One Village, Inspired by Traditional African American Values, Welcoming to All
Dear Friends,

Before we reflect on the success of 2019, we would be remiss if we did not open this letter with sincere gratitude for our hard-working and compassionate employees. The Coronavirus has brought heartbreak and hardship to many of our family and friends, but we’ve been able to remain strong together. Our team continues to rise to the challenge and, because of this commitment, we are excited for a bright future. Thank you to our very own health care heroes at Eliza Bryant Village.

Eliza Bryant Village spent the latter part of 2019 developing our comprehensive three-year strategic plan that focuses on four critical areas: promoting a Culture of Excellence; becoming an Employer of Choice; leveraging our Cultural Competence; and expanding our Philanthropic Support.

In recognition of our historical heritage, we also adopted a new vision statement: “One Village, Inspired by Traditional African American Values, Welcoming to All.”

We offer on our 17-acre campus solutions to aging challenges along the continuum of care, from independent affordable housing, to adult day care, skilled nursing, dialysis care, and our new Elder Justice Center, providing elder abuse services. 2019, our 124th year of service, was to be a year in which we would address a variety of our known challenges. Soon after, we would learn that our priorities would experience an unimaginable detour. Nevertheless, our work continued and stories of those we serve continue to provide valuable feedback and inspiration. We look forward to sharing some of these stories in this report, along with more about the course we have charted for our future. We hope it will inspire you to re-double your valued support of our mission.

Sincerely,

Danielle Sydnor
Board Chair

Danny R. Williams, JD, MNO, LNHA
President & CEO

I’m happy to support EVB because I feel its service to our community exemplifies the ideals of equity and access. Every time I interact with EVB, I’m inspired by the passion, dedication and joy of its staff and volunteers.

– Nancy Hancock Griffith

Mr. Neal came to Eliza Bryant Village for rehabilitation services. Upon completion of his individualized rehabilitation program, Mr. Neal’s quality of life was improved with better mobility and independence with standing and walking. When asked about his stay, Mr. Neal stated, “I was overcome with happiness being able to do something as simple as a walk down the hallway. I couldn’t have done that without therapy.”

– Liz Watkins, Advisor to The Barbara Joyner Foundation

I love Eliza Bryant Village, and that’s why I give. I choose to give to the Music & Memory program, I host birthday fundraising campaigns on Facebook, and I give when I can because of the special residents at the Village and the caring community that is Eliza Bryant Village.

– Liz Watkins, Advisor to The Barbara Joyner Foundation
Ms. Wilson is the Grandmother to Desmond, a resident in the nursing home here at Eliza Bryant Village. After having multiple stokes, Desmond was admitted to our nursing home and has been here for three years. Ms. Wilson visits her grandson regularly to play bingo with him and spend quality time. She said, “I like Eliza Bryant Village, and my favorite part is how the staff communicates and treats the residents.” She enjoys the activities we provide and encourages other residents to come out of their rooms and participate. She notices that when residents mingle, start new friendships, and participate in social events, they always become more cheerful. “He’s getting stronger each day,” she said. “His disposition has been improved, and has a stronger outlook on getting better. He’s in the best place! It’s a nice place and facility, it keeps improving, and it has a friendly and family-like environment.”

2019 Year in Review

Village Volunteers Earn Community Recognition

The Village continues to be blessed with inspiring community leaders who work to help shape our future. Here is a sampling of the many accolades received by several of our volunteer leaders.

Our Board Chair, Danielle Sydnor, was recognized as one of Crain’s Cleveland Business 40 under 40. In addition to her role as Chair, Danielle is Chief Executive Officer at We Win Strategies Group and is President of the Cleveland chapter of the NAACP, where she has pushed to foster better intergenerational communication and build stronger relationships in the community. Danielle’s skills and passion for the Village inspires Village staff to strive for excellence in every facet of service delivery.

Cecil Lipscomb, 1st Vice-Chair of the Eliza Bryant Village Board of Trustees and Executive Director of the United Black Fund of Greater Cleveland, received The Corporate College Smart 50 Award. Hosted by Smart Business, this award recognizes the top executives of 50 companies in the region for their ability to build and lead savvy organizations effectively. Serving many leadership roles for the Village, Cecil enriches the values of the Village by strengthening intentionality in how we improve programs and services for seniors and their families.

