

Health, Friendships, Learning, Vitality

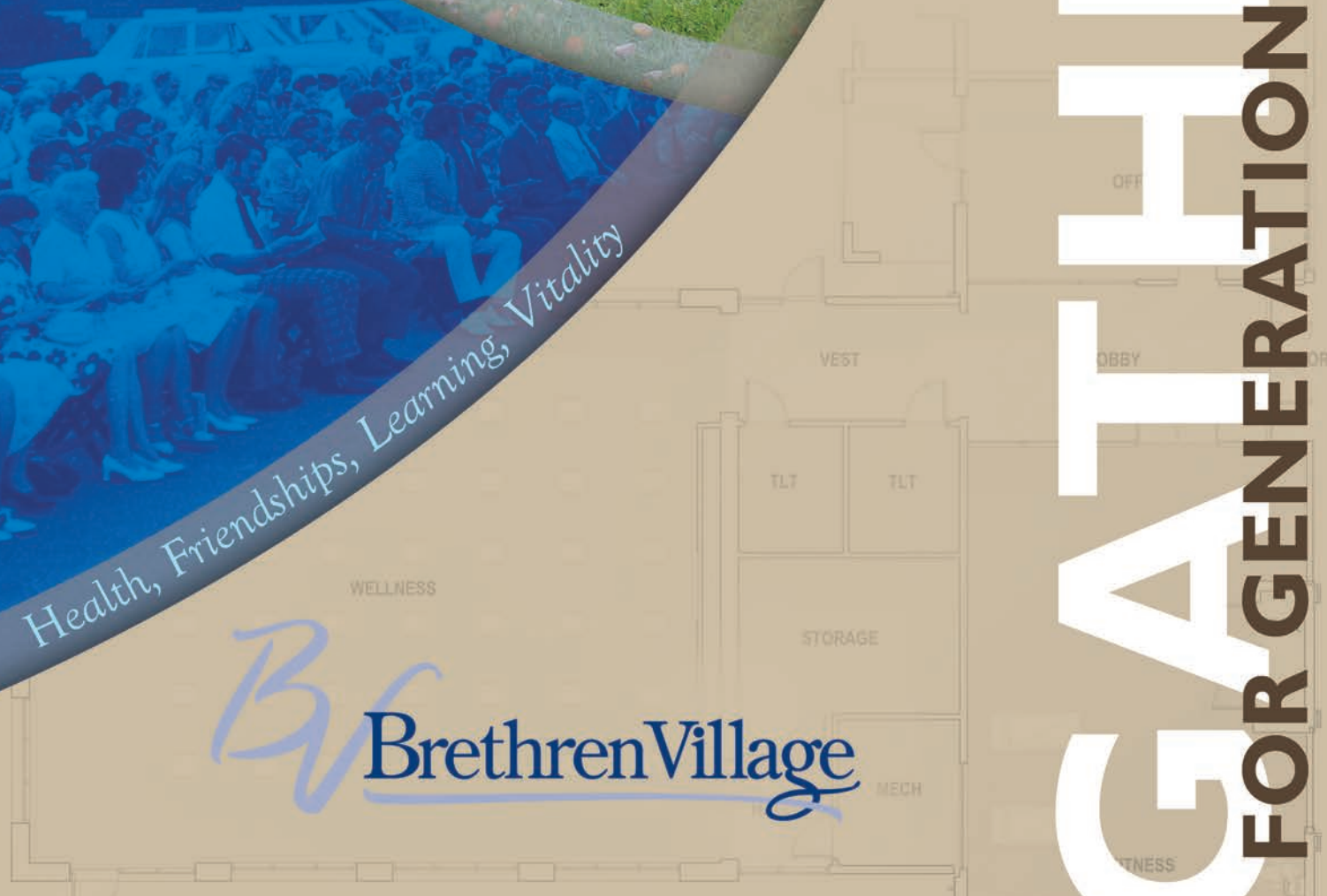


Brethren Village

# GATHERING

FOR GENERATIONS

CAPITAL CAMPAIGN





## DEAR FRIENDS OF BRETHREN VILLAGE,

When planning began for expanding our gathering spaces in 2018, we had no idea of the challenges we would face. Frankly for nearly two years we actively had to discourage “gathering” as the COVID-19 pandemic gripped the world. Even in the toughest of times, however, we have remained committed to Brethren Village’s 125 year tradition of enriching lives.

