

The Campaign

Journey



*Dr. & Mrs. Charles & Hettie Wolfe
in the Welcome Center's
Wolfe Auditorium.*

*Mr. & Mrs. F. Barry & Barbara Shaw
at the entrance to the Brethren Village's
newest addition, the Welcome Center.*



\$250,000 Challenge Gift Announced

Brethren Village's Capital Campaign was recently blessed with a challenge pledge by a very generous donor. The donor has offered us a gift of \$250,000 if we can match it with new and increased gifts or pledges totaling at least \$250,000. Your gift to our Capital Campaign now will have twice the impact!

As a valued friend of Brethren Village, we are asking for your help and support as we near the finish line in raising the final \$1.2 million of our \$6.2 million challenge goal. Please consider giving a one-time cash gift, a pledge gift payable over five-years, or a planned gift. All gifts, no matter what the kind, can be applied to the challenge pledge.

We will be glad to help you develop a gift plan that works best for you. If you have a desire to give towards this challenge gift, please contact the Development Office at (717) 581-4316.



Brethren Village Pays Tribute to Special Friends

In 2008, Dr. and Mrs. Charles Wolfe & Mr. & Mrs. F. Barry Shaw helped launch Brethren Village's Capital Campaign "Upholding the Promise... Building for Tomorrow" with generous leadership gifts.

Their leadership gifts ignited a generous response from other volunteers and Residents that has put the campaign over its original campaign goal of \$5 million and in reach of the challenge goal of \$6.2 million.

Dr. Charles & Hettie Wolfe, Residents at Brethren Village, used a combination of outright giving and a pledge of support through their estate plan to make a generous campaign commitment. In response to their commitment, Brethren Village named the auditorium in recognition of their gift now called the 'Wolfe Auditorium.'

"Life is like a book and living at Brethren Village is just another chapter. Our reason for giving is to help others... to be a friend to man." In a recent interview, Dr. and Mrs. Wolfe commented, "We have been Residents at Brethren Village for eight years, during which time we recognized the growing demand for a more comprehensive services. Through the Capital Campaign, we were able to help."

F. Barry Shaw, Chairman of Brethren Village's Board of Directors and Capital Campaign Co-Chair, shares the Wolfe's philosophy on giving. Joined with his wife Barbara, Barry believes, "It is better to lead by example and share with others."

Barry has volunteered hundreds of hours to make The Courtyards and the new

continued to page 2





Welcome Center and The Courtyards Open

Aimed to enhance our campus and the services we provide, the second phase of our three phase redevelopment effort was completed as the Village opened the multipurpose Welcome Center in July and the highly anticipated skilled nursing facility The Courtyards in October.

The 225-seat Wolfe Auditorium is being used by various groups from Resident Council to Senior Management for meetings, events and social gatherings. The Courtyards, our new healthcare facility, features 78-private living units and 42-shared private living units. Final painting, landscaping, and interior decorating were completed during the summer months, as inspections by local authorities and the Department of Health were granted through September.



Construction efforts at two entry locations including the delivery entrance on Rt. 501 and the main entrance at Fieldcrest Drive are now fully functional. January of 2009 marked the end of the first phase of the redevelopment effort as Covenant Crossing at Brethren Village opened its doors.

The Village is blessed as it remains on schedule and within budget in all construction aspects of our transformational redevelopment effort.

Our Way of Saying Thank You

Brethren Village is proud to be partnering with Steve de Perrot of Pots by de Perrot, Lititz, to create a distinctive and timeless tile donor wall in recognition of **donors giving \$3,000 or more** to our capital campaign "Upholding the Promise... Building for Tomorrow."

This innovative donor wall, located in the Welcome Center, will pay tribute to our valued donors and offer a public recognition for your dedication and support of Brethren Village.

You have the unique opportunity to greatly impact the future of Brethren Village and be a part of this once in a lifetime recognition wall! Consider honoring your family or remember a loved one with a gift to the campaign!

Thank you in advance for your willingness to support the efforts of Brethren Village and remember... a gift of any size is greatly appreciated.

Brethren Village Pays Tribute

continued from page 1

Welcome Center a reality for Brethren Village. To acknowledge the Shaw's major gift to the campaign, Brethren Village will be installing a plaque outside of the Welcome Center in appreciation of their vital support and commitment.

"Barb and I are blessed with what we have. When it comes to giving, we ask ourselves, how can we help others and share our Christian values?" commented Barry.

The Shaw's have been connected to Brethren Village for many years both as volunteers and through family members living at the Village. They are passionate about the mission of the Village and the people served daily. "We have history here," Barry shared. "We know the community and we know that our dollars will go to help others in a Christian manner."

Their sacrificial giving early in the campaign motivated Residents, churches and other community members considering generous gifts.

On behalf of the countless Residents and families who will benefit, Brethren Village expresses its heartfelt appreciation to Dr. and Mrs. Charles Wolfe & Mr. & Mrs. F. Barry Shaw for their vision, dedication and generosity.



