

2022 Impact Report



WILLIAMSBURG LANDING®



Senior Leadership Team:

Gregory Storer, *President/CEO*
Michael Williams, *Chief Operating Officer*
Juanita Parks, *Chief Financial Officer*
Vonnice Adams, *Chief Clinical Officer*
Lisa Bates, *Chief Marketing Officer*
Brandy Day, *Chief Talent Officer*
Sally Wolfe, *Chief Development Officer*

2021 - 2022 Williamsburg Landing Board of Directors:

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Louise Canfield
Elizabeth Davis
Terry Driscoll
Michael Fox
Vernon Geddy
Connie Harshaw
Matthew Lambert
Timothy Mills
Carlane Pittman-Hampton
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Linda Stallings
John VanAken
Al Woods
Tim Wright
Jeanne Zeidler, *Vice Chair*
Paul Gerhardt, *Secretary*
Alexander Powell, *Assistant Secretary*

Williamsburg Landing is committed to complying with all laws and regulations pertaining to non-discrimination towards residents and employees and those applying for residency and employment. Resident admission, outpatient care, room assignment, provision of services and caregiver assignment, as well as employee recruitment, conditions of employment or determination of employment shall be determined without regard to race, ethnicity, national origin, age, sex, religion, gender identity, disability, marital status or veteran status.

Visit williamsburglanding.org or call 757-565-6505 for more information.

A special thanks to artists Martha Payne and Sandy Nahm for the beautiful paintings featured on the cover and throughout the report.



Message from the

PRESIDENT & CEO

Dear Friends,

Around this time of year, during the summer of 1985, the very first residents were moving into a brand-new, still-developing senior community called Williamsburg Landing. With determination, these early settlers, along with our first employees, first donors and first board of directors, were establishing a strong foundation and charting an exciting course for the decades ahead.



Like compound interest, the innovation and diligence of this pioneering group have been built upon over the last 38 years, compounded by the hard work, care, perseverance and philanthropy of many, creating the community that we know and love today.

Your contribution to that process has been invaluable. In particular, your support of Employee Training & Education, Wellness, Campus Enhancement, the Adult Day Center and the Williamsburg Landing Community Fund in 2022 was incredibly impactful. Thank you for honoring our founders and investing in our future.

The return on investment, as you'll see throughout this report, includes inspiring growth, holistic health, fulfilling activities, engaging opportunities, heightened excellence, state-of-the-art upgrades and new ways to serve seniors and their families — for today and tomorrow. I think our friends from 1985 would be proud.

With gratitude,

Gregory T. Storer



YOUR GIFTS MADE A DIFFERENCE

Williamsburg Landing is sustained and strengthened by our donors, who partner with us to foster independence, connection and security for seniors through a full continuum of services. **In 2022, your generous support contributed to a balanced operating budget, an improvement in our funded status and our ability to meet and exceed our contractual obligations. Days Cash on Hand improved by 12 days, and \$244,000 from the Benevolence Fund supported residents who outlasted their resources.** Philanthropic gifts to Campus Enhancement, Wellness, the Williamsburg Landing Community Fund, Employee Training & Education and the Adult Day Center made an unquestionable difference in how we served our residents, families, staff and the community at large. On their behalf, we thank you.

For a full financial report, contact Juanita Parks at 757-565-6511 or jparks@williamsburglanding.org.

