

## Maryhurst Campus



*Madeline Abramson and Maryhurst President Judy Lambeth*

## *Madeline's Cottage* and New Site Improvements to Maryhurst Campus

A vision several years in the making, Madeline's Cottage has finally become a reality. All of the planning, preparation and behind the scenes work (not to mention dollars raised) has become a permanent fixture on the Dorsey Lane campus in eastern Jefferson County as of June. The brand new 7,700 square foot residence, home to 14 girls, culminates our three-year *Stand Up for Girls* capital campaign, which was designed to re-envision Maryhurst's 38-year old campus raising nearly \$2.9 million dollars. The improved campus plan will better provide for the children's safety and therapeutic needs, as well as the organization's sustainability, while giving the girls a space that is more "home-like."

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## Letter from the CEO

### Giving Thanks

I think I need a second Thanksgiving holiday on my calendar. I always love the one that falls in November because for me that is a time to go home to my family, be around people I love, and think about the many things in my life for which I am thankful.

But May has turned into another time of Thanksgiving for me. I celebrated my 25th anniversary as CEO on May 11th. It has been an immense privilege for me to serve in this position for so many years. I am grateful to the Sisters of the Good Shepherd who placed their trust in me. I am grateful to those who nurtured and supported me along the way – praising my successes, forgiving my mistakes, and encouraging me to always do my best.

Then on May 19th, we held our 25th Journey of Hope Luncheon with a record crowd of nearly 800. What an incredible privilege it is every year to tell our community about the amazing children in our care – children who have overcome devastating trauma to become young women full of hope and promise. I was able to spend more time than usual with this year's Alumna of the Year, Sheri Clarry, and she repeatedly talked about how Maryhurst saved her life.

At the luncheon we were also able to announce that we have neared the end of our Stand Up for Girls campaign. Hundreds of individuals, corporations, and foundations have helped us raise money for programming, capital needs, and our endowment. By the time this newsletter reaches you, we will have completed our new Madeline's Cottage, named in honor of our long-time board member, advocate, and friend, Madeline Abramson. This new residence has been designed to provide the best possible treatment environment for our girls. With the new cottage we will also celebrate the opening of our new walking trail and Butterfly Garden. I am so grateful to all those who helped us strengthen our services, add wonderful new features to our campus, and focus on securing our future funding.

So now you see why I need another Thanksgiving on my calendar. Yes, there are days when I feel tired. Yes, there are obstacles that can seem overwhelming, but through it all, I am grateful – for this place, this job, this opportunity to make a difference in our world, and for you who have been a part of all of this each step of the way.

In our journey of hope,



**Judy A. Lambeth**  
President and CEO  
jalambeth@maryhurst.org



### Vision Statement:

*Maryhurst dares to imagine communities free of abuse and filled with hope for every child and family.*

### Mission Statement

*Believing the worth of children and strength of families are cornerstones for a better world, Maryhurst is dedicated to providing care and commitment, strength and support, healing and hope to children and families in great need.*

### 2015 Board of Directors

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All of the capital improvements will be designed for maximum sustainability and function. The sustainability efforts will encompass a number of areas, including environmental stewardship, green technology, energy efficiency, maintenance and durability. Our ultimate goal is to create an environment that promotes healing and will complement our programming initiatives.

Furthermore, for the first time on campus, a new sensory therapy room (known as the Snoezelen Room) funded by the WHAS Crusade for Children has been designed with our children's specific needs in mind. The equipment will engage sight, hearing, touch and smell, as well as have neutral wall and floor surfaces to allow images to be projected on them. All cottages on campus will benefit from using the new space.

In addition, many new overall site improvements are now available to the residents at Maryhurst. The new walking trail, thanks to funding by the Humana Foundation, will cross a large part of the campus. We are excited to

partner with Bernheim Arboretum and Research Forest to add trees, native landscaping, new gardens and an orchard where girls can pick and eat food that they help grow.

The new Butterfly Garden, thanks to Foxhollow Farms, will provide an outdoor educational experience for the girls in our care. They will have the opportunity to plant and eat their own foods; experience aromatherapy classes, learn about soil, all while learning in a therapeutic atmosphere. Maryhurst is thankful to the Jefferson County Master Gardner Association for partnering with us to maintain this space.

