



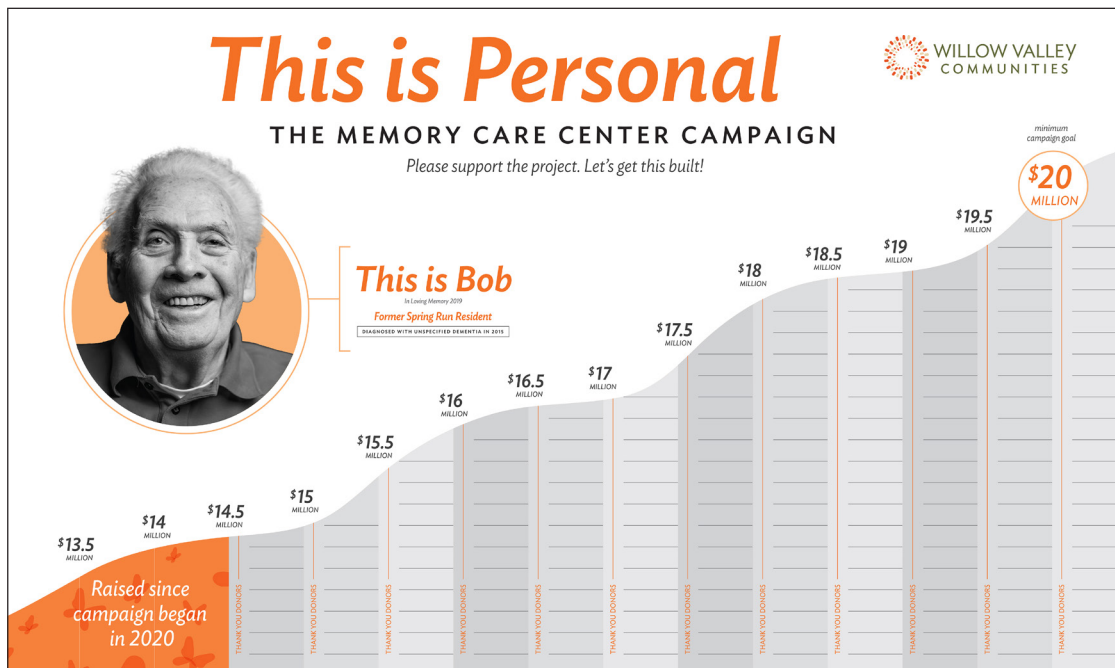
This is Personal

TRANSFORMING THE LIVES OF THOSE AFFECTED BY DEMENTIA

Progress Meter Unveiling

Excitement is mounting as progress toward the campaign goal is reverberated throughout the Communities. To date, the Residents, Team Members, families, and friends of Willow Valley Communities have pledged over \$14.7 million for the Memory Care Center.

The butterflies in the orange-shaded regions, representing advancing progress, lend meaning to the delicate beauty of memory and its ability to transform over time. The new Center will, inevitably, transform life for every Resident at Willow Valley Communities. With the research, care, assessments, education, and support available to all, you are sure to be impacted. Join in the celebration as we mark each milestone and exceed the \$20 million goal.



The Hope Chest Video—Encore Viewing Opportunities

The Hope Chest is an analogy for the Memory Care Center. It is where we are placing our hopes for the future of Memory Care at Willow Valley Communities. The Hope Chest features a three-part series: The Hope Chest Video, The Hope Chest Visual Display, and The Hope Chest Memory Capsules.

During the 30-minute video, you will experience the personal stories of hope and aspirations for the Memory Care Center in addition to learning about the incredible amenities to be housed on the Memory Care Center

campus. Check the Weekly Insider for future encore presentation dates where you, too, can share your stories and hopes.

Want to watch The Hope Chest Video with your friends? We would be delighted to join you in an intimate gathering space of your choosing to share the presentation and be available to answer any questions related to plans for the Memory Care Center. You host the party—we'll bring the entertainment!

717.517.3901 or foundation@willowvalley.org



Room to Roam *Where design meets life*

As is the case in each issue of the Campaign Newsletter, we will continue to expand upon the key physical spaces of the Memory Care Center. In this issue, we will explore the Outdoor Courtyard.

Normalcy, autonomy, and continuity are underlying elements at the helm of all decisions being made in the development of the Memory Care Center. Operating from a social model and having the Memory Care Center licensed as an Assisted Living community will give way to certain freedoms—such as walking outdoors at one's leisure. An action so simple and part of everyday routines is not always an option for Residents living in a traditional healthcare setting. While Resident safety will remain of utmost importance, we will also aim to improve quality of life for each Resident.



Imagine a beautifully landscaped courtyard, one football field in length. A view of the secure lake from the courtyard with two centric water features, paths for strolling, benches for resting, trees to shelter from the sun. The beauty and fragrance of the flowers, the sound of the birds, therapy pets stopping by for their weekly visit. The dewy scent of a Spring morning, a butterfly that lands on your lap as you soak up the warmth of a Summer day and reminisce with a dear friend. A loved one joining you for that walk you've taken together every day for the past decade. The peace of the sunrise, the serenity of the sunset – the same one you have marveled many times before. The Memory Care Center is your home, and you have the choice to walk outside when you want—rain or shine.

