



Holly Hall

A Christian Retirement Community

2020-2021 ANNUAL REPORT

A YEAR LIKE NO OTHER.



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A NEW NORMAL

All of us would agree 2020 was a year like no other. A year that affected every person across every continent and a year that changed all our lives in so many ways. At first, we could not wait to get back to normal. Then, we realized we would not go back to normal but have a new normal instead. It was a year that saw us wait in line to get inside a grocery store and rely more on technology than ever before.

Despite all of this, 2020 was a year that Holly Hall flourished. The staff proved they are selfless and incredibly concerned with the residents' welfare. They accepted the lockdown-induced changes and never gave up or gave in. The Wellness Department stepped up to create new ways to hold existing activities and offer a plethora of new activities. Our regular fundraising events surpassed their goals despite shifting to virtual formats. While schools, churches, and places of work closed, COVID-19 could not dampen your generosity. Your support allowed us to reshape how we provided meaningful resident experiences from a safe distance and while wearing masks. From dining to worship services, to wellness and social activities, our residents stayed active, safe, and healthy.

No one could have predicted that the campus would be closed to friends, families, and volunteers due to a pandemic most of the year, and yet, you still found ways to *add years to life and life to years* for our residents through your prayers and kindness. Thank you for your ongoing support and generosity. The difference you make in the residents' lives is one that you may never fully know in this lifetime, but you are truly laying up treasures in heaven.

JAMES P. HOUSTOUN, III
BOARD PRESIDENT

MARK MULLAHY
CEO



You can find additional stories, photos, and videos related to the topics in this report at hollyhall.org/annual-report.



Holly Hall, founded in 1949, was the first retirement community in Houston.

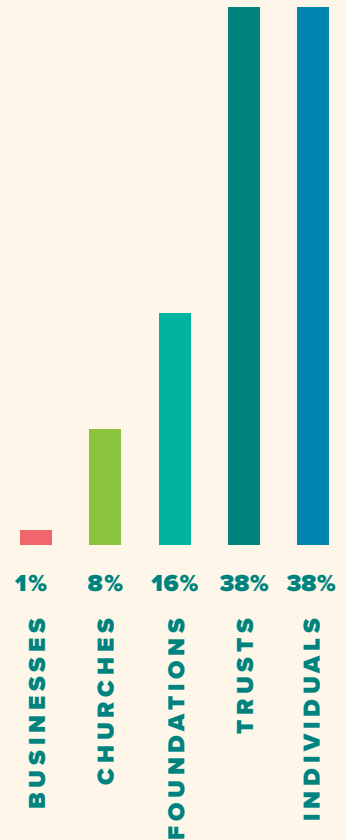


Holly Hall served more than 329 residents during the 2020-2021 fiscal year.



Holly Hall is located on 22 acres of beautifully landscaped property a few minutes outside Texas Medical Center.

FUNDING SOURCES



THE NEED FOR SUBSIDY

Over the year, Holly Hall provided financial assistance to five residents totaling \$182,292.

- The need for caregiving increases with age and in 2018, persons reaching age 65 had an average life expectancy of an additional 19.5 years.*
- Consumers aged 65 and older averaged out-of-pocket healthcare expenditures of \$6,802 in 2018, an increase of 48% from 2008 (\$4,605).*

* Reference - 2019 Profile of Older Americans, The Administration for Community Living, and the Administration on Aging, May 2020

52%

of all funds raised were dedicated to the Resident Subsidy Program.

Should a resident find that they have outlived their retirement funds, they may apply to the program in order to receive financial assistance. With so much uncertainty during the last year, the Board and staff remained diligent to ensure that adequate funds were available for residents in need. Holly Hall is dedicated to staying true to its mission and to provide a loving home with high-quality care, regardless of financial hardships.

48%

of funds raised were dedicated to enhancing the daily lives of residents at Holly Hall.

Many restricted gifts were dedicated to enhancing lives of residents during the pandemic. Donations were provided to fund safe social events and purchase exercise machines, technology hardware, and outdoor event equipment like a large inflatable movie screen, projector, tents, and chairs. Thanks to your support, residents' lives were enriched during a challenging year.



> RESIDENTS ENJOYED A VISIT TO SPACE CENTER HOUSTON

Holly Hall's swift action and strict protocol during the COVID-19 pandemic kept residents safe and healthy all year.

Holly Hall was forced to close its doors in March 2020 to all visitors, volunteers, and non-essential vendors and caregivers.

