



New  
HOME  
New  
HOPE

A CAPITAL CAMPAIGN FOR

*Milestone Senior Services*



# A New Hope Begins With You

## Dear Friends:

Since 1963, Milestone Senior Services has been serving older adults in Kalamazoo, Battle Creek, and the surrounding area. Last year, we provided life-sustaining programs to nearly 6,000 local residents. Our programs focus primarily on the safety and wellness of older adults and adults with disabilities who need support to continue living independently at home. Our core services are:

- **Nutrition:** Through our Meals on Wheels and congregate meal programs we serve thousands of meals each week to seniors who are unable to access adequate nutrition.
- **Home Repair & Accessibility:** We provide basic home repairs and accessibility modifications so that people may remain living safely and independently at home.
- **Clinical Managed Care:** Our healthcare and mental health professionals work with participants to identify and put in place the supports they need to ensure they may remain living independently at home.

**Without our programs, many in our region would go hungry, be unable to remain living at home, suffer from isolation, lack adequate medical care, and withdraw from community engagement. We can't let this happen.**

Our centrally located facility in downtown Kalamazoo has served our clients well for many years and is now due for much-needed, efficiency-enhancing updates. As a result, our leadership team has developed a plan for upgrading our building in ways that maximize the productivity potential of our programs.

We originally identified a goal of \$3,000,000 to complete the necessary improvements to meet the growing need for our services, however, due to pandemic-related cost inflation, combined with unforeseen site work requirements, we have revised that goal to \$4,000,000.

We continue to approach our friends and supporters to seek your help with this important initiative. Please join us in supporting the New Home, New Hope campaign so that we may continue to meet the needs of older adults in our community for the next 60 years.

Sincerely,  
**Nicole Asher**  
Campaign Chair

# Campaign Chair



**Nicole Asher**  
Campaign Chair

# Campaign Cabinet Members

Scott Aldrich  
Joel Cooper  
Susan Culhane  
Dorothea Holloway

Brian Kaufman  
Joe Kiser  
Wendy Lawrence

Lynn McFarlen  
Molly Peterson  
John Schuemann  
Sheri Welsh



# *A brief history*

OF MILESTONE SENIOR SERVICES

*Making Futures Brighter*

**INDEPENDENCE.  
RESPECT. SAFETY.  
ENGAGEMENT.  
OVERALL WELL-BEING.  
LIVING COMFORTABLY  
& SAFELY IN ONE'S  
OWN HOME.**

These are the foundation of a meaningful life at any age, but they become even more precious as we grow older.

Milestone Senior Services understands this very well. Since 1963, we have worked to support a meaningful foundation for seniors and individuals with disabilities. We believe strongly in what we do, because we believe that the people we serve are intrinsically valuable. It is our mission to empower them to thrive in their community.







Our unique consultative, collaborative, and coordinated — never cookie-cutter — approach has earned us recognition as one of the premier senior-services organizations of its kind.

In 2023, some of the ways Milestone Senior Services supported independence was by providing:

○ **562,215**

meals to

**4,416**

people who cannot provide meals for themselves.

○ **508**

households with home repairs and safety modifications.

○ **516**

people with clinical healthcare and mental health assessments.

○ **34,370**

volunteer hours provided by

**284**

volunteers





## A MISSION TO *enrich lives*

As experts on aging, we know that individual needs vary considerably — and change over time. That’s why we provide personalized, empowering options to help seniors from all walks of life live independently with dignity.

### *What sets us apart*

**CONNECTION AND COLLABORATION.** We listen with empathy, and respect. Seniors and their families trust us because they know we hear and understand them.

**CONCIERGE-STYLE SERVICES.** We open doors to resources that meet the challenges of aging in tangible, comprehensive ways. Then we suggest realistic solutions.

**MAKING INDEPENDENCE POSSIBLE.** We enable individuals to thrive in their home environment — wherever they call home. Our services include arranging for home repairs and safety measures; delivering meals and supplies for people and their pets, and connecting individuals with home healthcare services.

**AN ONGOING SUPPORT NETWORK.** We ease the practical and emotional burdens on families via ongoing communication.

**TRUE INCLUSION.** We believe that everyone has the right to thrive. That is why we provide our services to anyone in need. In addition to supporting the individual, our services allow families to reallocate resources to lift up future generations.

**MUTUAL-SUPPORT VOLUNTEERS.** Our coordinated senior-volunteer programs provide a creative outlet, a sense of purpose, and social interaction.



# Aging challenges OF OUR OWN

Organizations face age-related challenges, too. Ours is no exception. Intermittent flooding accelerated our building's aging process, but our planned renovations will repair damage and restore the facility.