We hope, if you have not already, that you will come out for a tour of Madeline's Cottage, as well as visit our new outdoor education spaces. For more information, or to schedule a tour, call the Development Office at 245-1576. We also encourage you to visit our website at [www.maryhurst.org](http://www.maryhurst.org) or find us on Facebook for additional updates.

## Maryhurst closes out *Stand Up for Girls* Campaign



*New donor wall by Tracy Pennington being installed.*

The saying goes, as one door closes, another one opens. This rings especially true as the doors to Madeline's Cottage most recently opened, while those to the *Maryhurst Stand Up for Girls* Campaign closed. Introduced at the Journey of Hope luncheon three years ago, the \$7 million campaign is the most successful fundraising campaign in the history of Maryhurst. Currently, more than \$6.4 million has been raised, with more requests outstanding. While there are still additional funds needed to meet the campaign goal, the funds have already begun making a difference in the lives of the children we serve from both a programming and capital standpoint.

Over the next year, the initiative to raise the remaining \$300,000 for our endowment will continue. By investing in Maryhurst's long-term operation, it ensures a gift of perpetuity and helps provide for the future of the organization. Many thanks to the nearly 300 individual donors, corporations and foundations that helped bring the campaign to fruition. We are grateful for their generosity and are excited that everyone who donated to the campaign will have a permanent fixture in our new cottage thanks to the commissioned donor wall by Tracy Pennington from Madcap Mosaics.



# Journey of Hope Luncheon 2015

Maryhurst is grateful to our sponsors, attendees, and volunteers of the **25th annual Journey of Hope Luncheon**, Tuesday, May 19, 2015. The event helped to raise more than \$230,000 for the children in our care. **Please visit our Facebook page for more photos.**



*Special Guest, Liz Curtis Higgs*



*Elizabeth Jeffries, Event Chair*



*Alumna of the Year, Sheri Clarry with Melissa Swan and Judy Lambeth*



## 2015 Butterfly Award Recipients



*Representative Jimmie Lee*



*Brown-Forman Corporation*



*Junior League of Louisville*

## Journey of Hope Sponsors

### Diamond:



### Platinum:

Media Support provided by



### Gold:

Anthem Blue Cross and Blue Shield in Kentucky  
Papa John's International, Inc.  
UPS

### Silver:

*Business First*  
Fifth Third Bank  
Norton Healthcare  
Sam Swope Auto Group  
Sisters of the Good Shepherd  
*Today's Woman*  
Yum! Foundation

### Bronze:

ADP Foundation  
BB&T Insurance  
Bosse Mattingly Constructors  
Churchill Downs  
Class Act Federal Credit Union  
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### Table

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### JOH Ambassadors

Madeline Abramson & Rae Horton  
Britainy & Andy Beshear  
Lisa Butcher  
Kim Hales  
Elizabeth Hoagland  
Junior League of Louisville

Katie & Mike Kern  
Tamra Koshewa  
Judy Lambeth  
Joan Lenahan  
Annie Locke  
Sarah Newell & Lucy Hagan  
Kathy Olliges & Corinne Peers  
Julie Roberts  
Roller Die + Forming  
Brittany Swan  
Ryan & Joanna Todd

### Special Thanks

Melissa Swan, Special Video Presentation  
Delta Dental  
OUTFRONT Media  
Verizon Wireless

### Did you know?



Maryhurst's first *Journey of Hope Luncheon* was held at Vincenzo's restaurant twenty-five years ago – with a crowd of about 90.

## Shopping with a Purpose

### Support Maryhurst by Shopping at Kroger and Amazon

#### Amazon Rewards

Are you an Amazon member? If so, by signing up for AmazonSmile, which is free of charge, 0.5% of your eligible Amazon Smile purchases go to the charitable organization of your choice. Sign up today at [smile.amazon.com](https://smile.amazon.com) and designate Maryhurst.



#### Kroger Community Rewards

By enrolling your existing Kroger Rewards Card you can automatically raise money for Maryhurst every time you shop! Simply register online at [krogercommunityrewards.com](https://krogercommunityrewards.com), sign-in and click enroll now. By editing your account you will be able to enter Maryhurst's NPO #11481 and register Maryhurst as your selected charity of choice. If you are a new member you will need to sign up for an account first at <https://www.kroger.com/account/create> and then follow the prompts to select Maryhurst as the designee.



