



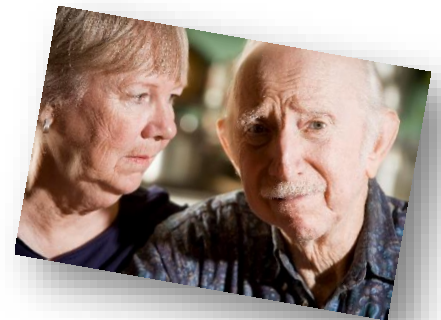
November 14, 2016

Dear Friend,

What is the value that you place on peace of mind? Did you know that for some Residents at Brethren Village and their family members, peace of mind is the difference of mere dollars per day? Will you take a minute to read on to learn about how you can make a contribution that provides peace of mind for Residents, and especially family members, who love these Residents and want the best for them?

It's common for people to wonder if they will have enough money to provide for themselves in retirement. With retirement often stretching 25 years or more and the rising costs of healthcare, is it any wonder that some people find themselves falling short? This is especially the case for people in the last years of their life when they are most vulnerable, and the most deserving of caring attention and support.

What's at stake: When a person in their 90s find that they need the added support from personal care or health care, their assets can quickly become diminished. They are not destitute, but often literally dollars per day short of the excellent and caring service that preserves their dignity during the last years of their life.



On a daily basis, I see first-hand how this concern weighs on the minds of seniors served at Brethren Village. I am pleased to report on the strength of Brethren Village's 120 year old mission to provide care and peace of mind to each and every person served.

We provide this care and support each and every day because of the donations that we receive from individuals and local businesses who recognize the dignity and value of each member of the human family. We do this through financial assistance provided to Residents in need through the Good Samaritan and Endowment funds.

Let me tell you a story. Last year we received a generous gift from family members of a Resident who receives personal care. In the note accompanying this gift, we learned that the Resident's family contributed toward this donation in lieu of Christmas gifts.



This grateful family shared that their mother had provided a loving home for her children, and now needs support for daily living and to afford the full cost of her care. Members of this family visit nearly every day, and expressed their sincere gratitude for the care that their mother needs and deserves, and that Brethren Village continues to provide, even though her assets have dwindled.

This family's gratitude is unmistakable. The peace of mind that the Good Samaritan and Endowment funds afford them is available because of the collective effort taken by countless donors who support Brethren Village's mission. Truly, this story is not unique as nearly 1 in 4 Residents in personal care receive some level of financial assistance.

What is the value you place on peace of mind, whether it is your family member or someone else's loved one? Your contribution today to the Annual Appeal represents a value that you share, and when taken collectively, is the foundation of the funds that we have available to provide this financial assistance – this peace of mind.

As a steward of Brethren Village's resources, I recognize that we could not provide nearly \$2 million in uncompensated care without the support of our extended family of stakeholders who recognize the value of Brethren Village's caring and excellent service to seniors. Already this year, we have seen growing generosity from our friends. A variety of donors, Board and Team Members, Residents and Family Members, Churches and Businesses have supported our events and appeals so far in 2016.

Yet, the commitment to those seniors that need our support remains strong, and requires continued contributions to meet this need. It is humbling that people like you recognize this need, even if it is not your loved one, that there is a value in providing peace of mind for someone else's mother, father, grandparent or friend.

My request to you for this Annual Appeal is to help provide peace of mind for families and Residents through your contribution.

Sincerely yours,

John N. Snader
President and CEO



P.S. One in three Residents of The Courtyards also receives uncompensated care, so your Annual Appeal gift makes a significant difference each and every day at Brethren Village.

P.P.S. Make giving easy by going to our website, www.bv.org to visit our Giving Page. Click on "Make a Donation" to safely contribute now to the Annual Appeal.

The official registration and financial information of Brethren Village may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800)732-0999. Registration does not imply endorsement. If you wish to have your name removed from future fundraising mailings, please call the Development Department at (717) 581-4316, write to Brethren Village, 3001 Lititz Pike, PO Box 5093, Lancaster, PA 17606-5093 or send an email to development@bv.org.