## A rising need

At the same time, our community demographics are maturing. There is a growing and pressing need for our services as our community ages:

- A full quarter of Michigan residents are age 60 or above\*
- Today, 65-year-olds can expect to live another 23 years, on average\*\*
- By contrast, only 8% of Michiganders were age 65 or above in the late 1950s\*

### FACING POVERTY

39% of those we serve have incomes below the poverty line. We currently provide over 1,200 nourishing and nutritious meals every week to individuals with limited resources. This need will continue to grow. Our services are not only critical support for the individual, but for their families as well.

### REMOVING BARRIERS

We are excited about our planned upgrades that will enhance the level of service to which we're dedicated to providing now and as we expand in the future.

\*U.S. Census estimates

\*\*Michigan Department of Health and Human Services



### OUR COMMUNITY DESERVES MORE

Together with your help, we can overcome today's challenges and secure essential services for seniors in our community.

# Help us build ON OUR SUCCESS

*Invest in the future – ours and yours.*

A contribution to our capital campaign supports seniors and the entire community. Your generosity will modernize and enhance this much-loved, centrally located facility that has served everyone so well for so long.

Our goal is to raise \$4,000,000 for strategic improvements, including:

- Upgrading our kitchen equipment for greater efficiency and higher capacity to meet the growing need for home delivered meals.
- Constructing a covered loading dock to create greater efficiency and safety for our volunteers and staff who load and unload 17 Meals on Wheels routes every day.
- Constructing a workshop for our Home Repair & Accessibility program which will provide a protected space for our staff and volunteers so they can provide services year-round. The workshop will also provide secure, dry storage allowing us to purchase lumber at wholesale pricing, thereby creating cost savings and eliminating supply chain delays in scheduling.
- Replacing the building's original HVAC with a modern system which will create cost and energy efficiency, as well as provide staff and volunteers with a more comfortable workspace.



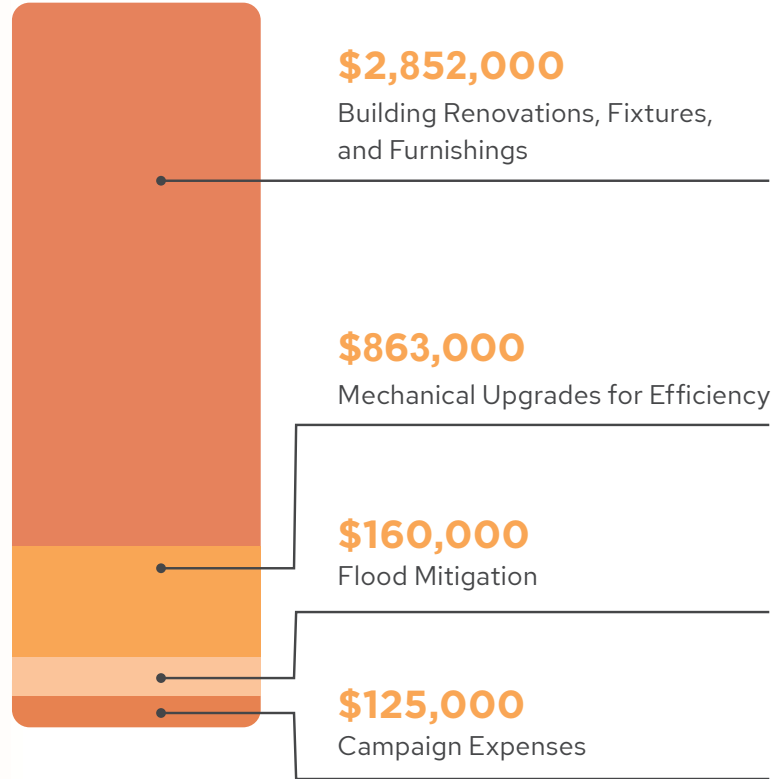
Be a part of this essential endeavor to help support independence and improve the quality of life for older adults and adults with disabilities.



# CAMPAIGN *budget*

**\$4,000,000**

Total Target



## HOW YOU CAN *help*

Milestone Senior Services' s New Home, New Hope campaign is seeking \$4 million in community philanthropy to help fund the restoration of our facility. You can help us achieve this important goal by supporting this campaign through:



**A ONE-TIME CASH GIFT**

**A MULTIPLE-YEAR PLEDGE COMMITMENT**  
(may be paid over a three-year period)

**A GIFT OF APPRECIATED ASSETS**  
(i.e. stock)

**AN ESTATE GIFT**

Your charitable gift is tax deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation.

*New*  
HOME

*New*  
HOPE

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