



# *This is Personal*

TRANSFORMING THE LIVES OF THOSE AFFECTED BY DEMENTIA

## **This is Our Legacy**

Dear Residents, SmartLife Members, and fellow supporters,

This has been a milestone year for Willow Valley Communities. The 40th anniversary has inspired grateful reflection on a decades-long legacy, and heartfelt hope for the next chapter of our story.

The Foundation kicked off the year with the Groundbreaking Ceremony for the Marlin and Doris Thomas Memory Center. Simultaneously, the Clinical Partnership with Penn Medicine Lancaster General Health was announced, and met with great excitement. Since then, we have gathered with many of you to discuss the Memory Center, respond to your questions, and listen to the stories you have generously shared.

Evidence of construction will soon be apparent as we transition to the next phase of building. It has been a long time coming, but is quickly advancing and I look forward to keeping you abreast of the progress.

I continue to be overwhelmed by the staggering support we have received for this project. Incredibly, this community has come together to raise \$24 million to fund the construction and permanent endowment for the new Memory Center. During a year that we celebrate legacy, we also celebrate all of you and the legacy that we are collectively composing to inspire the next 40 years of Willow Valley Communities. But, this mission is far from over. What we do with our dollars today will drive the impact of this Center, helping us to reach farther and chart a new course for how dementia is perceived, experienced, researched, and treated. Future gifts will empower our model, fund educational and recreational programs, attract the greatest talent, expand our technological capabilities to enhance quality of life, and so much more. We have the knowledge and privilege to be world-class, and the strength to make it all possible.

To all of you who have supported this effort through your philanthropy, please accept my deepest appreciation. To those considering a gift, I invite you to join me in continued support to ensure that our world-class Memory Center will remain cutting-edge for decades to come. This is personal, and this is our legacy.

*Becky*

Rebecca S. "Becky" Bumsted  
Willow Valley Communities Resident  
President of the Foundation and Campaign Co-Chair





*Gables Residents, Carol T. and John F. Pyfer, Jr.*



*Seth Thomas Street Clock c. 1920*

## An Indelible Landmark

The Memory Center campus will be interspersed with architectural landmarks to aid in navigation, and a century-old wayfinding clue will soon find a new home thanks to Carol and John Pyfer.

Prominently featured in the center of the Northern Neighborhood Courtyard of the future Memory Center, a Seth Thomas Street Clock will serve as a focal point for Residents and guests. This piece of history, restored to its former glory and mechanically equipped to meet today's needs, will inevitably foster connections to the early adolescent memories of Residents experiencing dementia. It will stand proudly and softly glow – a beacon for many Residents and visitors encouraged to “meet me at the clock.”

Carol and John have become known for their passion, advocacy, and intentional philanthropy within the Lancaster community. Their generosity is crafted to span decades, ensuring that multiple generations will be able to stand in awe and appreciation of the rich history of Lancaster County. This gift is no exception. The Pyfers are combining their admiration of clocks with support for a better way to offer memory care.

We firmly believe that the Memory Center will grow to be locally and regionally recognized for excellence in memory care and supportive resources. World-class therapeutic design will blend with old-world charm, comforting people in the moment and sparking memories of the past. After being displayed in Columbia, PA for the past 50 years under the supervision of the National Association of Watch and Clock Collectors, we are thrilled to be able to include this historical time piece as a landmark of the Center's design.

## Our Part in Establishing a Perpetual Legacy *as written by Ed Neff*

My grandparents taught me the importance of giving to others and to the community in which we lived. One of my early memories is delivering holiday hams to people in need. We financially supported the church, schools, charities and with “sweat equity” as volunteers. The concept of giving became a part of my DNA.

In college I was a volunteer fireman. As my career progressed, I began a lifetime of service on non-profit boards where giving was expected and had visible impact. These have included churches, schools, Rotary clubs, national risk management organizations, arts organizations, CCRCs and in recent years public media outlets WMHT, WQED and WITF. One of our greatest gifts to our families has been our move to Willow Valley Communities.

A dear friend reminded us, “Philanthropy is not a spectator sport!” Jeanne and I have made gifts of highly appreciated stock, utilized IRA distributions for charitable giving and increased our level of giving through multi-year pledges. When the new Memory Center was announced, the Willow Valley Communities Charitable Foundation was established and the capital campaign began, we were immediately and enthusiastically on board. We contributed to the successful \$20,000,000 challenge for the building itself and now to the drive for a sustaining endowment. Income from the Neff Endowment Fund will support the operations of the Center in perpetuity. Other designated endowments for the Center have still to be created and we hope that our fellow Residents will pursue these opportunities.



*Spring Run Residents, Jeanne H. and Edward WS Neff*



*Northern Neighborhood at future Memory Center*

# Intentional Philanthropy: An Informational Seminar

The holiday season is quickly approaching and, to many, it is often considered the “season of giving.” Many donors will pepper their support, making annual donations to various local and national non-profits in support of their mission. With broad support from many donors, these charitable gifts add up quickly and enable non-profits to continue their valuable work.

In a slightly different fashion, other donors may approach this giving season through a more organized lens. We refer to this approach as **intentional philanthropy**: the orchestrated effort of time, talent, and treasure being used in symphony to align with your personal values or mission, and provide strong, focused support for non-profits.

Charitable giving and intentional philanthropy each play a critical role in the 501(c)3 world. Both methods of giving are needed, appreciated, and helpful. However, intentional philanthropy has the potential to be more meaningful to the donor and, as we suggest, more impactful for the non-profit.

Aligning your giving strategy with your personal mission will fuel your legacy. Join the Foundation, and experts on the topic, Aaron Sherman and Drew Kavanaugh, as we dive into the key elements of charitable giving and intentional philanthropy. There will be no solicitation during this upbeat dialogue that is sure to leave you feeling more confident as a donor.

## EVENT DETAILS

Monday, October 21  
11:00 a.m. – 12:30 p.m.  
Cultural Center Ballroom  
Lunch will be provided  
Registration required via ERS

**The Foundation is uniquely positioned to nurture a culture of philanthropy and to help donors discover opportunities for making a difference in their community. By understanding your passion, we can help to guide your philanthropic impact, amplify your intentional support, and assist in crafting your legacy.**

To support the Campaign and Memory Care Endowment, please call 717.517.3901, or give online through our website:

[Foundation.WillowValleyCommunities.org](http://Foundation.WillowValleyCommunities.org)



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