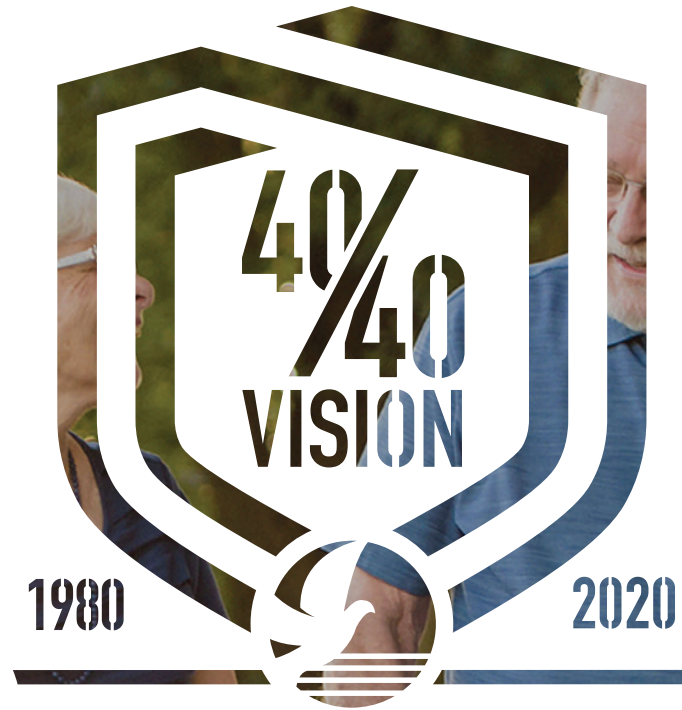


2020 CAPITAL CAMPAIGN BROCHURE



**STRENGTHENING ST. MARK VILLAGE
FOR THE NEXT 40 YEARS**

www.StMarkVillage.org/Vision



“What are you doing today that will make a difference 40 years from now?”

www.StMarkVillage.org/Vision



2655 NEBRASKA AVENUE, PALM HARBOR, FL 34684 • (727) 785-2580

www.StMarkVillage.org/Vision





Our Mission of four decades is to enrich the lives of the Residents we serve by creating an environment that fulfills their every need — body, mind, and spirit. Building on the Mission of our Founder, we are now responsible for creating a new vision together. What are you doing today that will make a difference 40 years from now?



40/40 Vision for the Future

STRENGTHENING ST. MARK VILLAGE FOR THE NEXT 40 YEARS

As St. Mark Village celebrates our 40th Anniversary in 2020, we proudly look back at the many years we have faithfully protected and served our Residents. We also value the substantial positive economic impact we have had on the Palm Harbor community and beyond, today employing over 350 dedicated Team Members. Looking forward, we ask ourselves - how can we continue this legacy for the next 40 years? With your financial support, you will help us renew, secure, and strengthen the Village now and for generations to come.

In honor of our 40th Anniversary, we are pleased to announce our exciting 40/40 Vision Campaign. When we analyzed the complex issues we face now and will face in the future, our priorities became clear. First, your support will enable us to transform our outdated Skilled Nursing and Inpatient Rehabilitation into a state-of-the-art healthcare facility. A place where technology will amplify our ability to continue to provide outstanding care to our Residents, and to those who will someday call St. Mark Village home. Second, we invite you to join us as we refresh and refurbish our 40-year-old Village to provide an environment that our Residents are proud of and where our Team Members will thrive. Third, with your help, we will equip our entire physical plant with the most up to date security measures, creating a safe haven.

More than 40 years ago, Pastor James H. Fresh of St. Mark Lutheran Church in Dunedin, Florida, unveiled plans for a new community — St. Mark Village.

Fast forward 40 years; if we told you we wanted to build a six-story retirement facility on the corner of a major intersection of US Highway 19, you'd say we were crazy. Yet here we are, 40 years later, living and working in the realized vision of Pastor James H. Fresh.

