

Exceptional



OAKWOOD

OAKWOOD LUTHERAN
SENIOR MINISTRIES

Community Impact Report 2020



*We're in the
people business.*

Oakwood is in the people business. Our organization believes in its people and provides essential services and personal care to residents.

We give an opportunity to those recovering from a fall, surgery, or a health emergency to regain their health and return home safely. We help with daily activities if someone becomes too frail or sick to do so themselves. We care for those suffering from dementia. We help older adults stay healthy, and provide opportunities to learn and grow. We work in the home of our customers.

Fortunately, Oakwood is filled with exceptional people.

From our compassionate, talented caregivers and therapists, to our dedicated, eager-to-please environmental and dining services teams, it's the people that make Oakwood special.

Those we serve recognize the great work our employees do. Oakwood residents and patients in our rehabilitation centers acknowledge the effort of our staff and routinely express their appreciation.

Oakwood residents are exceptional too. They share their life experiences and wisdom not only with our employees, but throughout the Madison area. Their passion for encouraging and teaching others make for a strong community.

If you know someone who lives or works at Oakwood, you know someone exceptional.

As we share examples of the difference Oakwood makes in the Madison area, we'll also introduce you to a few of the exceptional people living here who help ensure the impact of Oakwood is felt throughout the Madison community.

813

Number of Oakwood employees as of December 31, 2019

In 2019, exceptional residents and employees at Oakwood came up with multiple ways to be better to our mother earth.

For example, University Woods residents organized a campus challenge to reduce water consumption in the apartment buildings on campus. Over the course of three months, 225,000 gallons of water, or about 7.1% of overall water used, was saved when compared with usage in the same time period the previous year. This exercise generated awareness regarding water consumption and helped change daily habits.

In another eco-friendly measure, the Prairie Ridge Dining Department eliminated use of Styrofoam products, and switched to compostable take-out and soup containers made from renewable resources. In addition, the grab-and-go salad containers are recyclable and paper straws are available. All of these products are made in the USA.

Also, donors to the Oakwood Foundation made it possible for University Woods to purchase 500 reusable cloth grocery bags for residents to use in the Village Store and throughout campus, which will reduce plastic bag usage.



Eco-INITIATIVES



Exceptional

MARY MAXWELL

“I love helping people discover new things outdoors, and helping them appreciate nature in a new way.”

Mary Maxwell

A common thread runs through the narrative of Mary Maxwell’s life.

“I just grew up being interested in the woods, in trees and the outdoors,” Mary says of her passion for the natural world. “I love helping people discover new things outdoors, and helping them appreciate nature in a new way.”

Mary spent her career as a social worker for the Madison School District and found time after her retirement in 1993 to become a guide at the Madison School Forest. The Forest spans 307 acres southwest of Verona, and is home to over 40 species of birds, and many other types of wildlife. In her nearly 25 years as a paid guide, she spent countless hours inspiring the curiosity of young minds. “I really liked outdoor education; that was a fun thing for me to do,” she recalls.



Mary and her husband, Ken, came to University Woods seven years ago after making their home in Mount Horeb for 40 years. The Maxwells moved from a 17-acre oak forest to their apartment home in The Oaks, overlooking Oakwood's nine acre nature preserve. Now a dedicated member of the Prairie Caretakers group, a member of Oakwood's Nature Preserve Committee, as well as an occasional guide for tour groups through the preserve, Mary's hasn't missed a beat in the outdoors. On wintry mornings following a fresh snow, you might find Mary salting the nature preserve sidewalks by hand to make sure they're not over-salted, which

can be detrimental to surrounding plant species. "That's one small way I can enhance our woods," she says of the work.

Even Mary's volunteer work with her church is nature-focused. Madison Christian Community is home to a large garden that produces great harvests of rhubarb, strawberries and many vegetables. Most of the produce they harvest is then donated to Lussier Food Pantry. "Gardening is an important thing for me," Mary shares with a smile. "I have to have a place to weed, do work, and to take garlic mustard from!"

"Gardening is an important thing for me, I have to have a place to weed, do work, and to take garlic mustard from!"

Mary Maxwell



Volunteers play a crucial role at Oakwood. From running the campus stores, to helping residents get to on-campus programs, to offering cherished one-on-one time, volunteers are an invaluable resource to staff and residents. Oakwood is proud to have a robust volunteer program.

