

# The Poydras Promise

Spring 2018

## Thank You to Our Generous Donors



Dear Patrons,  
In 2017 Poydras Home celebrated its most special year for Poydras – it's 200th Birthday! We give our heartfelt thanks to our loyal, generous patrons and families who supported Poydras throughout the year to ensure our 200th Birthday was especially meaningful and memorable for our residents, staff, and all of the Poydras community. We kicked off our year-long celebration with a Champagne toast while cutting our 200<sup>th</sup> birthday cake at our jubilant Founder's Circle party where we unveiled the design of the scenic park and koi pond- our 200th Birthday gift to the residents. In March, we invited the greater New Orleans community to join us on campus to hear President and Co-Founder of Hearthstone Alzheimer Care, Ltd., Dr. John Zeisel, give a nationally recognized presentation on the aging brain where he relayed new strategies to help caregivers and families provide meaningful experiences to those living with memory challenges. In the spring, we held a "Big Brass Birthday Bash," a Louisiana Philharmonic Orchestra concert, on our front lawn, an open event that extended our bicentennial celebration beyond Poydras Home residents and families and out into our surrounding community. And lastly, late fall, we held our Bicentennial Gala and Juried Art Competition, a grand finale to a fabulous, celebratory year.

A tribute to all of our patrons and their generous support of Poydras and our mission, we successfully fundraised throughout the year with the Annual Appeal, the 200th Birthday Gift & Bicentennial Brick Campaign, and the Bicentennial Gala to fund the Birthday Gift to our residents—a scenic park, koi fish pond, patio, gardens, walkways, and gazebo. The park and pond will provide a beautiful setting to offer interactive therapeutic activities and programs, further supporting the I'm Still Here™ Montessori Inspired Activity Program for those with Alzheimer's and dementia. For now

and years to come, Poydras Home residents, families, friends, visitors, volunteers, and staff can enjoy this beautiful addition as they engage in outdoor programming, visit with loved ones, rest, repose, reminisce, reflect, and return day after day to enjoy all the beauty of Poydras Home's natural urban oasis.

Continuing the celebration and our heartfelt gratitude to our donors, on May 3 we will host a Groundbreaking Ceremony of the Park and Pond to be followed by a Jazz Brunch to recognize our Founders Circle donors, Julien Poydras Society members, Birthday Gift patrons, and to honor our residents. None of our accomplishments would be possible without your generosity. We remain deeply grateful for our dedicated trustees, sponsors, donors, families, volunteers, and supporters who showed their support in 2017 by contributing to our Bicentennial Annual Appeal, the 200<sup>th</sup> Birthday Gift to our residents, and the Bicentennial Art Show and Gala. In addition to the more observable impacts of your bequests, grants, and gifts-in-kind, your support helps us provide financial stability to Poydras Home, enables us to continue our excellent quality of care, and to offer even more engaging programs for our residents, as well as allowing our organization to stand the test of time for more than 200 years.

The Board and staff thank each and every one of you for your commitment to Poydras Home and for supporting our mission of quality, compassionate care for the elderly—in our 200<sup>th</sup> year and beyond. This Patron Issue of the Poydras Promise is dedicated especially to you.

Sincerely,

Wendy McCarthy Beron  
President, Board of Trustees



# Poydras Home Turns 200!

## HAPPY BIRTHDAY POYDRAS!

### The 2017 Bicentennial Gala & Juried Art Competition

**T**he Bicentennial Gala & Juried Art Competition raised \$80,000 for Poydras Home! Show proceeds were dedicated to the 200th Birthday Gift to the residents- a Scenic Park and Koi Pond.

Patron Party Chair **Marion Van Horn Eagan** and her committee **Anne Buescher, Gladys Van Horn Gille, Kay Livaudais** and **Mina Eagan Meric** showcased a beautiful, festive evening for patrons and guests on Thursday, October 26th. Fabulous food and libation were served surrounded by the beautiful backdrop of original hanging art. Over 300 attendees at Thursday night's Gala mingled within the historic halls and socialized outside on the front park and the beautifully landscaped grounds. Partygoers enjoyed specialty dishes donated by: **Creole Creamery, Galatoire's, Langenstein's, Olivia Guider's Cookies, Poydras Home Executive Chefs, Ralph's on the Park, The Pelican Club, and Vincent's Italian Cuisine.**

A new fabulous food offering this year included an outdoor raw oyster bar presented by **Two Girls One Shuck traveling oyster bar**. Also, a first ever specialty Birthday Cocktail, "The Bird of Paradise," created by "**The Cocktail Chicks**" **Ti Martin and Lally Brennan** offered a sensational concoction of lavender and lemongrass infused vodka, fresh lemon and hibiscus topped with sparkling wine. Lively entertainment was provided by **Deacon John**.