What legacy are you planning to leave behind that will make a difference 40 years from now?

Skilled Care Our Vision

A STATE-OF-THE-ART HEALTHCARE FACILITY

State-of-the-art Skilled Nursing and Rehabilitation in a modern, comfortable environment coupled with 5-Star rated care is the future of St. Mark Village.

Will you leave a legacy of compassion?

St. Mark Village boasts a difficult to attain 5-Star quality rating from the Centers for Medicare and Medicaid Services in our 40-year-old Skilled Nursing Facility and Inpatient Rehabilitation. Now is the time to bring our aging infrastructure up to a level that matches the excellence of the care we provide.

Our dedicated Team Members faithfully serve our Residents in big and small ways, day in and day out. By partnering with St. Mark Village in our 40/40 Vision Campaign, we invite you to join our culture of compassion. Your generosity will allow us to beautify common areas, Resident living spaces, and upgrade and install new technology.



5-Star people offer 5-Star care, a motto we live by at St. Mark Village.

With over 350 Team Members from our local community, we strive

to make a positive impact on every life we touch. We believe in our

Mission, living and working it daily in a family atmosphere



What Legacy are You Leaving?

A CULTURE OF COMPASSION

What does this 5-Star “rating” truly mean for our most fragile Residents? There will always be someone to hold a hand and touch a heart — even in the most difficult times. The Team is committed to ensuring our Residents never feel alone.

The Skilled Nursing and Inpatient Rehabilitation at St. Mark Village means peace of mind to those who presently, or will someday, call the Village home. Our Residents are comforted by the knowledge that if they ever need 24/7 quality, compassionate care, we are committed to carrying out our Mission.

We were born of a Mission to care for our Residents – body, mind, and spirit. Our vision for Skilled Nursing and Rehabilitation at St. Mark Village means creating a warm and welcoming home with the most advanced equipment and technology, a home that looks as good as it feels, and is highly functional. We will continue to invest in our people, hiring Team Members who will become family. We want only the best to uphold our 5-Star rating, now and 40 years from now.



State of the Art Technology

State of the art medical technology is a crucial element that will further elevate the exceptional care that our Residents, future Residents, and your loved ones deserve. A two-way communication alert system and handheld digital devices, coupled with sophisticated software, are essential.



Peace of Mind

When you walk through St. Mark Village, you will enter a top-rated Skilled Nursing and Inpatient Rehabilitation. You will notice the cleanliness, the attentiveness of the Team Members, their smiles, and gentle touch. You will also see an environment that needs a new light and bright design that mirrors the countless kindnesses that take place each and every day.



People Who Care

We are a family, Residents and Team Members, united in a common goal. Become a member of the St. Mark Village family. Be a part of something that will stand the test of time and genuinely make a difference in the lives of the Residents we care for, and in the community where we live.



How to Participate in Our Skilled Care Vision

 Gifts of Cash, Check, or Credit Card

 Gifts Real Estate

 Gifts of Stock/Securities

 Gifts of Remainder Trusts and Annuities

 Gifts of Wills and Estates

 Gifts of Life Insurance Policies

 Gifts of IRA Required Distributions (RMD)

 Gifts of Employer Matching Gifts



By partnering with St. Mark Village, you will leave a lasting legacy by affirming our culture of compassion and promoting top-quality care in Palm Harbor for the next 40 years and beyond. With your support, \$2 MM will be used to upgrade common areas, Resident living spaces, technology, and Team Member training and education, allowing us to continue to provide the 5-Star care synonymous with the Village.


A 5-Star quality rating in our 40-year-old Skilled Nursing Facility and Inpatient Rehabilitation, is an honor that makes us especially proud. This recognition, especially impressive considering our outdated infrastructure, makes us want to do even more to keep improving and innovating year after year – this drive and determination will result in better outcomes for those who trust us with their futures. As technologies change, we plan to evolve, enabling us to offer the most recent advancements.

