

COMMUNITY MATTERS

January - March 2021



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COMMUNITY FLOURISH

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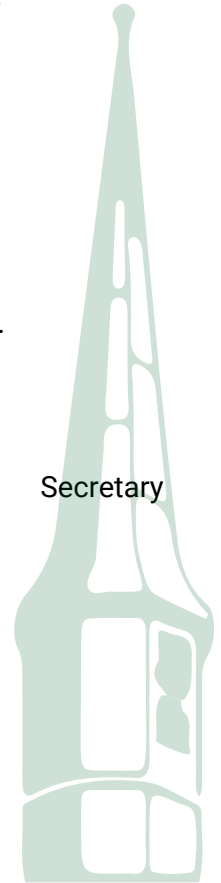
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LifeSpire
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THE CULPEPER

VBH Foundation
Faithfully supporting LifeSpire's benevolent mission

The Chesapeake

The Glebe

LAKEWOOD at Home
Live the life you envision.

LAKEWOOD

From the Editor

There is something about the start of a new year, or even a new month, that has always made me feel like anything is possible. The physical act of turning the calendar page evokes feelings of erasing whatever happened in the previous month and beginning anew. I have never felt more optimistic or renewed as I did when I was able to turn the page from 2020 to 2021. What a year it was! 2020 was unlike anything I could have predicted. It was full of difficulties, isolation and loss.



But, as I reflect on the past year, it's easy to feel heartbroken for all that has happened. As 2021 begins, I'm focusing on all the good: the time spent at home reconnecting with my family and friends in new, creative ways; the months I spent by myself developing new hobbies and diving into good books; the opportunity to slow down and count blessings.

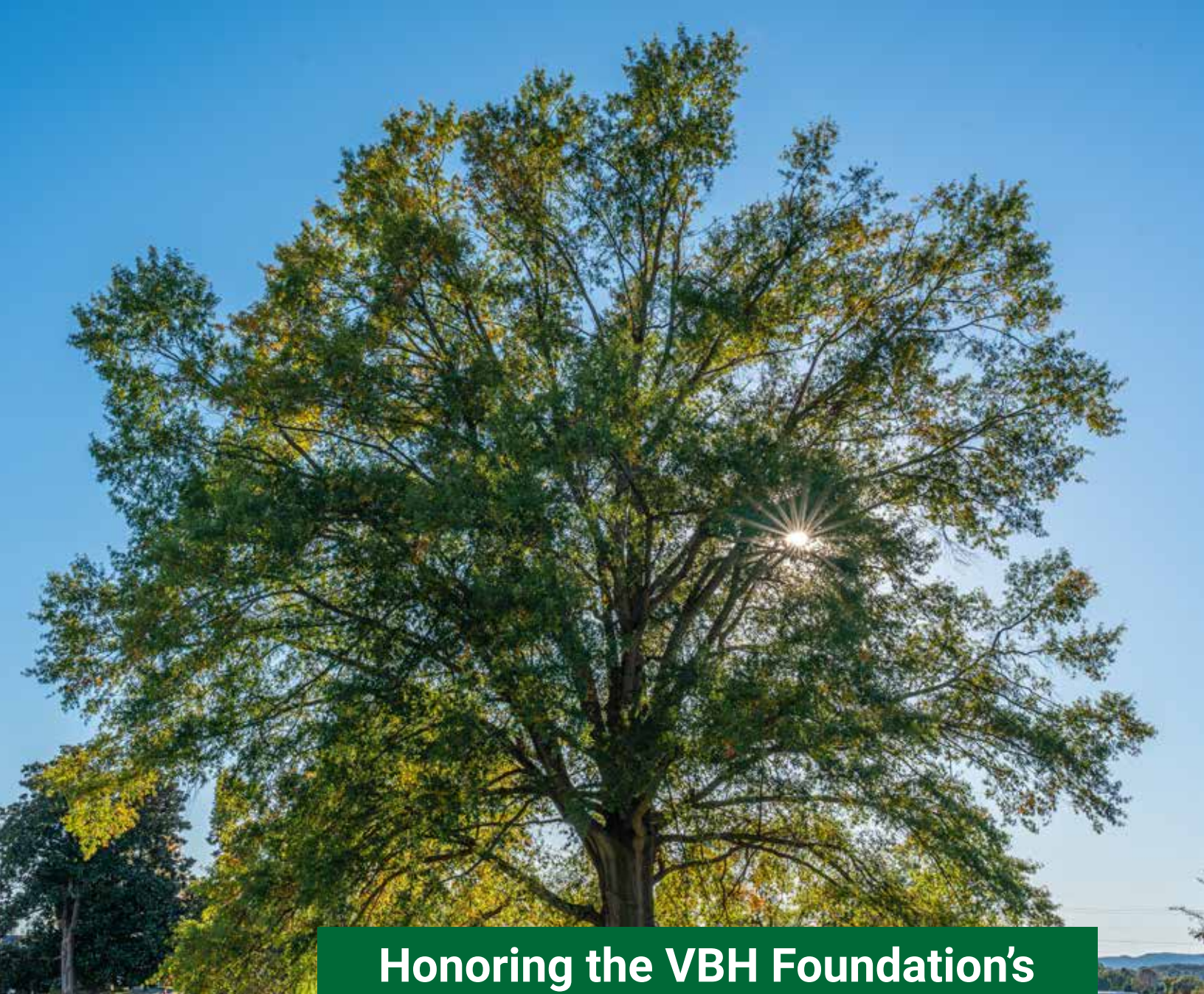
This year brings new promise as hundreds of our residents, team members and the broader community received the COVID-19 vaccine. In fact, at the culmination of clinics at each of our communities, vaccination rates amongst independent living residents are at 94% or above, while the rates amongst licensed areas are at 85% or higher.

