

**GENERATIONS** of family members have lived and thrived at Hillcrest. We look to the **NEXT GENERATION** to join our newly formed Annual Fund campaign "Generations," a giving club, with a **COMMON BOND**.

**BECOME A GENERATIONS CLUB MEMBER**      **OUR MISSION**

"Generations" Club members come together to strengthen the community and help it thrive from generation to generation. It inspires and educates people to realize their dreams by way of philanthropy.

- Make a difference in the lives of Hillcrest residents
- Support our greatest needs
- Have flexibility in your charitable giving throughout the year
- The annual fund is unrestricted and is the heartbeat of Hillcrest's fundraising efforts.

The mission at Hillcrest is to serve and enrich the lives of older persons through quality services and facilities.



Philanthropy Department  
 909-392-4320 | livingathillcrest.org  
 philanthropy@livingathillcrest.org



The **LEGACY** of coming together for the **GREATER GOOD**.

**Generations**  
 The Annual Fund of Hillcrest





Choose your level  
of support for  
**GENERATIONS,**  
the Annual Fund  
of Hillcrest.

### ANGEL

\$5,000 Annually /  
\$416.66 Monthly Pledge

- 6 Gala Tickets
- Honors at the Hillcrest Donor Recognition Luncheon
- Invitation to all exclusive Generations Club events
- Half page ad in the Good Samaritan Dinner Play Bill
- Recognition in *Happenings* and the Honor Roll on our website and Annual Report
- Membership pin

### VISIONARY

\$2,500 Annually /  
\$208.33 Monthly Pledge

- 4 Gala Tickets
- Honors at the Hillcrest Donor Recognition Luncheon
- Invitation to all exclusive Generations Club events
- Business card ad in the Good Samaritan Dinner Play Bill
- Recognition in *Happenings* and the Honor Roll on our website and Annual Report
- Membership pin

### SUPERSTAR

\$1500 Annually /  
\$125 Monthly Pledge

- 2 Gala Tickets
- Honors at the Hillcrest Donor Recognition Luncheon
- Invitation to all exclusive Generations Club events
- Listing in the Good Samaritan Dinner Play Bill
- Recognition in *Happenings* and the Honor Roll on our website and Annual Report
- Membership pin

### RISING STAR

\$500 Annually  
(No Monthly Pledges)

- Invitation to all exclusive Generations Club events
- Listing in the Good Samaritan Dinner Play Bill
- Honors at the Donor Appreciation Luncheon
- Recognition in *Happenings* and the Honor Roll on our website and Annual Report
- Membership pin



## LEAVE A LASTING MEMORY

We invite you to become a member of the Hillcrest Heritage Society and in so doing, leave a legacy to ensure the future of this remarkable community. To learn more about the many gift planning options at Hillcrest, please contact the Philanthropy Office:

- Phone: 909-392-4326
- Email [ssnider@livingathillcrest.org](mailto:ssnider@livingathillcrest.org)
- Web: [www.livingathillcrest.org](http://www.livingathillcrest.org)

*“We have come to a feeling of loyalty and obligation for the blessings we now enjoy. An important way that we can express that to Hillcrest is to include Hillcrest in our will as a one quarter beneficiary. We realize that burdens removed by Hillcrest from us and those who love us deserve no less than the most we can do.” – Anonymous*



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Hillcrest Heritage Society  
Making a Difference through Planned Giving



**OUR MISSION** is to recognize those who have included Hillcrest in their estate plans. Members of the Heritage Society serve as pathfinders to strengthen Hillcrest for the many residents, associates and families it serves for generations to come.

As a member of the Hillcrest Heritage Society, you are building a lasting legacy and making a profound impact in the lives of others. With planning, you make the most of your gift by receiving tax benefits while providing for your loved ones.