As recommendations and regulations about safe visitation were published, visitor stations were setup outdoors for residents to see their loved ones in a safe setting. With residents isolated and concerned for their safety, the staff stepped in and made every day at Holly Hall meaningful. All staff members signed a *Commitment to Excellence*, which was a pledge to take precautions on and off campus to keep residents safe.

The Wellness Department worked tirelessly to identify creative programs, activities, meals, and outings that could be implemented safely while enriching the residents' lives. In May, curated monthly bus tours began to take residents to

different destinations around town. Trips included historic buildings in Downtown; murals in EaDo (East Downtown), Downtown, and Midtown; outdoor art installations; Hermann Park; Discovery Green; Space Center Houston; Rice University; University of Houston; and Christmas lights in River Oaks. In most cases, a resident volunteered to plan the tour and acted as the tour guide.

Annual dining events became a fried chicken dinner delivered hot right to residents' doors and a catered steakhouse dinner at Christmas. Art classes were taught on a regular basis by a talented resident artist. Bingo and exercise classes had limited seating but were held on a more regular basis to accommodate the demand. Even though our doors were shut, residents lived a full and vibrant life thanks to the dedicated staff who ensured opportunities for socialization and activity were available daily.



< RESIDENTS ENJOYED A CATERED STEAKHOUSE DINNER AT CHRISTMAS

To eliminate residents putting themselves at risk, our staff provided personal concierge services to help residents with daily errands outside our campus.

NUMBER OF TRIPS

Medication Pick-Up

197

Pet Care

2

Dry Cleaning

25

Bus Tours

33

Post Office

12

Hearing Aid and Eyeglass Repair

5

Miscellaneous

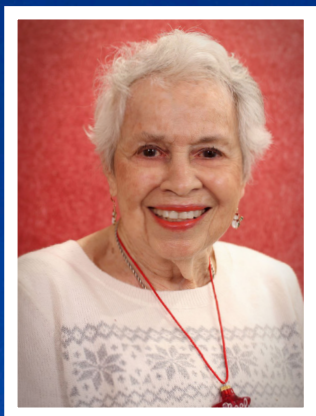
4

Online Grocery or Personal Shopping

156 orders

In-person banking on a regular basis on behalf of

10 residents



“I went from feast to famine about a year ago when the pandemic shut the door on my social life. One doesn’t realize how much being with others means to you until it’s gone.”

SONIA TOWNSEND
RESIDENT



> **WE LOVE HOUSTON SCULPTURE BY DAVID ADICKES**
SEEN BY RESIDENTS ON A BUS TOUR.

Like many organizations, we had to quickly reimagine how our longstanding fundraisers could continue to take place in a virtual, socially distanced world.

SILVER TEA

Ginni Mithoff and Amy Taylor, the event’s Chair and Co-Chair, planned the 68th annual Silver Tea as a virtual tour of Anne Whitlock and Michael Skelly’s historic home. Anne and Michael gave a delightful tour of their unique home, Houston’s decommissioned Fire Station No. 2. Emceed by the lovely Lisa Malosky, the couple told of how they transformed the space into an inviting home and decorated for Christmas. Two very worthy individuals were honored during the event: Houston Fire Chief Samuel Peña and Mary Bain Pearson, who was given a special Legacy Honoree designation. Underwriters of \$1,000 or more received a “tea setting” to enjoy while watching from home, which included coffee, tea, and cookies from Holly Hall’s kitchen and other delicacies. Most importantly, the event raised over \$175,000 for Holly Hall’s Resident Subsidy Program, which covers the cost of care for residents in need of financial assistance.



ABOVE
HOUSTON'S DECOMMISSIONED FIRE STATION NO. 2-TURNED-RESIDENCE WAS THE STAR OF THE SILVER TEA



LEFT
SILVER TEA HOSTS MICHAEL SKELLY AND ANNE WHITLOCK WELCOME VIEWERS INTO THEIR HOME

BELOW LEFT
EVENT CHAIRMAN GINNI MITHOFF RECORDS A PROMOTIONAL VIDEO FOR VIEWERS



BELOW RIGHT
PAT WALLACE, GAMES PEOPLE PLAY EMCEE

FOR AN EXCITING ANNOUNCEMENT ABOUT THE 2021 SILVER TEA, PLEASE VISIT HOLLYHALL.ORG/ANNUAL-REPORT.