While only time will tell how the pandemic has impacted our way of life, I'm hopeful the next 365 days bring healing and the opportunity to begin to come together again with our neighbors, families and friends. We are all looking forward to a sense of normalcy. I'm hoping as we continue to tear off calendar pages, we bring a little of the good from the past months with us.

A handwritten signature in black ink that reads "Hillary C. Smith". The signature is written in a cursive, flowing style.

Hillary Smith

Corporate Director of Communications



Honoring the VBH Foundation's 2020 Influencers

In 2020, The Virginia Baptist Homes Foundation (VBHF) sought ways to honor residents for their commitment to LifeSpire's mission of supporting choices in purposeful living. The

Influencer Award was created to honor a champion at each community who causes a positive effect on the mission to enhance the lives of their friends and neighbors. Influencers embody the core values of LifeSpire communities through their spirit, engagement and generosity.



Celebrating the 2020 honorees was a little challenging. COVID-19 precautions throughout the year kept changing the plans. It was important to honor the Influencers, but it was also important to keep everyone safe and healthy. Annual donor dinners were put on hold, and events throughout the year at the communities looked very different. The Chesapeake and Lakewood were able to conduct socially distanced, outdoor events. Rising positivity rates of COVID-19 determined that similar events at The Culpeper and The Glebe were not possible, but the Foundation's team did its best under the circumstances.

The Chesapeake - Influencer Jesse Hughes

Jesse was honored at the Chesapeake's inaugural State Fair in October. The Chesapeake team members hosted a delightful day of socially distanced fun, games and prizes for all levels of care. It was inspiring to see the team members accompany residents of all care levels outside for some fun in the sun. Residents tried their hand at cornhole and a ring toss, while a strolling quartet delighted the crowd with old standards. Executive Director David Loop and VBHF Vice President Jodi Leonard took a moment to honor Jesse for all he has done to support his community.



The Culpeper - Influencer Guy Mattox

A visit to The Culpeper in December by LifeSpire's executive team to share some company updates with the Resident Council offered the opportunity to present Guy with his award. LifeSpire President and CEO Jonathan Cook noted Guy's efforts in raising funds through the stained-glass window campaign and praised him for his many years of service as a former board member and champion for his community and neighbors.



Continued on next page

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The VBH Foundation has provided more than \$10 million in financial aid over the last decade to LifeSpire residents who could no longer afford to pay for their care. Throughout LifeSpire's more than 70 year history, benevolence has been the heart of everything the team does. Funds raised through sponsorship ads in honor of the influencers were allocated to the 2020 benevolent need.

Thank you to all who participated in these events: sponsors, volunteers and donors. To all 2020 Influencers, thank you for all you do to support the mission of the VBHF. To learn more about our 2020 Influencers and all sponsors, please visit www.lifespireliving.org/give/influencer-awards/.

Like a tree cannot grow without the influence of the sun, the VBHF cannot grow without the support and generosity of our influencers and supporters. Together we are building vibrant places to live where faith, wellness, and community flourish. ■



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LifeSpire Welcomes Four New Trustees to Its Board

LifeSpire of Virginia is pleased to welcome four new members to its Board of Trustees. Sharon Brooks, John Jung, Jr., Pamela Parsons and John Poma officially joined the board January 1.