### MEMBERS ENJOY

- Invitations to selected donor recognition events
- Listing in Annual Reports and other print materials
- Recognition on the Tree of Life wall
- Ambassador opportunities and gatherings for the Tree of Life

### FINANCIAL BENEFITS

- Reduce income tax through a charitable gift deduction
- Minimize capital gains tax on gifts of long term appreciated property
- Reduce or eliminate estate taxes
- Increase spendable income
- Reduce cost and time in estate settlement

### WAYS TO GIVE

**Charitable Bequest:** Making a charitable bequest in your will is a simple way to make a lasting gift to Hillcrest that benefits the community and becomes your personal legacy.

**Hillcrest Beneficiary:** Naming Hillcrest as a beneficiary of your retirement plan or IRA is easy to do, and makes a significant and lasting gift that may not be possible during your lifetime.

**Gift of Real Estate:** Hillcrest can help you turn your property gains into community good. The values of your real estate may exceed that of any asset you own.

**Life Insurance:** Giving your Life Insurance policy to Hillcrest is a simple way to give a significant gift with tax benefits that you can enjoy for the rest of your life.

**Charitable Remainder Trust:** Allows you to receive income for the rest of your life, knowing that whatever remains will benefit Hillcrest.



## DEDICATION OPPORTUNITIES

The Tree of Life honors donors who have made outright tribute gifts or deferred gifts in their estate plan, ensuring their legacy at Hillcrest. It provides an exquisite opportunity to pay tribute to loved ones and make expressions of gratitude. The dedication is inscribed on an engraved brass plate with a brushed satin finish.

Leaves: Recognizes gifts of \$1,000 - \$4,999

Crested Pine Cones: Recognizes gifts of \$5,000 - \$9,999

Golden Pine Cones: Recognizes gifts of \$10,000 -19,999

Stones: Recognizes gifts of...

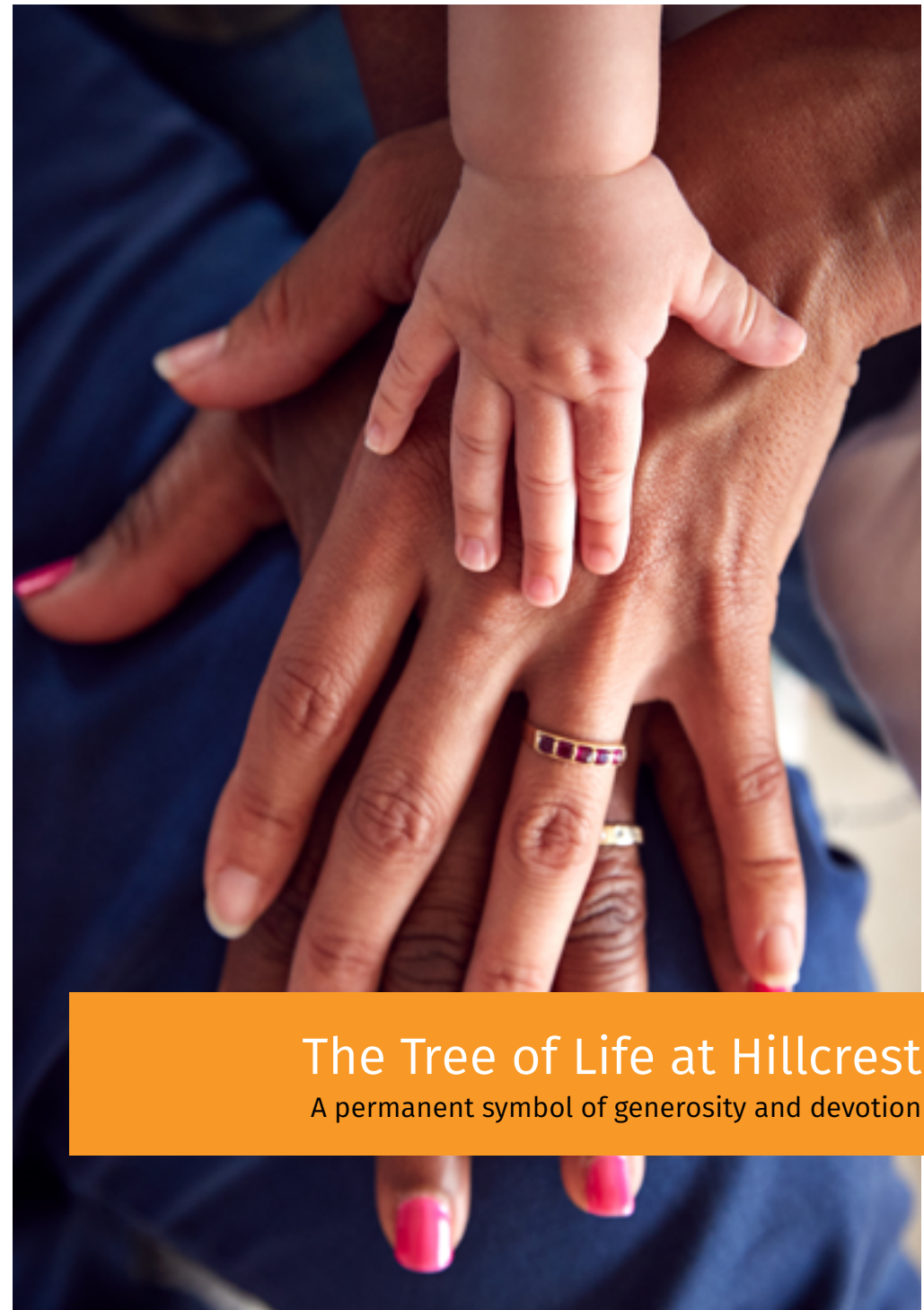
- Faith Dedication: \$20,000 - \$29,999
- Hope Dedication: \$30,000 - \$39,999
- Love Dedication: \$40,000 - \$49,999
- Life Dedication: \$50,000 or more.

