

# 2013: Year of Change



## *Report To The Community*



*4701 N. Keystone Ave., Ste. 400  
Indianapolis, IN 46205  
[www.morninglightinc.org](http://www.morninglightinc.org)*

*Abbie Hunt Bryce Home \* Pennwood Place Apartments  
Health \* Wellness \* End of Life Care*

## *The Journey from VNSF to Morning Light*



Branding Committee Members show off the results of their work.

1<sup>st</sup> Row: Bryan Richards, Cindy Graham, Sandra Schwalbach  
2<sup>nd</sup> Row: Frank Pillow, Scott Ringold, Tom Fodor, C. Andrew Mattingly

By the time you read this, the name *Morning Light* will have become more familiar around Greater Indianapolis! We are the former Visiting Nurse Service Foundation (VNSF) which had been in existence since 1984, serving as the fundraising arm of the nationally renowned Visiting Nurse Service of Indianapolis. When the Franciscan Alliance took the Visiting Nurse Service under its wing in 2011, the VNSF name was no longer a fit for an entity that was destined to become its own independent organization.

Our new branding process involved organization Board members, donors, community contacts and other nonprofit resources, all under the capable direction of Bryan Richards of Aspen Impact. The name *Morning Light* was chosen because we believe that each new day is a gift to be appreciated. At Morning Light, we are experts in managing group living arrangements and services for low-income senior residents, and for residents with dire health situations. We primarily care for the terminally ill and seniors.

You may have known a friend or family member who became ill and only had a short time left to live. Maybe you know an elder who can barely afford rent and utilities. For these cases, we provide safe and comfortable living spaces. We manage two sites in Indianapolis. The Abbie Hunt Bryce Home is a twelve-bed community for hospice patients who have no other appropriate living arrangements for their final days. Pennwood Place has thirty-five apartments for low income seniors. Supporters help us by volunteering in our facilities, telling friends and relatives what we do, or donating to our services. Look up “Morning Light” in Indianapolis, and you’ll find us!

It’s a new brand with the same compassionate mission - as attested by the “Community Impact” section later in this report!

## *A Letter From the Board Chair & the Executive Director CEO*

*“The best thing about the future is that it comes one day at a time.”*

*Abraham Lincoln*



**Those words** from perhaps our greatest President summarize the activities of Morning Light (formerly the Visiting Nurse Service Foundation) in the past year. In our third year of independent operation, we served more hospice residents, involved seniors in hundreds of hours of meaningful activities and provided small measures of financial assistance to home health care patients who needed just a little extra to get over emergency situations. We are also grateful for significant community support bolstered by the 10<sup>th</sup> annual Beach Ball and the launch of the Commitment Circle at the Abbie Hunt Bryce Home for individual donors of \$1,000 or more. Twenty one supporters contributed at that level in the year just past, an outstanding number for a first year giving society.

Significantly, the Glick Fund, a fund of Central Indiana Community Foundation, awarded Morning Light a grant allowing us to explore expanded use for Abbie Hunt Bryce Home units. We have begun to provide hospice respite care that gives caregivers a chance to catch their breath as they care for a terminally ill loved one. We also have begun serving homeless patients who need their own space when recovering from surgery. Collaborations formed because of these uses will hopefully spur the community and Morning Light to continue to investigate partnerships that literally fill health care gaps.

The Morning Light Board appreciates the ongoing financial pledge made by the Franciscan Alliance which allows us to explore how best to fulfill our mission. In 2013 that included investments in referral outreach, facility improvements, and on line communication tools. We also cut expenses by more than \$100,000 while serving more people and raising more discretionary funds.

As Mr. Lincoln might have noted “those days mentioned above have a way of quickly adding up.” That means in many ways the future is now! Thank you for your part in our evolving Morning Light success story.

*John Triller, Chair*

*Tom Fodor, Executive Director CEO*

## 2013 Highlights & Community Impact

The Board of Directors and staff moved the organization forward in significant ways in the year just completed.

