



IMAGINE A NURSING HOME WHERE
PEOPLE **WANT** TO LIVE AND WORK.
IT DOESN'T EXIST IN SAN ANTONIO. YET.
BUT IT COULD. WITH YOUR HELP.

INTRODUCING



Real Home. Meaningful Life.


Morningside Ministries
SENIOR LIVING COMMUNITIES

the dream

Build the future of
eldercare right here.



Put the “home” back in nursing home. We plan to build four small-in-scale Green House homes to replace our outdated nursing facility. The Green House concept is a whole new way of caring, a whole new way of living. Each home will accommodate 12 residents with private bedrooms and baths, surrounding a large, comfortable living room where home-cooked meals are prepared for family-style dining, and with easy access to the outdoors.

Empower staff. Uniquely trained staff are a critical part of what makes the Green House model so life-affirming. They are professional caregivers, household managers and friends for each resident. Deeper relationships lead to better health outcomes, higher job satisfaction and greater commitment.

Memory care for those who need it most. Two of the four homes will be Alzheimer’s Certified for residents needing memory support to live their best life. Keeping married couples together at Morningside will allow them to be with each other while still getting their specific needs met.

Our Green House homes will be the new model of excellence in eldercare for decades to come.

A GREEN HOUSE HOME DOESN'T JUST LOOK AND
FEEL LIKE A REAL HOME – IT **IS** A REAL HOME.



the reality

Nobody wants to live
in a nursing home.



The old way doesn't work. Most people want to age in place at home. At the same time, we're living longer and with more health problems. So home may not be the *right place* for everyone. But Morningside's San Antonio nursing facility, like other 1960s-era nursing homes, is showing its age. It's outdated, institutional and costly to maintain. It simply can't keep up with the complex health care needs of our aging population today—or in the future. Renovating it would be an expensive band-aid, obsolete the day it reopened.

Alzheimer's disease is an epidemic. This disease that "has declared war on our minds" affects more than half of people in long-term care. High-quality, affordable dementia care is hard to find in San Antonio. Alzheimer's devastates all families, and especially those of limited means. In the face of this growing need, Morningside Meadows has no dedicated memory care program. It is heartbreaking when seniors are forced apart from the people they love to get the specialized care they need.

Workforce shortage. Every nursing home in Texas has trouble hiring staff. Talented caregivers are exhausted, stressed out and leaving the profession in droves. COVID-19 burnout made things even worse. This labor crisis makes it difficult to ensure consistent staffing so our elders get the care they deserve and expect. Dedicated nurses enter the field because they want to help people. Patching over old ways won't support their deep desire to make a real difference. They need new ideas—and a new environment which allows them to take better care of themselves and their residents.

We need to do better, much better. And with your help, we will.

Green House homes can fix what's broken for those who need compassion and connection now more than ever.

the need

Your involvement is vital.
Please give today.



Be part of this historic effort to build the life-affirming future of long-term care. The kind of care you'd want your own parents to have. The kind of care you'd want someday.

Because Morningside Ministries is a charitable organization, there are many ways to partner with us on this project. There are opportunities to recognize yourself, your family, a loved or your organization in the new Green House Homes at Morningside.

With your tax-deductible gift, you can put your mark on a health care environment that says every moment of life deserves all the dignity and independence possible. You can create a place that Morningside residents can truly call *home*.

Imagine doing this for people you already know and love, and for people you may never know. It's a chance to say "thank you" to those who have already given us so much.

The measure of a society can be judged by how it treats its elders. Your contribution today will give a generation of elders a real home and meaningful life. Our residents deserve your support.

We can't do this alone, but we can with your help.

Tax-smart options make bigger gifts possible.

- Donate appreciated stock.
- Give through a Donor Advised Fund.
- Name Morningside a beneficiary of an insurance policy.
- Transfer up to \$100K from an IRA if you're age 70½.
- Make a one-time \$50K IRA distribution into a charitable annuity and receive income for life (new for 2023).

frequently asked questions

About our most consequential project in decades, with wide-ranging impact for the community.

Why build?

For 60 years, Morningside Ministries has been a leader in creating and providing health care services and support for elders. We've earned a reputation for introducing better methods of care to meet changing needs. This project is the next step in continuing our longstanding tradition of individualized care.

What is a Green House home?

The Green House model is a revolutionary approach to traditional nursing care. Each home creates an environment where every person receives the personal care and clinical support they need in a living space designed as a private home.

Why is Green House better?

20 years of research reveal a clear advantage of Green House homes over traditional nursing homes:

- Significantly improved quality of life for elders, particularly around privacy, dignity, relationships, autonomy and overall well-being
- Increased engagement between staff and elders, as well as more direct care time per resident
- Higher levels of satisfaction for family members and staff

Will memory care be available?

Two of the four Green House homes will be Alzheimer's Certified. The specially trained care teams and physical environment are designed to support those with

dementia to live rich and rewarding lives. When a spouse needs memory care, couples can stay together at Morningside, avoiding the stress and confusion of moving to a different facility across town.

Who pays for Green House care?

The most common payment methods include government programs like Medicaid and (to a limited extent) Medicare, private pay options like savings and retirement funds, and long-term care insurance.

What if a resident can't afford it?

They won't have to leave. Charitable care is at the heart of Morningside's nonprofit mission. Our commitment to those in need is guided by the Christian values of our three founding faith traditions.

How financially feasible is it?

Our business model assumes no debt and projects positive cash flow by the 3rd year of Green House operations with 50 percent of residents receiving charitable care.

Why are donations needed?

Generous donors have given \$10.2 million toward our \$10 million campaign. Rising construction and labor costs have driven the total to \$11 million. Every gift, big or small, helps reduce debt. Less debt means more people in need can receive care. We rely on friends like you to make this vision a reality.



The Green House Homes at Morningside Meadows is a groundbreaking development.

Morningside Ministries is building a new eldercare residence that is a radical departure from a traditional nursing home.

Our new Green House homes, located at 642 Babcock Road, are being developed in partnership with THE GREEN HOUSE[®] PROJECT, a nationally recognized leader in eldercare whose residences combine the warmth of living at home with compassionate care, in a supportive community setting that encourages elders to enjoy their lives to the fullest.

Nearly 400 Green House Project homes have been built in 33 states. Morningside's Green House homes will be the *first in South Texas*. The unique combination of small-house living and affordable memory care will be an amazing gift to seniors in our community for generations to come.

We invite you to help make this vision a reality.

Please give to Morningside Ministries' *Real Home, Meaningful Life* campaign today. For information call (210) 734-1050.


Morningside Ministries
SENIOR LIVING COMMUNITIES

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