

## *The Right Reasons*

From time to time, I am asked, “Why is Life Care, an operating company providing health care services for the elderly, sponsoring Operation Christmas Child?” It’s a good question, and I am always happy to answer it.

First and foremost, the cause is right. Bringing hope and love into the life of a child – many of whom are orphaned or live under desperate circumstances – is a ministry that brings the favor of God. Life Care’s involvement means that we care about people of all ages, professionally and personally, and we seek to positively impact them.

But there are other benefits for Life Care attendant to the program. Sadly, many of the residents in our buildings are neglected or forgotten by their own families. Even those who are surrounded daily by the loving arms of their families can feel that life has passed them by and that they no longer have significant contributions to make to society. Operation Christmas Child gives them a new sense of importance and purpose as they interact with grandchildren and great-grandchildren in shopping (if they are able), choosing items for the boxes, and preparing them together. Now, they feel that they are impacting for good the lives of boys and girls around the world.

Operation Christmas Child also has public relations value for our centers. The media, for example, relate very, very well to the program. For the past two weeks, I have been visiting radio stations and doing interviews with newspapers who are spotlighting the shoe box campaign. Several more appointments will take place with the media over the next few weeks. This is true in your community, if you ask, just as it is in ours.

Mary McFarland, general manager of Cascade Park Retirement Community in Woodburn, Oregon, shared the following story this week:

“Cascade Park celebrated our 24th anniversary with a very successful open house on Saturday. It was exciting for us to see new faces and meet new folks from the Woodburn community and surrounding area. I began visiting with two women after they had passed through our reception line. I offered to take them on a tour of Cascade Park because one woman had never been here before. One wanted to listen to the entertainment but the other woman wanted to tour the assisted living because she is thinking that she may want to do some volunteer work in the near future.

“As we began the tour, she told me she was so excited to find out that we were a Life Care community. She went on to explain that she had seen our large

(more)

Operation Christmas Child display in the lobby as she came into the building and she knew immediately that we were Life Care.

“As we got to know each other, she shared that she is currently on leave from Life Care, recovering from an auto accident. She is a nurse/educator who had been teaching CNA classes, as I understood it. She knew of the nursing centers in Oregon but did not know there was a retirement community (associated with Life Care), since our signage or logos do not indicate that. She was very impressed with Cascade Park and may become a volunteer for us at some point.

“Life Care is really ‘spreading the word’ about Operation Christmas Child. Obviously, this is only one of the reasons I am so proud to be associated with the company.”

Thanks, Mary, and merry Operation Christmas Child to all!

--Beecher Hunter