NUMBER OF NON-RESIDENT
VOLUNTEERS AT OAKWOOD:

PRAIRIE RIDGE
322

UNIVERSITY WOODS
710

Compassionate
VOLUNTEERS

We are always looking for additional volunteers to improve the lives of Oakwood residents. To learn more, visit oakwoodvillage.net/volunteer

Exceptional

MAIJA MAKI- LAURILA

“I figured as long as I still drive,
I might as well go out and be
active in the community”

Maija Maki-Laurila

Born and raised in Finland, Prairie Ridge resident Maija Maki-Laurila eventually made her way to the Midwest. She spent part of her career in St. Paul, before taking a job at ABS in DeForest. She spent 25 years at ABS before her retirement.

“I figured as long as I still drive, I might as well go out and be active in the community,” shares Maija. And she certainly is active. Maija has spent most Monday mornings for the last 12 years at Second Harvest Foodbank. To date, she’s volunteered over 1,300 hours of her time there. She can usually be found doing ‘product recovery,’ sorting fresh fruits and vegetables into servings suitable for single families. Over the years, Maija has built a sense of camaraderie with the other volunteers which adds to her enjoyment of the work.



NUMBER OF HOURS
VOLUNTEERING
AT SECOND HARVEST
FOODBANK TO DATE:

1,300+

Maija's volunteer commitments make for a busy schedule. In addition to Second Harvest, Maija volunteers at the Overture Center where she is an usher. She also works with the Wisconsin Chamber Orchestra for Concerts on the Square, the Union Theater and Wisconsin Public Television. "I'm gone most nights of the week!" she says.

Of course, life at Oakwood offers plenty of volunteering opportunities as well. "I just started volunteering here, and as time permits, I will continue to do more."

"I'm gone most nights of the week!"

Maija Maki-Laurila



NUMBER OF INDEPENDENT
LIVING RESIDENTS THAT ARE
REGISTERED VOLUNTEERS

PRAIRIE RIDGE

158

UNIVERSITY WOODS

175

Oakwood is proud to be a resource to the greater Madison Community. In 2019, Oakwood offered a number of educational presentations, primarily in libraries and churches throughout Dane County.

In addition, Oakwood regularly hosts community groups on its two campuses. Examples of organizations we hosted at Prairie Ridge and University Woods in 2019 include:

- First Act Children's Theater
- Kiwanis Club of West Madison
- LeadingAge Wisconsin
- Local Congregations and Religious Organizations
- Madison Rotary Club
- Madison Weavers Guild
- Neighborhood and Alderperson Community Meetings
- Neighborhood Polling Stations
- P.E.O. International
- Participatory Learning and Teaching Organization (PLATO)
- The University League, Inc.
- University of Wisconsin-Madison School of Music
- University of Wisconsin Retirement Association (UWRA)
- Wisconsin Children's Choir
- Wisconsin Youth Symphony Orchestra (WYSO)

Community Sponsorship

Through marketing efforts and sponsorship dollars, Oakwood supported a number of important community organizations in 2019. Our support is given because we believe the work done by these organizations is in alignment with our passion of improving and enhancing the quality of life for older adults.

- Agrace HospiceCare
- The Alzheimer's Association
- The Alzheimer's and Dementia Alliance of Wisconsin
- American Players Theatre
- The Capitol City Band Association
- Catholic Charities Aging Services
- Overture Center for the Arts
- RSVP of Dane County
- University of Wisconsin-Madison Institute on Aging



Exceptional JOHN MATHIS

“Boredom is self-inflicted.

There are so many fun things to learn and do.”

John Mathis

“**I didn't work** for a living – I played,” recalls University Woods resident John Mathis with a smile. John's “play” was in the Astronomy department at the University of Wisconsin–Madison, where he was a theoretician for 36 years. “There are such good students here who are eager to learn,” John shares.

John's love of teaching and connecting with younger generations has been a recurring theme in his life. He and his wife, Carol, raised five children of their own and were temporary foster parents for 16 infants and children.