Be a part of something that will make
a difference 40 years from now: **\$2 MM**

To partner with St. Mark Village, call our Director of Development, Matthew D. Fresh at (727) 464-1749 to discuss all of your giving options. Call today and join our culture of compassion.

Matthew D. Fresh

 mfresh@stmarkvillage.org

 (727) 464-1749

 www.StMarkVillage.org/Vision

Residential Living Our Vision

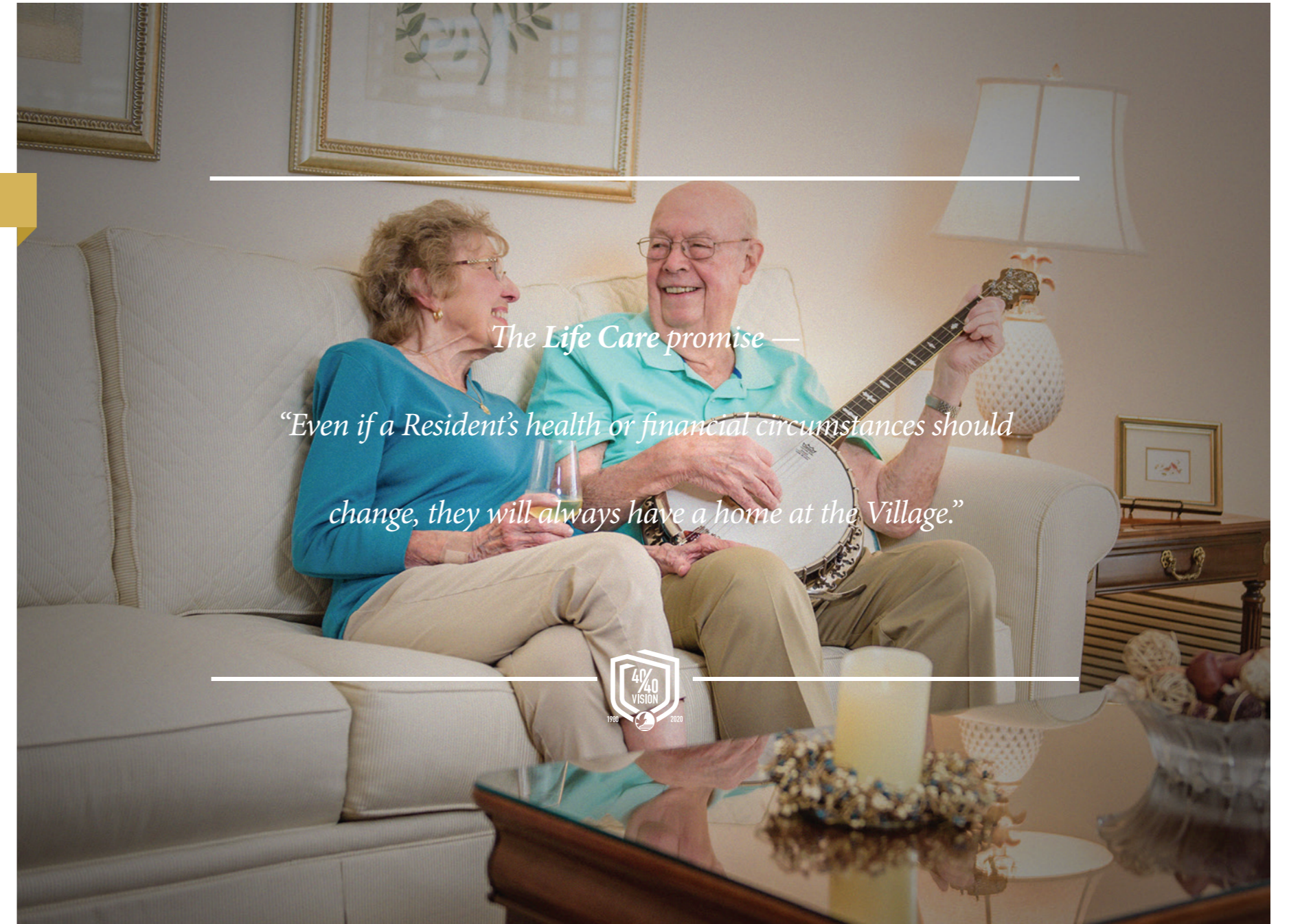
IMPROVING AND HONORING OUR HOME

The Village is designed to be a sanctuary where Residents can live with independence, dignity and peace of mind. We provide highly rated healthcare and a warm, welcoming home to nearly 600 Residents. As with any home, even one that has been tended to lovingly, the time will come when improvements are needed.

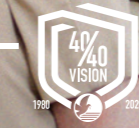
Will you leave a legacy of paying it forward?

By partnering with St. Mark Village, we invite you to perpetuate our culture of paying it forward. Each Independent Living Resident who moves to St. Mark makes the **Life Care** promise part of their daily lives, understanding that they have the opportunity to pay it forward. *“Even if a Resident’s health or financial circumstances should change, they will always have a home at the Village.”* Just imagine, long before you knew anything about St. Mark Village, or considered making your home here, or now call St. Mark home, one Resident gave to another, and another and another, beginning 40 years ago.

A refreshing and refurbishing will make us even prouder of our home and make it more appealing to the next generations who will continue to pay it forward. The money contributed will be used for much-needed upgrades to our home’s aesthetics - Residential Hallways, Lobbies, Village Cafe & Bakery, Wellness Center, Library, and more.



*The Life Care promise —
“Even if a Resident’s health or financial circumstances should change, they will always have a home at the Village.”*



What Legacy are You Leaving Behind?

A CULTURE OF PAYING IT FORWARD

Making home improvements is one of the most fulfilling ways to honor this place that gives you and your loved ones complete peace of mind. A place you now call home, where you have made life-long friends, new memories, and where you know that when times are hard, you will be lifted up.

