

Simpson Home new plans Pt. 2

Fundraising for the new nursing home project

Last week, the newspaper article was about the replacement of the old nursing section of Simpson Memorial Home (SMH) that was opened in July, 1975. Today, we are looking at the cost of the project and the giving opportunities for the community.

Throughout the history of SMH, the generosity of the people of West Liberty and surrounding areas has been astounding. This facility could not have been possible without them! Mrs. Nora Simpson left stocks and bonds to the corporation that made it possible to purchase land, erect the care center, furnish it, and have some money left for start-up operations. The Helen Melick Family donated money to build the Melick Room at SMH where numerous activities for the residents and people in the community have been held.

The independent living building is named after the kindheartedness of John and Edith Heath plus Ms. Alberta Metcalf Kelly and Genevieve Arnold. All of these people made it financially possible to build the facilities to house and care for residents in the greater West Liberty area.

As in the past, it will not be possible to replace the nursing home without the benevolence of the people in our town. SMH is a not-for-profit provider of services. There is no owner or owners who require a monthly payment. SMH is governed by a volunteer board who receive no payment for their services. SMH is operated as a business; it has income and expenses and does make a profit. Otherwise, it could not remain in business.

Any profits that SMH has made through the years has been returned to the entity in the form of a higher employee to resident ratio, increased wages and benefits, building improvements, and extra amenities for the residents. In other words, there is not a huge pile of money available to use to rebuild the nursing home.

There are several giving opportunities available for families and friends to commemorate their family or loved ones.

- Naming the whole new building. \$5,000,000. The building can be called “(family name) health center” at Simpson Memorial Home (the campus).
- Naming each resident wing of 28 beds. \$1,000,000
- Naming each of the 56 individual rooms for \$25,000 each
- Placing a name on the two cornerstones in the front of the building. \$50,000 each
- Naming the outpatient therapy room \$50,000
- Naming the beauty shop \$30,000
- Naming the dining and activity rooms \$250,000 each
- Naming the education suite \$100,000
- Memorial patio bricks \$500
- Miscellaneous donations

The total price of this project is \$14,771,910. Of this amount, the SMH board is committed to raising 40% or \$5,728,000. This amount will give us a good start on completing the project, securing a tax-exempt bond, and having a monthly mortgage payment that is affordable.

SMH will be hosting informational meetings about the project where individuals can come to ask questions. We also will be setting up small focus groups for a more in-depth look at the project with a

review of donor options. Plus, SMH will be hosting a KICK-OFF for the project on Sunday, June 23 from 4-7 pm at the construction site on the east side of the campus. More on this fun event later!!

We have a wonderful fund-raising committee that will be working hard to raise the needed money prior to construction.

-Grant Lilienthal is the chairman of the committee. He is from Wilton, a farmer and a banker. Several members of his family have been residents at SMH.

-Sandy Ballou was raised in West Liberty and now lives in Wilton. She has been an avid supporter of this project for her hometown community.

-Karen Wright is the pastor's wife of the Methodist Church in West Liberty. She has gotten to know many families since moving to town and realizes how important a nursing facility is for a small town.

-Lori Leggins is a West Liberty native. She worked at SMH when she was in high school. As a business owner, she supports the town of West Liberty and this project as well.

-Monica Leo is the puppeteer of West Liberty. She loves this community and supports projects to make it better.

-Cindy Mays has first hand experience with SMH. Her husband was the administrator of SMH for several years. She is a banker and loves the West Liberty community.

-Clifford McFerren is the assistant administrator at SMH. As a former city council person and mayor of West Liberty, he understands the impact that this facility has on our community not only as a provider of outstanding care to our residents but also a resource for all seniors in the West Liberty area. He, too, proudly had a family member at SMH.

-Chad Thomas is the HR director/attorney for SMH. He also is a former West Liberty mayor and had a family member reside at SMH.

-Shelley Wicks is the current administrator of SMH. She, too, had a family member at SMH. Under her leadership with the Board of Directors, finances have improved, and many projects have been completed in her 14-year tenure.

Any or all of these people are available to help you make a decision about your giving level to make this dream become a reality! Simpson Memorial Home, Inc. is a 501(c)3 not for profit provider. All donations are tax deductible.

Coming next week:

The true impact of a campus like SMH on a small town.