THANK YOU TO OUR SPONSORS FOR SUPPORTING THESE VIRTUAL EVENTS. YOUR LOVE

Even with the change in format, we were blessed to exceed our fundraising goals for every event, and we look forward to welcoming you in person in the future.

BOOK REVIEW SERIES



> KATHERINE CENTER AND DEBORAH DUNKAM CHAT DURING THE MARCH BOOK REVIEW

The Book Review Series has been a fundraising tradition at Holly Hall since 1949 and raised over \$15,000 for the Resident Subsidy Program this year. We pivoted from the standard formula and featured local authors and one anonymous public personality, which proved to be very entertaining.

Professional book reviewer Rose-Mary Rumbley told the tale of the Roaring 20's and drew some interesting parallels to the year 2020. The Duchess Goldblatt joined us in November to talk about her journey to *Becoming The Duchess*.

Although she is completely anonymous, *The Duchess* was charming and gave a thought-provoking interview.

The season finished with local authors Ann Weisgarber and Katherine Center. Ann is a master of historical fiction and gave a rare glimpse into her detailed research process for guests in February. Katherine is described as “the reigning queen of comfort reads.” In March, she told our audience about how she became a writer and best-selling author and even gave a few insights into her book-turned-movie, *The Lost Husband*.

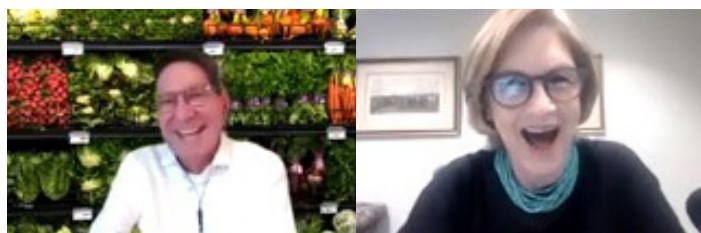
GAMES PEOPLE PLAY



> JULIE DEWALCH AND BESS WAREING PLAYING VIRTUAL BINGO

Bingo is very popular at Holly Hall, so we couldn't think of a better way to have a safe and entertaining evening with friends than to play virtual bingo. Throw in some great prizes and a celebrity bingo caller, and you have a night to remember! Winter Storm Uri forced us to postpone the event to April 1st, when we played a couple rounds with Scott McClelland,

President of H-E-B Food/ Drug Stores. Scott kept guests laughing as he told stories about the famed H-E-B commercials and shared H-E-B trivia. Thirteen lucky winners took home bottles of wine, gift certificates to local restaurants, and board games. The event was a great success having raised over \$7,000 to purchase recumbent bikes and a treadmill for our Wellness programs, which will keep residents active and improve their balance and strength.



SCOTT MCCLELLAND AND PAT WALLACE ENJOY A LAUGH DURING VIRTUAL BINGO GAME

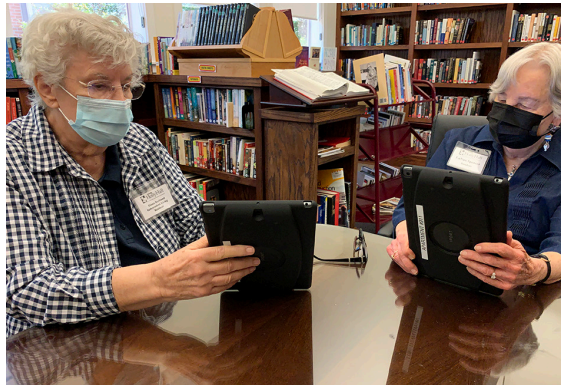
AND SUPPORT WILL DIRECTLY IMPACT THE LIVES OF OUR RESIDENTS.

CATIE helped residents stay connected to family, friends, and staff while isolated.

Due to the COVID-19 pandemic, residents were instantly isolated in March as large events were canceled, dining rooms were closed, and family visitation was no longer allowed. The ability to safely communicate with loved ones through technology became invaluable for residents during these uncertain times.

Before COVID-19, Mother's Day was the busiest day on campus all year with an extra-special brunch for all to enjoy. Since we were unable to gather, families were able to submit recorded videos for their mothers with touching messages. Je'Nai Minor, one of Holly Hall's Wellness Coordinators, went room to room showing each resident their personal messages. She was particularly touched by a resident's daughter, who is deaf, delivering a message to her mother in sign language, while the resident's grandson spoke the words aloud. Je'Nai shared, "It really struck me then. This is real. This is our new life right now. This is how we have to communicate because they aren't able to reach out to their families. Their families aren't able to come in and give them a hug, tell them how they're doing, or do things with them. They rely on us to do that."