There are many ways to pay it forward during the 40/40 Vision Campaign. With your generosity, we will realize our \$2 MM goal. Monies contributed will go directly into the Village properties. For example, replacement of hallway carpet. Yes, our carpet is 40 years old – a testament to the Team Members who treat this home as if it were their own. Thanks to generous Residents several projects are already fully funded and in progress including Common Area Decor, Dining Room Acoustics, and Chapel Audiovisuals.

Join your friends and neighbors in the culture of paying it forward and invest in the future of St. Mark Village with updates that you will see today, tomorrow, and for many years to come. To become personally involved during this exciting time in St. Mark history, contribute to improvements to our Greenhouse, Clubroom, Beauty Shop, Hobby Room, Pool, and Courtyards. We will continue to make the Village, a place you can be proud to call home. Invest in your future and the future of St. Mark Village today.



Common Area Decor

Our list includes new décor to achieve a look similar to the recent redecoration of our Floor Lounges. We plan to restore our Greenhouse and improve the Pool Deck and outdoor furniture. Thanks to a generous donor, the Breezeway leading to our Pool has an all-new look and feel.



Dining Room Acoustics

Fully funded by generous Residents, the acoustical upgrades to the Dining Room are about to begin. We have researched noise reduction technologies and hired an acoustical engineer to help make the Dining Room as pleasant to the ears as it is to the palate.



Chapel Audiovisuals

Our Chapel, which seats 300, also serves as a multipurpose space. Phase one of extensive audio and video enhancements, fully funded by several Resident benefactors, is currently underway.



How to Participate in Our Residential Living Vision

 Gifts of Cash, Check, or Credit Card

 Gifts of Stock/Securities

 Gifts of Wills and Estates

 Gifts of IRA Required Distributions (RMD)

 Gifts Real Estate

 Gifts of Remainder Trusts and Annuities

 Gifts of Life Insurance Policies

 Gifts of Employer Matching Gifts



For four decades, generous Residents who have held the **Life Care** promise close to their hearts have given, perpetuating our culture of paying it forward. So, isn't it worth giving to a place full of givers? With your support, \$2 MM will improve and honor both our Nebraska Avenue and Highland Lakes campuses.