- Created three year Strategic Plan
- Developed and implemented annual Business Activity Plan and Financial Development Plan
  - Increased number of Abbie Hunt Bryce Home residents by 83% to 55
  - Established regular activities at Pennwood Place starting at zero participation to involving more than 400 seniors (duplicated) over the final nine months
  - Raised more than \$100,000 in contributions from the community
  - Received a \$30,000 grant from The Glick Fund, a fund of Central Indiana Community Foundation, to provide hospice respite and temporary housing for



homeless patients recovering from surgery

- Committed \$330,000 to roof and parking lot projects
- Launched “The Commitment Circle At the Abbie Hunt Bryce Home” major gift society for \$1,000 annual contributors, raising \$10,000 in its first two months
- Increased net Beach Ball revenue by 16% over a two year period
- Successfully collected significant donations of daily living supplies, including paper products, bedding, and canned goods
- Began extensive branding process which resulted in the new corporate name of Morning Light.



Morning Light serves the community through the following Mission:

*Morning Light Inc. fosters nonprofit community services and programs in Indiana for the terminally ill, seniors, families and the homebound who are without means and in need of health, wellness or end of life care.*

Morning Light’s impact expanded in 2013:

- **Fifty five** (55) Hoosiers spent their final days as **Abbie Hunt Bryce Home** residents, a three year high. The Home was created in 2004 to provide free housing for hospice patients who do not have appropriate end of life living arrangements.



- **2,062 days of free care** were facilitated at the Abbie Hunt Bryce Home.
- **12,418 days of safe, affordable housing** were provided at **Pennwood Place Apartments**, opened in 2011 to serve low income seniors.
- **438 Pennwood Place seniors** (duplicated) participated in wellness presentations, therapy sessions, Tenant Advisory Committee meetings, and birthday parties. This after Morning Light oversaw the implementation of a fully operational exercise

room, educational activities, and therapy care initiatives at the 35 room facility.

- **\$12,316** was spent on individual grants to support home care patients and/or professional staff. This included **utility payments, medication coverage, patient outcomes materials, and equipment purchases.**

### CONSOLIDATED STATEMENT OF ACTIVITIES

**Year Ended December 31, 2013**

#### REVENUE AND SUPPORT

Contributions	\$	227,364
Interest and dividend income		119,527
Rental income		949,476
Other income		<u>25,631</u>
Total Revenue and Support		<u>1,332,145</u>

#### EXPENSES

Grants and other programs		597,659
Building operations		798,259
Management and General		439,054
Fundraising		<u>35,897</u>
Total Expenses		<u>1,870,869</u>

#### CHANGE IN NET ASSETS

**FROM OPERATIONS** (548,724)

**OTHER GAINS (LOSSES)** 921,903

**INCREASE (DECREASE) IN NET ASSETS** 373,179

#### NET ASSETS

Beginning of Year		<u>9,729,217</u>
End of Year	\$	<u><u>10,102,396</u></u>



## *The Commitment Circle at The Abbie Hunt Bryce Home*

To encourage others to join in our life changing mission, the Morning Light Board created the Commitment Circle. This giving society acknowledges individuals who annually contribute \$1,000 or more.

**Founding Members:** Anonymous; Ayers Foundation

### **2013-2014 Members**

Ezra Burdix

Family & Friends of Carol Clevenger

Tom & Karen Fodor

Paul Fouts, Jr.

Dr. Greg Gramelspacher

Hoover Family Foundation

Deborah Lambert

Tom Marshall

Margo Martin

Andy Mattingly

Friends & Family of William Moore

Dick Neal

Adam Richter

Scott Ringold

St. Elizabeth Ann Seton Parishioners



**Residents are remembered at the annual Memorial Picnic, where the Memory Garden is visited by friends and family. The Garden contains the names of those who passed in the previous year.**

Brenda Schultz

Sandra Schwalbach

Dr. Robert Sexton

Friends & Family of Chris Skinner

Angela Trefethen

John Triller

## *2013 Beach Ball*



The 2013 version of the annual Beach Ball was a huge success! We welcomed back the Tempos and Dean Metcalf of the Bob and Tom Show to lead this major fundraising effort which netted \$35,000 for the Abbie Hunt Bryce Home. We also welcomed FORUM Credit Union as our top sponsor.

