

day IN THE life

OF WILLIAMSBURG LANDING



WILLIAMSBURG
LANDING®

2024 Impact Report



Our Mission

As an innovative, nonprofit Life Plan Community, Williamsburg Landing offers a full spectrum of opportunities to foster independence, connection and security.

Our Vision

Living fully beyond ageism

Our Values

- P.** Passion
- R.** Respect
- I.** Integrity
- D.** Diversity
- E.** Excellence

Senior Leadership Team

Greg Storer, *President & CEO*
Martin Kane, *Chief Financial Officer*
Vonnie Adams, *Chief Clinical Officer*
Rachel Becke, *Chief Talent Officer*
Lisa Bates, *Chief Marketing Officer*
Sally Wolfe, *Chief Development Officer*

Message from the President & CEO

Dear Friends,

As the new President and CEO of Williamsburg Landing, I am honored to take the helm of such a fine organization — one that proudly celebrates 40 years of success in serving seniors.

Undoubtedly, a key to that success is a firm foundation in philanthropy. As I look around our campus, I see the evidence daily. From the Kremer Pavillion to the Adult Day Center, from education funds to pollinator gardens, the proof abounds. This is a community where people care for each other.

Each day in the life of Williamsburg Landing brings a reminder of the importance of community, whether it's neighbors helping neighbors, residents providing opportunities for employees or employees caring for residents. Thank you for being part of that. Your gifts make this a warm place to live and work — a place where everyone knows they'll be cared for.

While this report looks back on 2024, your continued support will help us remain independent and financially secure, allowing Williamsburg Landing to move confidently into the future and our next 40 years. With your partnership, the days ahead will surely be filled with many new expressions of care and community.



With gratitude,

A handwritten signature in black ink that reads "Jan Bigelow". The signature is fluid and cursive, with the first name "Jan" being more prominent.

Jan Bigelow



2023 - 2024 Board of Directors

Terry Banez
Allison Brody
Donald Buckless
Louise Canfield
Elizabeth Davis
Terry Driscoll
Michael Fox

Vernon Geddy
Connie Harshaw
Judith Knudson
Matthew Lambert
Timothy Mills
Carlane Pittman-Hampton
Brandon Randall

Chris Smith
Scott Stabler
John Van Aken
Robert Underwood
Jeanne Zeidler, *Chair*



“

Spending a few hours each week at the **Adult Day Center** is the highlight of our week. Whether it's a day trip or playing a game of pool, Debbie runs a lively program and we are happy to be a part of it.

– Fred and Barbie Siegal
(Fred pictured top center)

”

“

Every day, I enjoy the beauty of the **Williamsburg Landing campus**, either while taking a walk with my dog or working in the pollinator garden. Our Grounds crew is top-notch and I do what I can to support their efforts.

– Leslie Bowie
(pictured top left)

”

“

My parents understood the transformative power of **education**, viewing it as a pathway to a more promising future. **The Gerry Smith Memorial Scholarship** honors their memory so profoundly, and stands as a testament to their values. It's deeply rewarding to see the tangible difference in the lives of students year after year.

– Janine M. Smith

”

“

Having organized and displayed art exhibits for 25 years and as an artist myself, I am so looking forward to the new exhibition and art studio space being created at the **Community Center**.

– Betsy McKelvain
(pictured top right)

”

“

Moving to Williamsburg Landing was the second best decision I've ever made.

Supporting **Employee Education** opens doors for staff to learn, grow, and excel.

– Rob Polack

”

day IN THE life

OF WILLIAMSBURG LANDING



The morning is filled with purpose in a community that nurtures exploration.

Williamsburg Landing's emphasis on all dimensions of our residents' wellness takes shape in many forms — and gifts often provide the means. Thanks to you, we're able to provide a variety of opportunities that encompass social, emotional, spiritual, intellectual, financial, vocational and physical health.

Local day trips, like a tour of the Waltrip Williamsburg Executive Airport, are a favorite way to engage residents, decrease isolation and cultivate fun and learning. In 2024, your support made it possible for residents to enjoy excursions like this, as well as live music, an eclipse viewing, new library materials, Vespers services and holiday traditions like the Christmas parade in Colonial Williamsburg.