60.21%
CAMPUS
ENHANCEMENT



1.92%
WELLNESS

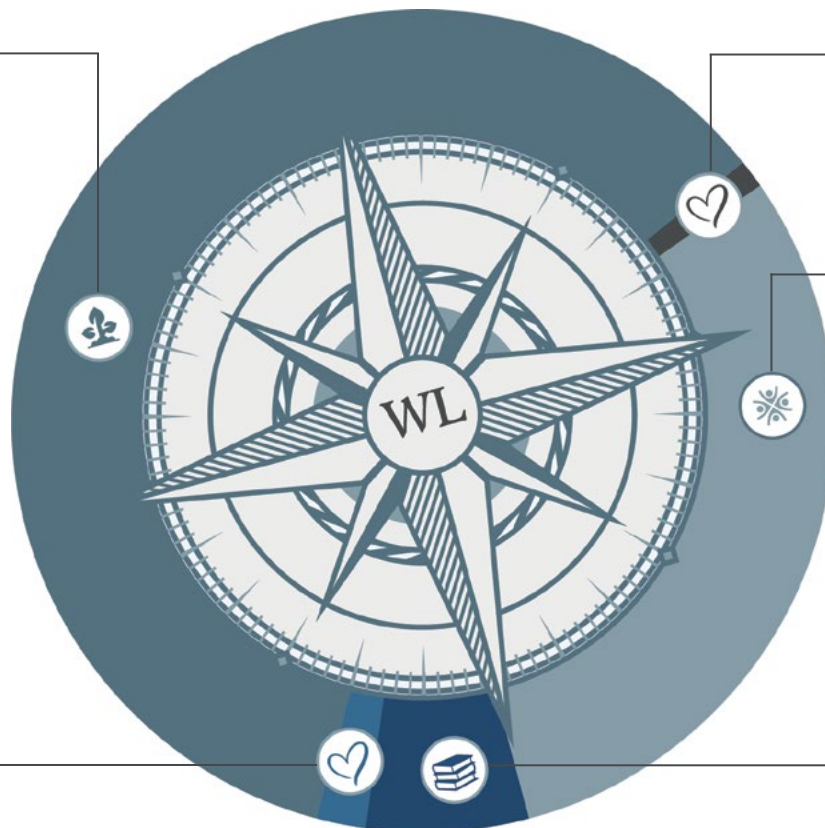


1.17%
ADULT DAY



30.54%
WL COMMUNITY
FUND

6.16%
EMPLOYEE
TRAINING &
EDUCATION





Campus Life Enhanced by Accredited Arboretum

In 2022, Campus Enhancement gifts helped bring to fruition the state's first accredited arboretum located in a life plan community — right here at Williamsburg Landing. Our 152-acre, primarily wooded campus has long been filled with an ornamental botanical collection, but never before has it been identified, photographed, labeled, documented, mapped and shared in an interactive, educational way. Thanks to philanthropic support and the tireless work of staff and resident volunteers, that process began last year, qualifying the community as an arboretum and resulting in a Level I Accreditation by The ArbNet Arboretum Accreditation Program.

“

We are gratified to see this initiative achieving its mission: to enhance the quality of life by bringing people and nature together.”

— **Susanne Clark**

Resident Leader, Arboretum Committee



The arboretum team placed its first sign next to a Nellie Stevens Holly planted in 1985. Each sign identifies a plant by its botanical name, its common name and a QR code linking to more information online.



\$895,465

**CAMPUS
ENHANCEMENT**

What Your Gifts Accomplished:

A native butterfly garden was built for the declining monarch population.

Aesthetic upgrades allowed for greater enjoyment of the interior Cove courtyard.



The addition of a new community patio provides an area where residents can cook out and picnic together.

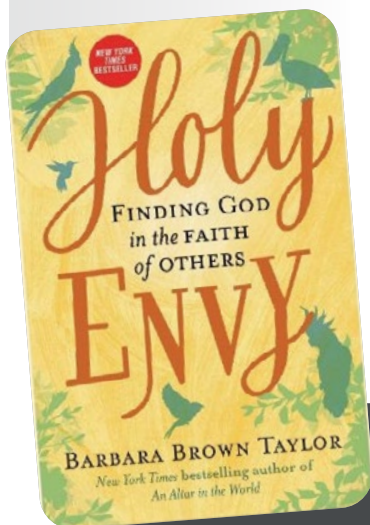


\$28,516
WELLNESS

**What Your Gifts
Accomplished:**

Hundreds of residents and employees enjoyed a Good Shot Judy concert.

The Headspace app was provided to all employees as a stress-reduction resource.



Resident and Employee Wellness Enhanced By Generous Support

2022 was a year in which donors made a difference in the area of Wellness, evident in the ways that members of our community are holistically growing and thriving in the spiritual, intellectual, financial, social, emotional, vocational and physical aspects of their lives.



The Caribbean party was a popular social event, complete with a steel drum player, frozen drinks and special Caribbean menu items.



