck.*

Anonymous (3)  
Brook Ackley  
Silvia Barkechir

Carol Binger  
Alex Campbell  
Rachel Corbine  
Marla Cummings  
Ms. Dianna Gilbertsen  
Jennifer Gmeinder  
Kim Gochanour  
Vicky Graham  
William Guetschow  
Marek and Sonja Hann  
Christa Iverson  
Tim Jackman  
Jessica Jakab-Mathys  
Doug and Kathy Johnson  
Linda Johnson  
Bridget Jost  
Shirley Kaltenberg  
Bryce Kayser  
Jill Leichtfuss  
Dave and Ruth Lindorff  
Hildy McGown  
Barbara McGrath  
Jean McLaughlin  
Miguel Meza  
Cassie Monday  
Debby Ochoa  
Joshua Perkins  
Celia Renforth  
Rachel Royston  
Sarah Servais  
Sarah Shivelor  
Ellen Wallen  
Dianna Watters

## LIFETIME GOLDEN OAK SOCIETY

*The Lifetime Golden Oak Society recognizes lifetime giving of \$50,000 or more.*

Anonymous  
Jim and Marilou Angevine  
Stanley and Shirley Inhorn  
Richard and Meg LaBrie

## PRESIDENT'S CIRCLE

*The President's Circle recognizes lifetime giving of \$100,000 or more.*

Sharon Hamilton  
Dale and Lila Ann Mathwich  
Bill and Dawn Smith

## OAK LEGACY CIRCLE

*Thank you to donors who named the Oakwood Foundation in their estate plan. During 2021, the following donors told us of their plan to include Oakwood in their estate.*

Myra Schultz

## REALIZED ESTATE GIFTS

*Oakwood honors the memory of friends whose legacy gifts were gratefully received in 2021.*

Lyman Frazier  
Dorothy Luening



## REMEMBERING HEIDI LAUHON

This past fall the Oakwood Foundation unexpectedly lost our friend and former colleague Heidi Lauhon. Heidi served as a valuable member of the Foundation Team from 2016–2021, and will be remembered for her sense of humor, wit, and her strong commitment to creating positive experiences for all donors. Thank you, Heidi.

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**OAKWOOD**  
FOUNDATION