

The Poydras Promise

Winter 2017

Celebrate
Our Past
& Future
Together

Happy 200th Birthday
Poydras Home!

Celebrating 200 Years

The Poydras Home Legacy

Two Centuries of Compassionate Care – 1817-2017

It began in the year 1817, when a few local women convened to discuss the plight of needy girls, some orphaned, some merely indigent, but all without a “proper” home. Hatching a plan to create a “female orphan asylum,” the intrepid women began raising funds which attracted the support of planter-businessman-politician Julien Poydras. As a benevolent benefactor, Poydras bequeathed real estate to house the Asylum, along with other property the women rented out to create revenue. Unlike most orphanages of the 19th century, which had constantly to raise money, the Poydras Asylum had a source of income for operating funds. Income fluctuated, and the records reveal many struggles to pay bills. The managers persevered. After four decades of operation, they had sufficient confidence in themselves to purchase land at the corner of Magazine and Jefferson for a large, modern asylum, which they occupied in 1857. The managers successfully sustained operations through yellow fever, the Civil War and economic depression. When institutional care for children fell out of favor in the 20th century, Poydras managers shifted their mission to elder care, boldly turning over a new leaf by remodeling their structure and hiring a professional staff of caregivers. Today’s Poydras Home offers independent living, assisted

living, nursing care, memory support, day care for elders, and special accommodations for Alzheimer’s patients, all on the scenic, Uptown campus. The institution remains, as it began, in the hands of a volunteer board of trustees, all of whom, like their predecessors, are women. I am proud to have been entrusted with telling the story of this venerable New Orleans institution in my recent book, *New Orleans Women and the Poydras Home, More Durable Than Marble*. Poydras Home’s 200th Birthday celebrates an iconic New Orleans institution and the resolute women who created, guided, financed, expanded, and, on more than one occasion, saved it. Happy birthday, Poydras Home!

Pamela Tyler, Author



Poydras Home when it was an asylum for widows and orphans.

Milestones in History

1817: The Female Orphan Society orphanage was founded on Julia St and St. Charles Avenue to care for widows and children left destitute by periodic scourges of yellow fever and cholera. The name was soon changed to Poydras Female Asylum to honor benefactor, Julien Poydras. **1830's:** A free day school opened on the grounds of the Asylum. Alexander Milne was an important supporter and advisor. There were one hundred thirty-six children in the institution at this time.

1850's: Poydras moved from Julia St. to its current site on Magazine St. Since its founding, the Asylum had provided shelter to 1,759 destitute children. **1861-1865:** The Civil War. The Poydras Asylum Board of Managers stood firm and kept the asylum from being taken over as a hospital for Union Troops.

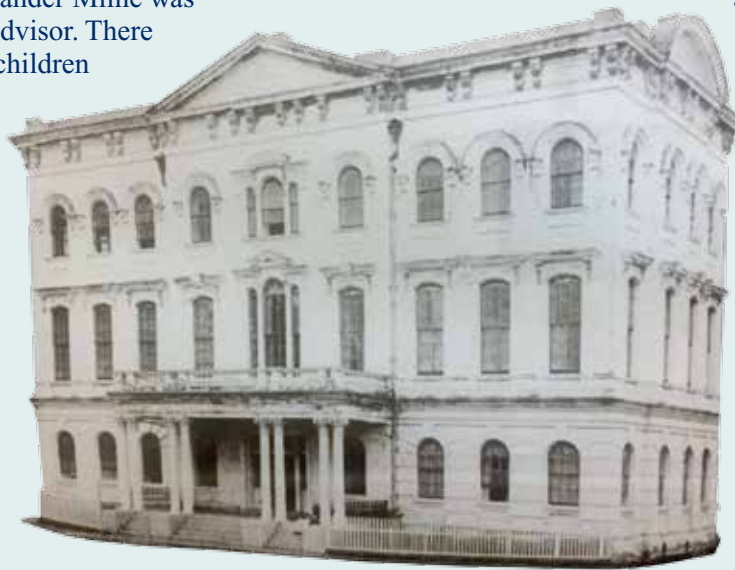
1870-1915: The Asylum survived Reconstruction by holding expenses to the bare minimum. Widows and children were taught a trade.