This serene park situated in the center of the Memory Care Center campus will foster an environment for family visits, continuing friendships, and maintained routines. The elements of a natural tactile environment will gently redirect any Resident who tends to wander or wants to exercise their right to make their own choices. The simple joys of the Outdoor Courtyard will add exponential value to the lives of all the Residents who will call the Memory Care Center home.

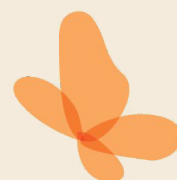
Donor Spotlight: Vesta Phiel

Vesta's journey through the trials and triumphs of dementia began in 2017, when Jack, her husband of 53 years, was diagnosed with Alzheimer's disease. As a committed wife and care partner, Vesta was researching and learning all she could about Alzheimer's. She quickly became an expert in the way of promoting continuity for Jack and enhancing his quality of life. Through it all, Vesta heeded the advice of many friends and caregivers, and shared her experiences openly so that others could learn from the reality she and Jack were facing.

In addition to being a fierce admirer of Vesta, many knew Jack to be explorative, investigative, internally driven, and globally intelligent with a great sense of humor. Jack was an accomplished electrical engineer who led the development of the most advanced satellite communications around the world. His work and love of travel took him to over 51 countries. Jack loved to be outside—he loved to walk every day, and Vesta supported him in this routine for as long as possible. As is often a later symptom of Alzheimer's disease, Jack demonstrated wandering tendencies. For Jack, this was only normal. He walked frequently. But, not having a place to safely roam about independently outdoors, where he couldn't get lost, was one of the propelling factors in Jack's move to the secure environment of The Glen.

In recognition of Jack's love for the outdoors, and of the love she has for him, Vesta has graciously decided to name the Outdoor Courtyard and lake water features of the new Memory Care Center in Jack's honor. The scope and the beauty of this outdoor space will grant so much independence, freedom of choice, and dignity to future generations of adults living with dementia. It will remain in perpetuity as an ideal place for reminiscence and reflection as we remember Jack.

Vesta's hope for the new Memory Care Center is that "families will be able to feel more relaxed about their loved one getting special care. It's going to be such a wonderful place, and I just hope that it will make things easier for people in the future."

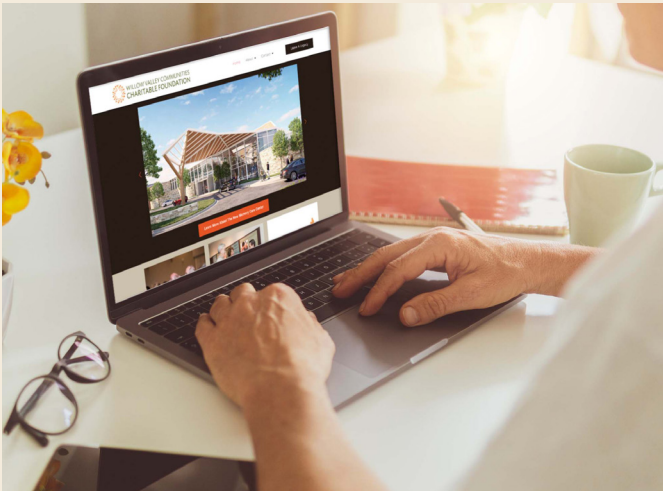


Smart, Tax-Wise Giving from Your IRA

One of the frequent questions we hear from Residents is “How can we get the Memory Care Center built faster?” Because the timeline for the Memory Care Center is driven by the progress of the “This Is Personal” campaign, we will be sharing a series of articles outlining some of the various ways that Residents and others might consider making a new or increased gift to help move the Memory Care Center project along and shorten the time between now and when the Center project can begin.

Because many Residents have IRA accounts which are subject to **annual Required Minimum Distributions (RMDs)** and because this is the time of year when many make plans for how and when to take the RMDs, this first short article will focus on supporting the Memory Care Center through a **Qualified Charitable Distribution (QCD)**.

A QCD is a simple and often tax beneficial way to support the campaign. If you are over the age of 70 ½ and have IRA accounts that are subject to Required Minimum Distributions, we would be pleased to have a conversation with you and share how you might be able to satisfy all or part of your RMD by making a QCD in 2022. You are allowed to make a tax-free gift of up to \$100,000 (or more in some cases). We have already had many Residents support the campaign through a QCD. In the words of Garden Apartments Resident, Dan Cooper, “Allocating part of last year’s RMD to support the Memory Care Center was an easy process. It was a matter of filling out a simple form with my IRA custodian, and it allowed me to participate in the campaign in a meaningful way.”



Foundation Website

Did you know that the Willow Valley Communities Charitable Foundation has a website? The link can now be found on the Resident Intranet and by visiting **Foundation.WillowValleyCommunities.org**. Head on over to learn more about the Memory Care Center.

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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