



# WILLAMETTE VIEW FOUNDATION



## 2020 ANNUAL REPORT

## OUR PURPOSE

To help residents of Willamette View live worry free about money matters.

## OUR PROMISE

Even if you outlive your resources, you can get help from us.

## OUR POSITION

Independent, enduring, and uniquely dedicated to Willamette View residents.

## OUR PERSONALITY

Financial assistance is what we do. Empathy and compassion is who we are.

## OUR PERFORMANCE

We measure our services one person at a time. And by strengthening the whole community over time.

Willamette View Foundation is a non-profit corporation separate and independent from Willamette View, Inc.

# COUNTING ON EACH OTHER: THERE IS NOTHING MORE IMPORTANT

The year 2020 was one of challenges and lessons. We learned what works and what does not. We experienced challenges both personally and as a community, state, nation, and world. Through it all, we saw what can be accomplished when we count on each other.



Life is best lived where you feel safe and surrounded by a support system you can count on. That support can be physical, emotional, informational, or financial. The Willamette View community gives you a wonderful support system. Willamette View Foundation compliments this support by providing reliable financial support at no cost to the residents or the community.

Our donors, mostly members of the Willamette View community, have contributed to create a legacy for you and those who follow. A gift that you can count on. A gift that keeps on giving every day. We have been providing financial support for more than 50 years.

I want you to know that I am just a phone call away. If you need help, please give me a call; we can talk about your financial situation and explore the ways that Willamette View Foundation can give you the peace of mind that comes from knowing that you can count on us.

Thank you to everyone who has supported us. Because of your generosity, we have resources to help people when their finances get stretched too thin.

We are helping residents. They are counting on us. You can count on us too.

Warmly,

A handwritten signature in blue ink that reads "Diane".

Diane Wernli  
Executive Director



# OUR BOARD MEMBERS ARE YOUR NEIGHBORS

Their backgrounds look like America. From careers in advertising to Alzheimer’s care and research to the automotive industry. And from locations that stretch between Manhattan, Kansas City and San Francisco.

But today the three Willamette View Foundation board members who are also residents are living in the same wonderful community and share the same united belief that their neighbors deserve financial security in the event they exhaust their resources.

Carol Cameron, Elise Meyers and Ron Gustafson have vastly different histories, but today they are on the same page working to uphold the mission of the Willamette View Foundation.

**Carol Cameron** and her husband moved to Willamette View in 2011 after living all over the world – New York City, Kansas and Mexico City. She and her husband, Jim, who died in 2016, both worked for the former advertising powerhouse, Young & Rubicam. Carol is serving her fourth term on the board.

**Elise Meyers** moved to Willamette View in 2013 after spending years as the executive director for the Alzheimer’s Association in Marin County, California. A native of Klamath Falls, Oregon, she says she always wanted to retire in Portland after she fell in love with the area as a student at Lewis and Clark College.

Her work for Alzheimer’s patients showed her that health care costs can sometimes overwhelm family finances.

**Ron Gustafson** spent 32 years working for General Motors all over the world, as a computer programmer, systems analyst, business consultant, and systems developer. He retired to his native Oregon to care for his dad. They both moved into Willamette View in 2001 and became “terrific roommates.” His father passed away a few years later, but Ron still lives in the community. It’s this culture of family that has shaped his strong feelings to look out for residents who may need help.



We’re helping people who need help, which is one the most important things we can do. While most residents won’t need financial help, you never know. Things happen and I think people are happy we’re here just in case.”

Carol Cameron  
Willamette View Foundation  
Board Member



Residents of Willamette View had the foresight to donate, what has grown to over 20 million dollars, to insure that those who follow can enjoy life without the worry of outliving their assets.”

Elise Meyers  
Willamette View Foundation  
Board Member



It’s important that people who live here do not need to worry about running out of money. The Foundation simply gives them peace of mind.”