1917: ONE HUNDRED YEARS! **1930's:** The Great Depression - income was drastically cut, but the need was greater than ever. **1940's:** There were fewer children in the Asylum. Foster home care was being encouraged and supported by state welfare agencies. **A NEW ERA - A NEW DIRECTION!** **1958-1959:** Decision was made to change mission and dedicate resources to aging women and the asylum was renamed the Poydras Home for Elderly Ladies. **1970's:** With the acquisition of the Fink Asylum assets, the John David Fink Memorial Wing, an infirmary, was added. Again, the community needs precipitated change. With the addition of the infirmary, the Poydras Home evolved from a "residence" to a long-term care facility. **1990's:** Further development of the Home into a retirement community with a residential, home-like environment situated on an entire city block within a secure park-like setting that included a renovated 1856 building, a new service wing, and ten additional resident rooms. Poydras began admitting men. **1998:** Implemented

PHASE, the Adult Day Care Program, at Poydras Home for participants with beginning to moderate dementia. The unique day care program offered daily care to elderly participants as well as intensive training for caregivers.

2000: Poydras Home identified the important need in the community of the rise of Alzheimer's and dementia and added Independent Living (Garden House) and Alzheimer's Wing (Hunter House) and became licensed as a Continuing Care Retirement Community. **2012:** Poydras again identified increasing and urgent needs within the community to care for the current and future aging population. The Board approved a major expansion and addition of Oak House - 31 Assisted Living and Memory Care Units in addition to the Cultural, Educational & Spiritual Center and Wellness Center. **2014:** Poydras Home once again delivered on its commitment to excellence

in Alzheimer's and Memory Care by being the first and only New Orleans eldercare provider to deliver the nationally recognized *I'm Still Here*™ Montessori-Inspired Activity Programming which changes the paradigm of Alzheimer's and Dementia treatment, going beyond basic care treatment to recognizing individuals as talented, knowledgeable and interesting – recognizing the very much engaged person inside who is "still here." **2015-2016:** Poydras implemented the Intergenerational Program with McGehee School, partnered with NOMA to introduce *Artful Minds* modeled after the Metropolitan Museum of Arts program for those with beginning Alzheimer's, and partnered with LPO to implement *SoulStrings for Seniors*, an expansion of LPO's successful *Soul Strings* music therapy program. **2017: Celebrating 200 Years of Continuous Operations.** 200 years of providing quality, compassionate care, always evolving to meet the changing critical needs of each successive generation.



*The 2nd Poydras Female Asylum - 1857
Architect-Lewis Reynolds Location- 5354 Magazine St.*

2017- Our 200th Birthday is Here!

We greet 2017 with great excitement and anticipation! The Board, staff, and residents have been enthusiastically counting the days to start our commemorative year. Last year was one filled with planning for this momentous milestone. There are 100th birthdays, 125th, 150th and 175th birthdays throughout the U.S., but not many organizations have been in existence for 200 years!

During our year-long **Bicentennial Celebration** we look forward to celebrating with our residents, families, patrons, and staff. But we also look forward to reaching out and inviting the larger community to learn about Poydras Home and our mission.

On January 19th, we kicked off the Bicentennial with our **1817 Founders Circle Party**, our annual donor recognition event held each year to recognize the members of the **1817 Founders Circle** and the **Julien Poydras Society**. This spring we are bringing the local community to Poydras Home with a fantastic **Louisiana Philharmonic Concert** – an outdoor concert on the lawn in partnership with the LPO. Later, we invite the community to join us for a **Poydras Home Speaker Event – Hopeful Aging** -with a national leading expert in Alzheimer's in partnership with the Hearthstone Institute in Boston. In the late fall we will host the **Bicentennial Gala**. This exciting evening, in lieu of our annual art show and patron party, will be a celebratory gala, culinary, and art event. Many other wonderful programs and events will be held at Poydras throughout the year.