\$29,111
Wellness

Start the day...

Savor a fresh cup of coffee at The Cove before heading to the **Landing Library** to peruse the morning newspapers.

Join your friends at the **resident-run flea market** to help support your community activities.

Volunteer a few hours at Cove Crest and join the fun as residents enjoy an **interactive Tovertafel game**.

The day unfolds from purposeful mornings to afternoons that inspire and enrich through learning.

Pictured from top (l-r):

Gerry Smith Memorial Scholarship recipients

Nan Atkinson at scholarship luncheon

(l-r): Joyce Simard, Pattie Gaudio, Dr. Jennifer Armijo, and Debbie Whybra.

An educational highlight of 2024 was made possible by the Weingartner-Cody Educational Endowment, which enabled Williamsburg Landing to welcome globally known dementia expert Joyce Simard, author and founder of Namaste Care International, last summer.

Since Joyce began developing this innovative model as a social worker in nursing homes in 2003, it has been adopted by many senior care and hospice programs across 13 countries. Williamsburg Landing became the first in Virginia to add the program to our Memory Support services in 2023.

Joyce led three training sessions that reached 76 employees and 56 residents, along with two small-group sessions for nursing leadership and residents. "What a pleasure it was to bring Joyce in," said Dementia Services Educator, Pattie Gaudio. "Namaste Care brings the highest quality of life and well-being to this population, and it is an honor to bring that to Williamsburg Landing."



\$437,773
Education

As the afternoon unfolds...

Enjoy lunch served by high school students, some of whom received **\$11,000 in Gerry Smith Memorial Scholarships.**

Visit a friend at Cove Crest, where care is provided by our **Certified Dementia Practitioners.**

Engage with your thriving community as **129 employees return to school**, enhancing their skills and our workforce.

As the afternoon fades into evening, it's satisfying to reflect on spending a full day as part of a beautiful community.

When participants leave the Williamsburg Landing Adult Day Center at the end of the day, their moods are often lifted. They've not only been safely, attentively cared for, but they've also been able to connect with a community and participate in engaging activities.

In 2024, your support provided live music to enjoy each month, as well as field trips and outings to local museums and other places of interest. In addition, the Adult Day Center choir was able to offer several performances in keeping with their theme for the year: "Songs From Around the World." Thanks to you, our participants (and their family caregivers) can confidently and eagerly look forward to their next visit with us.



\$24,089
Adult Day

In the heart of
the afternoon...

Swing by Adult Day for a game of pool with your favorite buddy, thanks in part to the **161 days of reduced fees.**

Savor the aroma of food grilling on the **new gas grill** – bringing participants together for great meals and good company.

Drop in on choir practice and join the choristers learning new tunes and harmonies.



\$136,970
Williamsburg Landing
Community Fund



\$71,486 Campus Enhancement

When the day begins
to fade into evening...

\$348,900 Community Center

A new day begins...

Enjoy a peaceful
walk along the **new
campus trails** near
Assisted Living, with a
relaxing stop at one of
eight new benches.

Imagine joining
friends at the **art
studio** for painting
or ceramic class.

Wave thanks to the
landscaping team in
their **new Gator** for
the clean walkways,
courtesy of their **new
blowers**.

Envision admiring the
latest **gallery display**
on the way for a drink
at the **Terrace Bar**.

Stop by the pergola to
chat with friends and
admire the **195 newly
planted pollinator
garden perennials**.

Dream of an evening
at the new **theatre**
enjoying the latest
community show.

2024 Donor Honor Roll

Williamsburg Landing residents know the value and impact of cumulative giving. Our future as a premier Life Plan Community relies on the steady support offered by generous Williamsburg Landing residents and family members. Gifts provide updates to our landscape, benevolence for residents in need, artwork and decor in public spaces and updated medical equipment such as digital heart rate monitors for nursing.

