

The Danish Home Capital Campaign Brings Future into Focus

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(Posted by Ivy Marketing, Community Contributor)

The Danish Home of Chicago, a boutique senior community in the Norwood Park neighborhood, has launched a \$10.5 million capital campaign in support of building expansion and improvements as well as charitable care for residents who have exhausted their financial resources.

If fully realized, the fundraising effort will enable The Danish Home to add a spacious dining room overlooking its garden, modernize the kitchen, bring a new dining room and five suites to healthcare on the first floor, and add five new apartments to independent living on the second.

"There is more to life than brick and mortar," said The Danish Home president and CEO Scott Swanson. "We are all about personal, quality care and happy lives for our residents long into the future."

Swanson added, "We are well on our way to reaching our goal, but we are asking for the support of local, national and international sponsors at this critical point in our campaign."

While each member of The Danish Home Foundation board has generously made a gift, pledge and/or bequest to the fundraiser, it is perhaps Peter Orum and his family who have had the greatest personal impact on potential benefactors. Long-time providers of both financial and hands-on support to The Danish Home, the Orums were recipients of the home's 2018 *Essence Award* for exceptional service.

In a moving speech to nearly 200 people at The Danish Home's annual benefit last fall (at which the award was bestowed), Peter implored guests to consider the importance of giving to the campaign.

"When we look in the mirror, we must ask ourselves how much we could possibly do, not how little can we

get by with," said the Danish-born Chicagoan whose company, Midwest Groundcovers, is an industry leader in the propagation, growing and wholesale distribution of quality landscape and garden plants.

The appeal is now open to the public, with great appreciation of gifts, pledges or bequests in any amount.

"As we move forward with our campaign, we give grateful thanks for involvement and investment in our community," said Swanson.

Gifts to The Danish Home's "Our Future in Focus" capital campaign can be made by visiting www.danishhomeofchicago.org or by calling 773-775-7383.