Thanks to gifts to our chaplains, a book group enjoyed reading *Holy Envy*.





Williamsburg Landing Community Fund Enables Flexibility and Responsiveness

Plans are important. We are, after all, a life plan community — a place where seniors can enjoy today while wisely preparing for tomorrow. But needs and circumstances fluctuate quickly, and we must also be poised to respond to opportunities and issues as they arise within a fiscal year. The Williamsburg Landing Community Fund provides the flexibility to do so.

In 2022, Community Fund donors enabled our Facilities team to swiftly address the following projects to enhance campus life:



A deteriorating tennis court was transformed into two new pickleball courts.



Raised flower and vegetable beds in the resident gardens were beautifully enhanced.



The reconstruction of a gazebo overlooking College Creek restored a favorite spot for picturesque views.



\$454,097
WL COMMUNITY
FUND

**What Your Gifts
Accomplished:**

The Landing
Building lobby
was refreshed.



\$91,557
EMPLOYEE
TRAINING &
EDUCATION

What Your Gifts
Accomplished:

21 employees
returned to
school.

A leadership
skills academy
was offered
for promising
employees.

Education Supports Employee Aspirations

Thanks to the Employee Training & Education Fund, Dementia Services Assistant Alana Stulen was able to further combine her passions for fitness, mental health and the senior population. She obtained her Tai Chi for Health recertification in arthritis and fall prevention through the Tai Chi for Health Institute, achieved certification as a Senior Fitness Instructor through the American Sports & Fitness Association and began online coursework with the Functional Aging Institute to become a Brain Health Trainer. Applying what she's learned to her professional role and her own life, Alana is using exercise and healthy habits to benefit cognition and wellbeing throughout the aging process.

“

*I would not have been able to do this otherwise —
I'm still getting my last son through college. I can't believe
I found courses to help me with my knowledge and give
me something that I can use to help other people.”*

Alana Stulen, Dementia Services Assistant



Alana is grateful to Employee
Training & Education Fund donors
for the expertise she is gaining in
a new season of life.





Adult Day Center Brings Celebration and Fulfillment Back into the Lives of Participants

In its first five years, and even through COVID-19, the Williamsburg Landing Adult Day Center has served 177 individuals with affordable, pre-scheduled, full-day access to engaging programs, thanks to donors like you. Last year, gifts provided “extras” beyond monthly budget items, in the form of uplifting activities for participants to enjoy. Donations also greatly touched the lives and families of eight participants who received partial scholarships.

“

Because of the generosity of donors in 2022, we were able to do wonderful things. Things like musical entertainment, parties, trips and choir activities really make a difference. It sets us apart, making our Adult Day Center the fun and engaging place that people have come to expect — it’s part of the reason that they come.”

Debbie Whybra, Adult Day Center Director



\$17,402
ADULT DAY

What Your Gifts Accomplished:

Eight participants received 180 days of reduced fees.

Participants enjoyed six birthday celebrations.



Gifts to the Adult Day Center added color and joy to our participants' days by providing holiday celebrations, birthday parties, art classes and all kinds of fun.



2023 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.

FLYING CLOUD \$25,000+

- Anonymous (1)
- Ms. Veronica Gaffney Heaslip
- ⚓ Mr. and Mrs. Frederick and Sandy Nahm
- ⚓ Mrs. Peggy Morton
- T. Rowe Price Charitable

GODSPEED \$5,000 to \$24,999

- ⚓ Anonymous (2)
- ⚓ Mr. and Mrs. Anthony and Marcia Ditrapani
- ⚓ Mrs. Zoë Graves
- Mrs. Lenore MacClain
- ⚓ Mr. and Mrs. Thomas Poland
- ⚓ Residents Association
- ⚓ Mrs. Louise Sinclair
- ⚓ Mr. Clayton Westland

DISCOVERY \$2,500 to \$4,999

- ⚓ Ms. Madeline Markwood
- ⚓ Mr. and Mrs. William and Cheryl Bacon
- ⚓ Mrs. Donna Crandall
- ⚓ Mrs. Kay Kane
- ⚓ Mrs. Donna Krulitz
- Mr. and Mrs. Jack and Leslie Murphy
- ⚓ Mr. John Seel
- ⚓ Mr. and Mrs. Frederick and Barbara Siegel
- ⚓ Mr. and Mrs. Greg and Julie Storer
- Ms. Dorothy Teubner
- ⚓ Mr. and Mrs. Barry and Dorothy Worfolk