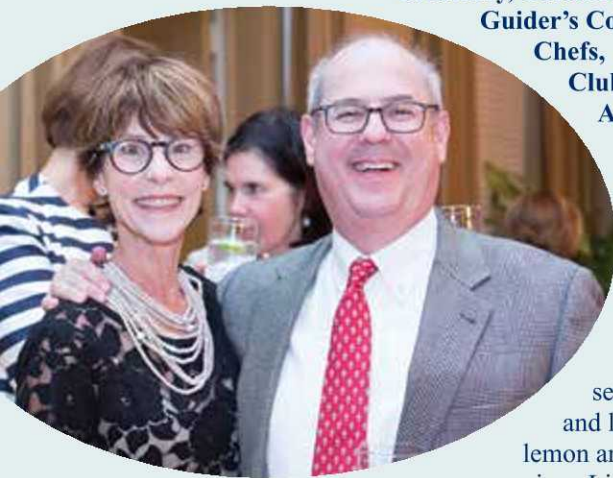
In honor of the Bicentennial, the show

presented a special one-time **Invitational Juried Art Competition and Exhibit** featuring the work of the 33 winning artists of the last ten art shows including 12 select artisans exhibiting fine crafts. During the gala, patrons had a sneak peek of the beautiful indoor juried art before sales to the general public on Friday. Artists generously donated 35% of sale proceeds to Poydras! A special thank you to Art Show Judge **Ruthie Winston**. Winner of this year's Juried Show was: **1<sup>st</sup> Place** – "**A Lightness of Being**" by **Kris Wenschuh**. Honorable mentions included: "**Cocodrie Roost**" by **Glinda Schafer** and "**Home Altar, Vietnamese Community of Versailles, New Orleans East**" by **Mark J. Sindler**. Heartfelt thank you's to Art Show Chairs **Dolores Hall** and **Delia Hardie** and the Art Show Committee **Marianne Antoine, Margie Scheuermann, and Terry Salassi**.

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



*Bird of Paradise Cocktail by  
Ti Martin & Lally Brennan*



*Gala Chair Marion Van Horn Eagan  
& Charlie Van Horn*



*Deacon John*



*Raw Oyster Bar by Two Girls One Shuck*





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*1st Place! "A Lightness of Being"  
– Kris Wenschuh*



*Ruthie Winston & John Abajian*



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*Honorable Mention –  
Cocodrie Roost- Glinda Schafer*



*Kitty Jackson, Claudia Powell  
& Isabel McKay*



*Honorable Mention – Home Altar;  
Vietnamese Community of Versailles,  
New Orleans East- Mark Sindler*



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## Poydras Home Mission Statement

### Celebrating 200 Years - 1817-2017

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



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Ralph's On The Park  
Two Girls, One Shuck  
Vincent's Italian Cuisine

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## **BICENTENNIAL JURIED ART COMPETITION JUDGE**

Ruthie Winston

## **BICENTENNIAL ART SHOW WINNERS**

1st Place – *A Lightness of Being*  
Kris Wenschuh  
Honorable Mention – *Cocodrie*  
*Roost*  
Glinda Schafer  
Honorable Mention – *Home*  
*Altar, Vietnamese Community of*  
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# Cultural Connections at Poydras

Poydras Home's partnerships bring the best of New Orleans' Art and Culture to residents, while providing innovative programming that changes the paradigm of treating Alzheimer's—from meeting only basic care needs, to recognizing and engaging in their talent, knowledge, and interests.

## Artful Minds at Noma

In 2016, the New Orleans Museum of Art launched *Artful Minds at Noma*, based off of successful programs at the Metropolitan Museum of Art and the Studio Museum of Harlem in New York, and chose Poydras Home to be their first partner in the project. *Artful Minds* is designed to enhance communication and connections through visual art to benefit those with Alzheimer's and dementia. Participating residents are given the opportunity to visit Noma, where specially trained docents lead conversations about landscapes, epic battle scenes, sculptures, portraits and period furnishings. Objects related to the scenes studied are passed around to add to the sensory experience, and prompt association and reminiscence by the residents. In 2017, Poydras residents made nine visits to Noma to participate in *Artful Minds*.



