



This is Personal

TRANSFORMING THE LIVES OF THOSE AFFECTED BY DEMENTIA



The Alzheimer's Village in Dax, France

Headway after Hogeweyk

It was 2016 when John Swanson, now CEO of Willow Valley Development Corp, first shared his vision for a transformational Memory Care Center. In 2017, Willow Valley Living's former COO, David Haverstick, traveled to Hogeweyk, a dementia village in the Netherlands, to explore a progressive model for memory care. Hogeweyk offered new concepts and operated to serve the highest quality of life for its residents. That visit, along with consultations from renowned leaders in memory care and much independent research, led the project team to the architectural firm of Perkins Eastman. A prominent name in the development of healthcare and healthy living environments, Perkins Eastman was tasked with creating the original concept for the Memory Care Center at Willow Valley Communities.

Since that time, John and the project team have continued to scour the globe in search of the best - the best designs, the best researchers, the best programs, and the best technology. Having reached the \$20 million minimum goal, Willow Valley Communities has arrived at a pivotal juncture. From inception, it has been said that when the minimum goal is met, the architect selection and construction processes will begin. That time has finally arrived.

The project team's latest research points to Europe, where memory care communities excel in raising the bar and adapting the environment to meet the social norms of various societies. Through a deep dive, one architectural team stood out from the rest - NORD Architects.

Meet NORD Architects

This young firm is changing the game, reshaping the landscape and is pushing the edge of the envelope for a new design. From Copenhagen, Denmark, they take pride in their contribution to the development of healthy communities. Their Scandinavian roots and eco-conscious values have shaped their continually evolving perception of architecture as a means for the creation and enhancement of social welfare.

Empathy and diversity are at the core of their projects, giving way to designs that support the coexistence of multiple generations within the same space. They help mold these synchronous communities through the use of sustainable resources, an appreciation of the natural landscape, new innovations, and a working knowledge of the unique needs of the many users, both current and future. As they collaborate with users in the design process, they are careful to craft concepts before attempting to find solutions. In fact, they attest that the quality of the project comes from having been co-created with the user.



Partners - Morten Rask Gregersen, Johannes Molander Pedersen, and Mia Baarup Tofte



John Swanson, Former CEO, Willow Valley Living;
CEO, Willow Valley Development Corp

NORD is gaining recognition on an international level. Though their designs and concepts are architecturally groundbreaking and eye-catching, their focus on embracing people is paramount. A review of their most recent projects in healthcare highlight two central themes: home and healing. Their aim is to create recognizable spaces so that the people living and working within the community can feel safe and at home, without interruption in their daily routine. They create households where residents can grow together as a family, and community spaces with flourishing gardens and meaningful destinations – both of which can be supported through community engagement.

NORD was recently featured in *The New Yorker*, applauded for their newly designed dementia village in Dax, France. The Memory Care Center at Willow Valley Communities will be NORD's inaugural project in the United States.

“The Memory Care Center is integral to fulfilling our mission to transform the way aging is viewed and experienced, especially for those impacted by dementia.” **John Swanson**

“We are very happy to bring our expertise on memory care centers to Willow Valley and we look forward to the development of the project as we all aim to create the best possible home and care model for this group of people in need.” **Morten Rask Gregersen**

First Milestone Met

In February 2020, the *This is Personal* campaign was introduced as the first capital campaign at Willow Valley Communities. In February 2021, the campaign resumed after a long hiatus due to COVID-19, and later entered the public phase in October. In December 2022, the campaign total, which will continue to grow, surpassed the minimum goal of **\$20,000,000.00**, an amount that catapulted this campaign to be among the top capital campaigns in Lancaster history. So many have given of their time, talent, and treasure to see this project come to fruition.

A few highlights of this journey are proudly shared below:

726

Individual Gifts
Received

479

Households or
Business Partners
Made a Gift



245

Gifts Were Matched
Through the Matching
Challenge Fund

78

Volunteers
Worked on
the Campaign



288

Gifts Received
in Memory or in
Honor of Someone

72

People Honored
or Memorialized
Through a Gift

13

Vehicles Used
to Give to the
Campaign

Highest Number
of Gifts From One
Individual 16



Mark Your Calendar

Updates on the Memory Care Center

Come hear the latest updates on the progress of the Memory Care Center and the memory care program at Willow Valley Communities. Attend one of two Spring presentations where members of the Memory Care Project Team will provide the most recent information and respond to any questions you may have in relation to the Center.

March 7 | 2:00 PM | Johnson Auditorium (North)

March 23 | 10:00 AM | Thomas Auditorium (Lakes)

Facts, Fellowship, Foundation

Have you recently moved to Willow Valley Communities or joined SmartLife and want to learn more about the Memory Care Center? Join us for a fun, informative Happy Hour. Resident volunteers regularly host these intimate gatherings for fellow Residents to gather to enjoy food, drinks, and conversation in a no-pressure atmosphere. Get a glimpse of the project renderings, learn about the plans to continually reset the standard for memory care, and have your questions answered by the Foundation team. To be sure you receive an invitation to the next event, call Barbara Stickler, Manor Resident, at 717.464.6119.



Estate Giving 101

Maybe you have thought about including Willow Valley Communities in your estate plan? The Foundation is excited to host an educational seminar featuring Susan Broomell, Planned Giving Consultant and President of Broomell Consulting, LLC. Learn the basics about the various endeavors you could support in perpetuity, right here at Willow Valley Communities. It's easier than you think!

April 19 | 10:00AM | North Johnson Auditorium

In September, 2018, Willow Valley Communities founded the Willow Valley Communities Charitable Foundation. The Foundation serves as a philanthropic engine for Willow Valley Communities and will continue to grow resources for the Memory Care Center and other community efforts. Through generous gifts, Residents are making a lasting impact on the community they call home, the broader Lancaster County community - and beyond.

For information on leaving a legacy gift, please call **717.517.3901**, or give online through our website: Foundation.WillowValleyCommunities.org



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