



OUTREACH.



CAROLINA
MEADOWS

A continuing care retirement community.

Working in **PARTNERSHIP**
to support our greater community.



“As a not-for-profit organization, Carolina Meadows is committed to providing support and leadership to enhance services for seniors throughout Chatham County and beyond. These outreach efforts are fully consistent with our purpose to increase the quality of life for all in our community.”

KEVIN MCLEOD
President and CEO

For more than 30 years, Carolina Meadows has supported the greater community through outreach and volunteer efforts.

As part of our mission to **enrich and improve the lives of seniors**, we focus our social accountability on four specific areas:

We **SUPPORT** our local community.

We **INVEST** in the future of aging.

We **CONTRIBUTE** to the economy.

We **PARTNER** on senior initiatives.



SUPPORT.

We **SUPPORT** our local community.

"We are so appreciative of Carolina Meadows' support in partnering with us to reduce the number of hungry children in our community."

**SARAH
BLAKE FINIGAN**

*Fuel Up at Perry Harrison
Elementary*

The Carolina Meadows Community Grant program supports crucial services for citizens in Chatham County, focusing on hunger relief efforts and improving the lives of seniors.

SPOTLIGHT ON GRANTS

Hunger is a significant issue in Chatham County, with half of all students enrolled in the free or reduced lunch program. Carolina Meadows addresses this community need by supporting school backpack programs, which provide nutritious food to children on weekends. Through the 2014 grant program, more than 425 children at six schools received weekly backpacks of nutritious food to help them learn better and thrive. One example is Fuel Up at Perry Harrison Elementary. This backpack program receives grant funding and resident volunteer support and has inspired similar programs to help feed children throughout the state.



Grants enrich the lives of seniors in Chatham County as well. For example, Rebuilding Together of the Triangle allows some of our most vulnerable senior neighbors to live in safe and healthy homes by assisting them with critical home repairs.

RESIDENTS WORKING WITH COMMUNITY PARTNERS

Residents of Carolina Meadows are committed to making a difference in the lives of others, both on campus and in the greater community. One way is through the Community Outreach Volunteer Committee of the Residents Association, which identifies outreach opportunities, encourages volunteering and supports collection drives.

In 2013, Carolina Meadows received the Social Responsibility Award from Leading Age North Carolina. This award recognized our innovative partnership with the Chatham County Literacy Council, through which residents volunteer as English-as-a-Second Language tutors for non-native English-speaking employees on campus.

FACT.

*Since 2007, Carolina Meadows has awarded
more than \$950,000 in community grants.*



INVEST.

We INVEST in the future of aging.

Carolina Meadows invests in aging-related research and workforce development efforts.


HANDS-ON STUDENT TRAINING

Carolina Meadows serves as a training site for students in social work, medicine, exercise science, nursing and other allied health professions. We open our doors for students to get hands-on training as part of their education.



FACT.

*More than **1,500 medical students** have been trained at Carolina Meadows since 2005.*



For more than ten years, Carolina Meadows has partnered with Dr. Tiffany Shubert from the University of North Carolina at Chapel Hill's Center for Aging and Health to help train medical students. All third-year medical students are required to attend a workshop at Carolina Meadows on the importance of assessing and managing fall risk in older adults. During the training students practice their assessment skills on resident volunteers and conclude with lunch together. Students report that their time at Carolina Meadows has changed the way they view older patients and has provided an opportunity to observe healthy aging.

"This has been one of the most meaningful experiences I have had in my medical school training."

**UNC-CHAPEL HILL
MEDICAL STUDENT**

PARTICIPATING IN AGING-RELATED RESEARCH

Carolina Meadows partners with academic researchers to pilot new evidence-based research practices, such as the innovative "Mouth Care without a Battle" dental technique led by Philip Sloane, MD, MPH from UNC-Chapel Hill. Involvement in aging-related research helps build a future of high quality medical care for all seniors.



CONTRIBUTE.

We **CONTRIBUTE** to the economy.

Carolina Meadows creates jobs and contributes to the success of the local economy.

A RESPONSIBLE CORPORATE NEIGHBOR

Carolina Meadows is the largest non-governmental employer in Chatham County, providing valuable jobs to local citizens and attracting a large base of professionals trained to serve seniors. Carolina Meadows has given more than \$50,000 to Chatham



“Carolina Meadows is a great force for good in Chatham County. It has been one of CORA’s anchor supporters since 2007, and we are thankful for the support in the form of funds, food and volunteers.”

BETH BUDD
Executive Director
Chatham OutReach
Alliance (CORA)

County Government to support community improvements such as the creation of the Northeast District Park. In addition, Carolina Meadows also pays property taxes of more than \$600,000 annually to support the needed infrastructure for the county to prosper.