Become a Campaign Partner

Partner by Volunteering... We are thankful for the current Residents, Board of Directors, and other friends of the Village who have provided an invaluable array of information, advice and handiwork on community relations, materials, events and gift solicitation assistance. But... there is more work to be done and you can play a significant role in helping this campaign be a success! If you have the desire to volunteer, please do not hesitate to contact the Development Office (717) 581-4316.

Partner by Contributing... Some donors are making outright cash contributions, payable over as many as five years, while others are making additional gifts through an estate provision like a will or trust. The following list shows just some of the types of gifts donors are making:

- Cash & Check Contributions
- Stocks or Securities
- Gifts of Real Estate
- Gifts of Retirement Funds
- Planned Gifts (Gift Annuities, Trust, Bequests & Life Insurance)

We appreciate each gift received, no matter the size or form. If you have the desire to contribute, please do not hesitate to contact the Development Office (717) 581-4316.

Partner by Honoring... Are you looking for a meaningful way to honor a special person or occasion in your life? One of the following named gift opportunities will allow you to express love and appreciation for family or friends while also supporting Brethren Village.

- \$5,000,000 The Courtyards
- \$1,000,000 Brook Place Neighborhood
- \$500,000 Brook Place Memory Support Courtyard
- \$500,000 Center Courtyard
- \$300,000 Medical Professional Suite
- \$300,000 Town Clock
- \$150,000 Neighborhood Great Room
- \$100,000 Household Country Kitchen
- \$75,000 Memory Support Team Member Care Base
- \$75,000 President's Office
- \$30,000 Household Living Room
- \$30,000 Household Coordinator Office
- \$25,000 Resident Shared-Private Room

Named gift opportunities are reserved at the time a donor signs a campaign pledge card and are available on a first-come, first-serve basis. If you have the desire to honor a loved one by a named gift opportunity, please do not hesitate to contact the Development Office (717) 581-4316.

Help us reach our goal

Name: _____

Address: _____

City, State, Zip: _____

Choose Gift Type:

- One time gift — a gift by cash, check or credit card
 Pledge gift — a pledged gift of any size payable up to five years.

Pledge total: \$ _____

Starting date: ____/____/____

Pledge length: ____ years (up to five)

Reminder Sent:

- Monthly Quarterly Semi-Annually Annually

Tribute Gifts:

This gift is made:

In honor of: _____

or

In memory of: _____

Please notify the following individual(s) that this tribute gift has been made:

Name(s): _____

Address: _____

City: _____

State: _____ Zip _____

Choose Payment Method:

- Cash/Check—Please make check payable to Brethren Village, Attn: Development Dept., P.O. Box 5093, Lancaster, PA 17606-5093
 Charge — Please charge \$ _____ to the credit card information listed below.

Card Type: VISA OR MASTERCARD

Card Number: _____

Card Verification# (last 3 digits on signature strip) _____

Expiration date: _____

Name on card: _____

Signature: _____

Planned Gifts:

I/we are considering a planned gift such as a bequest, charitable trust, gift of life insurance or gift of property.

- I wish to receive more information on securing a planned gift.

I/we are considering a planned gift of securities involving a stock transfer.

- I wish to receive more information on securing a stock transfer.

All gifts will be applied to the capital campaign project as needed. If you desire to designate your gift to a specific part of the project, please note below:

Campaign Progress: \$5 Million

Progress Report: The Promise Continues

Brethren Village's Capital Campaign Steering Committee is pleased to share that the Village has now received gifts and commitments totaling \$5 million toward our \$6.2 million goal as of October 2009.

Our campaign celebrates the more than 185 valued donors that have made gifts in various forms including outright gifts, long-term pledges, and planned gifts. To all we share a heartfelt "Thank You."

The campaign is scheduled to conclude in late 2009, so it is never too late to participate. Now is the perfect time! With the challenge pledge noted on the front of this newsletter, know that your gift to the capital campaign will now have twice the impact!

Charitable gift annuities, bequests and IRA charitable rollover contributions are a few of the planned giving options that can provide tax deductions, lifetime income, and/or ease or eliminate the tax burden on your estate.

If you have the desire to give, please do not hesitate to contact the Development Office (717) 581-4316 or contact any member of the Campaign Steering Committee. For additional information on our Capital Campaign, you can also download the campaign brochure and the full listing of naming opportunities by visiting www.bv.org/capital

If you wish to have your name removed from the list to receive future fund-raising material supporting Brethren Village, please send your request to Brethren Village, Attn: Director of Development, 3001 Lititz Pike, P.O. Box 5093, Lancaster, PA. 17606-5093.



Campaign Steering Committee

- S. Joan Hershey
Co-Chair
- F. Barry Shaw
Co-Chair
- Henry H. Gibbel
Vice-Chair
- Dr. Charles H. Wolfe
Vice-Chair
- Brian S. Black
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- Bonnie L. Hauser
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- Carroll L. Kreider
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- Adrian M. Visbeen
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