As we celebrate the importance of our organization, we will be fundraising all year with the **Bicentennial Annual Appeal**, the **Bicentennial Gala** and for the **200th Birthday Gift to Poydras-a Park, Koi Fish Pond, Patio, Gardens and Gazebo** - our birthday gift to residents to replace the fish pond that had to be removed when we built

Oak House. The park and pond will provide a beautiful outdoor setting to offer therapeutic activities and programs, further supporting the *I'm Still Here*™ Montessori Inspired Activity Program for those with Alzheimer's and dementia. We proudly report that we have 100 % Board participation to kick off our fundraising for the Bicentennial Appeal, the Gala and the Birthday Gift.

It is a most special year for us to give our heartfelt thanks to our loyal, generous donors and patrons who give so much to Poydras Home. We invite you to share in this exciting year with us, to sustain your generous giving as you so loyally have in the past, and if you are able, to consider giving a little extra in honor of the 200th Birthday. All of your gifts, your talents, and your time make a difference to so many here at Poydras Home. We thank you. Poydras turns 200 this year because of you.

Sincerely,

Wendy M. Beron

Wendy McCarthy Beron
President, Board of Trustees

Let's Celebrate

You are Invited! **200th Birthday Special Events**

March 28, 2017

Bicentennial Education Speaker Event “Hopeful Aging”

Speaker: Dr. John Zeisel. President and Co-Founder
of Hearthstone Alzheimer Care, Ltd.

The presentation, previously aired on PBS nationwide,
will share new strategies that can help caregivers
provide meaningful, engaging interactions with those experiencing
memory challenges with a focus on Hearthstone's innovative
Learning for Life™ program.
Free of charge and open to the Public.

May 9, 2017

Bicentennial Birthday Concert “Louisiana Philharmonic Orchestra Brass Ensemble”

Outdoor Concert on Poydras Home's front lawn.
From 6:00 p.m to 8:00 p.m.
Picnic with family, friends and neighbors alike while we serenade the sunset!
Free of charge and open to the public.

October 26, 2017

Celebratory Bicentennial Gala “An Evening to Remember”

Join us for the grand finale of our 200th Birthday
that promises to be a celebration like no other!
Event details about Gala, sponsorships, donations, and gala tickets will be forthcoming.

Save The Dates!

The Portraits of Poydras Sneak Peek

22ND ANNUAL Poydras Home Art Show & Patron Party

The Art Show & Patron Party this year raised over \$105,000 for Poydras Home! Show proceeds were dedicated this year to a new 20 passenger bus for the residents.

Patron Party Chairs **Hallie Lanier Boh** & **Evie Poitevent Sanders** and their committee **Sarah Hillery**, **Lacey Lanier** and **Barrett Downing Rice** presented a beautiful, festive evening to patrons and guests on Thursday, October 27th. Fabulous food and libation were served surrounded by the beautiful backdrop of original hanging art. Over 300 attendees at Thursday night's Patron Party mingled within the historic halls and socialized outside on the front park and the beautifully landscaped grounds. Partygoers enjoyed specialty dishes donated by: **Arnaud's**, **Creole Creamery Galatoire's**, **Langenstein's**, **Olivia Guider's Cookies**, **Ralph's on the Park**, **Robert Fresh Market**, **The Pelican Club**, and **Vincent's Italian Cuisine**. Lively entertainment was provided by the **Ron Jones Trio**. A special restaurant auction was held with gift certificates donated by **Clancy's** and the **The Hotel Montelone's Criollo Restaurant**.

During the party, patrons had a sneak peek of the beautiful indoor juried art before sales to the general public on Friday. Patrons viewed over 200 paintings and photographs in the juried exhibition on display in The 1857 Hall and the newly renovated Historic Hall. A special thank you to Art Show Judge **Auseklis Ozols**. Winners of this year's Juried Show were: **1st Place – Onions** by **Dr. Al Ruffy**; **2nd Place – Card Sharks** by **Larry Daniel Nevil**; and **3rd Place – Redfish Study** by **Renee S. Mitchell**. Honorable mentions included: **Darlene Johnson** "Food Fest," **Anne Pappas** "Le Bon Temps," **Roy Pfister** "Seated Nude," **Monique Robinson** "No Strings" and **Glenda Schafer** "White Cliffs." A heartfelt thank you to Art Show Chair **Anna Dietz** and the Art Show Committee **David Dietz**, **Micah Fincher**, **Dolores Hall**, **Delia Hardie**, **Lesley Hardin**, **Margie Scheuermann**, **Terry Salassi**, **Katie Thomas** and **Laine Thomas**.