Communication and Access to Information Everywhere, or CATIE, was brought to Holly Hall during the summer of 2020 thanks to the support from The Elkins Foundation, The Fondren Foundation, and First Presbyterian Church. CATIE offers a three-part resident experience including in-room portals (iPads),



RESIDENTS HELP RESIDENTS AT THE CATIE HELP DESK

multiple electronic displays, and two Holly Hall TV channels. Our goals for bringing CATIE to campus were to increase communication about and participation in programs, decrease the number of residents who remain isolated, and to provide an opportunity to learn a new technology. Many residents did not know how to use an iPad, Zoom, or other video chat platforms prior to the pandemic. Once CATIE devices were installed, trainings were held to teach residents the basics of using an iPad and how to get the most out of their CATIE device. Some residents who caught on quickly now volunteer their time within the community as CATIE Help Desk trainers to assist new neighbors as they move in and when anyone has questions or devices that need troubleshooting. Je'Nai and other staff members taught residents how to setup Zoom calls on their own or ensured their computers and phones were configured for video chats. Residents showed quite a bit of enthusiasm and commitment to learning how to use and adopt new technology in their lives.



Zoom meetings were held weekly for Independent Living residents to hear about the latest COVID-19 developments and changes in policies and procedures, and one group of residents still meets weekly for a Zoom happy hour. Lifelong learning is a priority for many residents and the new uses of technology over the last year has been a great way for residents to stay connected to family and friends while broadening their skillset.



JE'NAI MINOR, WELLNESS COORDINATOR



“Using CATIE allows me to quickly complete my morning wellness check-in and communicate with my fellow residents.”

DIANA BERTRAND
RESIDENT | CATIE CHAMPION



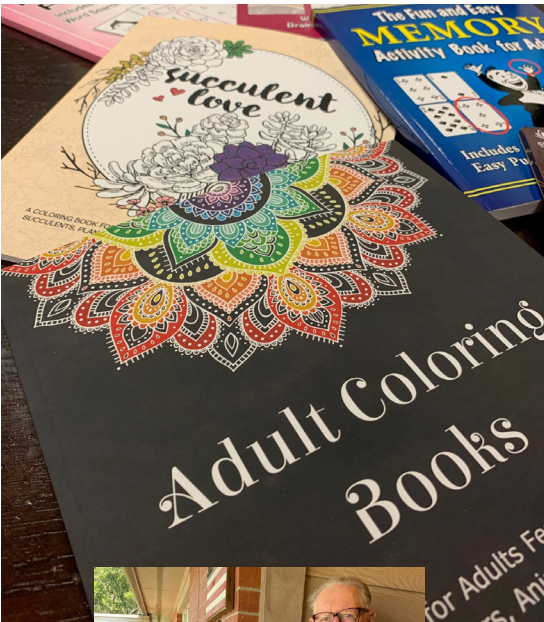
> BUTTERFILES MURAL BY FABIO PANONE
SEEN BY RESIDENTS ON A BUS TOUR.

With the regulations and safety protocols that were put into place, volunteers were no longer allowed on campus. This was yet another hardship, as socialization is vital to the health and wellness of residents, and the smiling faces of volunteers were no longer able to grace our halls. However, with the onset of the pandemic, there was an outpour of support from the Houston community. So many organizations, individuals, schools, and corporations reached out wanting to know what they could do for our residents. Some groups immediately started to sew, and handmade facemasks were donated to each resident and staff member when sourcing facemasks was difficult. Throughout the year, volunteers wrote notecards filled with love and encouragement for residents. A pen-pal group was established for those who were interested.

“My husband and I really appreciated the thoughtful communications from ‘outside’ during the last year. It was reassuring to know we were not forgotten. The gift bags from the National Charity League - Sage Chapter on Mother’s Day and Father’s Day were especially nice.”

NELL RICHARDSON
RESIDENT

Activity books were donated to keep residents entertained in their rooms. Orchestral students sent recordings of their music for residents to enjoy. During many holidays like Mother’s Day, Father’s Day, Independence Day, Thanksgiving, and Christmas, the Sage Chapter of the National Charity League took time to create decorations, gift bags, and greeting cards for residents to enjoy. It has been overwhelming to see how much generosity and love the Houston community has for our residents. From the bottom of our hearts, we thank each group and individual that provided love, support, and cheer from a safe distance. We are grateful for each and every one of you!