Ron Gustafson  
Willamette View Foundation  
Board Secretary/Treasurer



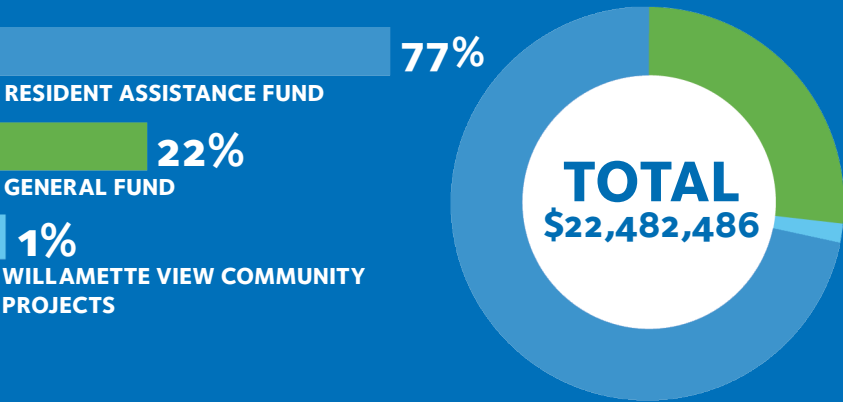


# FUND BALANCES AND FINANCIAL FACTS

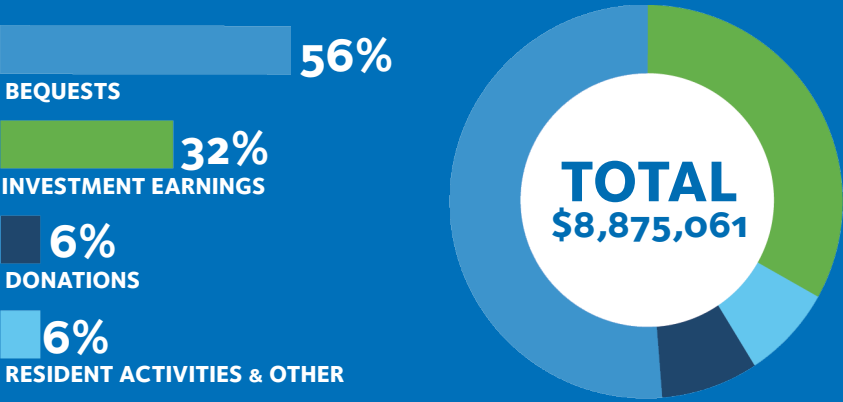
AS OF DECEMBER 31, 2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Resident Assistance Fund	11,217,507	11,857,797	12,632,081	12,564,161	12,164,232	12,352,542	13,921,069	12,659,795	14,696,936	17,238,782
General Fund	2,815,021	4,401,046	4,301,825	4,472,422	4,484,537	4,623,854	4,587,080	4,017,964	4,490,350	4,989,579
Willamette View Community Projects	39,167	41,508	257,942	267,173	223,102	227,561	254,428	205,286	245,238	254,125
Bus Fund & Other Designations	6,871	9,398	8,389	6,784	0	0	0	0	0	0
Total Net Assets Balances	14,078,566	16,309,749	17,200,237	17,310,540	16,871,871	17,203,957	18,762,577	16,883,045	19,432,524	22,482,486
Resident Assistance Provided	221,473	338,976	422,494	265,788	347,031	320,099	272,647	371,986	379,129	126,852
Net Appreciation (decline) in the value of investments	(784,430)	1,205,248	1,383,885	31,587	(190,866)	699,463	2,474,334	(1,384,932)	2,937,444	3,421,436
Donations	37,532	141,007	204,441	91,668	34,075	7,090	14,240	3,750	6,300	7,100
Bequests	2,705,777	942,232	130,376	108,083	117,689	77,819	344,127	160,705	238,277	123,116
Resident Activities & Other	148,125	90,553	94,719	104,370	77,348	12,721	0	0	0	0
Investment Earnings	343,374	467,216	275,743	361,605	578,874	383,301	250,316	191,378	14	0
Total Revenue	3,234,808	1,641,008	705,279	665,726	807,986	480,931	608,683	355,833	244,591	130,216
Program Services (including Grants)	855,366	560,459	1,120,543	511,970	592,580	545,830	1,509,347	648,858	663,925	427,430
Management & General	105,856	114,791	142,938	127,322	330,951	398,225	147,859	104,733	95,621	89,081
Fundraising	18,241	18,565	17,907	18,308	9,916	2,936	2,682	3,406	9,807	10,386
Total Expense by Function	979,463	693,815	1,281,388	657,600	933,447	946,991	1,659,888	756,997	769,353	526,897