With more than 30 years of experience in senior living, Brooks' areas of expertise include market strategy, advertising, sales, consumer research and development planning. Brooks built and recently sold a 50-person marketing consulting firm. Currently, as the chief marketing officer for Boston-based 2Life Communities, she is focused on marketing communications and developing a prototype product for the middle market.

Jung recently retired as senior managing director and head of capital markets at BB&T. In that role, he was responsible for leading BB&T's capital markets efforts, which included

sales and trading, origination, mergers and acquisitions, tax-exempt finance and foreign exchange. In addition, Jung was responsible for integrating BB&T capital markets with BB&T's corporate and community banks. He was a member of BB&T's senior leadership team and served on many public and private boards.

Parsons is a registered nurse with over 25 years of experience as a geriatric nurse practitioner. She holds a Doctor of Philosophy degree from Virginia Common-

wealth University (VCU). At present, she serves as Associate Clinical Professor and Associate Dean of Practice and Community Engagement at VCU's School of Nursing.

With more than 30 years of progressive responsibility for leading teams, executing strategic initiatives, improving and streamlining processes, Poma serves as the chief legal counsel for Tidewater Physicians Multispecialty Group, P.C. He also teaches as an adjunct professor at William & Mary Law School.

LifeSpire's Board of Trustees voted in early December to appoint these four new members in 2021. These new members joined as Craig Hopson of Midlothian and Bob Yeaman, III, of Culpeper cycled off the board at the end of December.

"It is always exciting to welcome new members to our esteemed Board of Trustees," said LifeSpire President and CEO Jonathan Cook. "Our four new members bring extensive knowledge of and expertise in the senior living industry and I look forward to working alongside them as we usher in continued growth and development throughout our organization." ■

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LifeSpire President and CEO Jonathan Cook



Pamela Parsons



John Jung, Jr.



Sharon Brooks



John Poma

Partnering to Become the Provider of Choice

Most people have heard the phrase, “it takes a village.” It means that an entire community of people must interact to experience and grow in a safe and healthy environment. No saying better describes the collaborations, partnerships and contractual relationships held by LifeSpire. Many of these relationships are behind the scenes but nevertheless improve the lives of residents and team members in the extended LifeSpire network.

Forming strategic alliances is part of the company’s long-term plan. One of its relationships is the Virginia Senior Care Group (VSCG). Incorporated in 2006, VSCG is an insurance group made up of roughly a dozen senior living communities across Virginia including LifeSpire. As a member of the group, LifeSpire is a part owner of the insurance group that provides insurance to the company and its communities.

“When we formed VSCG, it was a really rough time for the insurance industry and especially for those in the senior living space. We formed the group to help with that,” said LifeSpire President and CEO Jonathan Cook. “It performed really well and has continued to do so.”

In fact, partnering with VSCG allows LifeSpire to pass along a range of approximately 20-35% savings. Similarly, LifeSpire is a member of Heritage Health Captive. Also, with around 14 other senior living communities in Virginia, LifeSpire provides its team members with health insurance at an approximately 15% lower cost than would be available on the private market.

In addition to these partnerships, LifeSpire holds contracts with several vendors that have extensive industry expertise. Cook said these partnerships have helped LifeSpire’s community teams define excellence when it comes to serving residents. These partners brought policies and procedures, preventative maintenance, proficiency, and improvement of systems already in place.

Cura Hospitality’s chef-centric culinary approach has earned them countless industry accolades and awards and provides the foundation for the dining experience at The Culpeper, The Chesapeake and Lakewood. Aramark is LifeSpire’s partner for facilities maintenance and housekeeping services at all four of its communities. The Chesapeake, The Glebe and Lakewood also partner with The National Institute for Fitness & Sport to offer a full-service fitness experience with certified team members and an atmosphere that makes fitness fun. AllyAlign is an integrated medical provider and Medicare insurer currently operating the clinic at Lakewood. The clinic offers service options for all levels of care needs, including clinic-based, home and telehealth visits. LifeSpire plans to expand this provider to the other communities in the future.

“We don’t have the resources of a big hospital system. We don’t have in-house expertise in every facet of our business,” said Cook. “As our consumers expectations increase, we have to adapt and deliver. Bringing in experts in the field to educate our teams on industry benchmarks and best practices will ensure that we are the provider of choice.” ■





Lakewood to Partner with Cristo Rey Richmond High School

LifeSpire of Virginia is pleased to announce its partnership with Cristo Rey Richmond High School. Cristo Rey is a Catholic learning community that educates young people of limited economic means to become men and women of faith, purpose and service. The partnership will include a corporate work study program where LifeSpire will employ students from the school.