Minister William Harris earned the 2019 Medical Mutual Northeast Ohio Outstanding Volunteer Award that celebrates senior citizens who volunteer their time and talents to enhance the lives of those around them. Minister Harris has served as a volunteer at Eliza Bryant Village for more than 14 years hosting monthly bible study programs and lending a helping hand wherever needed. In addition to the time he gives, the warmth of his smile and his sincere kindness is appreciated most by the staff and the residents of the Village.
Your Donations Foster Justice

Thank you for your continued financial support of Eliza Bryant Village. When we say “every contribution counts, no matter how small,” we really mean it. The Chronicle of Philanthropy recently released a report that found that organizations led by people of color are appropriated less grant money and are trusted less to make decisions about how to spend those funds than organizations with white leaders. The authors of the study found that white-led groups had budgets that were 24 percent larger than those led by people of color, and that the unrestricted assets of groups with leaders of color were 76 percent smaller than those led by whites.

Eliza Bryant Village raised $4,450 in our 2019 one-day online giving campaign, Giving Tuesday, on December 3, 2019, thanks to the generosity of many of you! Giving Tuesday, a global day of giving following Black Friday and Cyber Monday, is a virtual day of giving to kick off the holiday season by focusing on giving back to those in need. In 2019 we asked for funding to support our Elder Justice Center. We had financial gaps in our construction budget and we were able to use the donations from you to help make us whole.

Our seniors have earned the right to be safe. Many of the seniors we now serve were instrumental in building the infrastructure upon which our society depends. They were underpaid for their labors during their productive years and excluded from many institutions of higher learning that would have facilitated greater economic advancement. Now, in their declining years, they deserve to at least be free from abuse and mistreatment. The Elder Justice Center offers a key component for ensuring that they now enjoy a safe and secure living environment. Your gifts help ensure a safe environment with our Elder Justice Center for those in need. And, you helped fill a gap in funding to underfunded organizations like Eliza Bryant Village.

Remembering the Legacy of Eliza Simmons Bryant

Our mission is as important today as it was 124 years ago. Structural racism inspired founder, Eliza Simmons Bryant, to establish the Cleveland Home for Aged Colored People in 1896. Today, as a result of structural racism, many of the primarily African American constituents we serve suffer from the impact of profound poverty and significant health disparities. These conditions are compounded by insufficient resources to adequately address the serious physical and mental health challenges they face.

Ms. Bryant, herself a migrant from North Carolina, helped generations of other migrants to the area in need of care as part of an enduring mission “to provide quality services, outreach programs and a dignified, compassionate and secure living environment for seniors.” Today we regularly overcome challenges to find innovative solutions that help the vulnerable seniors we serve. We often recall the seminal work of Ms. Bryant as a source of inspiration.

In 2019, the evolution of Eliza Bryant Village was featured in a Black History Month television segment on WVIZ’s Ideas Sunday. Sharing the Village’s heritage of service to Cleveland’s under-served communities fortifies our commitment to our mission and to Cleveland’s Hough neighborhood. We will continue to find new opportunities to share our past as the building blocks of our future growth and success.
Construction of Elder Justice Center is now complete!

After six months of working collaboratively with the John G. Johnson construction team and The Hiti, DiFranceco + Siebold team of architects, Eliza Bryant Village completed the construction of our Elder Justice Center in December 2019! The Elder Justice Center is a temporary safe space for seniors experiencing abuse, violence, trauma, or criminal victimization. The Village opened this innovative and critical service on our campus on December 11th when we greeted our first guest. The innovative Elder Justice Center is the only provider of these unique and needed services in Ohio.

“You don’t have time to digest what you are going through because each day is a constant struggle to make it through that day. Here, you can focus on you. There is no particular demographic that will fall victim. You can be from anywhere. Seniors, especially women, who are victims of any kind of abuse, have a tendency to shut down. Our generation was raised, ‘You don’t talk about it.’ You act as if it didn’t happen. I want to thank Eliza Bryant Village for having the foresight to realize that this is needed.”

– Guest of the Elder Justice Center
New Three-year Strategic Plan:
One Village, Inspired by Traditional African American Values, Welcoming to All

Strategic Priority #1:
Cultivate and reinforce a culture of excellence throughout the Village that manifests in continuous improvement in program delivery, fiscal health, and customer satisfaction.
- Develop an operational and staffing plan to improve to at least a CMS 3-Star status by June 2021.
- Create a validated customer survey to be administered at least annually that includes a staff incentive system tied to improved customer satisfaction.
- Develop a program for soliciting service innovation suggestions from staff and providing financial and other incentives tied to the successful adoption of new ideas.
- Consider potential efficiencies and cost savings that might be achieved by outsourcing certain operational functions.