During the past two years we’ve had time to reflect on what we had been hearing over the past ten years from Residents, families and team members about the lack of space, the wrong configuration of space or the lack of technology when needed the most. In consultation with many stakeholders including Residents and their families, senior executive management and key program team members, the Brethren Village Board of Directors has approved a plan to expand and improve key gathering areas on our campus.

In the pages that follow you will learn about the opportunities we will embrace to overcome obstacles to gathering at Brethren Village. While much of the text focuses on important improvements to campus buildings, these improvements are an extension of our ministry to serve people and enrich lives at Brethren Village, just as we have done for 125 years.

Our goal is to raise \$6.5 million to make this expansion and improvement project a reality. Thanks to high interest in this project from committed Brethren Village donors, we already have over \$4.7 million in early commitments, and now we are inviting you to be part of this exciting project and to ensure the successful completion of these improvements.

Thank you for considering how you can be a partner with Brethren Village for generations to come!



**Steve Faus, Chair**

*Brethren Village Board of Directors*



**John Snader**

*Brethren Village President and CEO*



**Gathering for Generations Campaign Leaders** (left to right) Barry Shaw, Campaign Co-Chair, Guy Wampler, Campaign Co-Chair, Steve Faus, Chair, Board of Directors, S. Joan Hershey, Communications Committee Co-Chair, Keith Snyder, Communications Committee Co-Chair, John Snader, President & CEO.

*In 2019 BV Board and Management announced plans to renovate and add gathering spaces for residents today and tomorrow! We were ready to go, then COVID-19 happened. For 18+ months, BV Management focused efforts on protecting residents and delayed the project.*

## **SILVER LINING AROUND THE PROJECT PAUSE:**

- We learned that Resident interest in the project remains strong
- Additional time = new ideas can get incorporated into renovations
- Integrated new ways of doing things = money better spent and smarter use of space

## **HOW DO WE USE THE OPPORTUNITY TO MOVE FORWARD?**

- Maximize renovations that benefit Resident activities, dining and wellness
- Prioritize Fieldcrest renovations and place Wolfe Auditorium renovations in future phase

*“As we meet with Residents, we hear appreciation that BV management has taken their input into consideration with the changes made to the scope of the project. We also affirm that now is the time to get this project started so that we can start enjoying these gathering spaces as soon as possible!”*

**JOAN HERSHEY & KEITH SNYDER**  
*Campaign Communication Committee Co-Chairs*





# BRETHREN VILLAGE



Founded by the Church of the Brethren, Brethren Village has stood as a beacon of caring for seniors for more than 125 years by continuing their unwavering commitment to provide for the poor, aged and infirmed.

Throughout Brethren Village's 125 years, its leaders kept two things in mind:

- 1) the ministry of service and caring,
- 2) creating shared gathering spaces that encourage community.





Aerial view of Brethren Village along Route 81 north of Nashville, shows construction under way on a dozen, six-story buildings. In background, the left, is the original "home" built in 1956. Other structures comprising the village include the auditorium, religious, apartment and service facilities. Top: sample, one of the new buildings. Background, total capacity will rise from the current 250 to a maximum of 275 men and women.

## Nursing Home Unveils \$1 Million Fund Drive



# AGE BEGINNINGS

Each time Brethren Village faced a need for new and improved spaces, leaders carefully deliberated and made a decision built in faith and considering the future needs of the community.

The section of Fieldcrest Apartments that will be revitalized in this project were built in 1993 and last renovated in 2009. Fieldcrest is home to nearly one-third of all independent living residents at Brethren Village.

Now, as we look forward to the next chapter of our history, we hope to cultivate gathering spaces that enhance community and meet the interests of current and future Residents. Today's leaders are informed by our shared history as they plan for important expansions to Brethren Village's gathering spaces.

# REQUESTED IMPROVEMENTS

## WHAT WE'VE HEARD:

*Residents have been asking for improvements to BV Gathering Spaces:*

- Space large enough to accommodate growing attendance at events and meetings
- Updated technology to enhance spaces and the use of space
- Wellness and fitness options that reflect changing interests
- Spaces for new dining experiences and better space to gather with friends and family
- Easily accessible services for Residents

## HOW WE'RE RESPONDING:

### FIRST FLOOR – BV MAIN STREET

- Brand new BV dining venue – the Main Street Café. Service from 7am – 3pm with continental breakfast, coffee, pastries and grab-and-go options
- New informal seating options in the Main Street Café and Lounge. Friends and family meet, groups enjoy pop-up concerts and game nights
- New double-sided fireplace
- Private dining for groups, families, BV events.
- Complete renovation of kitchen to improve Chives and event dining services
- Concierge offices relocated to entrance – package and mail services improved for efficiency
- Accessible restrooms, Resident business center and Community Life offices