MARK MULLAHY ACCEPTS A DONATION OF HANDMADE FACEMASKS FROM BRIAN DINH AS PART OF HIS EAGLE SCOUT PROJECT.

A LASTING LEGACY

For more than 70 years, Holly Hall has been a place for Houston's senior community to call home. This longevity has, in large part, been made possible due to the generosity of generations past. Many individuals over the years have chosen to leave a legacy of compassion and grace to ensure that the next generation of seniors have a loving Christian community to enjoy in their retirement. Recently, two families have made the decision to leave a legacy with Holly Hall.



As you think about your legacy, please consider Holly Hall and the residents who enjoy a vibrant retirement in our community. A gift to Holly Hall through your will, trust, retirement account, or life insurance policy will make a lasting impact on countless future Holly Hall residents.

Our Development Office can provide you with more information about how you can make a legacy gift to Holly Hall, and your trusted financial or legal advisor can assist you with this process. If you have already included Holly Hall in your legacy planning, please let the Development Office know so that we can express our heartfelt gratitude for joining us in our quest of adding years to life and life to years for our senior adult family.

“When Robert and I considered our estate planned giving, Holly Hall was a natural beneficiary. It is a nurturing environment full of the most dedicated staff and friendly residents. My mother has made her home at Holly Hall for the last three years and has enjoyed so much of what Holly Hall has to offer—new friends, devoted staff members, and a broad array of activities from which to choose. We have been fortunate to share in some of the social activities with her and so many of her friends have become our friends, too. We are thankful every day that she is a contributing part of this wonderful full spectrum retirement community. Holly Hall has been a treasure to Houston for well over 70 years, and the planned giving program assures it will remain that way for many years to come.”

AMY AND ROBERT TAYLOR



“Steve and I updated our wills a few years ago. I don’t know about you, but it was a daunting task for us. Yes, we know we are going to die...EVENTUALLY! We must imagine life going on and how we can impact those lives when we have gone on to our rewards in Heaven. That is why Steve and I are Legacy Giving Partners with Holly Hall.

As a founding board member of Holly Hall, my grandmother, Ruth Cocke, instilled in me that the measure of a great community is how well it takes care of its sick and elderly populations. My mother, Bee Cocke, reinforced that sense of obligation through her service on the board and as Board President in the 1970s. My brother, Fielding Cocke, served many years and my sister, Camille Patton, serves with me today going on eight years. I had the wonderful opportunity to serve as President of the Board 2018-2019, which enriched my life like no other experience! The core values that my grandmother and mother held so dear are still upheld today through the dedication of the board, staff, and residents. The legacy of Holly Hall will be celebrated in Houston for years to come, and Steve and I are proud to be a part of it.”

TAMMY AND STEVE JENKINS

SPECIAL EVENTS SPONSORS

BOOK REVIEW SERIES

TITLE SPONSOR

Patti Kroll Culbert

BEST SELLER SPONSORS

Katherine Dowdell
Deborah Dunkum
Robin T. Klaes
Philip Schneidau

NOVEL SPONSORS

Shelley Jorgensen
Liz Rigney
Mary Margaret Schulze
Martha S. Walton

MEMOIR SPONSORS

JoAnne Cassin
Charlotte Etgen
Leslie King
Cynthia Lange

SILVER TEA

SILVER TEA SERVICE

Tammy and Steve Jenkins
Jerry McNeill and Judy
Morehead
Mary Bain Pearson,
Gina and
Jim Pearson, Gary Pearson,
Bain Pearson Pitts and
John R. Pitts

SILVER TEA POT

The George and Anne
Butler Foundation
Mary Ann and Dean Callender
Patti Kroll Culbert
Ginni and Richard Mithoff
The Stewart Foundation

PORCELAIN TEA POT

Katherine Dowdell
Tricia and Rock Houstoun
Walter S. Light, Jr.
Christine and David M.
Underwood, Jr.
Martha S. Walton
Jim and Jane Wise

