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FOR IMMEDIATE RELEASE

A Philadelphia Foundation Launches Creative Direct Marketing Campaign to Engage Donors in Tough Economy
Wesley Enhanced Living Foundation Uses Puzzle to Build Personal Connections to Capital Campaign Aimed to Improve Senior Living

Philadelphia, Pa., April 9, 2009- The Wesley Enhanced Living (WEL) Foundation, the private foundation which advances the WEL continuing care retirement communities' (CCRC) vision and mission through philanthropy, has launched an innovative direct marketing campaign to raise awareness and garner attention for its \$3.1 million Evangelical Manor Capital Campaign. To reach this goal, the WEL Foundation created a 9.5 x 7" magnetized puzzle which depicts the people who live and work in the retirement community, and, highlights the \$23+ million renovation project currently underway at the Wesley Enhanced Living at Evangelical Manor retirement community in Northeast Philadelphia.

The 30-piece magnetized puzzle is being mailed in 12 installments over the next 20 months to the surrounding community - local businesses and employees, Evangelical Manor residents and their families. The total target audience includes approximately 1,000 individuals.

Each mailing includes an informative cover letter with details about the construction project, a few pieces of the puzzle and a donation envelope. The goal of the direct mail campaign is to create an interactive experience that involves people in the construction process in so that they become stakeholders and feel a very personal connection and commitment to the project.

"In this fundraising environment, creativity is imperative. Clever ideas in communicating with both existing and potential donors will make the difference," said Vice President of Fund Development Dawn George. "We hope that the puzzle will help the residents and their families follow the progress of the construction and be more

involved in a positive way. The construction is disruptive and stressful in their lives and it is difficult for everyone who is living it to keep their focus on how wonderful it will be when it is finished! Just like the construction— a lot of small things become big and that is true in giving the critical financial support that is necessary to complete the project. We have a \$900,000 gap to fill and the WEL Foundation wants everyone to know that they can make a big impact with a small donation.”

The puzzle features photos of Evangelical Manor residents and employees, Northeast Philadelphia landmarks and computer-generated images of the renovations. Coupled with messages that focus on the history, rich heritage and community benefit of Evangelical Manor, the puzzle is designed to appeal to members of the close-knit Northeast Philadelphia neighborhood where the retirement community has thrived for over 120 years.

“We’re trying to put a face on who lives and works at Evangelical Manor,” said George. “The local neighbors know most of the residents who live here, so we’re saturating the media market in an effort to really tug at the local heartstrings.”

The WEL Foundation partnered with Fairmount Ventures, a consultant company that works with non-profit organizations to implement strategic fundraising programs, and LevLane, a local advertising and public relations agency, to bring the Evangelical Manor Capital Campaign puzzle to life.

“Our challenge was to keep the Evangelical Manor Capital Campaign top of mind over a 20-month period,” said Fairmount Ventures Vice President Emily Wartchow. “Since the puzzle is magnetized, it can be placed on an office filing cabinet, refrigerator or any other metal surface and serves as a constant reminder of what is being accomplished.”

Each puzzle cost \$10 to produce, plus 59 cents postage per mailing.

For further information, or to learn more about the WEL Foundation and the Evangelical Manor Capital Campaign, please visit www.wel.org.

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Wesley Enhanced Living Foundation

The Wesley Enhanced Living Foundation (WELF) seeks to advance the Wesley Enhanced Living continuing care retirement communities’ vision and mission through philanthropy. Charitable gifts to the Foundation are directed to a variety of purposes: benevolent care for residents, community enrichment, innovation through technology, growth and expansion, capital improvements and endowment funds. www.wel.org