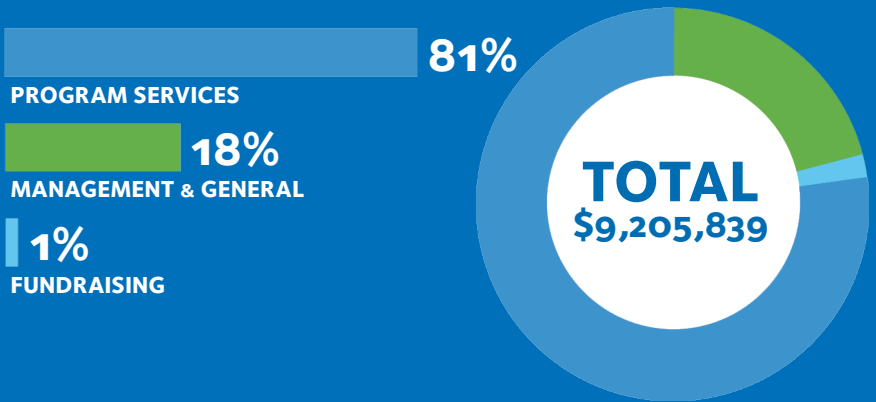
## FUND BALANCES 12/31/20



## REVENUE BY SOURCE 2011-2020



## EXPENSE BY FUNCTION 2011-2020



TO VIEW OUR COMPLETE 2020 AUDIT REPORT GO TO OUR WEBSITE AT [WILLAMETTEVIEWFOUNDATION.ORG](http://WILLAMETTEVIEWFOUNDATION.ORG)  
OR GIVE US A CALL AT 971-233-8956.

# A FINANCIAL LIFELINE WHEN YOU NEED IT THE MOST

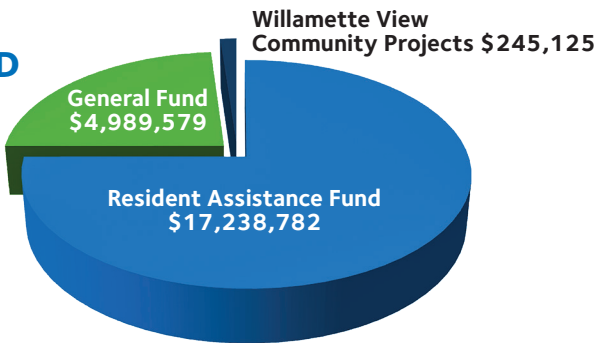
You can't put a price tag on peace of mind. But this is what the Willamette View Foundation offers residents. The residents of Willamette View have been given a wonderful gift to ensure their peace of mind as they age into an uncertain future.

The core of our mission is helping residents stay financially secure. We are here to throw a lifeline to help those whose resources have been exhausted through no fault of their own. Willamette View Foundation was specifically created to help residents. Residents of Willamette View had the foresight to donate what has grown to over \$20 million, to ensure that those who follow can enjoy life without the worry of outliving their assets.

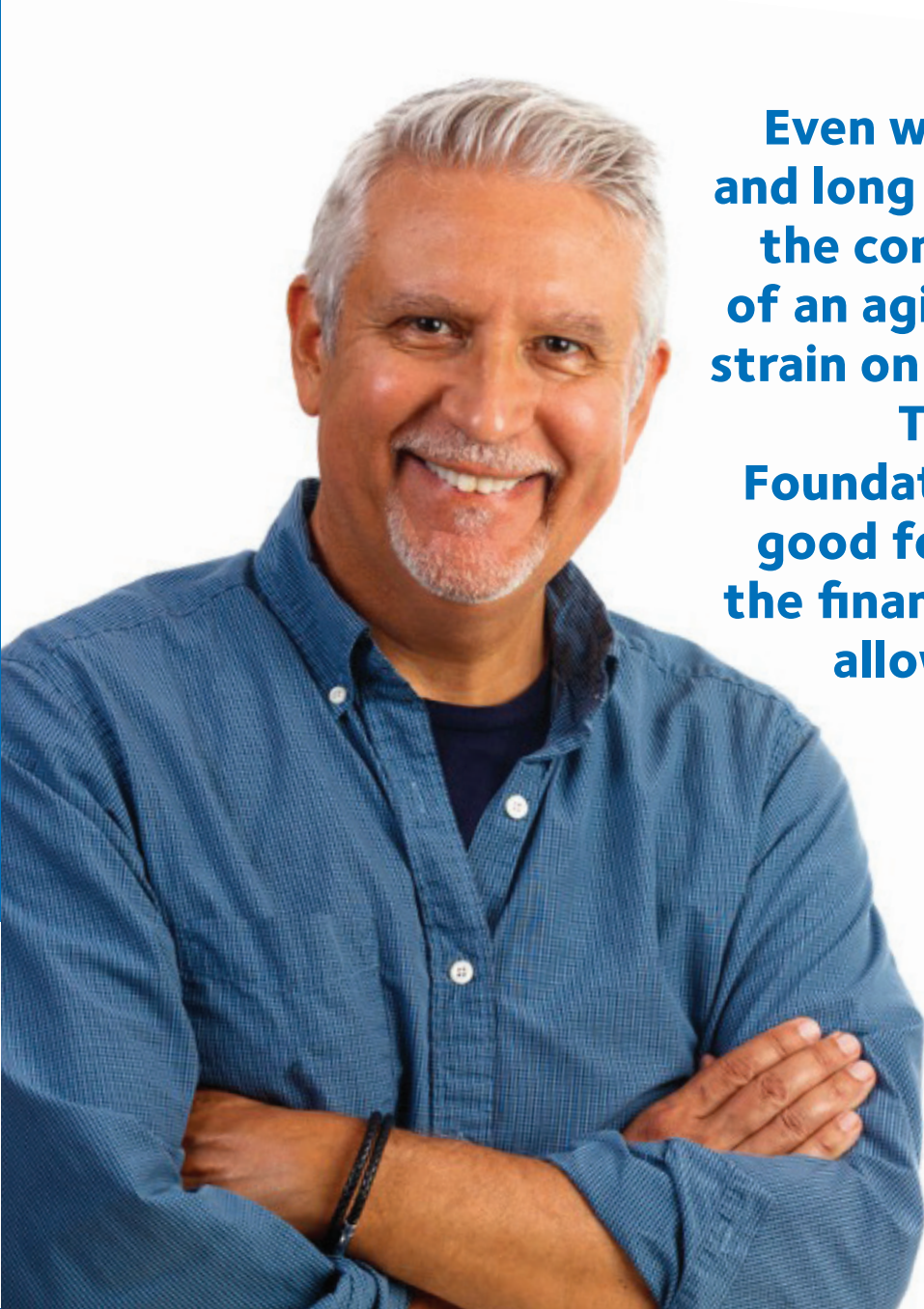
This tradition of looking out for each other started way back in 1967. Since then, the Willamette View Foundation has distributed millions of dollars for residents who need assistance and comfort. When they need it, they get it.