Strategic Priority #2:
Support and motivate the Village’s human capital resources to position it as an employer of choice.
- Develop, with staff input, new staff support programs designed to enhance employee loyalty and goodwill.
- Create a comprehensive training plan for Village managers to enhance their leadership skills and encourage supervisee mentoring.
- Identify funding to underwrite professional development educational opportunities for staff.
- Survey staff regarding other preferred recognition initiatives and develop an implementation plan.

Strategic Priority #3:
Leverage the Village’s unique skills and cultural competence to enhance its appeal to constituents and create an environment of healing.
- Develop a marketing plan featuring the Village’s heritage of service to Cleveland’s under-served communities.
- Establish a 2019 budget and business plan that supports positioning the Village as a preferred, culturally competent site for Clevelanders seeking skilled nursing care, affordable housing, or adult day and home care.
- Identify opportunities with local colleges, universities, and hospitals for appropriate research and clinical trials that would be beneficial to our elderly population.
- Consider the potential to develop existing internal capacities, such as our foodservice expertise, as additional revenue generators.

Strategic Priority #4:
Grow the Village’s philanthropic base to ensure the long-term viability of its mission of service to the Black community.
- Build on the successful launch of the Village’s Elder Justice Center to develop complementary, income generating services that advance the Village’s mission and improve its fiscal viability.
- Form a board/staff committee to plan, launch and execute a capital campaign to fund needed improvements to the Village’s physical plant and to grow its endowment.
- Develop and launch an individual donor campaign focusing on the Village’s heritage as a safe haven and trusted caregiver to Cleveland’s most vulnerable elders.
Our Culture of Caring in Action
Auxiliaries Amaze the Village

Volunteer are an essential component of the Village! For more than a century, the women of Auxiliary I, Auxiliary II and Auxiliary III have been raising funds and awareness to improve the lives of residents, program participants and housing tenants. In 2019, the Village benefited from the Auxiliaries in many different ways – and we are so grateful!

Auxiliary I hosted its annual High Tea luncheon on July 27, 2019. The theme for the 2019 High Tea was *Looking to the Future*, and featured keynote speaker Natoya Walker-Minor, Chief of Public Affairs for the City of Cleveland. In February, Auxiliary I also hosted a Valentine’s Day party for our skilled nursing residents providing crafts, cupcakes, and friendly conversation.

Village residents enjoyed two annual events hosted by Auxiliary II, including a game day that featured board and card games and a Spring Fling event with live music, arts and crafts. On November 2, 2019, Auxiliary II hosted its annual Holiday Mart & Fashion Show luncheon, *Honoring Tradition Legacy and Service*. Featuring fashion from local retailers, this delightful annual event helped raise awareness and financial support to Eliza Bryant Village’s continuing mission.

Auxiliary III’s 50th Anniversary Music Fest & Luncheon was held on May 11, 2019. Auxiliary II also hosts an annual Christmas party for the residents that is filled with laughter, smiles, and gifts.
Honoring Ms. Brenda York, Village Friend + Board Member

2019 brought sorrow with the loss of our friend and long-time Board Member, Ms. Brenda Lee York. Brenda dedicated 14 years to serving the Village in many roles as a Board of Trustee. She served as President of the Board, chaired and served on the Strategic Planning Committee, served on the Quality Assurance Committee and, during her tenure, she also served as Chair of the Housing Committee and Recording Secretary, and was an enthusiastic supporter of all the Eliza Bryant Village Auxiliary luncheons.

In addition to her dedicated work for the Village, Ms. York excelled in her professional career as a realtor. She became President & CEO of Lavender Real Estate Brokerage where she helped to improve the lives of neighbors, family and friends. She also served on the Boards of The HELP Foundation and the Murtis Taylor Multi-Service Center, and was an active member of the Mt. Zion Congregational Church.

Brenda truly embodied the values of the Village – she was compassionate, kind and her imagination for a better world for senior’s motivated board and staff to always do better. She was not only our Board Member, she was a friend, a wife and mother, a professional, and so much more to so many people. We fondly remember and miss our dear friend, Brenda York.
Employees Continue to Go Above & Beyond!

2019 was filled with appreciation for employees going above the call of duty.