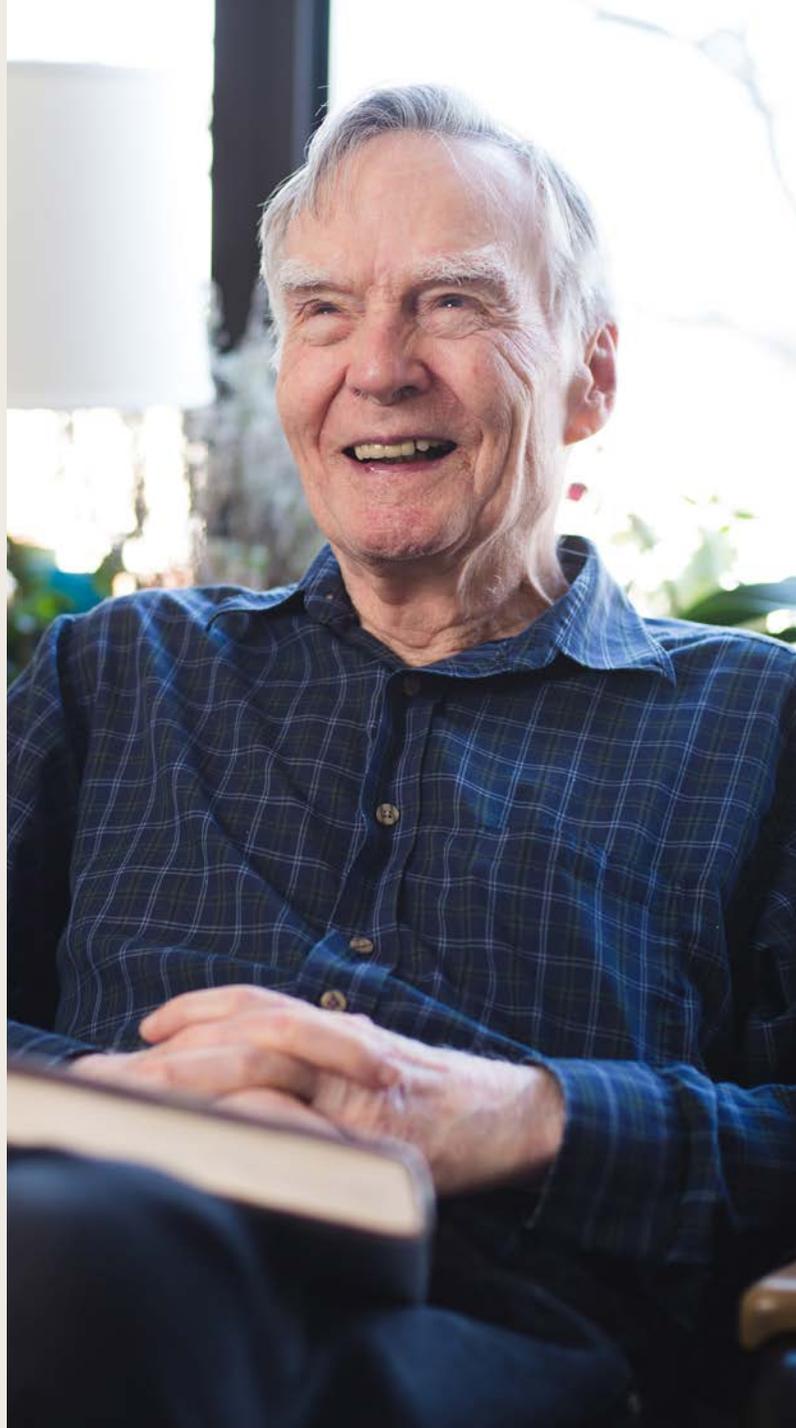
“Kids are wonderful,” says John.

After John's retirement, a friend at Oakwood told him about an opportunity through the Children's Dyslexia Center in Madison. “He knew I was interested in teaching, so he suggested I consider working with dyslexic kids, and I'm glad I did.”



He says the teaching itself came easily, and the materials he and his students read together varied, based on the child. “We read the manual for getting a driver’s license,” because that was of interest to some of his older students. “They had fun reading and when we’d finish they’d feel such a sense of accomplishment.” It’s clear that John found it fun as well, as he did this work for ten years, including 1,500 hours of one-on-one tutoring sessions.