## OUR ASSETS GO WHERE DONORS INTENDED

Foundation resources have been accumulated through careful stewardship and management of donations. Our disciplined investment strategies have enabled our assets to grow. The chart at the right details how our resources are designated.



Willamette View Foundation also supports residents who need help managing their day to day bills. We do this at no charge to the residents. The financial resources that allow us to do this have come from generous donors over the last five decades.



“Even with careful financial and long term care planning, the continued good health of an aging parent can put a strain on financial resources. The Willamette View Foundation celebrates that good fortune by providing the financial assistance that allows my Mom, as well as myself, to enjoy her good health without the worry of not being able to meet her ongoing financial obligations.”

Resident Family Member

For many residents, a big part of the decision to move to Willamette View was knowing that Willamette View Foundation was available with resources to help them if their funds were ever exhausted. The Willamette View Foundation's Resident Assistance Program is like a Long-Term Care insurance policy, only there are no premiums for you to pay and it will pay all your care costs that your own resources cannot cover.

# THERE IS A GREAT RESPONSIBILITY WE FEEL TO ALL THE RESIDENTS OF WILLAMETTE VIEW

I hope that reading this report on Willamette View Foundation has given you a sense of security and peace. That is certainly what we all need after the unsettling events of the past year.

“Live for today, plan for tomorrow,” is one of my favorite quotes. In fact, it embodies the reason I serve on the Willamette View Foundation Board of Directors. The year 2020 showed us all, that the future is uncertain. Events we never imagined hit us without warning. The escalating growth of the virus, followed by wildfires, ice storms, and social unrest.

Fortunately, a history of sound planning has kept the Willamette View Foundation strong and well positioned for the future. I believe this commitment to forward thinking is why so many residents have supported our mission for the last 52 years.

Our portfolio returned 18.7 % in 2020 despite the turbulence in the equity markets. This brought the fund designated for residence assistance to \$17,238,782.

The Willamette View Foundation Board is looking for projects to fund that will benefit the residents of Willamette View. If you have ideas or know of projects that we can consider supporting, please feel free to contact a board member or me directly.

We remain loyal to our mission to help every resident that needs help today, tomorrow, and into the future.

Sincerely,



Christie L. Geiger  
Board President



## OUR MISSION

The Willamette View Foundation's Mission is to help qualified residents of the Willamette View Retirement Community maintain their dignity and independence through assistance in satisfying their need for housing and financial security. Aid is provided through resident assistance and financial management programs, educational seminars, financial information services, publications, and grants to Willamette View, Inc. that benefit the community's residents.





# WILLAMETTE VIEW FOUNDATION

## BOARD OF DIRECTORS

**Christie Geiger**  
Board President

**Mike Gallagher**  
Board Vice President

**Ron Gustafson**  
Board Secretary/  
Treasurer

**Carol Cameron**  
Board Member

**Jonathan Enz**  
Board Member

**Elise Meyers**  
Board Member

## EXECUTIVE TEAM

**Diane Wernli**  
Executive Director

**Christy Noble**  
Executive Assistant



EMAIL [info@willametteviewfoundation.org](mailto:info@willametteviewfoundation.org)

PHONE 971.233.8956