



For Immediate Release
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UMRC & Porter Hills Foundations Announce “COVID-19 – Not All Heroes Wear Capes” Emergency Fund for Care Teams

Initiative Will Help Address Unmet Family Needs During COVID-19

Chelsea, MI/Grand Rapids, MI, March 27, 2020 – The UMRC Foundation and Porter Hills Foundation today announced the creation of a special emergency fund for frontline staff members working to support older adults in their UMRC & Porter Hills communities.

The “COVID-19 – Not All Heroes Wear Capes” initiative will support caregivers and direct care team members as they work to manage the extraordinary challenges COVID-19 has placed on their homes and families. The campaign already has raised an anonymous gift of \$250,000 in matching support to incentivize other local contributions.

“Our world is experiencing a crisis unlike any other in recent memory,” said Wendy Brightman, president of UMRC Foundation and Porter Hills Foundation. “As we strive to protect the health and wellbeing of the older adults we serve, we can’t afford to forget the dedicated, compassionate team members who are working hard in our communities each and every day. They deserve every bit of support we can provide.”

The UMRC & Porter Hills organization already has acted swiftly to commit operating dollars to provide extra support to caregivers and frontline team members. The organization has expanded its paid time off programs—including additional pay and supplemental sick bank for use during COVID-19— as well as food pantries at all locations, babysitting services, and more.

“We’ve done a good deal, but we know it’s still not enough to fully protect our team members from personal and financial strain,” Brightman said. “We believe it is essential to alleviate some of their concerns by building extra protections and supports for our ‘healthcare heroes,’ so we can honor their daily achievements and thank them for the sacrifices they are making.”

People who wish to make a secure online donation—**which will remain local, and will be matched dollar for dollar**—should visit or contact:

PorterHills.org/Foundation | UMRC.com/UMRC-Foundation

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*Building on a foundation of 114 years of service, **United Methodist Retirement Communities (UMRC)** is a faith-based, nonprofit organization that promotes the wellness, dignity and independence of older adults, by providing high quality, innovative and compassionate senior residential and supportive services. Celebrating 50 years, the mission of **Porter Hills** is to be trusted experts serving seniors with grace. Its vision is to be nationally recognized as an unparalleled leader and partner in senior services. In March 2019, UMRC & Porter Hills affiliated, under shared governance and leadership. Together, UMRC & Porter Hills represent the second largest nonprofit senior living organization in Michigan. With a tradition of exceptional quality and a commitment to cutting-edge care, these faith-based organizations and their affiliates combine to serve more than 6,700 older adults each year, from 24 locations and service lines, across 22 counties in Michigan’s lower peninsula. umrc.com/734.433.1000 and porterhills.org/616.949.4975*