CUP OF TEA

Anonymous
Chris and Merrell Athon
Debbie and Paul Berner
Pamela and Hayne Blakely
Cristina and James Buaas
Cathy Chapman
Anne and Tom Conner
Kelty and Rogers Crain
Carolyn and Platt Davis
Ann and Leslie Doggett
Deborah Dunkum
Carmel Dyer
Jenny Elkins
Cheri and Andy Fossler
The Hildebrand Foundation
Houston Trust Company
James P. Houstoun, III
Mickie Huebsch
Mary Julia Jordan
Gene and Shelley Jorgensen
Carolyn Craig Keeble
Mr. and Mrs. Robert W.
Kelsey
Robin T. Klaes
Ines Kochman-Scott
Cynthia Lange
Vicki and John Lange
Diann and Michael Lewter
Janet and David Lionberger
Ann and Frank McGuyer
Marjorie S. Nelson
Richard Nelson
Lucy and James Parker
Louise and Bob Parsley
Penny and Townes Pressler
Paul E. Renner
Patricia Richards
Liz and Robert Rigney
Judith and Henry Sauer, Jr.
Mary Margaret Schulze
Edward and Barbara Stewart
Judy and Charles Tate
Amy and Robert Taylor
Alicia and Peter Ten Eyck
Dr. Joe Trumble
Stephanie and Brad Tucker
Lynda Underwood
USI Southwest
Linda Rose Walls
Elizabeth Walter
Elizabeth and Peter Wareing
Martha W. White
Susan Whitfield

SPOT OF TEA

Rosanna Blalock
Susan and Jim Boone
Thomas and Susan Brandt
Pam and Murray Brasseur
Mr. and Mrs. James L.
Britton, III
Minnie S. Cappel
Helen Chambers
Mr. and Mrs. Lawrence R.
Daniel
Ellen Donnelly
Cynthia Ford
Lisa and George Francisco
Kip and Ann Frautschi
Kyle Frazier
Joanne Hook
Debbie and Frank Jones
Elizabeth and Albert Kidd
Alice and David King
Martha and Marvin
McMurrey
Dawna and Tom Menges
Mary Elizabeth and
Roger Merrill
David R. and Mary S.
Montague
Kathy and Harry Phillips
Marguerite Sanderson
Nancy Schissler
Mary and Stephen Schneidau
Mr. and Mrs. David Schwab
Shell Oil
Susan Silvus
Nancy S. Thomas
Ann G. Trammell
Lisa and Burch Walderon
Pamela A. Wallace
Sara E. White
Sue White
Anne Whitlock
Beth and Jim Wiggins
Carolyn Wildenthal
Kim Rogers Wilson
Carol M. Wood
Lois and Brad Wright

GAMES PEOPLE PLAY

\$1,000

Cynthia Lange

\$500

Katherine Dowdell
Deborah Dunkum
Tammy Jenkins
Shelley Jorgensen
Minor White

\$250

Catherine Carrigan
Helen Chambers
Patti Kroll Culbert
Vicki Lange
Liz Rigney
Susan Whitfield

PRIZE SPONSORS

à bientôt
Amy's Ice Cream
Ellen Donnelly
Katherine Dowdell
Deborah Dunkum
H-Town Restaurant Group
Shelley Jorgensen
Leslie King
Cynthia Lange
Diann Lewter
Bain Pearson Pitts
Liz Rigney
Mary Schneidau
Taste of Texas
Amy Taylor
Amy Ward

VOLUNTEER COMPASSION

Kristopher Agarwal
Baylor College of Medicine - COVID Sitters
Veda Chilakapati
Brian Dinh - Eagle Scout
Elim Christian School
Girl Scout Troop 146093
The Guild Shop
Heidrick & Struggles
Holly Hall Board of Directors
Houston Junior Forum
Junior League of Houston, Inc. - Sing Along With Seniors
McGovern Medical School - Senior Cares Project
National Charity League - Sage Chapter
Rice Kitchen
Travis High School Orchestra, Fort Bend ISD -
Symphonies for Seniors
University of Houston - National Residence Hall Honorary -
Painting for a Purpose
Vivian Wu - Houston Power of Music



2000 HOLLY HALL STREET

HOUSTON, TEXAS 77054

713.799.9031

HOLLYHALL.ORG

HOLLY HALL IS A NON-PROFIT RETIREMENT COMMUNITY
OFFERING INDEPENDENT LIVING, ASSISTED LIVING,
SKILLED REHAB AND LONG-TERM CARE FOR INDIVIDUALS
65 AND OLDER. HOLLY HALL WAS FOUNDED IN 1949
AND HOUSTON'S FIRST RETIREMENT COMMUNITY.

PEACE. COMPASSION. EXCELLENCE. RESPECT.