Because Cristo Rey is Richmond-based, Lakewood will serve as the community to engage in the program. Students will intern in communications, marketing, facilities management and talent management. Supervisory team members will be guided by Cristo Rey.

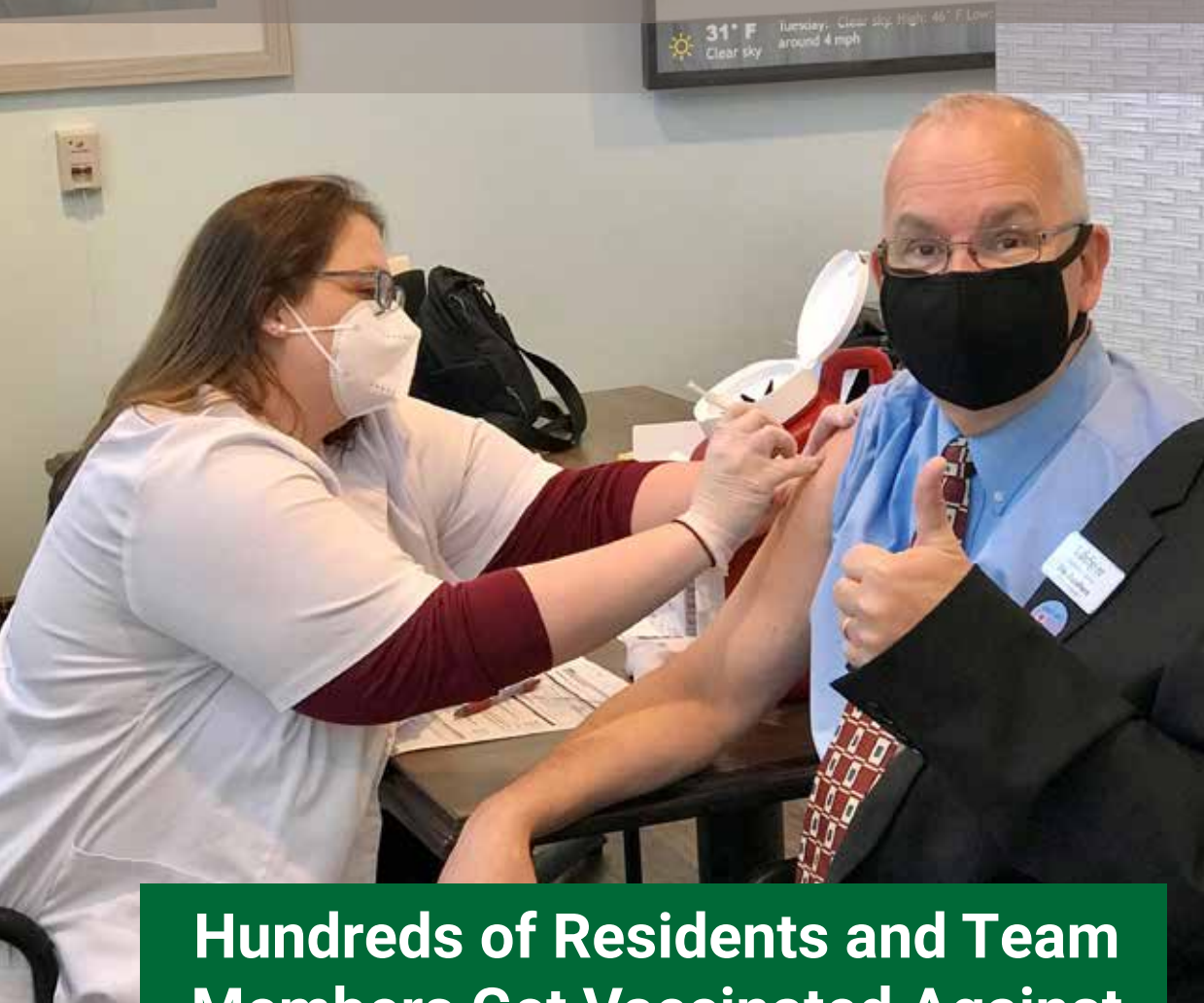
Due to the ongoing COVID-19 pandemic, Cristo Rey students will be collaborating with the Lakewood team virtually. Tenth grade students will work in partnership with Lakewood on business projects. Ninth grade students will continue with a business literacy course to be ready for professional roles in the fall. Special assemblies and events will be held virtually to continue relationship building and skill development for both grades.

