



Fairmount Perspective

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Dedicated to Faith, Family & Community

New Graphics Reflect Traditional Values

Fairmount is about to turn 50! The approach of this milestone is a great time to reflect on the past five decades, look at how we have grown and changed over time, and evaluate plans for the future. While some may still perceive Fairmount to be simply a “rest home,” we have grown to include many other options such as Residential Living (cottages and apartments), Personal Care, Rehab, and Fairmount at Home for people who can use extra help to stay comfortably in their homes, both on and off campus.

Expressing Who We Are Today

President/CEO Jerry Lile is excited to introduce our new logo, adopted to better reflect who Fairmount is in 2017: “We realized that our 50th anniversary was a good time to give our graphic look and logo a more contemporary appearance. Our last logo change was in 1997, and while it represented some key values, it didn’t always function well, especially in today’s diverse media contexts. Our goal in redesigning our public face was to refresh and clarify the way our various constituencies understand us.”

After considering several companies for our redesign, we chose a local business with a reputation for quality work and an Anabaptist affiliation, enabling them to understand our mission. We wanted to remain true to our traditional values, while at the same time communicating

life, vitality, and simplicity, and illustrating our tag line of “Faith, Family and Community.” The overarching purpose was to clearly communicate to the community a fresh understanding of what Fairmount is today.



A Logo with an Accurate and Simple Message

The biggest change was adopting the simplified name, “Fairmount,” for the logo, dropping the word “Homes.” For years, the public has often referred to our retirement community as just “Fairmount.” Eliminating “Homes” also avoids the implication that “homes” are our only housing option, and reduces confusion with another regional business named “Fairmount Homes.”

The familiar wheat sheaf remains central to our new logo because it symbolizes our reliance on the Bread of Life (John 6:35). Fairmount makes no apology for its Christian values and the importance of those values as we serve our community. The new three-stalk version of the sheaf in our logo represents the intersecting aspects of Faith, Family, and Community. We remain committed to these ideas even as we now provide an array of health and living services which reach far beyond the “home for the elderly” concept that defined our earliest days. We pray that God will bless Fairmount in the years ahead as we strive to reflect the values embodied in this logo.



Fairmount Homes Mission Statement

"Founded on Christ's love and Mennonite values, we strive to enrich the lives of those we serve."

Core Values

Community • Compassion
Dignity • Integrity
Quality • Teamwork
Trust

Fairmount Homes *Perspective* is published quarterly for the residents, staff, volunteers and friends of Fairmount Homes, a Christian retirement community governed by a Board from the Weaverland Conference of the Old Order Mennonite Church.

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Mission Statement Reflects Christ's Love

The President's Perspective

As of February 2018, Fairmount will have been serving residents and their families for 50 years. With a consistent spirit of service and compassion, we have strived to provide high-quality care to our community and beyond throughout these years.

We recently revised and improved our mission statement to read: **"Founded on Christ's love and Mennonite values, we strive to enrich the lives of those we serve."** This rephrasing places an emphasis on the love of Christ as a central focus which guides our ministry to mature adults. Matthew 5:14 states, "You are the light of the world. A city set on a hill cannot be hid." This verse expresses our responsibility not only to our residents but to the world. Fairmount is to be a light to the world and a

city on a hill which cannot be hidden. Our historic Mennonite values show us how to personify the Good News to all, including the powerless, the sick, the forgotten and those who are at times down-trodden. We strive to follow this Jesus-centered approach in all the services we provide. As we move beyond our first half century, Fairmount remains committed to enriching the lives of everyone with whom we come in contact, and we continue to work at telling the story of Jesus through our actions, allowing Jesus to show Himself through us.