On Friday, October 28, selected artisans staged a craft show featuring ceramics, glass, sculpture, textiles, jewelry, and decorative arts. Artists in both the Indoor and Outdoor Show & Sale generously donated 35% of sale proceeds to Poydras. Debuting this year for the craft show was the appearance of **Manhattan Jack** who offered coffee and donuts in the morning to visitors and shoppers. In the afternoon there were hot dogs and home baked cookies with an afternoon finale of snowballs by **Plum**

Street Snoballs.

A special thank you to our loyal supporters of the Art Show **Peggy Scott Laborde** and **Steppin Out**, **French Market Corporation**, **Laurel Outdoor Advertising** and **MPress Printing**. To all the patrons, sponsors, donors, volunteers, artists and attendees of this year's wonderful successful event, we thank you!



*Patron Party Co-Chairs Hallie Boh
& Evie Poitevent*



Artist Chair Anna Dietz





Maurice Picheloup & Claire Gisclair



*Lacey & Price Lanier
and Nell Lanier*



Jackie Marchand & Javier Jalice



Jimmy & Susan Gundlach



*1st Place!
"Onions" — Dr. Al Rufty*



Melanee Usdin & Jill Winston



Gene & Linda Newton



*Elise Thomas, Sammy Spalitta &
Dena Olivier and Suzanne Thomas*



David Gooch & Clé Dabezies



Jill Perez, June Bertucci & June Logan



Ned McGowan, Nancy Claypool, Gladys Gille & Heather McGowan



Ella Flower, Carroll Soper & Janetanne Mears



Matt Ryan, Elise Thomas, Liz Hefler & Paul Cortazzo



Juried Art



Jean-Pierre Bienvenu & Erin Kolb and John & Dr. Lindsay Wells



Ben & Chris Capshaw, Georgia Capshaw and Jay Rivé



Lesley & Charles Hardin and Sarah & Sergei Hillery



Sydney Lawder, Pat Rosamond & Carol Pointer

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In Honor of Blair Wehrmann
In Honor of Mae Whitson Christy
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FABULOUS FOOD & LIBATION

Arnaud's Restaurant
Creole Creamery
Galatoire's Restaurant
Olivia Guider's Cookies
Langenstein's
The Pelican Club Restaurant

Poydras Home Mission Statement

Celebrating 200 Years - 1817-2017

The purpose of Poydras Home is to preserve the dignity and grace of residents while providing quality and compassion care in a vibrant community.

Thank You To Our Generous Donors continued

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Rob rt Fresh Market
Vincent's Italian Cuisine

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Micah Fincher
Dolores Hall
Delia Hardie
Lesley Hardin
Margie Scheuermann
Terry Salassi
Katie Thomas
Laine Thomas

ART SHOW JUDGE

Auseklis Ozols

ART SHOW WINNERS

1st Place – *Onions*
Al Rufty
2nd Place – *Card Sharks*
Larry Daniel Nevil
3rd Place – *Redfish Study*
Renee Mitchell

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Patti Adams
Young Allen
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The 200th Birthday Gift

In Commemoration of this Celebratory Bicentennial Year Poydras Home is Giving our Residents a Beautiful Park and Pond

A Scenic Park with a Koi Fish Pond, Fountain, Patio, Walkways, Gardens and Gazebo



For, now, and future generations, Poydras Home residents, families, friends, visitors, volunteers and staff can enjoy this beautiful Park, Koi Fish Pond, and Gazebo as they visit with loved ones, rest, repose, reminisce, reflect, and return day after day to enjoy all the beauty of nature and the Poydras Home.