Although John is no longer working with the Children’s Dyslexia Center, he enjoys staying busy. He’s an avid reader, and is mostly interested in non-fiction. “Boredom is self-inflicted. There are so many fun things to learn and do,” he says.



Supporting Our Community

\$18.5M

Dollars spent on vendors in the State of Wisconsin in 2019

\$188,550

Payment made by Oakwood to the City of Madison
as Payment for Municipal Services in 2019

In 2001, Oakwood agreed to pay the City of Madison an annual Payment for Municipal Services. Oakwood was the first not-for-profit senior housing provider in the area to work with the city on this issue; many non-profit providers in Madison do not make a similar payment.

SAIL

For 15 years, Oakwood has provided financial support, as well as complimentary office space and business support (such as information technology and payroll services) to Sharing Active Independent Lives (SAIL).



As SAIL grows, the program continues to have a profound impact on the lives of aging adults in the Madison area. SAIL, founded by Age Better Inc., is a membership organization designed to support the health and well-being of people as they age, helping each member live well wherever they may call home. For many older adults not living at a community like Oakwood, loneliness and social isolation are inevitable. SAIL helps its members stay engaged in the community by offering weekly social and educational programs and opportunities to help one another. The programs themselves are often designed by and for older adults.

Membership benefits include fall prevention workshops, volunteer opportunities, a daily check-in system, and connections to local resources for mobility and other adaptive devices. Pre-screened service providers are available to help members maintain their homes, and offer companionship and personal assistance. SAIL's benefits and services were all created or inspired by members.

As SAIL celebrates its 15th year, the program serves over 500 individuals in the Madison area, ranging from ages 58 to 99. SAIL provides an effective model for healthy aging for people who either can't afford to live in a community like Oakwood, or simply choose not to. SAIL also offers a scholarship program, providing access to all, regardless of their ability to pay.

\$18,000

(PLUS OFFICE SPACE AND BUSINESS SUPPORT)

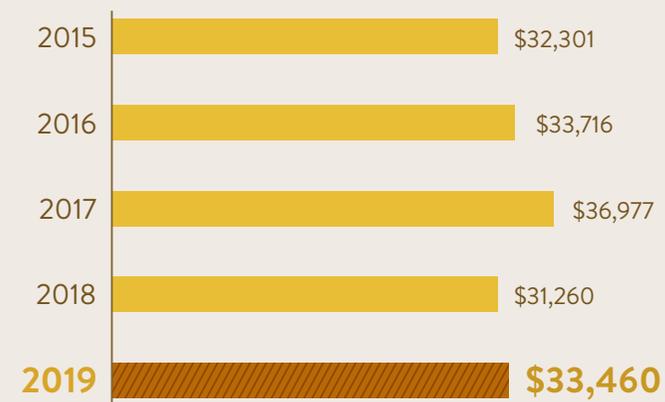
was provided from Oakwood to support the Sharing Active Independent Lives program in 2019

Monthly MINISTRY PROGRAM

“What a joy to serve in a place where both staff and community members are dedicated to serving others.”
Pastor Wayne Shannon

During worship services at Oakwood, volunteer ushers pass around a collection basket. Unless otherwise indicated, all monetary gifts received during worship services go to the organization selected for the Monthly Ministry program. The Monthly Ministry program supports local and national organizations that work to better the community. Spiritual Life committees, made up of Oakwood residents, determine the non-profits that benefit from the Monthly Ministry program.

Dollars donated annually through Oakwood's Monthly Ministry program



Local organizations supported by the Monthly Ministry program in 2019 include:

- Agrace HospiceCare, Inc.
- Briarpatch Youth Services
- Community Action Coalition for South Central Wisconsin
- Dane County Habitat for Humanity
- Heifer International
- Lutheran Social Services
- Madison Area Jail Ministry
- Madison Urban Ministry
- Middleton Outreach Ministry
- Porchlight, Inc.
- The Road Home
- The Salvation Army
- Second Harvest Foodbank of Southern Wisconsin
- Wisconsin Rescue Mission
- Wisconsin Veterans Foundation

Restoring HEALTH

Oakwood touches many lives in south central Wisconsin beyond those who call our two campuses home. One of the most important ways we serve older adults is helping them heal following surgery, illness, or a health emergency. In 2019, our talented physical, occupational and speech therapists, in partnership with our compassionate caregivers, sent 605 people home safely from our two rehabilitation centers.

