



<<Drop Date>>

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<<City>>, <<State>> <<Zip>>

Dear <<First Name>>,

Fewer and fewer Americans can afford the rising cost of long-term care. These individuals aren't anonymous numbers; they are your neighbors, family members, friends. Many spent their working years serving their communities as teachers, electricians, police officers, nurses, and other middle income professionals. They may have saved but often could not save enough to cover the high cost of care.

As the need for long-term care continues to grow, so does our commitment to serve those who need it.

Thank you for supporting this effort with your 2025 Friends of Luther Manor gift!

Because of **Friends** like you, Luther Manor was able to support **280 older adults** receiving public assistance in our health care center, assisted living residence, and memory care community. We could not have done this without the help of generous donors like you! The number we serve is on the rise because the number of those in need is also on the rise. *(One of these residents is Renee; read her story in the insert.)*

We are committed to meeting this community need once again in 2026. However, we can't do it alone. Public assistance covers only 50 to 70 percent of the cost of care. **Will you consider increasing your Friends of Luther Manor gift in 2026 or even committing to a monthly gift?** Your support will help us bridge the gap between Medicaid reimbursement and the actual cost of care.

With your support, we will never have to ask a resident who has exhausted their financial resources to leave. Together, we can serve more older adults seeking care and community. And, we can continue fulfilling our mission to share God's love by enriching the lives of older adults....whether they can afford care or not.

Giving is simple.

Use the enclosed reply form to sign up as a one-time or monthly donor. You can also give online at tinyurl.com/2026FriendsofLM or by using the QR code below.




Please know that 100 percent of your gift goes directly to the Resident Support Fund to help keep Luther Manor's mission going now and for years to come.

The increase in older adults needing support is not slowing down, and neither are we. As the need for long-term care grows in 2026, we hope you'll contribute to Friends of Luther Manor once again.

Blessings,




Executive Director, Luther Manor Foundation

P.S. Your support makes a real difference in the lives of older adults at Luther Manor. Every donation helps us provide care to those who have exhausted their resources. **Will you increase your Friend of Luther Manor gift or even consider a monthly contribution?** Together, we can continue to make a positive impact in 2026 and beyond.



MEET *Renee*

**SOCIAL WORKER
CAREGIVER
RECIPIENT OF SUPPORT**

A resident in The Courtyards at Luther Manor, Renee has always thrived on building connections with others.

That instinct is part of the reason a five-foot armored knight named Sam became a fixture in her home, and now her room. He's a great conversation starter.

It's also why Renee served for nearly 20 years as a geriatric social worker.

"It's kind of amazing to me that my degree is in geriatric social work, and I've gone full circle now. Here I am, living in the same type of setting," Renee said.

Nearly three years ago, Renee fell in her home after experiencing increasing difficulty walking. She soon learned that she urgently needed back surgery.

"So I get to the ER, and I thought, Oh well, the doctor is going to do something, and I'm going to go back home. Well, I never got back home," she said.

Following surgery and intensive rehabilitation, Renee moved into Luther Manor's assisted living residence. She now sees things from a different angle, that of a resident.

Renee spent years counseling families whose loved ones needed long-term care. She knew well the curveballs life can throw, sometimes unexpectedly, and often suddenly.



"They always show these commercials on TV of couples happily out there, golfing, playing tennis, and going on trips. It doesn't always work out that way," she said.

Renee is also well aware of how life circumstances can take a toll on savings, especially for middle-income workers. When she was just 27, Renee's father died at age 55, and her mother suffered a stroke just months later. Renee became a part of the Sandwich Generation, raising her daughter while caring for her mother. She continued serving others as a social worker at the same time. Renee remained a caregiver for 31 years, until her mother died at the age of 84.

Her experience is not unique. Half of family caregivers in the U.S. report financial hardship as a result of caregiving, many halting savings or taking on debt, according to the National Alliance for Caregiving.

Even those without caregiving responsibilities often struggle to afford long-term care. A recent AARP report revealed that the savings of a median household age 75 and older covers only one year of home care or just a few months of care in a nursing home.

Fortunately, Luther Manor is able to provide care and community for older adults who are seeking support but have exhausted their resources.

"It's a blessing from God that people with a higher income contribute to the foundation for the future of other people, rather than just thinking about themselves," Renee said.

Today, Renee enjoys chatting with residents in her "neighborhood," watching Brewers games with others at The Courtyard Cafe, and staying connected with friends from different phases of her life. Her warm smile and friendly demeanor continue to invite people in, and she has formed meaningful connections with both residents and staff members.

Sometimes, life truly does come full circle.



DID YOU KNOW?

- 1 in 3 adults 65+ fall 200% below the federal poverty level.
- 6 in 10 of them will need long-term care at some point.
- Public assistance/Medicaid only covers 45-65% of the cost of their care, leaving a significant gap!

These same adults often end up in substandard living situations with little to no care. Their health deteriorates more quickly, leaving them abandoned, alone & destitute at the end of their life.

WHAT WE'RE DOING

In 60+ years, no resident has been asked to leave Luther Manor solely due to their inability to pay because:

- The Luther Manor Foundation bridges the gap between public assistance/Medicaid & the actual cost of care, providing between \$1-3 million dollars in unreimbursed charity care annually.

YOU CAN HELP

Without donors like you, the Luther Manor Foundation wouldn't exist & the support needed to provide compassionate care isn't available. Would you:

- Make a one-time gift or establish an ongoing gift?
- Explore including the Luther Manor Foundation as part of your planned giving ?

DONATE TODAY OR CONTACT US

414.831.8950 | GIVE@LUTHERMANOR.ORG

OR VISIT TINYURL.COM/2026FriendsOfLM