The Tree of Life is a permanent symbol, a tribute that captures the importance, the value and the depth of the relationship you have had with the person you honor or memorialize. Gifts are fully tax deductible.

If you would like more information, call Scott Snider, Associate Director of Philanthropy, at 909-392-4326, or email Scott at [ssnider@livingathillcrest.org](mailto:ssnider@livingathillcrest.org).



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## The Tree of Life at Hillcrest

A permanent symbol of generosity and devotion





The Tree of Life pays **TRIBUTE** to loved ones and helps Hillcrest continue its **MISSION OF SERVICE.**

## THIS IS HILLCREST

Hillcrest, an accredited not-for-profit Continuing Care Retirement Community, has been providing its residents with quality housing and care in a secure and comfortable setting for over 70 years. We were founded as an expression of faith, committed to community, compassion, individual dignity and respect.

Hillcrest is a remarkable retirement community that offers services and facilities that enrich the lives of older persons. Recognizing the highest standards in senior services, we continually integrate them into our community setting, delivering high quality care, services and programs with excellent outcomes in a cost-effective manner.

Hillcrest has long been blessed with a circle of supporters whose stewardship in both volunteer service and financial contributions has made it possible to maintain this cherished care of older persons. We invite you to join this circle through your support of our Tree of Life Program.

## THE TREE OF LIFE

The Tree of Life is a beautiful teakwood and bronze sculpture created by artist Sanford Werfel. His interpretation of the Tree is patterned on the Aleppo Pine, Hillcrest's logo, and a symbol of our stability and strength.

The Tree's leaves and pine cones, as well as the dedication stones at its base, are designed to be inscribed with the names of donors who have made legacy and tribute gifts.

This unique work of art is a permanent tribute to the generosity of the many donors who have shown their concern and devotion to Hillcrest's mission.

The Tree of Life was given in loving memory of E.K. and Ollie C. Beekly by their daughter, Maxene, and her husband Howard Divine. In recognition of their gift, their names are inscribed on a special Founder's Stone.