



# This is Personal

TRANSFORMING THE LIVES OF THOSE AFFECTED BY DEMENTIA

## Dear Friends and Fellow Residents,

We are pleased to announce our role in the “This is Personal” Capital Campaign. It is our honor to serve as Co-Chairs of this Campaign, raising funds to build our new pace-setting Memory Care Center. This unprecedented undertaking will set a new creative vision for dementia care. *It will transform the lives of those affected by dementia.* Not only will it deliver the best the world knows about memory care, it will also, with “The Institute” and partnerships, work on the frontiers of attaining new knowledge.

This project is a unique model, in that it is a partnership of the Communities and those close to the Communities, including Residents, grateful family members, business partners and the local philanthropic community. As Co-Chairs of the campaign, we are enthusiastic about working with the Willow Valley Communities, the Willow Valley Communities Charitable Foundation and you to bring this vision to life. This will be the Communities’ greatest healthcare initiative since its founding 35 years ago.

The new Center is an integral part of a prudent, long-range strategic and financial plan. Willow Valley Communities has a special mission in senior living. With an aging general population and the number of people with cognitive decline anticipated to increase dramatically, we must be at the forefront for special care. We must adopt and advance the best practices for all Residents who are living life forward.

A fundraising study completed by professional outside counsel indicated strong and widespread support for the Center. Fellow Residents want it and are willing to help achieve it. You may have been one of the many who gave valuable feedback, for which we are grateful. We heard many good questions and comments about the project, including how it will be funded by a combination of philanthropy and Communities’ support. We are pleased to be working with a strong compliment of Resident volunteers who are serving on the Executive, Steering, and Communications Committees.

To inform everyone about the special and unique aspects of the project—including features, staffing, timing, strategic partnerships, and the progress of the campaign so far—we have begun to host small informational Zoom meeting “Gatherings” (more details available in this newsletter).

While the final decisions about the scope and timing of the Memory Care Center will depend on how we as a community support this early Quiet Leadership Gift Phase of the Campaign, we will have exciting news and remarkable fundraising progress to share with you at these small “Gatherings”. We hope you will join us to learn more about how our legacy project will help transform the lives of those affected by dementia for decades to come.

Sincerely,

Rebecca S. “Becky” Bumsted  
Willow Valley Communities Resident  
Campaign Co-Chair

William W. “Bill” Adams  
Willow Valley Communities Resident  
Campaign Co-Chair



## Meet your Volunteers who want to transform the lives of those affected by Dementia

In the first few meetings of our three Campaign Committees, committee volunteers were asked a series of questions. They were asked: **Why should people care about this Memory Care Center project and campaign? How will lives be changed and better when this is built? Why is this important to you?**

Their answers? We heard repeatedly that “this is personal.” All who stood up to tell their stories about dementia and memory care were passionate. There were many tears. There were fond memories shared and some laughter. We are still hearing their stories and we are still asking these questions of all Residents and friends at Willow Valley Communities during the informational Gatherings. We are interested in learning your stories as well. If you are passionate about what the Memory Care Center project will mean for current and future Residents, their families, team members and beyond, please consider joining this growing group of volunteers who are determined to make the new Memory Care Center a full and quick success. Please do not hesitate to contact any of these wonderful and hard-working people for information:

### Willow Valley Communities Charitable Foundation Board of Directors

Rebecca S. Bumsted, President, *Willow Gables*  
Leslie W. Brant, Vice President, *WVC Board Member*  
Jill E. Gilbert, Treasurer, *WVC Board Member*  
Jane R. Barley, Secretary, *WVC Board Member*  
Edgar L. Grove, *Willow Gables*  
Barbara C. Linder, *North*  
Joseph F. McDonald, *Spring Run*  
Charles E. Smith II, *Spring Run*

### Our Campaign Executive Committee

William W. Adams, Chair, *Willow Gables*  
Frederick D. Bloom, *SouthPointe at Lakes*  
Rebecca S. Bumsted, *Willow Gables*  
Vice Admiral Daniel L. Cooper, *Garden Apartments*  
Franklin L. Fox, *Providence Park*  
Dr. Clark McSparren Jr., *SmartLife Member*  
Charles E. Smith II, *Spring Run*  
Henry H. Spire, *Willow Gables*  
George H. Zook, *North*

### Our Campaign Steering Committee

Rebecca S. Bumsted, Chair, *Willow Gables*  
William W. Adams, *Willow Gables*  
Juanita M. Angelini, *WVC Team Member*  
Nancy S. Arnold, *SouthPointe at Lakes*  
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Jean Y. Morgan, *Spring Run*  
Lois T. Morgan, *North*  
Edward S. Neff, *Spring Run*  
Katharina J. Sabino, *Providence Park*