# Maryhurst Legacy of Hope Society



Since our founding in 1843, Maryhurst has operated under the belief that the worth of children and strength of families are the cornerstones of a better world. We are dedicated to providing service and support, care and commitment, healing and hope to children and families in great need.

In order to sustain the tradition of hope and healing that has defined Maryhurst for 170 years, we rely upon the generosity of our friends for financial support of our programs. Annual gifts are a critical component of our budget each year, while planned gifts help us both with our operational budget and our endowment.

By sharing a planned gift with Maryhurst and becoming a member of the *Legacy of Hope Society*, you will ensure that our caring, expert programming will be around to serve many thousands of children in the future just as it has since our beginning.

Planned gifts provide you with a variety of benefits which may include life income, continued use of gift property, an avoidance of capital gains tax, and immediate tax deduction.

**There are several ways to make a planned gift to Maryhurst:**

## Bequest

A bequest is a gift made through a provision in your will naming Maryhurst as beneficiary. A gift of this type may reduce estate taxes. By notifying the Development Office of your gift, we will name you and/or your family as a member of the Legacy of Hope Society. There are three common options to consider when making a bequest to Maryhurst.

### Specific Bequest

I, John Q. Public, do hereby devise and bequeath to Maryhurst, Inc., a Kentucky not-for-profit organization, located in Louisville, Kentucky,

the sum of \$100,000 to be used (a) for the benefit of Maryhurst as the Board of Directors may determine; or (b) for a specific purpose, the criteria for which is on file at Maryhurst.

### Percentage Bequest

I, John Q. Public, do hereby devise and bequeath to Maryhurst, Inc., a Kentucky not-for-profit organization, located in Louisville, Kentucky, 50% of my estate to be used (a) for the benefit of Maryhurst as the Board of Directors may determine; or (b) for a specific purpose, the criteria for which is on file at Maryhurst.

### Residual Bequest

(a) All the rest; or (b) x% of the rest, residue and remainder of my estate, both real and personal property, I give, devise and bequeath to Maryhurst, Inc., a Kentucky not-for-profit organization, located in Louisville, Kentucky, to be used (a) for the benefit of Maryhurst as the Board of Directors may determine; or (b) for a specific purpose, the criteria for which is on file at Maryhurst.

## Life Income Gifts

Life income gifts provide you with a regular income stream while also providing financial support to Maryhurst. Common gifts of this type include charitable gift annuities and charitable remainder trusts.

## Beneficiary Designations

A beneficiary designation allows you to continue supporting our work even after your lifetime by naming Maryhurst as beneficiary of your retirement plan, life insurance or insurance annuity assets.

*Please consult your financial advisor in order to determine the planned gift that offers you and your family the most benefit.*

For more information about Maryhurst's *Legacy of Hope Society* please contact Jennifer Moran, V.P. of Development and Communications, by phone **502.271.4520** or email [jmoran@maryhurst.org](mailto:jmoran@maryhurst.org).

## In Memory: William and Mary Jo MacDonald

Maryhurst sadly bid farewell to long-time supporters, William and Mary Jo MacDonald recently. In 2013 we named our on-campus academy in their honor. They will be greatly missed.



## The Endow Kentucky Tax Credit Program

The Endow Kentucky Tax Credit Program provides significant tax advantages to donors who make charitable gifts to permanent endowed funds at their local community foundations.

Please visit <http://revenue.ky.gov/endowedkytaxcredit.htm> to learn details about this important tax credit opportunity.

### Maryhurst Partners with Business and Professional Women

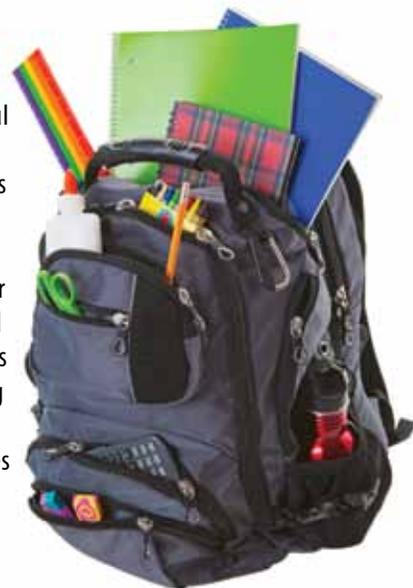


The Maryhurst BPW of River City Business Training Program serves as a valuable tool, linking young ladies with corporate organizations and professional women. This past winter, the Business & Professional Women (BPW) organization and Maryhurst began a job mentoring program where group members of BPW began working with the Maryhurst girls helping them with professional development, resume writing, interview coaching and other job readiness skills. In addition, BPW hopes their members will participate in job shadowing following the job mentoring program. Thank you BPW for your partnership!