St. Mark Village is designed to be a sanctuary where Residents can live with independence, dignity, and the peace of mind that comes from knowing that support is available should their needs change. Since our founding in 1980, Residents have been proud to call St. Mark Village home. As with any home, regular maintenance and updating are required to make the environment attractive not only for now but for the future. Recent gifts from Residents have made several new projects possible.

Be a part of something that will make
a difference 40 years from now: **\$2 MM**

To partner with St. Mark Village, call our Director of Development, Matthew D. Fresh at (727) 464-1749 to discuss all of your giving options. Call today and pay it forward.

Matthew D. Fresh

✉ mfresh@stmarkvillage.org

☎ (727) 464-1749

🌐 www.StMarkVillage.org/Vision

Safety and Security Our Vision

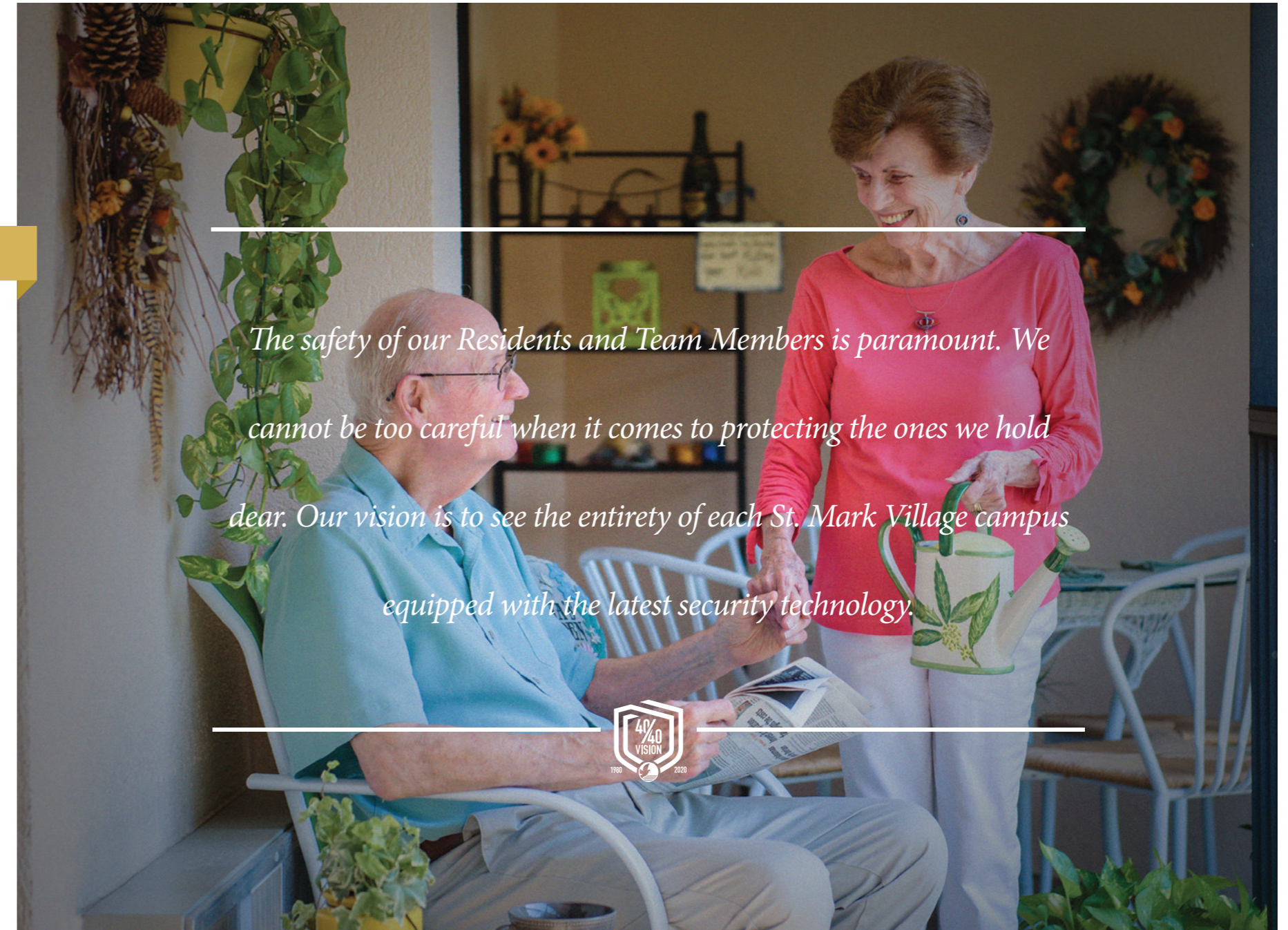
A STATE-OF-THE-ART SECURITY SYSTEM

There is no such thing as too much security when it comes to the safety of the ones we love. As St. Mark Village celebrates its 40th year, our vision is to bring our infrastructure into the 21st century with safety and security upgrades at both the Nebraska Avenue and Highland Lakes campuses.

Will you leave a legacy to protect and serve?

Safety and security are top of mind for our Residents, their loved ones, Team Members, neighbors, and friends. By partnering with St. Mark Village, you will become an indispensable ally as we take our existing systems to a whole new level. With your support, \$1 MM will be used to upgrade technology for Resident Medical Alert Systems throughout the Village. Also, all common areas will receive a security makeover with video monitoring of residential hallways and entrances and exits, as well as parking lots and outdoor spaces.

Concerns about safety and security at home should be the last thing on our Residents minds, and the first thing on ours. St. Mark Village, a not-for-profit, Continuing Care Community, is designed to provide peace of mind, not only because of the many resources available but because our Security Team is on the job around the clock to watch over and assist our people.



The safety of our Residents and Team Members is paramount. We cannot be too careful when it comes to protecting the ones we hold dear. Our vision is to see the entirety of each St. Mark Village campus equipped with the latest security technology.