### Our Campaign Communications Committee

Dr. Clark McSparren Jr., Co-Chair, *SmartLife Member*  
Katharina J. Sabino, Co-Chair, *Providence Park*  
Carol D. Aastad, *Willow Gables*  
Yashwant V. Amin, *The Vistas*  
Fiona G. Boltz, *Non-Resident*  
Gloria E. Degler, *The Vistas*  
H. Peter DeGreen, *Manor*  
Edgar L. Grove, *Willow Gables*  
Geraldine F. Holman, *Spring Run*  
Eleanor D. Isaacson, *Lakes*  
Ruth B. McRobbie, *Manor*  
Richard E. Narvett, *Spring Run*  
Jane L. Neuwirth, *Lakes*  
Carol H. Reeves, *Manor*  
Patsy L. Richards, *Willow Gables*  
Dr. Jack I. Stern, *Providence Park*  
Barbara A. Stickler, *Manor*  
June D. Wesbury, *Spring Run*

**“There are only four kinds of people in the world. Those who have been caregivers. Those who are currently caregivers. Those who will be caregivers, and those who will need a caregiver.”**

—Rosalynn Carter

# Memory Care Center: Progress and Goals

2016

## January

Seed planted for project by John Swanson

## July

Visits to other communities begin for benchmarking and identifying best practices

## September

International expert on dementia, Dr. Jiska Cohen Mansfield, makes first visit to Willow Valley Communities.

2017

## January

Formation and first meeting of the Campaign Communications Committee

## April

First Resident Gathering to introduce project

## May

Perkins Eastman selected as architect for project- later held workshop to gather input from Leadership Team

2018

## March

Memory Support Resource Coordinator begins new role; First *Thrive Forward* newsletter distributed

## September

Willow Valley Communities Charitable Foundation established

## November

Memory Care Resource Room opened—728 Residents visited to date

2019

## January

Foundation's Executive Director begins new role

## August

Project/Fundraising Feasibility Study completed and Capital Campaign approved

2020

## January

Capital Campaign leadership/ pacesetting phase commences

## September

Project planning and Campaign resumes following COVID-19 delay

2021

## January

Virtual informational Gatherings begin

The Center is focused on transforming the lives of those affected by dementia. Two overarching goals of the Center are (1) To establish a new direction for caring for those individuals and families who are, or will be, impacted by dementia; and (2) To shape the design, programs and construction of memory support centers across the county and far beyond. Some of the key design and operating principles include:

- **Enabling** those with dementia to live as normal lives as possible.
- **Providing** continuity with the Resident's former life, prior to memory loss, by learning as much as we can from the family and friends.
- **Caring** for the Resident without the confinement traditionally used in memory care, giving them a sense of freedom.
- **Stimulating** the Resident's mind, body, and spirit.
- **Striving** to help Residents thrive, even as his or her dementia progresses.
- **Treating** the Resident with respect and dignity—always.
- **Providing** moments of joy, even if the Resident remembers them only for a brief time.
- **Ensuring** families do not fear or dread moving their loved ones into memory care.



## JOIN US FOR A GATHERING!

Over the next few weeks and months, campaign volunteers are hosting small Zoom and in-person informational Gatherings of Residents, families, and other friends. We will meet in small groups (6 to 12 usually) to see and hear an informational presentation about the status of the Memory Care Center project. These are informal, interactive, and purely informational. No solicitation of funds occurs. All independent living Residents will be invited to a Gathering at some point and we hope you say “yes.” Please contact Jeff Kenderdine or Lauren Renehan if you have a desire to participate in an early Gathering.

## From Residents who have attended Gatherings

“You just know that the number of people here with dementia is going to increase. I’m impressed that Willow Valley Communities is planning ahead to meet the need for specialized quality care.”

“When I first heard about the new Center, I wondered if it would have that much financial support here. I’m really impressed that so many people have already supported the Capital Campaign.”

“There have been so many advances in medicine in the last 50 years. Dementia care has been static. With its research institute, the new Center will go a long way to helping dementia care show similar progress.”

“What a relief this will be for caregiving spouses, to know that their wife or husband is getting the very best in both the physical environment and professional care-giving.”

“I’m so pleased to learn that the care at the new Center will be at no extra cost, that it’s part of our Lifecare contract.”

“The adult day center will be such an important part of the new building. We spouses need breaks from the constant demands of care at home.”

“My husband is in dementia. He just loves to walk outside, but he can’t where he is. The safe, enclosed garden area of the new Center is such a good feature.”

**In September, 2018, Willow Valley Communities founded the Willow Valley Communities Charitable Foundation.** The Foundation serves as a vehicle for Residents to make a lasting effect on the community they call home, the broader Lancaster County community—and beyond. The Foundation’s first project would be the Willow Valley Communities Memory Care Center This is Personal Capital Campaign.

**For information on how you may leave a legacy gift,** please contact Jeff Kenderdine, Executive Director, or Lauren Renehan, Development Coordinator.



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