PATRON \$1,000 to \$2,499

- Anonymous (4)
- ⚓ US Charitable Gift Trust
- Mr. and Mrs. Bobby and Hope Beck
- Ms. Judy Boesch
- ⚓ Peninsula Community Foundation Of Virginia
- Mr. and Mrs. Edgar and Ingrid Brown
- ⚓ Mr. and Mrs. Robert and Martha Burgess
- ⚓ Dr. and Mrs. Mitchell and Lois Byrd
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- ⚓ Mr. and Mrs. Russell and Jane Cowell
- ⚓ Mr. and Mrs. Carter and Suzanne Cowles
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- Mr. and Mrs. Terry and Susan Driscoll
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- ⚓ Fidelity Charitable Advisors
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- ⚓ Mr. and Mrs. Paul and Charlotte Gerhardt
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- Ms. Connie Harshaw
- ⚓ Mr. & Mrs. Robert and Margaret Hershberger
- ⚓ Mr. and Mrs. Jim and Faith Hitch
- ⚓ Mrs. Helen Huver
- ⚓ Ms. Carol Jenkins
- ⚓ Mrs. Ellen Jones
- ⚓ Mr. and Mrs. Theodore and Abby Jo Juraschek



- ⚓ Mrs. Cynthia Lee
- ⚓ Mrs. Martha MacDonald
- ⚓ Mr. and Mrs. Archer and Susan Morgan
- ⚓ Ms. Barbara Morris
Williamsburg Presbyterian Church
- ⚓ Mr. and Mrs. Linwood and Gwen Perkins
- ⚓ Mrs. Beverly Pinotti
- ⚓ Ms. Lois Polifka
Mrs. Joyce Schatzman
- ⚓ Mrs. Barbara Smith
- ⚓ Mrs. Diane Stevenson
- ⚓ Mr. and Mrs. Roger & Imogene Thaler
TIAA
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- ⚓ Mrs. Marjorie Tongue
- ⚓ Dr. Mary Voorhess
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Mr. and Mrs. Michael and Tina Williams
- ⚓ Mrs. Susan Williams
- ⚓ Mr. and Mrs. Kenneth and Sally Wolfe

BENEFACTOR \$500 to \$999

- ⚓ Mrs. Audrey Smith
- ⚓ Mrs. Laura Arnold
Ms. Jeanne Arnold
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- ⚓ Mrs. Betty Stvan
- ⚓ Ms. Carol Talbot
- ⚓ Mr. John VanAken
- ⚓ Mr. Robert Wilkinson
- ⚓ Mr. Hamilton Wong
Ms. Jeanne Zeidler

ASSOCIATES \$250 to \$499

- ⚓ Mr. and Mrs. Lawrence and Kathleen Ring
- ⚓ Mr. and Mrs. John and Dorothy Ashburn
- ⚓ Mrs. Ruth Baur
Mrs. Nora Belcher
- ⚓ Mr. and Mrs. Robert and Lois Bloom
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Mr. James Cavaretta
- ⚓ Mr. and Mrs. Lyn and Carol Cini
Mr. and Mrs. Benjamin and Susanne Clark
- ⚓ Mr. and Mrs. Page and Ginny Cranford
Mr. Charles Crone
Mr. Jack Edwards
Mr. Michael Fox
Ms. Judy Fuss
Mr. and Mrs. William and Nan Hoover
Mr. and Mrs. Wright and Sarah Houghland
Mr. and Mrs. Frederick and Nancy Konta
- ⚓ Mr. and Mrs. Robert and Anne Laib
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Mr. and Mrs. John and Linda Livecchi
Dr. & Dr. Bryan and Carol Marshall
Mr. and Mrs. Bruce and Barbara McRitchie
- ⚓ Mr. and Mrs. Peter and Kerry Mellette
- ⚓ Mr. Jay Mincks
Ms. Jenyl Murdock
- ⚓ Mr. and Mrs. Robert and Martha Payne
- ⚓ Mr. and Mrs. Gary and Susan Ripple