A Brick Campaign will launch this spring!

This beautiful park and pond will be located on the front lawn of Poydras Home in the lower quadrant nearer to Magazine St. and Jefferson Ave. Engraved bricks can be purchased this spring which will pave the patio and walkways surrounding the Pond and the Gazebo. Poydras is fundraising for all of 2017.

\$100 Engraved Bricks and \$1000 Tile Pavers

To honor or remember your loved ones!

Groundbreaking will be early 2018!

MORE INFORMATION TO FOLLOW

The 1817 Founders Circle & Julien Poydras Society

Celebrating 200 years! On January 19th the Poydras Home Board of Trustees hosted a “200th Birthday” Champagne and Dessert Party in the 1857 Hall at Poydras Home to recognize and honor the members of The 1817 Founders Circle, The Julien Poydras Society and Special Friends of Poydras. The party also launched the 200th Bicentennial Celebration with a birthday cake from Sucre and G.H. Mumm Champagne. The 1817 Founders Circle is a donor recognition circle for all donors who make an annual unrestricted gift of \$1000 and above to the Annual Appeal. The Julien Poydras Society is a special donor society to honor and acknowledge individuals who have made plans for Poydras Home through a trust, an estate, a gift annuity, or other future gifts. Each year Poydras Home hosts a special recognition event for these generous donors whose gifts are an expression of the commitment to Poydras’ extraordinary mission.

Susan Hayne

*Georgia Capshaw
& Clint Capshaw*

*Steve Usdin and
Clé Dabiezies*

*Cynthia Pazos
and Linda
Santangelo*

*Mary LaValla
and Liz Hefler*

*Wendy Beron,
Winx & Jim
McCarthy and
Kay Livaudais*

*Donna &
Paul Flower*

*Bill & Alice
Wright and
Steve &
Melanee Usdin*

*George Freeman,
Michael Schneider
and Becky
McGoey*

*Katie & Howell
Crosby*

*Suzanne & Bob Thomas
and Charlotte Thomas*

Celebrating 200 Years!



THE POYDRAS HOME BOARD OF TRUSTEES

INVITES YOU TO

A CHAMPAGNE & DESSERT PARTY

HONORING

Poydras Home's 200th Birthday

and

The 1817 Founders Circle
The Julien Poydras Society
Special Friends of Poydras

THURSDAY, THE NINETEENTH OF JANUARY
SEVEN O'CLOCK

THE 1857 FOUNDERS HALL
5354 MAGAZINE STREET

*As a Result of Your Generosity and Patron Support that
Began with Julien Poydras' Original Bequest in 1817,
Poydras Home has Stood the Test of Time*

Continuing Your Support Now, and for Future Generations

Bicentennial Annual Appeal – \$200 for our 200th!

Annual Appeal is the cornerstone of giving to Poydras Home. It includes unrestricted giving from all sources and supports Poydras Home's operations, programs and activities. Poydras Home's excellent staff ratios, quality caregivers, improvements to the home, and support for Alzheimer's and memory support programs are all funded in part by the Annual Appeal. All gifts, large or small, make a difference. In honor of the 200th Birthday, please consider a larger gift for this special Bicentennial year.

200th Birthday Gift

In commemoration of this celebratory Bicentennial Year, Poydras Home is giving our residents a beautiful park and pond. To remember those you love, to honor a loved one, or to recognize dedicated service, \$100 engraved bricks and \$1000 engraved tiles can be purchased to pave the patio and walkways surrounding the pond and gazebo. The Brick Campaign launches this spring and fundraising will be for all of 2017.

Bicentennial Gala

Support for Poydras Home's annual fundraiser as a sponsor, donor, contributor, patron, artist, or volunteer assists Poydras in raising funds for a specific need. In past years proceeds have been dedicated to a storm emergency generator, construction of both the Wellness & Therapy Center and the Cultural Educational & Spiritual Center, and enhanced multimedia technologies for residents. In 2015 proceeds were dedicated to improvements to Hunter House (Memory Care) and the Rose Room (Nursing), including special memory care programs and activities. In 2016 proceeds purchased a new 20 passenger bus for residents.