“We are excited about this opportunity for a variety of reasons. Students come from a wide range of cultural and socioeconomic backgrounds, which would bring diversity and culture changes to Lakewood,” said Jonathan Cook, LifeSpire’s president and CEO. “The program fits in well with our objectives to support the greater community, specifically supporting urban schools and inner-city/at-risk populations. Partnering with Cristo Rey will provide an introduction of the senior living sector to a younger audience and help build a work force for the future.”

“We are so excited that Cristo Rey students have an opportunity to learn about vibrant, thriving senior living options in such a great setting. It has been a pleasure to work with LifeSpire leadership and we can’t wait for our students to have the same experience,” said Amy McCracken, director of Corporate Work Study.

Through a rigorous college preparatory curriculum, integrated with a relevant work study experience, students graduate ready to succeed in college and in life. Cristo Rey is a part of the largest network of high schools in the country that exclusively serve youth with limited economic means. Cristo Rey focuses on preparing students for college, while exposing the students to corporate experience. ■





Hundreds of Residents and Team Members Get Vaccinated Against COVID-19

In November, the Federal Drug Administration approved the vaccine for COVID-19 paving the way for hundreds of LifeSpire residents and team members to receive the vaccine. As senior care providers, all LifeSpire communities were amongst the first vaccinated by clinical teams from CVS and Walgreens through a federal partnership.

The choice was left up to each individual if they want to receive the vaccine. However, after consultation with many medical professionals, regulatory agencies, LifeSpire's community medical directors and nursing professionals, the leadership teams strongly recommended that all residents and team members receive the vaccination.

At the time of writing, more than 1,500 residents and team members had received the COVID-19 vaccine. Three clinics were scheduled at each community to ensure that all of those who wanted to receive the vaccine were able to get both doses.

The Chesapeake held the first vaccine clinic in partnership with CVS Pharmacy on December 29 followed by the second clinic on January 19 and a third clinic on February 9. In total, more than 400 residents and nearly 300 team members were vaccinated. Executive Director David Loop said the partnership with CVS was outstanding.

"We treated them to donuts to start their day, a nice lunch, muffins, cookies and beverages throughout the day," said Loop. "They all captured the spirit and personality of residents and team members and often repeated that they want to live here someday."

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A team from CVS took to The Glebe on January 6 to administer the first dose of the vaccine to residents in the assisted living, memory support and healthcare neighborhoods.

As part of this first clinic, members of the leadership team were given the opportunity

to receive the vaccine. Executive Director Ellen D'Ardenne, Director of Nursing Stephanie Clower and Medical Director Dr. Bradley Goad were among the first to be vaccinated.

"Getting the vaccine is the only way The Glebe's community will be able to get back to a level of normalcy and I want us to stand up and work together to stop the spread of this devastating pandemic. Our leadership team was proud to step forward and be amongst the first here to get vaccinated. For my part, I was more afraid of getting COVID than of the vaccine," said D'Ardenne.



On that date, 55 residents and three team members received the vaccine. The second vaccine clinic was held on January 27. At this clinic, independent living residents and other team members received the vaccine. Those residents and team members who were vaccinated on January 6 received the second dose of the vaccine on January 27 as well. A third clinic will be held on February 17. On that date, independent living residents and team members will receive the second dose of the vaccine. To date, more than 330 residents and 210 team members have been vaccinated.

At The Culpeper, 134 residents and 74 team members received the first dose of the COVID-19 vaccine on January 12. Pharmacists and pharmacy technicians from Walgreens Pharmacy partnered with The Culpeper's Clinic Manager Dawn Shears to set up the clinic and prepare for the hundreds expected.

Executive Director Jim Jacobsen was first in line.

"I am so excited that this day has finally come," Jacobsen said. "I encourage everybody out there to please get vaccinated and do your part."

Marketing Director Rose Wallace, Executive Chef Conrad Broadus, Executive Assistant Martha Whorton and countless others joined Jacobsen in receiving the first dose. Wallace said you could feel the energy in the room.

"If I could choose one word to describe the day it is hope. After everything that has happened in the past year, we all have hope. I am just so grateful that our residents and my fellow team members had the opportunity to receive the vaccine and for the promise of a return to a sense of normalcy hopefully in the near future," Wallace said.

Residents and team members who received the first dose on January 12 received the second vaccination on February 3. Those who were unable to receive the vaccine at the first clinic received it on February 3.

The last first clinic was held at Lakewood on January 14 and 449 residents, 67 Lakewood at Home members and 173 team members received the first dose.