What Legacy are You Leaving Behind?

TO PROTECT AND SERVE

The world is changing, and we're changing with it — for the better. We must protect our Residents today and in the future, with safety and security upgrades on par with major healthcare facilities. The goal is to have all our bases covered, and you can be a part of it.

The safety and security of our Residents and Team Members is paramount. Our vision is to see the entirety of each St. Mark Village campus covered, door-to-door with state-of-the-art Medical Alert Systems, and the latest video technology. From video coverage of parking lots and entrances to 24/7 monitoring of residential hallways and common areas. Every Resident will have instant and direct access to assistance should they need us. The days of pull cords are coming to an end. The latest and greatest innovations will allow Residents to call for help from anywhere on campus. Whether in their homes, walking the dog, or even unloading groceries from the car – our Residents can rest assured they are covered no matter where they travel on our properties.

Be a part of this exciting new era at St. Mark Village. This technology can benefit your parents or even you as we plan to have all measures in place no later than 2021 with your help.



State of the Art Call Systems

The days of pull cords hanging on the wall are ending. The most current safety measures are far more advanced – from wearable technology to monitoring systems that will allow the St. Mark Village Security Team to pinpoint the location of a Resident should they need help.



Video Monitoring

We only need to read the headlines, turn on our televisions, or look at our phones to know we need a sophisticated security plan that includes video monitoring. It is a necessity, considering the size of our buildings and that our Residents and Team Members are continually on the move, to be ready for any situation.



Common Area Coverage

With numerous guests, contractors, and vendors entering and exiting the buildings, we will use new technology to assist us as we continue to be especially vigilant about our Residents, Team Members, and visitor's safety. Our goal – 24/7 we've got them covered.