Mr. and Mrs. Leonhard and Ursula Venne
⚓ Mrs. Elizabeth Wallace
⚓ Mr. and Mrs. Edward and Chico Watanabe
⚓ Mrs. Essie Welch
⚓ Williamsburg Community Foundation
⚓ Mrs. Anna Wolf
⚓ Mr. and Mrs. Al and Diane Woods
Admiral and Mrs. Tim and Dixie Wright

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⚓ Mrs. Ruth Anderton
⚓ Mrs. Mary Ann Baldrige
⚓ Ms. Lisa Bates
⚓ Mrs. Jean Bodine
⚓ Col. and Mrs. Gordon and Rosanne Bratz
Ms. Allison Brody
⚓ Mr. and Mrs. James and Marge Bruha
⚓ Ms. Faith Casey
⚓ Mrs. Ann Corrie
⚓ Mrs. Nancy Daugherty
⚓ Mrs. Brandy Day
⚓ Mrs. Esther De Lashmutt
⚓ Mrs. Lois Donald
Mr. John Donaldson
⚓ Mr. and Mrs. Paul and Julie Dresser
⚓ Mrs. Jackie Etheridge
Ms. Sally Fisk and Ms. Cindy Frezek
Ms. Shirley Floyd-Buchanan
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Mr. and Mrs. Bruce and Kathy Hornsby
Just Stitchin'
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Ms. Susan Tague
⚓ Mrs. Karen Viener
⚓ Mr. and Mrs. George and Linda Vonderheide
Mrs. Beverly Wiggins
Mrs. Lisa Wood
Ms. Peggy Yacobi

DONORS up to \$99

⚓ Anonymous (1)
⚓ Ms. Vonnie Adams
⚓ Mrs. Nan Atkinson
⚓ Mrs. Nanci Bond
⚓ Mrs. Martha Boyd
⚓ Mrs. Terry Carter
Ms. Lynn Carrie Dowell
Ms. Janice Feld
⚓ Mrs. Barbara Hager
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Ms. Kimberly Mitchell
Mrs. Sharon Ochsenhirt
Mr. Wayne Reynolds
⚓ Mrs. Shirley Roberts
Ms. Deborah Robertson-Lee
Ms. Gail Rosenblum
Mrs. Donna Swanson
⚓ Mrs. Ellen Todres
⚓ Mr. Bertice Walker Jr. and Ms. Maria Luise Yeatts
⚓ Mrs. Bettye Wallace

⚓ Annual Fund supporters for 5+ years



HERITAGE SOCIETY

Including Williamsburg Landing in your estate plans ensures that other seniors will enjoy the same benefits and care that current residents are afforded. A gift from a Heritage Society member's estate is a gift of love — for the community, for other seniors and for the future. Members of the Heritage Society may have provisions in their wills or trust, may have established a life-income gift such as a charitable gift annuity, or may have included Williamsburg Landing as a beneficiary of a retirement plan. We also recognize and appreciate those who have assigned or donated their future entrance fee refund to Williamsburg Landing.

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 (5)

Mr. and Mrs. William and Cheryl Bacon
Beatrise W. Paradis Irrev. Trust
Ms. Judy Boesch
Ms. Nanci Bond
Ms. Sylvia Brown
Miss Elizabeth Buckley
Estate of Isabelle Cosby
Mr. and Mrs. Russ and Jane Cowell
Mr. and Mrs. Page and Ginny Cranford
Dr. Carl Dolmetsch
Estate of Eleanor Gilpin
Estate of Jane Sieger
Estate of Marge Muenchow
Estate of Marian Seder
Estate of J. Hickman
Ms. Veronica Gaffney Heaslip
Mr. and Mrs. Carlton and Jean Hershner

Ms. Carol Jenkins

Estate of Virginia Kreyer
Mr. and Mrs. John and Linda Livecchi
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Mr. and Mrs. Hans and Brigitte Kopper
Mrs. Lenore MacClain
Mrs. Sue Mayberry
Mr. and Mrs. Ray and Alice McKeighan
Mrs. Joan Montgomery
Ms. Anne Rowland
Mrs. Jane Sieger
Mr. and Mrs. Fletcher Sisk, Jr.
Miss Omega Smith
Mrs. Diane Stevenson
Estate of Virginia Kreyer
Dr. Mary Voorhess
Mrs. Anne Walker
Estate of Janet Wilson

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

The impact of Cumulative Giving is like compound interest; it builds over time. Many thanks to these leadership donors whose gifts have sustained Williamsburg Landing.