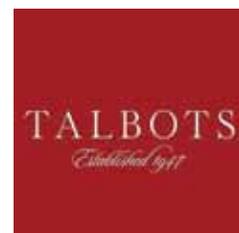
### Back to School Supplies Needed!

Maryhurst is making plans now to send 125 children back to school. You know how stressful this is in your household with all the pencils, notebooks, backpacks and uniforms! On average, the children in our care come to us more than four years behind their expected grade level in math and reading. Help them have the tools they need to succeed by donating supplies to the girls in our care. A complete list of needed supplies can be found on our website at [www.maryhurst.org](http://www.maryhurst.org) by clicking donation drives.



### Maryhurst Night at Talbots

Many thanks to Talbots for hosting a shopping night where a portion of the proceeds benefitted our programs. \$870 was raised and a fun night of shopping and light refreshments was had by those in attendance.



### St. Mary Euphrasia

*"Emphasize the good of people in private and in public. Raise a person's self-image whenever possible."*

– St. Mary Euphrasia

*(Foundress of the Sisters of the Good Shepherd)*



### Grant Update

Our thanks to the following for their generous support:

**CSX Corporation**  
**The Gheens Foundation**  
**Good Samaritan Foundation**  
**The Humana Foundation**

**The Lift a Life Foundation**  
**The Lyndon & Helen M Schmid Foundation**  
**The Norton Foundation**



## Upcoming Events

### FoxHollow Farm 8th Annual Fall Festival Saturday, Oct. 10



The 2015 Fall Festival includes a variety of entertainment and culinary delights for the whole family to enjoy. A portion of the proceeds from the festival will benefit Maryhurst.

We need volunteers to help with games and activities. This is a great opportunity for high school students looking to fulfill community service hours. If you are interested in volunteering, please contact Liz Bayer at **502.271.4526** or email [liz.bayer@maryhurst.org](mailto:liz.bayer@maryhurst.org)

### Give Local Louisville Thursday, Oct. 1



On Thursday, October 1, the Community Foundation of Louisville is hosting the 2nd annual Give Local Louisville. This 24-hour online "Give Day" will support nearly 200 local organizations doing great work in our own backyard. The support of our donors helped us generate more than \$54,000 in 2014, placing Maryhurst in the top 5 of 182 participating organizations. We hope to surpass this goal for 2015 and need your help, so please mark your calendars! Visit [www.givelocallouisville.org](http://www.givelocallouisville.org) to donate online and find Maryhurst under non-profit profiles.

### Meet & Greet Sessions

We invite you to join us for a tour of campus and lunch to learn more about Maryhurst – our mission and our girls. Please RSVP to Liz Bayer at **502.271.4526** or email [liz.bayer@maryhurst.org](mailto:liz.bayer@maryhurst.org)  
1015 Dorsey Lane, Louisville KY

**Wed., July 15, 12-1 pm**

**Wed., Aug. 19, 12-1 pm**

**Wed., Sept. 16, 12-1 pm**

### Foster Care Information Sessions

Come learn more about the opportunities in therapeutic foster care and adoption during our information session. This is an informal time to meet some of the foster care staff members and learn more about how you can change a child's life. RSVP to Paige McGuire at **502.499.1570** or email [pmcguire@maryhurst.org](mailto:pmcguire@maryhurst.org)  
1015 Dorsey Lane, Louisville KY

**Wed., July 16, 6 pm**

**Wed., Aug. 20, 6 pm**

**Wed., Sept. 17, 6 pm**



maryhurst

To learn more about Maryhurst  
or to donate, please call us at  
**502.271.4523** or  
visit [www.maryhurst.org](http://www.maryhurst.org)



*The Journey* is a publication of the  
Maryhurst Development Office.

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