Members of Lakewood's team did their part to keep our community safe. Marketing Director Hillary Winkelman, Floor Technician Jimmy Edmonds, Sales Counselor Donna Buhrman and Housekeeper Laura Contreas joined countless others who got the first dose.

Residents and team members who received the first dose on January 14 received the second vaccination on February 4. Those who were unable to receive the vaccine at the first clinic had the opportunity to receive it on February 4. A third clinic was scheduled for February 25 for those who received the first dose at the February 4 clinic. ■



Virtual Innovation: LifeSpire Team Members Inspire Wellness, Spiritual Life and Social Interaction

The ongoing COVID-19 pandemic has altered the way each of LifeSpire's five communities operates. Residents and team members alike have had to get used to wearing masks and keeping a social distance from one another. They have had to get used to having their meals in their homes and their groceries delivered. A lot has changed, but the innovative and creative team members have done and continue to do everything in their power to make sure some things stay the same albeit different.

The fitness centers at the communities have remained closed or operating on limited schedules with reservations required. But that hasn't dampened wellness activities in the communities at all. The Culpeper's Program Coordinator Betty Brooks holds light lift exercises virtually three times a week and weight-a-minute exercise virtually twice a week.

"It is very important for the residents to keep busy exercising and watching different shows virtually to keep them engaged and their participation consistent when we are unable to meet in large groups," she said. "Some of the residents have told me they enjoy continuing to do exercise virtually in their room, so they don't have to wear their mask."

Virtual classes are being offered seven days a week at The Chesapeake, and on-demand classes are also available for resident convenience. Candace Montgomery is the fitness and vibrance director from wellness partner National Institute for Fitness and Sport. She said

she works hard to offer a variety of classes each day, to include gentle yoga, sit and fit, moderate balance class, cardio walking, body weight circuit, cardio balance and staying strong.

“Resident support of these classes has been excellent,” Montgomery stated. “Many have indicated that even when we can formally meet again, they would love to have these classes stay available for their convenience.”

In January, the wellness team also offered small group sessions, limited to six participants, in the fitness center. Montgomery said she is also offered the Five-Star Fit Club for residents with a goal of combatting the typical winter months where exercise falls off as a priority.

“This program allows residents the opportunity to create realistic and attainable goals to start the new year off right,” she said.

Mental fitness and social interaction are just as important to residents’ overall wellbeing. Between the prerecorded and live programs at The Glebe, residents have had the chance to virtually connect through in-house television channels. Using social distancing, residents could also attend performances of all genres including live music, speakers, exercise classes by the wellness team and live resident-driven programs.

“Many residents have shown gratitude to have the ability to have virtual options in their homes,” said Resident Services Director Robin Ward. “We are still offering a few trips, being mindful of location and social distancing requirements. In December, we visited a Christmas light show, we are taking scenic rides, trips to restaurants. We use extreme caution, follow social distancing guidelines and track attendance to be safe. The Glebe’s team knows how important social engagement is to a person’s wellbeing, so we are doing everything we can to keep activities going to promote good health and happiness during this unsure time.”

A key element of engaging residents socially has been through virtual meetings with family and friends. Team members at each community have been on hand to help residents and their family members connect, either with community devices or with the resident’s personal device.

“I have been doing FaceTime with families and residents and find this to be an invaluable tool,” said The Chesapeake’s Resident Services Director Kim Johnson. “Seeing the faces of the residents light up when they see their loved ones is so rewarding. The residents are amazed at the technology and every time it is a new experience for them. They have the biggest smiles on their faces; it’s a very heart-warming experience every time.”

At Lakewood, the resident services team found a way to combine entertainment and social engagement all in one by organizing a series of a sing-alongs, encouraging residents



Continued on next page

to sing on their balconies or in their apartments. The team also organized two parades, and a series of themed events for the in-house television stations. Resident Services Director Sally San Soucie said the in-house channels have been invaluable.

“An artist led a class to make Christmas cards, each week for 13 weeks we broadcast Spanish lessons and sign language classes for nine weeks. We broadcast several presentations hosted by Lewis Ginter Botanical Garden,” San Soucie said.

She said residents also continue to make mats for the homeless based on how-to lessons broadcast virtually. The community also provided materials for knitters and those who crochet to make prayer shawls. One favorite project included the distribution of sunflower seeds, soil and a small pot for residents to start a sunflower plant that were later planted at the community to create a beautiful sunflower garden.

During the trying and extremely difficult time, residents’ have turned to their faith to get them through the pandemic. For many LifeSpire residents, attending church services is second nature, and The Culpeper’s Chaplain Hans Murdock said trying to make things feel normal spiritually has been incredibly important.