THE AMERICA \$250,000+

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Mrs. Jane Kaplan

FLYING CLOUD \$25,000 to \$99,999

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Mrs. Maria Yeatts

✳Annual Fund supporters for 5+ years

Heritage Society

Joining our Heritage Society ensures a legacy of care and support for seniors at Williamsburg Landing. For 40 years, many residents have generously included us in their estate plans, ensuring future generations benefit from the same care and opportunities. Whether through a provision in your will, a life-income gift or assigning future entrance fee refunds, your contribution is a gift of love for the community and its seniors. We invite you to join the Heritage Society. Please let us know of your estate plan commitment so we may thank you for your generosity.

Anonymous (6)
Mr. and Mrs. William and Cheryl Bacon
Ms. Judy Boesch
Mr. and Mrs. Bob and Nanci Bond
Mr. and Mrs. Russ and Jane Cowell
Mr. and Mrs. Page and Ginny Cranford

Ms. Carol Jenkins
Mr. and Mrs. John and Linda Livecchi
Ms. Lenore MacClain
Mrs. Diane Stevenson
Dr. Mary Voorhess

Every effort has been made to ensure the accuracy of this report. We apologize for any errors or omissions and ask that you contact us with any corrections.

Williamsburg Landing may use demographic information such as age and gender in order to contact you for the purpose of raising money for our community. In every written fundraising communication, we will provide you with an opportunity to elect not to receive further fundraising communications. Opting out of receiving future fundraising communications will in no way affect any access or level of care available to you. Once you opt out, we will avoid contacting you unless you contact us and ask to be added back to our fundraising contact list. If you want to opt out of receiving future fundraising mailings at this time, please call Sally Wolfe at 757-253-9677 or send an email to swolfe@williamsburglanding.org.

Cumulative Giving

Cumulative Giving honors the lifelong generosity of donors, whose impact grows like compound interest over time. We extend our heartfelt gratitude to these loyal and visionary donors whose dedication has shaped Williamsburg Landing into the community it is today.

\$1,000,000+

Dr. and Mrs. Hans and Brigitte Kopper

\$250,000 to \$999,999

Ms. Mary Anne Cody
Charles and Millicent Brown Family Foundation
Mrs. Jane Kaplan
Mr. and Mrs. Rick and Sandy Nahm

\$100,000 to \$249,999

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Residents' Council

President's Report

The 2023-2024 Residents' Council served an unprecedented 18 months. This was due to a Bylaws change that moved the Association's fiscal year from June 1 – May 31 to the calendar year. This change brought the Association in line with the Landing's fiscal year.

Along with that change, the Bylaws Committee did a great job of getting rid of duplication and tightened much of the language in the documents. They established a budget process for the Council, committees and organizations. "Standing committees" are now "resident committees" and "non-standing committees" are now "resident organizations." In addition, committee members are no longer subject to rigid rules about length of service, while chairmen serve at the discretion of the President of the Association.

The goal of the change in committee structure was to further strengthen the resident committees. Resident committees and organizations are an important part of the interaction among the staff, the Landing Administration and the Landing Board of Directors. The committees have been more active recently, with accomplishments that include a renaming of the Green Committee to the Sustainability Committee, an important and highly beneficial series of presentations by the Health Committee on Pathways and a co-sponsorship of Williamsburg Landing's DEI&B Advisory Council programs.

The Flea Market is the only source of funding for the Residents' Association and thus a vital part of the operations of the Council and the Association. In 2023, there was a change of leadership at the Flea Market, resulting in a resident organization that now directs the operations. This change has increased the number of residents involved and the revenue has remained consistent. In addition, the change has been successful enough that the Flea Market has been able to hire a part-time staff member to help with operations.

Judy Knudson, *Past President*
Williamsburg Landing Residents' Association



2023-24 RESIDENTS' COUNCIL MEMBERS

Chris Faia
Judy Fuss
Bob Hershberger
Carol Jenkins
Judy Knudson, *President*
Al LeBold
Jane Medlin
Jacque Meriam
Bob Payne
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change a life.
SCAN TODAY!

