

# Love, Passion, & Commitment to Our Mission





**Love, Passion, and Commitment to Our Mission.** Heritage Ministries has provided care and support for senior citizens in Chautauqua County for over 130 years. Located in beautiful Western New York, the nonprofit organization has evolved from its original purpose as an orphanage and home for widows and retired clergy of the Free Methodist Church to what is now known as The Homestead (formerly Heritage Village Retirement Campus) part of Heritage.

Heritage has grown to become the largest, nonprofit provider of short-term rehab and skilled nursing care in Chautauqua County, now serving over 1,200 individuals a year. Heritage also offers 100 units of independent living housing and 68 units of various types of licensed assisted living. Heritage is a major supporter of the Chautauqua County economy by providing employment for more than 800 staff members. Heritage is growing with the continued vision “to be a trusted leader in providing human services that model God’s love”. We proudly offer:

- Independent and Assisted Living housing for seniors in Gerry and West Ellicott
- Rehabilitation and Skilled Nursing services in Gerry, Jamestown, and Greenhurst
- Community Outreach Center at the Chautauqua Mall in Lakewood, NY

The need for Heritage programs will increase as Western New York’s population ages. The challenge is providing services filled with the amenities that baby boomers expect to find in retirement communities along with the availability of quality nursing care.

Baby boomers are expected to “swarm” residential aged-care communities across the country in the next few decades. People born between 1946 and 1964, comprise the largest aged population that our country has ever seen. This is the generation who rocked to the Beatles, experienced Vietnam, and who created a voice for generations to come. This same population expects to have a strong voice in what they will experience and how they will be treated in their golden years. Aging is no longer viewed as a winding down of life but rather often includes some form of part-time work, continuing education, and an active life style.

## We Have a Vision

Heritage has listened to the voice of the boomers in our community, and will progressively offer care that provides a quality life style whether it is independent living, assisted living, rehab, and skilled nursing, or memory care.

Continuing our Christian focus, capital improvements are planned for each of our campuses to address current and future senior needs and interests.

We expect to continue to draw residents from the area, as well as out of area, who desire these amenities:

- Age Restricted Communities
- Small House Care Options
- Water Access (nearby)
- Golf (nearby)
- Fine Dining
- Educational Classes
- Access Controlled
- Tennis (nearby)
- Homestead Stables
- Spa Services
- Community Gardens
- Fenced Dog Walk

## Launching a Capital Campaign

In order to continue to offer quality care, Heritage is launching *Preserving Our Heritage, Preparing Our Future*. To enhance our resident amenities, grow our assisted living program, increase our memory care services, and improve our long-term financial viability, we need to make a major investment in our campuses and our services.

## The Homestead (formerly Heritage Village Retirement Campus)

Heritage's original campus, The Homestead, located in Gerry, NY, is ideal to meet future expectations because independent living, assisted living, and skilled nursing facilities are already in place. The 100 acre campus needs to update its amenities to today's senior community standards so that baby boomers seeking a retirement home of their own or for their aging parents choose The Homestead.

*For-profit facilities care for residents  
so they can make money.*

*Nonprofit organizations need to make money  
so they can care for residents.*

David Smeltzer / Chief Executive Officer



## Changes to this Campus will include:

- An addition of a **Community Center** with dining facilities for both independent and assisted living residents will be added to the Homestead. This new building will be located in the center of campus with new walkways directly to each of the four existing apartment buildings in the "circle". There will be a main entrance with a covered drop-off, a receptionist desk with administrative offices, a new kitchen for independent living and assisted living meals, a large activity space, and a new dining space for assisted living residents. This new Community Center will provide a gathering place for special events and dinners. Space for exercise and fitness classes and an outdoor picnic/grill area are also planned.

It is believed that this type of space is critical to attracting future residents to our campus. Restaurant style dining in a formal dining area is an expected amenity today for large retirement communities.

- **Campus Renovation** – The main apartment buildings will receive an exterior renovation that is in keeping with the design of the Community Center and improve sales and curb appeal.

- **Homestead Stables** – Many retirement communities have added equestrian centers for both the enjoyment of their residents and the community. In keeping with Gerry's historical rodeo and equine focus, this center will not only excite residents and prospective residents, but also provide opportunities for the general public to interact and experience what Heritage has to offer.

The stables will be comprised of 41 stalls, a 100' x 210' indoor riding arena, a smaller training arena, and a large viewing/gathering area. Activities will include riding lessons and horsemanship classes, special events such as horse shows and competitions, and regularly scheduled wagon and trail rides will be offered. Many campus and community residents may also benefit from equine therapeutic assistance for both physical and emotional disabilities.

• **Facility Growth** – Facilities will be expanded in Bergquist when the current space, now housing the kitchen/dining areas, is freed up by the addition of assisted living dining in the new Community Center. Nine assisted living units will be added with both private and semi-private rooms allowing couples to stay together.

All three of our skilled nursing facilities will receive significant interior renovations. Our skilled nursing sites include:

- **The Village, Gerry, NY \***
- **The Green, Greenhurst, NY**
- **The Park, Jamestown, NY**

\* Ranked one of the top nursing homes in the United States, according to U.S. News & World Report, November 16, 2016

### **The Woodlands and Orchard Grove, West Ellicott, Jamestown, NY**

Additions for this independent and assisted living campus, the newest of Heritage's facilities include:

- A new walking trail with boardwalk along the pond
- Completion of the roadway between the independent and assisted living facilities
- Added parking for staff and visitors
- A club room for the independent living residents



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### **Partner with Us!**

Heritage is expecting to invest a total of \$12,000,000 in our facilities over the next few years so that each of our campuses providing senior care will meet the needs of current and future residents.

Our campaign *Preserving Our Past, Preparing Our Future* will enable Heritage to invest in the following:

- Continue to be the premier senior care provider in Western New York
- Provide the quality of care that families are seeking for loved ones
- Continue our growth to become a leader in memory care services
- Provide financial sustainability for Heritage
- Allow donors to create a legacy that will live on for years to come while positively impacting the community

While Heritage plans to make the largest investment, we are asking the community to partner with us and invest in our services and mission. We are asking the community to make a \$3 million philanthropic investment toward our goal of \$12 million. Seniors play an important role in our future, they deserve to be honored. Join us in making an investment in Heritage, the future of senior care in Chautauqua County.