**Founded on
Christ's love and
Mennonite values,
we strive to enrich
the lives of those we
serve.**

Jerry D. Lile
President/CEO

Thanks to Community for Successful Day

We want to say, "thank you!" to everyone who participated in Fairmount's Annual Benefit Auction. Together you helped to make it a record-breaking day! Special thanks is due to the many volunteers: quilters; those who crafted items to donate; the Ephrata High School students who helped set up tables and chairs, and brought flea market items out from their storage area; the committee who planned and executed the event; and everyone who auctioned, manned stands, parked cars, drove a shuttle, cooked and served food, or cleaned up afterward. Without your help, this event could not have



been possible. Not only did Fairmount's 28th Annual Benefit Auction and Barbecue provide an enjoyable experience, but it supported a worthy cause—Fairmount's Sharing Fund,

which helps to cover the cost of care for residents who have exhausted their financial resources.

Enjoy photos of the auction on our website. From the home page, click on "Community Engagement" at the top, then "Events" and "BBQ & Auction." And be sure to mark your calendar for next year's Benefit Auction on September 8, 2018.

Welcome to Fairmount's New Director of Marketing

On October 20, Fairmount welcomed Mitch Hanna as our new Director of Marketing, taking the place of Jim Woolson who recently retired. Mitch will implement marketing strategies for Fairmount and assist prospective residents with residency planning.

Mitch comes to us highly qualified by both education and experience. He graduated from Bloomsburg University with a bachelor's degree in marketing and advertising, then worked at several state jobs before his most recent job in marketing for another retirement community.

When asked what drew him to Fairmount, Mitch responded, "The view! And I enjoy working for an organization that serves the Lord. I like



that Fairmount is looking to grow and serve with excellence while standing firm in their faith."

Mitch lives with his wife and youngest son in Manheim Township and attends Calvary Church. He is an avid runner, and has completed several half and one full marathon. He also enjoys coaching his son's sports teams and spending time with his family, especially traveling and eating out. We wish you the best, Mitch, in your new role at Fairmount.

We also want to express appreciation and gratitude to Jim Woolson for his many years of faithful and dedicated service at Fairmount, and wish him all the best in the next phase of his life's journey.

Give Extraordinarily!

Fairmount is participating in this year's Extraordinary Give, an annual, 24-hour, online giving campaign that benefits over 300 Lancaster County non-profits. For this event, several community partners have contributed over \$500,000 to a "stretch pool" that will be divided among all of the participants, based on their percentage of total contributions to all organizations.

To participate, visit ExtraGive.org on November 17, choose Fairmount Homes, and make your donation. For this event, Fairmount will have a computer available in the Harvest View Conference Room at Wheat Ridge for anyone who may not have computer access elsewhere.



Items of Interest

Amish/Mennonite Student Safety Vest Frolic

On Friday, November 10, a Safety Vest Frolic will be held in the Crest View Gathering Room at 1100 Farm Crest Drive starting at 9:30 a.m. The public is invited to come and work with residents to assemble kits and help make vests for the Amish and Mennonite students who need them.

Central PA Blood Drive

On December 14, the Central PA Blood Bank will hold a blood drive in the Farm Crest Community Room from

11:30 a.m.-6:30 p.m. Donors may call the blood bank for an appointment at 1.800.771.0059. Walk-ins are also welcome until 6 p.m.

Mailing List Update

If you wish to have your name removed from the mailing list, please call 717.354.1800, write the managing editor at the address above, or email carols@fairmounthomes.org.

Address Service Requested



Notice of Nondiscrimination

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14th Silent Auction Begins

The 2018 Heritage Day Silent Auction has just opened for its 14th season. On Wednesday, October 18, the first auction items were placed on display in the Wheat Ridge lobby. Again this year, auctions will begin and end at 8:30 a.m. on the first and third Mondays of the month. The final auction for the season will end at noon on Heritage Day, June 2.

New bid numbers are required each year, and can be obtained at the Wheat Ridge reception desk or by calling



717.354.1800. Auction items are also pictured on the Fairmount website in a photo album at the bottom of the Silent Auction page. Absentee bids can be placed by calling

717.354.1814 no later than 8:00 a.m. on the closing date of each Silent Auction.

Since its beginning 14 years ago, the Silent Auction has raised over \$200,000 for the Sharing Fund, which benefits residents who, through no fault of their own, have outlived their resources.