



This is Personal

TRANSFORMING THE LIVES OF THOSE AFFECTED BY DEMENTIA

Save the Date to Leave Your Mark

Donors who have supported the Marlin and Doris Thomas Memory Center are invited to sign the final steel beam for Phase 1 before it is lifted into place. This event marks one year since the Groundbreaking Ceremony and just under one year until the ribbon is cut on Willow Valley Communities' most forward-thinking amenity.

Beam Signing commemorates a significant milestone for the This is Personal campaign and serves as an opportunity to celebrate the many hearts and hands who have been part of its success. Donors are encouraged to leave an indelible mark on the building that will transform the lives of those affected by dementia. Volunteers will be present to assist and markers will be available – please drop by to sign the beam at your convenience during this week-long event.

View the live construction webcam at Foundation.WillowValleyCommunities.org.

EVENT DETAILS

Wednesday, April 16 through Monday, April 21
(Excluding Easter Sunday)

10:00 a.m. – 3:00 p.m.

Cultural Center Art Gallery



Taken by Resident Dale Johnson Feb. 3, 2025



Parkinson's-Specific Programming

Second to Alzheimer's, Parkinson's Disease is the most commonly experienced neurodegenerative disease in the country. There is still much to learn as prevalence increases, but current research points to potential environmental influence, particularly in Central Pennsylvania where industrial labor exposed many to harmful contaminants. Willow Valley Communities is committed to advancing initiatives around Parkinson's and offering additional opportunities for education and support.

Dedicated Space

Located within the Marlin and Doris Thomas Memory Center, a dedicated Dance and Fitness Studio will house the very programs that elevate quality of life for those living with Parkinson's, and also contribute to the general health of those looking to stave off neurodegenerative disease. High Intensity Interval Training (HIIT), mindfulness meditation, dance, and balance work will be among the many exercises used to boost and maintain functional wellbeing.

Looking to get involved now? Join us at these upcoming programs:

Crush PD Fitness

Offering fitness classes, connection, and community to those living with Parkinson's Disease.

EVENT DETAILS

Mondays and Wednesdays
11:30 a.m. – 12:30 p.m.
The Glen Auditorium
Monthly membership to CrushPD Fitness is available and required
Cost: \$100 for Residents/\$120 for non-Residents
Zoom classes included in membership
Contact Sue Reath to enroll:
SReath@CrushPDFitness.com or 717.271.3067

Renew! Retreat! Hosted by the Parkinson's and Movement Disorder Alliance

A free, fun, and empowering in-person workshop for people living with Parkinson's and their loved ones to connect and learn from local experts.

EVENT DETAILS

Friday, March 28
9:00 a.m. – 2:30 p.m.
Cultural Center Upper Level
This event is open to the greater Lancaster community
WVC transportation is encouraged
Registration required, visit:
bit.ly/WillowStreetRR

Building Upon Our Best Practices

Program development for the Marlin and Doris Thomas Memory Center is well underway. From residential amenities and social clubs, to volunteer opportunities for meaningful engagement, education, and prevention, the Memory Center will have something for everyone. The team is currently focused on global collaboration and fine-tuning processes to construct the unique blend of resources that will be available here on campus. Mark your calendars for these special upcoming events to get a glimpse of what is to come.

The European Model: Adoptions and Adaptations for our Memory Center

Lauren Renehan, Executive Director for the Foundation, and Kristen Loose, Senior Vice President of Healthcare Services, will be sharing highlights from their recent trip to visit partners at The Hogeweyk (Weesp, Netherlands) and Village Landais (Dax, France) dementia villages. Applications and learnings from many facets of memory care are being adopted and adapted as Willow Valley Communities builds upon a set of best practices to maximize quality of life for Residents and nurture a community that better understands memory loss.

EVENT DETAILS

Tuesday, May 20
10:00 a.m. – 11:30 a.m.
Cultural Center Theater
Registration required via ERS

Making an Impact through Time, Talent, and Treasure

There are ample opportunities to support the Memory Center through gifts of time, talent, and treasure: educational seminars, hands-on learning, caregiving courses, volunteer positions, advocacy groups, and more! Explore how you can transform the lives of those affected by dementia, and even reduce your risk along the way!

EVENT DETAILS

Wednesday, May 21
10:00 a.m. – 11:30 a.m.
Cultural Center Education Room
Registration required via ERS



Hogeweyk Courtyard

Clinical Partnership and the Future Assessment Center

With generous support from Penn Medicine Lancaster General Health, the Foundation is proud to host the first annual presentation showcasing the clinical partnership between Willow Valley Communities and Penn Medicine Lancaster General Health. Discover offerings of the Assessment Center, updates in Lancaster General Health's neurology program, and clinical innovations and research.

Speakers include Tammy Ober, Chief Growth Officer; Dr. Matt Beelen, Director, and Connie Metzler, DNP, RN, DCP, Nurse Supervisor, of the Alzheimer's and Memory Care Program; Dr. Jesse Main, Clinical Neuropsychologist and Managing Provider; Dr. Nicole Chiota McCollum, Neurologist, Chief, Division of Neurology; and Dr. Danielle Cross, Neurologist, Director, Stroke Program.

EVENT DETAILS

Monday, June 23
10:00 a.m. – 12:00 p.m.
Cultural Center Theater
Registration required via ERS



Penn Medicine
Lancaster General Health

Giving Back has Benefits

It's tax season and deductions are top of mind. So what's trending when it comes to taxes and philanthropy?

Qualified Charitable Distributions (or QCD)

Everyone over age 73 is required to take their Required Minimum Distribution (RMD) from their Individual Retirement Account (IRA) each year. In 2025, donors aged 70 ½ or older may donate directly from their IRA to a qualified nonprofit, up to \$108,000. This strategy reduces taxable income for the donor and counts toward the RMD, making it a tax-efficient way to fulfill philanthropic goals.

As the Foundation is a supporting organization, gifts of QCDs should be made payable to Willow Valley Communities (Tax ID/EIN: 23-2226098) and mailed to the Foundation at 100 Willow Valley Lakes Drive, Willow Street, PA 17584.

Legacy Gifts

Also known as planned giving or estate giving, legacy gifts allow donors to make charitable donations through provisions in their estates. This form of giving typically includes bequests of either a percentage or dollar amount, charitable remainder trusts, or beneficiary designations on retirement accounts or life insurance policies. These gifts offer donors the opportunity to leave a significant, long-term contribution to a nonprofit, often with tax advantages for the next-of-kin. Additionally, they provide donors with peace of mind, knowing that their generosity will extend beyond their lifetime and perpetuate the missions of the organizations they value.

To make a legacy gift in support of the Willow Valley Communities Charitable Foundation, the Memory Center, or another cause that is meaningful to you, please contact the Foundation. Legacy gifts are simple to execute, can be tailored to the donor's wishes, and are the ultimate testament to a *life lived forward*, forever.



The Foundation is uniquely positioned to nurture a culture of philanthropy and to help donors discover opportunities to make 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



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