MADISON-AREA OLDER
ADULTS WHO REHABBED
AT OAKWOOD AND
RETURNED HOME IN 2019:

PRAIRIE RIDGE
338
HEALTH AND
REHABILITATION
CENTER

UNIVERSITY WOODS
267
HEBRON OAKS



*Of 732 total discharges from Health and
Rehabilitation Center and Hebron Oaks in 2019,
605 were non-Oakwood residents*



Generous DONORS

The exceptional people who live and work at Oakwood are undoubtedly generous in their support of the Oakwood community. Their gifts improve spaces and programs at Oakwood, provide employee training opportunities, improve the lives of residents, and help strengthen our organization for the future.

IN 2019, DONORS TO THE OAKWOOD FOUNDATION INCLUDED:

109

STAFF MEMBERS

PRAIRIE RIDGE

190

RESIDENTS

UNIVERSITY WOODS

220

RESIDENTS

Continuing Care Endowment Fund

When donors support the Oakwood Foundation's Continuing Care Endowment Fund, they are helping Oakwood provide care to those who need it most. Each year, the Oakwood Foundation uses a portion of its endowment fund to help Oakwood sustain operating losses incurred caring for Oakwood residents who have run out of money through no fault of their own.

Your gifts to the Oakwood Foundation help Oakwood care for those who have outlived their resources.

If you'd like to support the Continuing Care Endowment Fund, please go to oakwoodvillage.net/support or call (608) 230-4285

Endowment Fund Support



In 2019, the Oakwood Foundation contributed **\$550,000** towards care.



Unreimbursed Care and Services

\$2,364,537

provided in unreimbursed care and services in 2019

This total includes Skilled Nursing Medicaid, Assisting Living Family Care Charity, Special Contracts and support of the HUD program. The number represents the difference between Oakwood's actual reimbursements through these programs for providing services vs. income Oakwood could have realized by charging market rate.

Oakwood served an average of 68 people per day in 2019 unable to pay the full cost of their care.

Total Unreimbursed Care and Services



Medicaid is the State of Wisconsin's health care funding source for the indigent. Family Care is a Medicaid program which provides long-term care and services to help frail elders.

'Special Contracts' refer to situations where Oakwood takes on the cost of care for an individual who has outlived their resources and is not eligible for public funding support.

Participation in the HUD Section 8 Housing Program requires Oakwood to serve individuals who meet Dane County's low income, very low income and extremely low income requirements.

Community PARTNER PROGRAM

We are extremely grateful to the following organizations, which have made the decision to help improve care and programming on Oakwood's two campuses through corporate support. If you know individuals associated with these businesses, please thank them for making the choice to be a 2020 Oakwood Community Partner.

If your business is interested in becoming an Oakwood Community Partner, please contact the Oakwood Foundation to learn more.

Thank You!

We thank the following organizations for their generous support of the Oakwood Community in 2020. You help people thrive here!

Gold Partner

2020 Giving at the \$10,000 Level



better people = better builders®

Silver Partner

2020 Giving at the \$5,000 Level



Community Partner 2020 Giving at the \$1,500 Level

Alliant Energy

CliftonLarsonAllen, LLP

Coyle Carpet One

Cress Funeral and
Cremation Service

Cricket Design Works, Inc.

CTW Abbey Carpet and Floor

CUNA Mutual

Econoprint

Husch Blackwell

Lockton

M3 Insurance

Madison United Healthcare
Linen, Inc.

MG&E Foundation

Monona Plumbing and
Fire Protection, Ltd.

North American Mechanical, Inc.

Oimoen Electric, Inc.

Parasol Alliance

Quartz Health Solutions, Inc.

Oakwood's 37 Sponsoring Congregations

Our organization thrives today thanks to the support of 37 Lutheran churches in Madison and the surrounding area.