He said going virtual is an issue on its own and he has done his part to be technical support for residents as much as he can.

“We do bible study, Sunday school, church services. We showed videos of previous Christmas pageants because we couldn’t host ours this year. We recorded videos of residents and team members just wishing each other a Merry Christmas,” said Murdock. “Just being able to see each other is so important. I have talked with many residents who haven’t seen each other since March. When they are able to see their friends, those they worship with, on the in-house channels they see that they are doing okay and that encourages them.”

Murdock, who is also the senior adult pastor at Culpeper Baptist Church, said churches in the area are doing all they can to support the community’s spiritual wellness. Several local church services are shown on The Culpeper’s in-house channel along with community activities and concerts.

“Many residents have told me they don’t know how they would be able to do this without



their faith. They may not have family or support, but they have church,” he said. “I encourage them to call each other, encourage them. Just hearing from somebody else that they care is such an encouragement.”

The Spiritual Life Committee at The Glebe lined up speakers for Sunday Vespers that are aired on the in-house channel. Speakers have also come from local churches as well as residents and these programs are recorded for the on-demand viewing. A committee member offers Bible study on Thursdays live on in-house channel.

Lakewood’s Chaplain Julie Walton agrees that the in-house broadcast system has been a lifeline for residents to be able to continue to worship together while apart in their homes.

She said the community continues to offer worship service broadcasts to all levels of care, including broadcasts with local clergy and local church leadership so residents can see familiar faces from their churches. A small group of residents in independent living meet weekly for a socially distant, masks on prayer practice while a daily community prayer is broadcast each weekday morning to start the morning off praying together.

“Worship is the most important thing that we as people of faith do, and it was one of my top priorities to continue providing ways for residents across campus to worship regularly so that residents could enjoy the holiday season and feel a sense of normalcy hearing familiar songs, hymns, and scripture passages,” Walton said.

Lakewood has continued to broadcast resident-led Bible study currently led by resident Rev. Dr. Bob McEachern. Residents have several other opportunities to watch and learn theological study and information about world religions.

Walton said it has been her goal during these difficult days to create as many opportunities for residents to worship and to continue growing in their faith through worship services, education and guided individual faith practices.

“Faith grounds us in what is important and enduring: God’s continual presence with us even in the most unsettled of times. It is also therapeutic for participating in familiar faith practices that remind us while so much has changed, much endures, especially God’s presence with us in these times.” ■





The Chesapeake Dedicates New Memory Care and Health Care Courtyard

On December 11, The Chesapeake's team officially dedicated the Health & Memory Care Courtyard. The ceremony featured a welcome message from Barbara Jackson-Ingram, health services administrator, remarks from LifeSpire's President and CEO Jonathan Cook and The Chesapeake's Executive Director David Loop. Chaplain Rev. Dr. Uwe Scharf led attendees in a prayer and dedication statement for the new space.



Upon completion of the ceremony, attendees had the opportunity to tour the new space which boasts a serene and secure place for residents and their families to enjoy the outdoors in a peaceful, enclosed setting. A key feature of the courtyard is walkway bricks that offer a special way to make a permanent tribute in honor of a loved one, while investing in the LifeSpire of Virginia mission—to ensure seniors enjoy a loving, welcoming community with quality care, security and peace of mind through their lifetime. At a ribbon-cutting in August, the bricks had not been installed but by December the bricklaying was completed.

Many thanks to the generous supporters of this special project. Naming opportunities provided much of the funding to complete this special place.



Special friends and loved ones can still be honored with a tribute brick or with other opportunities to honor a loved one in the courtyard. Contact Jodi Leonard at (804) 521-9213 or jleonard@vbh.org for more information. ■

Monthly Giving Circle

Benevolence is the core of the Virginia Baptist Homes (VBH) Foundation. When life-care residents outlive their financial resources and/or funds become exhausted through no fault of their own, it is the generosity of our donors that enables these seniors to remain in their homes, receiving the excellent, quality care they know and deserve.

So how can you make an even bigger impact with your gift? Join our Monthly Giving Circle! Committing to donate every month helps to sustain available funding for seniors in need.

By giving a monthly, tax-deductible donation, you'll be joining a special community of other dedicated supporters. Members of the Monthly Giving Circle will be invited to our annual Donor Dinner, receive a Foundation Donor Pin, and receive Circle updates throughout the year. You'll also be helping to lower our costs, as you will not receive future solicitations.