How to Participate in Our Safety and Security Vision

 Gifts of Cash, Check, or Credit Card

 Gifts Real Estate

 Gifts of Stock/Securities

 Gifts of Remainder Trusts and Annuities

 Gifts of Wills and Estates

 Gifts of Life Insurance Policies

 Gifts of IRA Required Distributions (RMD)

 Gifts of Employer Matching Gifts



By partnering with St. Mark Village, you will become an indispensable ally in our quest to keep our people safe and secure. With your support, \$1 MM will be allocated for video monitoring, and also to provide a system that vastly improves our ability to respond to a Resident's call for assistance.


With all that is going on in the world today, ensuring the safety and security of our Residents is priority number one for Team Members. Yet, we feel the need to be even more prepared. Your gifts will help enable us to augment our existing training with the most up to date methods. We will also be able to provide the most advanced tools available to our Security Team, and in fact to all our Team Members, so that they are better prepared for any unexpected threats that may occur.

Be a part of something that will make
a difference 40 years from now: **\$1 MM**

To partner with St. Mark Village, call our Director of Development, Matthew D. Fresh at (727) 464-1749 to discuss all of your giving options. Call today and join our quest to protect and serve.

Matthew D. Fresh

 mfresh@stmarkvillage.org

 (727) 464-1749

 www.StMarkVillage.org/Vision

What are you doing today that will make a difference 40 years from now?

When we analyzed the complex issues we face now and will face in the future, our priorities became clear. First, your support will enable us to transform our outdated Skilled Nursing and Inpatient Rehabilitation into a state-of-the-art healthcare facility. A place where technology will amplify our ability to continue to provide outstanding care to our Residents, and to those who will someday call St. Mark Village home. Second, we invite you to join us as we refresh and refurbish our 40-year-old Village to provide an environment that our Residents are proud of and where our Team Members will thrive. Third, with your help, we will equip our entire physical plant with the most up to date security measures, creating a safe haven.

We value the substantial positive financial impact we have had on the Palm Harbor community and beyond, today employing more than 350 dedicated Team Members. As we look forward, we ask ourselves – how can we continue this legacy for the next 40 years? With your financial support, you will help us renew, secure, and strengthen the Village now and for generations to come. Partner with us and leave a legacy that will make a difference 40 years from now.



Our Mission of four decades is to enrich the lives of the Residents we serve by creating an environment that fulfills their every need — body, mind, and spirit. Building on the Mission of our Founder, we are now responsible for creating a new vision together. What are you doing today that will make a difference 40 years from now?





2655 NEBRASKA AVENUE, PALM HARBOR, FL 34684 • (727) 785-2580
WWW.STMARKVILLAGE.ORG/VISION

What are you doing today that will make a difference 40 years from now

For 40 years, St. Mark Village has been a warm, welcoming home to Residents, a place of fulfillment for dedicated Team Members, and a beacon of hope in the Palm Harbor community. Try to imagine Palm Harbor if there were no St. Mark Village. Be a part of something that will make a difference 40 years from now. Join our culture of compassion, pay it forward, and protect and serve, leaving a legacy that will last.

St. Mark Village CEO
James Douglas Fresh

Director of Development
Matthew D. Fresh
mfresh@stmarkvillage.org
(727) 464-1749

St. Mark Village Nebraska Campus
2655 Nebraska Avenue
Palm Harbor, FL 34684

Highland Lakes Assisted Living
880 Highlands Boulevard
Palm Harbor, FL 34684





What legacy are you leaving behind?

WWW.STMARKVILLAGE.ORG/VISION

Matthew D. Fresh
mfresh@stmarkvillage.org ✉
(727) 464-1749 ☎
www.StMarkVillage.org/Vision 🌐





2655 NEBRASKA AVENUE, PALM HARBOR, FL 34684 • (727) 785-2580

WWW.STMARKVILLAGE.ORG/VISION