\$1,000,000+

Dr. and Mrs. Hans and Brigitte Kopper

\$250,000 - \$999,999

Anonymous (1)

Charles Brown

\$100,000 - \$249,999

Anonymous (2)

Mrs. Nancy Bates

Mrs. Sylvia Brown

Mr. Harry Burton

Estate of Isabelle Cosby

Ms. Veronica Gaffney-Heaslip

Estate of J. Hickman

Mr. and Mrs. Lee and Paula Hougen

Mr. Herman Kremer

Estate of Virginia Kreyer

Mrs. Sue Mayberry

Mr. and Mrs. Ray and Alice McKeighan

Mr. and Mrs. Frederick and Sandy Nahm

Residents Association

Ms. Anne Rowland

Mr. Clayton Westland

Mrs. Janet Wilson

\$50,000 - \$99,999

Anonymous (1)

Fidelity Charitable Advisors

Mr. David Gaston

Mrs. Zoë Graves

James City County

Mrs. Peggy Morton

Beatrise W. Paradis Irrevocable Trust

Mr. and Mrs. John Seel

Mr. and Mrs. Fletcher Sisk, Jr.

\$25,000 - \$49,999

Anonymous (3)

Mr. and Mrs. John and Jean Boatwright

Miss Elizabeth Buckley

Mr. and Mrs. Anton and Sally Campanella

Mr. and Mrs. Charles and Ginny Crone

Estate of Omega Smith

Estate of Eleanor Gilpin

Estate of Marge Muenchow

Miss Elizabeth Hambleton

Henderson Incorporated

Kanaly Trust

Kaufman & Canoles

Mr. Eugene Lunger

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Mrs. Madeline Markwood

Mrs. Joan Montgomery

T. Rowe Price

Ms. Elaine Themo

Dr. Mary Voorhess



Residents' Council President's Report

During our first full fiscal year since COVID-19 shutdowns, the focus of the Residents' Council has been on resident expectations following the pandemic. We soon discovered a range of expectations based on when residents moved to Williamsburg Landing: pre-COVID residents yearned to return to their previous normal, while residents who moved in during lockdowns weren't sure what to expect, and post-COVID residents were looking for a new normal.

In response to these varying outlooks, our goal became focused on a better normal that would encompass the needs and expectations of all our residents.

Our activities department immediately implemented a wide variety of activities and events designed to engage residents. A special emphasis was placed on the process of welcoming new residents, ensuring that they became integrated into life at the Landing.

Social integration was another focus of the Residents' Council. Traditionally the Council sponsored a monthly happy hour in the Cove or Kopper Bar, weather permitting. We also experimented with having a social hour in the Landing Building lobby, which provided a wonderful opportunity for all residents to mix and mingle.

Under the leadership of Bill and Bonnie Cooper, success continued to define the Williamsburg Landing Flea Market, which provides a wonderful shopping opportunity for staff and residents and a true benefit to residents and families when moving from their current residences. It also provides the resources to support the library, *The Tatler*, happy hours and art receptions. After six years, the Coopers decided to retire and we thanked them sincerely for their service.

With encouraging momentum from this past year, the Residents' Council looks forward to the future at Williamsburg Landing as we all continue to move toward a better normal.

John VanAken
President

2022-23 RESIDENTS' COUNCIL MEMBERS

William Bacon

Judy Fuss

Robert Hershberger

Jerry Howell

Carol Jenkins

Judith Knudson

Al Lebold

Jane Medlin

Jackie Meriam

Robert Payne

Gary Ripple

John VanAken,
President





WILLIAMSBURG LANDING®

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

800.554.5517 | 757.565.6505 | williamsburglanding.org
5700 Williamsburg Landing Drive | Williamsburg, Virginia 23185

