



Dear Friend,

What do you think of as your favorite simple comforting gesture – is it a kind word, an arm around a shoulder, a small gift given in perfect timing? It's often in the simplicity of these gestures that the most profound care is given. You can make a simple comforting gesture that has profound impact, read on to learn how.

Picture 94-year-old Brethren Village Resident, Ray Judy, who was a twin. He and his brother were the last of eight children. They were the last two people in the world who remembered their family stories, the joy, and the challenges that their family faced.

On the day Ray's twin brother died, his daughter Eleanor Robinson, who is now a Brethren Village Resident, remembers going to visit her father. She recounts the scene when she arrived. It was evening and the Brethren Village nurse was sitting on the bed beside her father with her arm around him.

Eleanor knew that the nurse's shift had ended, "Why did you stay?" she asked. "Because it is important and he needs some comforting," the nurse responded. For Eleanor, and for me, this is the perfect example of the profound impact of one human being sharing the simple gesture of caring with another.

The nurse wasn't taught to do this, rather she was responding to what has been an enduring value at Brethren Village for 120 years, **we care for the whole person.**

Each and every day, caring is at the core of what we do at Brethren Village. Our services are available to everyone, including those who, having lived a long and good life, now find themselves unable to pay the full amount of their care.

Here's the challenge: the cost of providing supportive services at Brethren Village continues to rise. It's important that we keep our buildings and rooms in good repair, that we have the necessary supplies, that we have highly qualified and trained Team Members who can provide quality care



Ray Judy in his first room at BV in Founder's Hall.

against a backdrop of ever-increasing regulation. As today's leader, I am committed to providing the highest level of care while constantly monitoring costs to ensure that they are affordable.

This is where you come in. Past leaders wisely established that financial assistance will be available to the most vulnerable Residents at Brethren Village, and now caring people like you can make a contribution to ensure that stories like Ray's happen every day. As more and more seniors are drawn to this community, the need to provide assistance through the Good Samaritan Fund and the Endowment for benevolence grows.

You can be the person who makes sure that the nurse is available to provide simple gestures of caring. Your contribution will be the one that ensures that each and every person is provided the dignity of attending activities that provide enriching social interactions; of meals that nourish, of a Pastoral Department that visits and offers prayers of comfort, of many supportive Team Members that attend to all of the details of a Resident's life.

Funds raised ensure that Residents continue to receive care throughout the continuum here at Brethren Village. Your contribution goes directly toward the nearly \$2 million in benevolent care that we provide each year.

Today, when that Resident needs a simple comforting gesture – will you be there to help? When you contribute to the year-end appeal, your answer is YES!

Sincerely yours,



John N. Snader
President and CEO

P.S. You can make a simple gesture of caring by adding your message of encouragement to the ornament included with the enclosed reply sheet. Your ornament will be displayed in BV's Village Center where everyone can benefit from this simple gesture – and know that you cared enough to make a contribution to the year-end appeal.

P.P.S. Make giving easy by going to our website, www.bv.org, and visit our Giving Page. Click on "Make a Donation" to safely contribute now to the year-end appeal.

Brethren Village is a 501(c)3 charitable organization. Your gift is tax deductible within IRS guidelines. 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, Lititz, PA 17543 or send an email to development@bv.org.