**Sandcastle Sponsor:** FORUM Credit Union

**Beachcomber Sponsors:** *Franciscan VNS, Ice Miller LLP, PNC*

**Corporate Table Sponsors:** *Gene B. Glick Company, Hendricks Regional Health, Katz, Sapper & Miller, Wells Fargo Insurance Services.*

**Individual Table Sponsors:** *Duke Energy Foundation, Keller Development, Dean Metcalf, Moynahan Williams, The Naked Monkey, Sandra Schwalbach, John Triller.*

**2013 Special Grants:** The Glick Fund, a fund of Central Indiana Community Foundation: E Tapestry Foundation; The Saltsburg Fund.

## 2013<sup>1</sup> Donors – up to \$999

A Classic  
Ace Pest Control  
Carol Adams  
Greg Adams  
Sandra Albritton  
John K. Aemis  
Ampro  
Wayne Bailey  
Andrea Barnes  
Angie Barnes  
Max Barron  
Diane Bartl  
Jerry Bass  
M.S. Bates  
Orion Bell  
Len Bibeau  
Rhonda Blunt  
Cynthia Boeding  
Judith Bohlander  
Tracy Bontrager  
Eleanor Bookwalter  
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Norma Bray  
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Lucia Heid  
Gary Hensley  
Amanda Hoffman  
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William Leftridge  
Bradley Lewis  
Dan Lewis  
Tim Logsdon  
Brad Lowell  
Muhammad Malik  
Howard Mandel  
Carol Marshall  
Robert Martin  
David Mayer  
Eileen McCaulay  
William McCully  
Madonna McGrath  
Heather McPherson  
Millennium Environmental  
Chuck Miller  
Ryan Miller  
Dennis Mocarski  
Kelly Mohler  
William Moore  
Nancy Neal  
Donald Newby  
Thomas Nix  
Now Courier  
Tim Nutter  
Fred Odiet  
Herbert Olshever  
Stephen Orphey  
Barry A. Pachciarz  
Paula Patrick  
John Peacock  
Paul Pearcy

Kathryn Peterson  
Peppy Peterson  
Frank Pillow  
John L. Pipas  
Gayla Pitts  
Angeline Protogere  
Mike Puskarich  
Marvin Recht  
Laverne Reed  
Tammy Reedy  
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Linda Rowan  
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Mike Wilkins  
Charles and Robbie Williams  
Elizabeth Williams  
Henry Wilson  
Amanda Winkle  
Marion Wolen  
Kevin C. Woodhouse  
Jeff Wyatt  
Terry Young

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<sup>1</sup> The list reflects donations received during calendar year 2013 as noted in our fundraising records. Those who contributed \$1,000 or more are listed under the Commitment Circle, Sponsors, or Special Grants. Morning Light regrets any omissions or inaccuracies.

## *2013 Board of Directors*

***The Morning Light volunteer Board provides leadership and community representation that support our Mission. One hundred percent (100%) of Board Members make an annual financial contribution to Morning Light and /or its programs.***

*John K. Triller, Chair*

*Richard Neal*

*Scott Ringold, Vice Chair*

*Angeline Protogere*

*Paul J. Fouts Jr., Treasurer*

*Adam Richter*

*Kimberly Harper, Secretary*

*Sandra Schwalbach*

*Margo Martin*

*Tonya Scott*

*C. Andrew Mattingly*

*Dr. Robert Sexton*

### **2013 Staff**

*Tom Fodor, Executive Director CEO*

*Frank Pillow, Administrator*



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