Memorials & Gifts

The generous support of gifts made to Poydras Home in memory of or in honor of someone directly support the operations of Poydras. These thoughtful gifts offer a special way to remember those you love, or to recognize a kindness received or service rendered.

Endowment

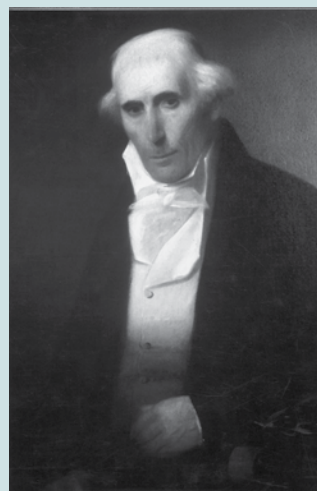
The Poydras Home Endowment Fund ensures Poydras' future as a continuing care retirement community and assures the perpetuation of its mission of quality, compassionate care for future generations. Income generated from the Endowment Fund supports general operations, property and capital improvements, and resident subsidies.

Planned Giving

The future of Poydras Home depends on the generosity of our community. Although cash gifts are the most frequent method of supporting Poydras, strategic charitable gifting through a will, life insurance, charitable trust, and gifts of securities and real estate offer significant opportunities to reduce current and future tax obligations and generate income, so the legacy of your gift can continue to benefit Poydras Home for years to come.

The 1817 Founders Circle

The 1817 Founders Circle is a donor recognition circle for all donors who make an annual unrestricted gift of \$1,000 and above to the Annual Appeal. As a member of **The 1817 Founders Circle** you receive special benefits. Members are recognized in the *Poydras Promise*, listed on The 1817 Founders Circle Recognition Board in the Historic Hall, and receive an exclusive invitation to a special annual recognition event. But the strongest benefit of all is the satisfaction found in maintaining the continuity of almost 200 years of "quality, compassionate care for those who so lovingly cared for us."



The 1817 Founders Circle Giving Levels \$1,000 \$1,817 \$2,500 \$5,000

We hope you will consider a Founders Circle gift to Poydras Home in 2017. In honor of Poydras Home's 200th Birthday and 200 years of compassionate care, please consider a gift of **\$1817** for this special Bicentennial year. But, most importantly, every gift matters, no matter how large or small. For more information, please contact Charlotte Thomas, VP Development, at 897.0535.

FOR 200 YEARS



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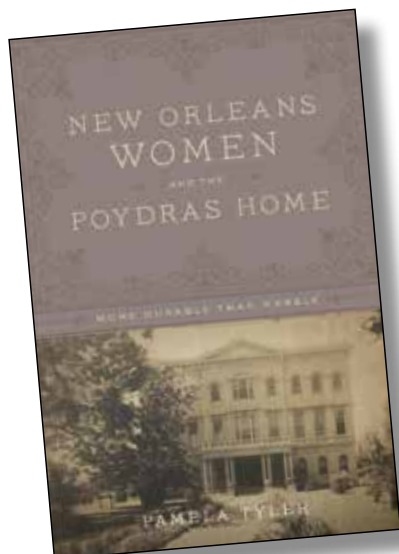
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New Orleans Women and The Poydras Home — **MORE DURABLE THAN MARBLE**



The Poydras Home Board of Trustees has worked tirelessly to bring our rich and varied history to the written page as Poydras Home celebrates its Bicentennial Birthday in 2017. With the help of author and historian, Pamela Tyler, Ph.D., and LSU Press, this effort became a reality spring with the publication of “New Orleans Women And The Poydras Home – More Durable Than Marble.”

Our story is available for purchase anytime through a link on the PoydrasHome.com website homepage at a 10% discount and free shipping though March 2017 when entering the code 04POYDRAS at the point of checkout.

Additionally, “New Orleans Women And The Poydras Home” will be presented in a panel discussion about New Orleans Landmarks at the 31st Annual Tennessee Williams Festival in March.