



≈ From the desk of Patrick Crump

November 14, 2017

Mr. Steve Smith
123 Morningside Way
San Antonio, TX 12121

Dear Steve,

Please allow me to introduce myself! I'm Pat Crump. I was appointed president and CEO of Morningside Ministries last February, when Alvin Loewenberg stepped down to begin a well-deserved retirement, after 26 years in that position.

I've been here nearly a year now, and I've learned a lot about Morningside but two things really stand out.

The first? We are truly blessed to have so many compassionate donors who make it possible for our elderly residents to live safe, fulfilling lives.

And with this letter, I'm asking you to join them by making a generous gift to Morningside Ministries.

The second thing I've learned is this: **Alvin left me some very big shoes to fill!**

Alvin was able to do so much for our wonderful community during his 26 years—including developing a new campus

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and expanding our services—always guided by our belief that aging is a gift from God that should be joyfully celebrated.

But of all Alvin's achievements, what inspires me most is his unwavering commitment to our confidential Covenant Fund—the donor-supported fund that ensures residents who outlive their financial resources will **never be forced from their homes.**

That's why I'm writing you today. **I need your help to keep our promise** to residents who came here with every intention of paying their way, but—due to forces outside their control—find themselves without the resources to pay their monthly fees.

It's a truly frightening prospect, and it could happen to any one of us.

Take Josie, for example (not her real name). I met her soon after I came to Morningside Ministries, and her sparkling spirit and positive attitude constantly remind me of why I love my new job.

When she moved to Morningside several years ago, she was in strong shape financially. She would have been comfortable here for many years—if not for an unexpected family crisis that decimated her savings.

Josie was suddenly faced with a terrible reality—she could no longer afford her home.

She didn't know what to do, or where to go. She told me she was overcome with anxiety as she confronted a future of

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financial stress and worry—and the terrifying possibility of finding herself homeless.

Then, Alvin discovered her predicament. She still recalls exactly what he said to her: “Josie, you’re not going to move. You’re going to stay here for the rest of your days—I promise.”

And thanks to our generous donors, Josie is still at Morningside, living a life as rich, full, and gratifying as ever.

I can’t imagine life here at Morningside without Josie. She’s one of the brightest lights of our community.

In the short time I’ve been here, I’ve seen the warmth with which she takes new residents under her wing and helps them to get involved. I’ve seen her take the lead on bringing political, creative, and performing arts events to Morningside. I’ve seen her go out of her way to make sure the people who work here know how much they are appreciated.

Frankly, I don’t know where she gets the energy to do so much for the community. Once I asked her, “Josie, why do you do it?”

Here’s what she told me. “Pat, the reason I do what I do here is because **I owe this place so much. I couldn’t stay here if it wasn’t for the Covenant Fund. This is my payback.**”

Wow. Josie’s comment beautifully demonstrates a third

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outstanding thing I've learned about Morningside.

Your donation to the Covenant Fund is more than a helping hand to someone facing a financial crisis. It's a powerful gift to every member of our Morningside Ministries family. Your kind gift will allow rare and precious people like Josie to continue to share so much joy, creativity, and love with all of us.

So please—dig deep and be as generous as you can with a gift to Morningside. It will mean so much to so many.

Gratefully,



Patrick Crump, President and CEO

P.S. A donation in memory of a loved one, or in honor of one of the remarkable caregivers who brought comfort to someone you care about, is a truly lovely gift, especially at holiday time. Please fill out the enclosed response slip and return it to us as soon as you can!

P.P.S. Steve, the Covenant Fund is 100% funded by generous donors. Josie — and many more of our other residents than you think — are depending on you to make it possible for them to stay in their homes!

Dear friend,

You might think it's a bit silly to feel embarrassed about it — but I do. I never dreamed I'd have to depend on someone else's money.

But what the Covenant Fund has done is, it's let me stay here, in the home I love so much.

I can't begin to express what it means to me — that the generosity of people who don't even know who I am has made my life worth living.

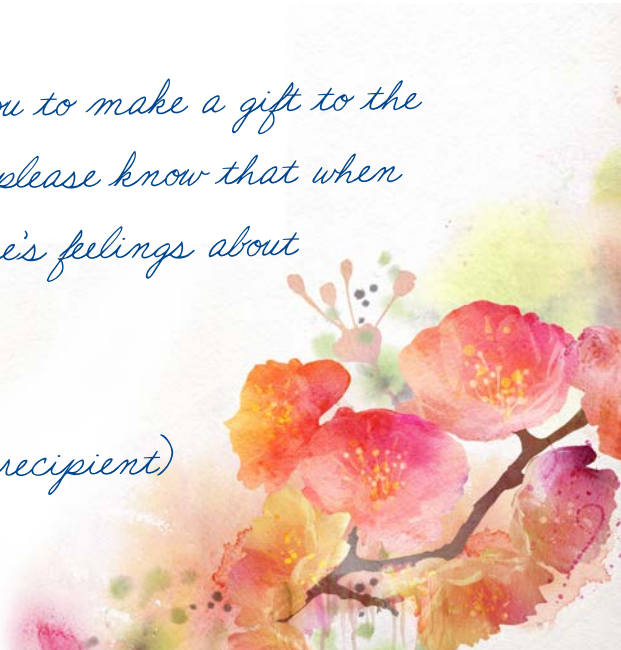
What I can say is this — donations to the Covenant Fund change lives in ways you'll never know.

Because of the anonymous, graceful way in which Covenant Funds are given, people who would never want to accept handouts — people like me — can stay in our homes, where we're comfortable, for the rest of our lives.

That's why I'm asking you to make a gift to the Covenant Fund today. And please know that when you do, you will change someone's feelings about the future from fear to joy.

Wishing you blessings,

Josie (Covenant Fund recipient)



Help us keep our promise!

TO: Patrick Crump, President and CEO
Morningside Ministries

FROM: Mr. Steve Smith
123 Morningside Way
San Antonio, TX 12121



Yes, Pat, I want to make sure our wonderful seniors like Josie, who outlive their savings, can stay in their Morningside homes. Since the Covenant Fund is 100% funded by caring donors, I know it's up to me. Enclosed in my tax-deductible contribution of:

\$50 **\$75** \$150 \$300 Other \$ _____

This amount would really help!

HOW I'M GIVING MY SUPPORT:

Check payable to Morningside Ministries

Please charge my gift to: VISA Mastercard Discover American Express

NAME ON CARD

CREDIT CARD NUMBER

EXPIRATION DATE

SECURITY CODE

SIGNATURE

PHONE

EMAIL

♥ **Thank you for your generous gift!** ♥

Please return this form with your contribution in the enclosed envelope, or mail to Patrick Crump, Morningside Ministries, 700 Babcock Rd, San Antonio, TX 78201.

Or you may give securely online at www.mmliving.org/donate.

Morningside Ministries is a 501(c)(3) nonprofit organization. Your contribution is tax deductible to the full extent of the law. Thank you for believing in our mission!