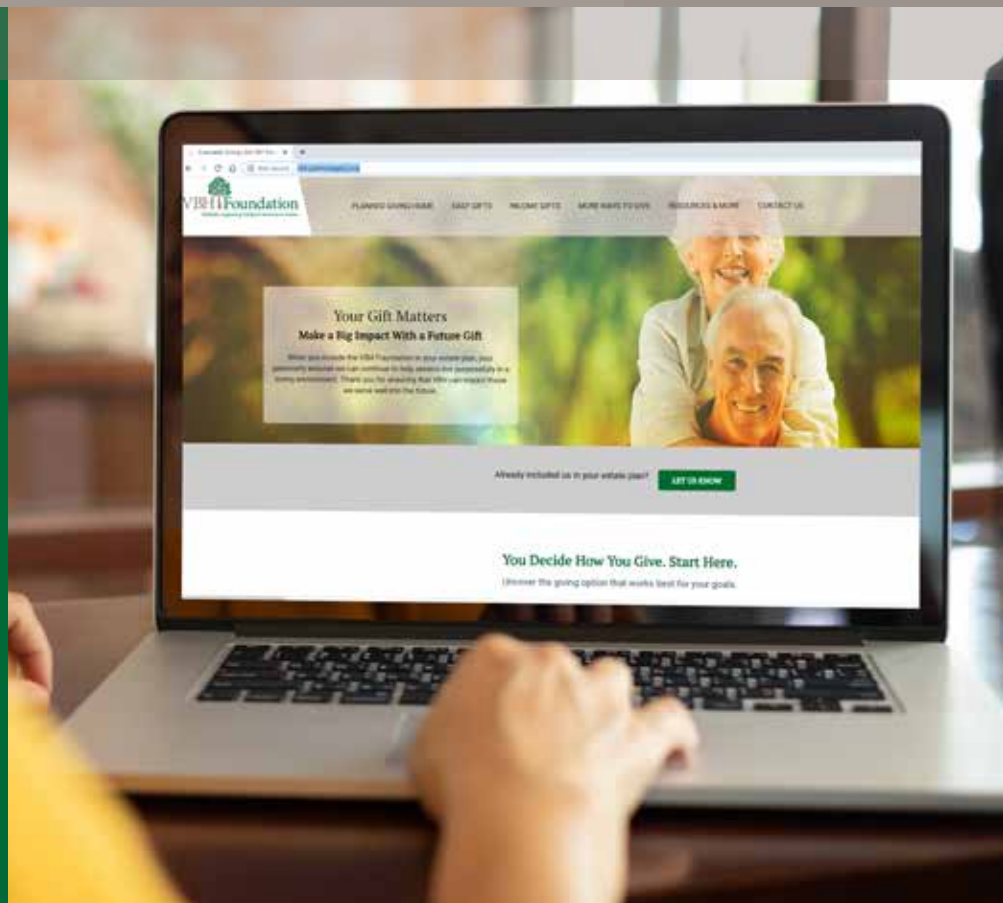
Joining the Monthly Giving Circle is easy! A credit card of your choice will be charged each month for an amount and timeframe you choose. Just \$15 a month will provide a day of care in assisted living; \$25 a month will support a day of skilled nursing care. Contact Jodi Leonard, Vice President, at (804) 521-9213 or jleonard@vbh.org, to learn more.

Last year, the VBH Foundation provided benevolence to 57 seniors in need, awarding over \$1.1 million in financial subsidies. Together with your generosity, we can ensure no senior will need to leave the comfort and compassion they have come to love and trust. ■



Legacy Giving

Take the time to learn more about enhancing your own financial plans, as well as benefiting seniors in need with your generosity. You can help by including the VBH Foundation or a specific LifeSpire community in your will or estate plans. Visit our website, <http://vbh.planmylegacy.org/> for more information.





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Five Communities. One Vision. Where Faith, Wellness and Community Flourish.



The Culpeper
Culpeper



The Chesapeake
Newport News



The Glebe
Daleville



Lakewood
Richmond



Lakewood at Home
Richmond

Whether you enjoy the water or the mountains, the city or a charming small town, LifeSpire of Virginia has a retirement option that's right for you. Each of our five communities offers comfortable apartments and cottages in beautiful, inviting settings while our Lakewood at Home program provides you with the comfort of aging in your very own home. Regardless of the option or location you choose, our communities provide the peace of mind of continuing care should you or your spouse ever need it. Take advantage of the security of knowing your future is well-planned in an atmosphere where faith, wellness, and community flourish. To learn more, call (804) 521-9214 or visit lifespireliving.org.