## Louisiana Philharmonic's Soul Strings & Musical Memories

*Soul Strings For Seniors: Musical Memories*, a new music therapy program by the Louisiana Philharmonic (LPO), the first of its kind in our area, debuted at Poydras Home in 2016. Expanding on the success of *Soul Strings*, a music therapy-informed program serving students and adults with developmental disabilities in the Greater New Orleans area, *Soul Strings for Seniors* hopes to enhance the daily lives of participants by offering sensory and intellectual stimulation through exposure to creative culture. It supports connections between speech and singing, rhythm and motor behavior, while enhancing memory through song and mood elevation. During the partnership, participants in the program have also been given the opportunity to visit open rehearsals of the full LPO.



# Memory Care Through Art & Culture

## Ogden Museum Curated Tours

In 2017, Poydras Home PHASE Day Program participants made quarterly trips to the Ogden Museum of Southern Art in downtown New Orleans. Participants visited the museum in small groups of four or five to allow for intimate and personal experiences. During each visit, participants were treated to specially curated tours featuring three pieces of Southern art. Docents led the Poydras visitors in open-ended discussions about the art, utilizing dementia communication training provided by Poydras Home, and the Ogden's own Visual Thinking Strategy technique based on the Smithsonian model. During the conversations, the PHASE participants were urged to relate the art to their own feelings and experiences, making their own discoveries in the moment and meaningful connections with the art.



## McGehee School & Poydras Home's Intergenerational Program

In a continuing partnership, Seventh Graders from McGehee visit Poydras Home residents monthly in the Rose Room. They bring games, activities, technology, and boundless, youthful energy to share with Poydras Home residents as part of Poydras Home's *I'm Still Here™* Montessori-based dementia programming. On some occasions, the Seventh Graders bring new and exciting experiences to Poydras Home with each visit. On some occasions, they act as "technology coaches," on others they play bingo or else write and perform short stories for the residents. The program provides innovative memory care and constructive engagement for Poydras residents, while enabling McGehee students to become more empathetic, resilient, collaborative members of the community, bridging generational gaps and bringing joy to everyone involved.





**CELEBRATE  
POYDRAS HOME'S  
BICENTENNIAL  
WITH A BIG BRASS  
BIRTHDAY BASH**

**TUESDAY, MAY 9, 2017**  
(Rain Date Wednesday, May 10, 2017)  
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*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

### Annual Appeal

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.

### Annual 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. Recently proceeds were dedicated to improvements to Hunter House (Memory Care) and the Rose Room (Nursing), including special memory care programs and activities. In 2017 proceeds were dedicated to the 200th Birthday Gift to Residents: a Scene Park and Koi Pond.

### 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

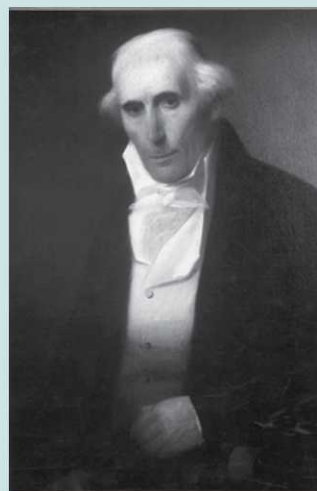
The future of Poydras Home depends on the generosity of our community. Although cash gifts are the most frequent method of supporting Poydras, strategic charitable gifting through a will, life insurance, charitable trust, and gifts of securities and real estate offer significant opportunities to reduce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

### Pastoral Care

Poydras Home nurtures the spiritual, as well as the physical requirements of our community. Poydras retains a full-time chaplain who ministers daily to the emotional and spiritual needs of residents, families, and staff. Donations to Pastoral Care support the Chaplaincy Program providing two non-denominational religious services weekly and year-round support for 12 visiting clergy and cantors from six religious denominations.

### 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 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 2018. Your gift is an expression of your commitment to Poydras' Extraordinary Mission. But, most importantly, every gift matters, no matter how large or small. For more information, please contact Charlotte Thomas, VP Development, at 504.897.0535.





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***In 2017 Poydras Home Received Over 750 Gifts from Generous Donors Like You.  
We Thank You From the Heart.***