SPIRIT OF GENEROSITY

Residents generously contribute their time and resources to many charitable organizations including United Way of Chatham County, Family Violence and Rape Crisis Services, UNC-TV, and Chatham Outreach Alliance (CORA). The annual, resident-driven United Way campaign raises more than \$57,000 and has received recognition for outstanding community support and greatest percentage of campaign participation. Each year, residents partner with Habitat for Humanity to label and stamp its annual mailing, saving the organization \$1,200 for each mailing. The Chatham County Council on Aging and local schools also benefit from strong resident support.



FACT.

*In 2013, residents contributed **more than 20,000 volunteer hours** to charitable organizations. The economic impact of these volunteer hours can be valued at nearly \$450,000.*



PARTNER.

We PARTNER on senior initiatives.

Carolina Meadows partners with organizations to enrich and improve the lives of seniors.

THE HEALING POWER OF MUSIC

Providing personalized music for elders with cognitive impairment has been shown to awaken memories and vastly improve quality of life. Carolina Meadows partners with the Triangle J Area Agency on Aging and the Chatham County Council on Aging to lead a countywide Music and MemorySM collaborative. Through this initiative, eight eldercare organizations use iPods to bring music and increased joy to seniors throughout the county.

FROZEN MEALS FOR SENIORS IN NEED

A community partnership helped to revitalize the frozen meals program of the Chatham County Council on Aging, which uses volunteers to deliver fresh meals each week to isolated seniors. Carolina Meadows and the Chatham County Board of Commissioners provided matching grants to the Council on Aging for this important service that addresses an unmet need for area seniors in our large and rural county.

STAFF AND RESIDENTS PARTNERING FOR CHANGE

More than thirty staff members, residents and families participated in the 2014 walk to raise funds and build awareness for Alzheimer's North Carolina. Staff and residents also enjoyed working together on the ALS Ice Bucket Challenge.

VEHICLE AND IN-KIND DONATION PROGRAM

Carolina Meadows has a vehicle and in-kind donation program, which connects our used vehicles and other gently used goods with charitable organizations that can benefit.



FACT.

*In 2013, Carolina Meadows contributed in-kind goods **valued at \$52,900** to agencies supporting seniors in our community.*

CAROLINA MEADOWS COMMUNITY SUPPORT IN 2014-2015 INCLUDES

Alzheimer's North Carolina

Arthritis Foundation

Carolina Villages

Charles House

*Chatham Cares
Community Pharmacy*

*Chatham Community
Development Corporation*

*Chatham County
Chamber of Commerce*

*Chatham County
Council on Aging*

*Chatham County Economic
Development Corporation*

Chatham County Government

*Chatham County
Literacy Council*

*Chatham County Public School
and PTA Programs*

Chatham County United Way

*Chatham / Orange Community
Resource Connections for Aging
and Disability Services*

Chatham Habitat for Humanity

*Chatham OutReach
Alliance (CORA)*

*Central Carolina
Community College*

*Guiding Lights Caregiver
Support Center*

*Family Violence and
Rape Crisis Center*

Farmer Foodshare

*Hispanic Liaison of Chatham
County*

Leadership Chatham Program

*Orange County
Department on Aging*

*PlayMakers
Repertory Company*

Project Compassion

*Program for All-Inclusive Care
for the Elderly (PACE) through
Piedmont Health SeniorCare*

*Rebuilding Together
of the Triangle*

Salvation Army Food Pantry

St. Julia's Food Pantry

Take and Eat Food Pantry

UNC Public Television

*UNC Program in the
Humanities*



SOCIAL ACCOUNTABILITY HIGHLIGHTS

IN 2013-2014, CAROLINA MEADOWS GAVE A COMBINED

\$1,289,076

in contributions, in-kind donations and volunteer staff service to charitable agencies, as well as to residents needing financial assistance, through property tax payments to Chatham County, and more.

150

Medical students attended fall prevention workshops at Carolina Meadows.

300

Hours of donated meeting space to nonprofit organizations.

562

Prescriptions filled free of charge for qualified seniors through a 2014 grant to Chatham Cares Pharmacy.

1,500

Low-income neighbors received a week's worth of complete meals through a 2014 grant to Chatham OutReach Alliance (CORA).

20,000

Volunteer hours reported by Carolina Meadows residents in 2013.

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We **INVEST** *in the future of aging.*

We **CONTRIBUTE** *to the economy.*

We **PARTNER** *on senior initiatives.*



A continuing care retirement community.

1-800-458-6756

WWW.CAROLINAMEADOWS.ORG