Advent Lutheran Church ELCA, *Madison*

All Saints Lutheran ELCA, *Fitchburg*

Bethel Lutheran Church ELCA, *Madison*

Bristol Lutheran Church ELCA, *Sun Prairie*

Burke Lutheran Church ELCA, *Madison*

Christ Lutheran Church ELCA, *DeForest*

the Church at Christ Memorial LC-MS, *Fitchburg*

Good Shepherd Lutheran Church ELCA, *Madison*

Hope Lutheran Church ELCA, *McFarland*

Immanuel Lutheran Church LC-MS, *Madison*

Immanuel Lutheran Church ELCA, *Mt. Horeb*

Lakeview Lutheran Church ELCA, *Madison*

Luther Memorial Church ELCA, *Madison*

Lutheran Church of the Living Christ LC-MS, *Madison*

Messiah Lutheran Church ELCA, *Madison*

Midvale Community Lutheran Church ELCA, *Madison*

Mount Olive Lutheran Church LC-MS, *Madison*

New Heights Lutheran Church ELCA, *Black Earth*

Norway Grove Memorial Lutheran Church ELCA, *DeForest*

Our Savior's Lutheran Church ELCA, *Sun Prairie*

Peace Lutheran Church ELCA, *Waunakee*

Spring Prairie Lutheran Church ELCA, *DeForest*

Springdale Lutheran Church ELCA, *Mt. Horeb*

St. James Lutheran Church ELCA, *Verona*

St. John's Lutheran Church ELCA, *Madison*

St. John's Lutheran Church ELCA, *Prairie du Sac*

St. Luke's Lutheran Church ELCA, *Middleton*

St. Mark's Lutheran Church ELCA, *Madison*

St. Martin's Lutheran Church ELCA, *Cross Plains*

St. Paul's Evangelical Lutheran Church LC-MS, *Madison*

St. Peter's Lutheran Church LC-MS, *Arlington*

St. Stephen's Lutheran Church ELCA, *Monona*

Trinity Lutheran Church ELCA, *Madison*

United in Christ Lutheran Church ELCA, *Morrisonville*

Vermont Lutheran Church ELCA, *Black Earth*

West Middleton Lutheran Church ELCA, *Verona*

Zion Evangelical Lutheran Church ELCA, *Madison*

Oakwood Lutheran Senior Ministries Board of Directors

Marje Murray, *Chair*

Director,
University of Wisconsin
All of Us Research Program,
UW School of Medicine and Public Health

Brett Armstrong, *Vice Chair*

Owner and Chief Financial Officer,
Trident Contract Management

Tom Hanson, *Treasurer*

Senior Vice President and
Chief Financial Officer (Retired),
Alliant Energy Corporation

Calvin Williams, *Secretary*

Instructor (Retired), Madison College

Joyce Bromley

Owner,
Bromley Consulting Group

Robert Cole

Physician (Retired)

Barbara Gessner

Professor (Retired),
University of Wisconsin-Madison School of Nursing

Eric Halverson (*Ex-Officio*)

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Third Stall Contract

Steve Koch

Professor (Retired),
Edgewood College Doctoral Program

Peder Moren

Chairman and Founding Member,
Food Fight Restaurant Group

Tom Rivers

Agency Services Manager (Retired),
American Family Insurance

Dan Stein

President (Retired),
Second Harvest Foodbank

Clifford Strelow

President (Retired),
Stoughton Trailers Acceptance Company

Stan York

Executive (Retired),
Wisconsin State Official and
Wisconsin State Assembly Legislator

Core VALUES



Compassion. We care deeply about the people we serve and the people that we work with on a daily basis to create a community of caring.



Faith. As a Lutheran organization, faith is a core value. Faith goes beyond religion to a deep honoring of the human spirit.



Inclusion. We strive to consider different perspectives to create fair, welcoming and accessible experiences for all.



Integrity. Oakwood is built on trust. Our teams work to be transparent and fair.



Dedication. We view our work as a calling. We are here for each other.



People Thrive Here

Oakwood consists of two vibrant communities of exceptional people who share, listen, and grow together. We are united in the belief that every interaction matters. We focus first and foremost on the wellness of our residents. We recognize the quality of our care rests on the quality of our staff, so we empower staff to do their work well and lend a hand when it's needed. As a not-for-profit organization, we reinvest in our community with the goal of being the best in our industry.



OAKWOOD

OAKWOOD LUTHERAN
SENIOR MINISTRIES

6205 Mineral Point Road
Madison, WI 53705

Non-Profit Organization
U.S. POSTAGE
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MADISON, WI
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2020 *Community* IMPACT REPORT

www.oakwoodvillage.net