Cleveland Bridge Builder Graduates
President and CEO Danny Williams, offers congratulations to graduates of the 2019 Cleveland Bridge Builders class, Jeanna Davis, MSSA, Director of Senior Outreach & Adult Day, and LaVerne Peakes, Program Manager, at Eliza Bryant Village. Cleveland Bridge Builders (CBB) is a launch pad for mid-career professionals that prepares them for a greater role in the community by fostering teamwork, growth and learning. Jeanna and LaVerne applied their knowledge to successfully facilitate the planning of our new Elder Justice Center through a collaborative process with internal team members and external community partners.

Strengthening Credentials in Dementia Care
Rekeyta Johnson, Resident Care Coordinator, LPN, earned her certification as a Certified Dementia Practitioner to better serve the residents of Eliza Bryant Village. Awarded from the National Council of Certified Dementia Practitioners, this certification helps Rekeyta tailor care for individuals living with dementia. Her increased knowledge of clinical skills equip her with the safest and most effective techniques to provide quality care to residents with aggressive and/or wandering behaviors. Most importantly, she can share her knowledge with her team to ensure care goals are met.

Philanthropy in Action
Chief Philanthropy Officer Joan Palumbo volunteers as Vice President of Resource Development on the Board of the Association of Fundraising Professionals (AFP) Greater Cleveland chapter. Her talents in fundraising will help not only Eliza Bryant Village acquire needed funds to support our work serving those in need, she will also help Greater Clevelanders understand the importance of diversity and how one-time and re-occurring gifts are being used to improve the lives of so many of our family, friends and neighbors.
One Hundred Plus Club Celebrates Aging

Eliza Bryant Village’s “100 Plus Club!” comprised of residents 100 years and older, inspires us all to be kind to each other and to ourselves. Caring for residents with dignity and respect is a core value of the Village, and we are honored to spend time with and learn from wonderful residents of this unique group. We are inspired by our residents and we cherish the wisdom and humor they give to us as we do our best to make their golden years enjoyable. We asked, “What is the secret to living a long and full life?” One resident said “Be kind to people.”

New Leadership Infuses Fresh Perspective on Quality Improvement

2019 welcomed new leaders to the Village! Bradley Willmore, MBA, LPN, LNHA, HFA, joined the team as Administrator of our skilled nursing facility. Bringing more than 20 years of healthcare management experience, Brad is a navy veteran and a nurse, with a strong passion for serving the needs of others. Under his guidance, Brad encourages staff to learn and practice methods to improve quality and customer service.

We also welcomed Jolynda “Mimi” Gibbs, MBA, our new Director of Human Resources and Labor Relations, to the Village in 2019. Understanding that the key to delivering excellent service begins with excellent employees, Jolynda’s leadership provides resources, training and tools to help employees be the best they can be for themselves, our residents and the Village.
2019 Consolidated Financial Information

**REVENUE**
- Medicaid: $8,420,009 (55.2%)
- Medicare: $1,637,208 (10.7%)
- Hospice: $204,270 (1.3%)
- Veteran Administration: $173,015 (1.1%)
- Outpatient Therapy: $14,658 (0.1%)
- Private Pay: $1,749,907 (11.4%)
- County Fee-For-Service: $149,014 (1.0%)
- HUD: $508,119 (3.3%)
- Government Grants: $923,971 (6.0%)
- Foundtn Grants & Contributions: $592,043 (3.9%)
- Investment Income: $487,615 (3.2%)
- Other Income: $423,701 (2.8%)

**TOTAL REVENUE**: $15,283,530

**EXPENSES**
- Wages & Benefits: $9,198,494 (57.2%)
- Dietary: $564,754 (3.5%)
- Therapy Expense: $710,968 (4.4%)
- Utilities: $714,486 (4.4%)
- Security: $81,345 (0.5%)
- Supplies & Indirect Expenses: $2,176,717 (13.5%)
- Occupancy Expenses: $1,506,021 (9.3%)
- Interest Expense: $63,889 (0.4%)
- Depreciation: $1,094,382 (6.8%)

**TOTAL EXPENSES**: $16,111,056

**REVENUE OVER EXPENSE**: (827,526)

*not including unrealized losses of $578,915*
Thank You!

With your continued support, Eliza Bryant Village will continue to remain a premier provider of outstanding healthcare, programs and services along the continuum of care.

The Development Department has made every effort to ensure the accuracy of the donor honor roll. Please let us know of any errors or omissions by calling (216) 361-6141, ext. 880.

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- William Beargie
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- Cleveland Branch - NAACP
- Cleveland Foundation
- Cuyahoga Arts & Culture
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- Eliza Bryant Village Auxiliary III
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