## GROUND FLOOR

- Great Room totally renovated and refreshed
- New double door entry
- Additional storage so that items can be stored away and the Great Room space can be maximized for events and programs
- Two large screen TVs added for better viewing experience
- Flooring designed with bocce and pickleball lined in the carpet
- New A/V room for improved sound and technology to broadcast programs from the Great Room and better control programs in the Great Room
- Expanded kitchenette for dining and family events
- Renovated billiards area with open concept and better lighting
- Accessible restrooms

## WELLNESS AND FITNESS CENTER

- New large Wellness Studio with outside entrance, vestibule and restrooms. Studio can accommodate up to 40 participants for a variety of classes
- Large screen TV in wellness studio to maximize options for remote classes and instructors
- Expanded fitness room with new and improved equipment and new access door to current locker room
- Accessible wellness offices and waiting lobby



# *New Dining Space*



## *Updated Chives Dining*



## *New Coffee House Lounge Area*



# PROPOSED PLAN *for* FIRST FLOOR

New doubled-sided fireplace

New Chives dining room

New private dining room

Coffeehouse lounge, stage for concerts, space for card games, informal and overflow seating



*"As someone who has a career working in commercial food service equipment, this project has special meaning to me as it will not only enhance the Resident experience, which often centers around dining and hospitality, but also serve my grandmother, a BV Resident for many happy years."*

**GENE CLARK**  
*President, Clark Associates companies*



# Updated Café Area



Main Street Café



# PROPOSED PLAN for CAFÉ AREA

New Main Street Café with coffee, pastries and grab-and-go items

Main Street Café open for breakfast



*"My wife Joan and I are pleased to be able to support the Gathering for Generations campaign. As past chair of the Board of Directors, I had the privilege to work with key leaders during critical expansions, including Fieldcrest.*

*I affirm today's leaders for their smart investment in Fieldcrest, and can attest to how important these improvements are for today and tomorrow's Residents.*

*We invite you to join us in supporting the Gathering for Generations campaign."*

**HENRY H. GIBBEL**  
Emeritus Member, Board of Directors



# Great Room Improvements



RESIDENT DIRECTED GAMES:  
*Bocce, Shuffleboard, Cornhole, Pickleball*



*More Dining Opportunities*



# PROPOSED PLAN *for* GROUND FLOOR

Improved storage for games & activities

Kitchenette improved for family  
and resident events



*"If Residents have an idea of an activity, BV Wellness team members always find ways to make it happen. I'm excited because with the new space, future Residents will be able to enjoy all kinds of activities, just like I have."*

**LARUE HELM**  
Resident





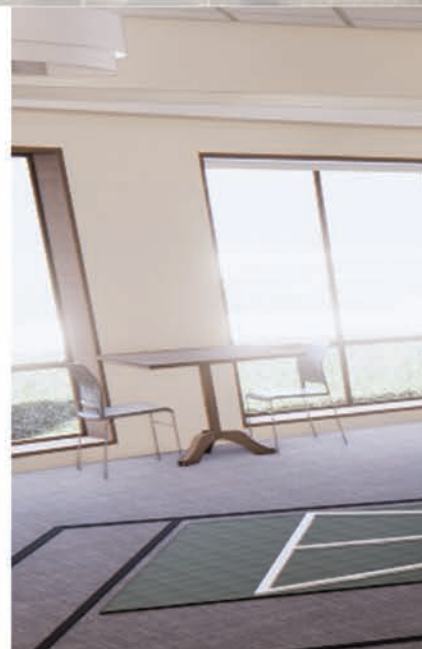
# Great Room Improvements



*Programs & Events*



*Billiards & More*



*Resident Directed Games*



# PROPOSED PLAN for GROUND FLOOR

New Great Room entry

Improved billiards room



*"My grandfather lived at Brethren Village in the late 60s, and served as the first campus Chaplain. Just like now, gathering for worship or activities was important to the Residents, their family members and people in the community. Today we Residents gather for activities that my grandfather would never have imagined, and I'm sure that the next generation will gather for activities I can't imagine. I'm glad that throughout its history Brethren Village has always valued the connections that are built when we gather, and that we're planning to enhance these spaces for today – and tomorrow's Residents."*

**J. DAVID EBERSOLE**  
Resident





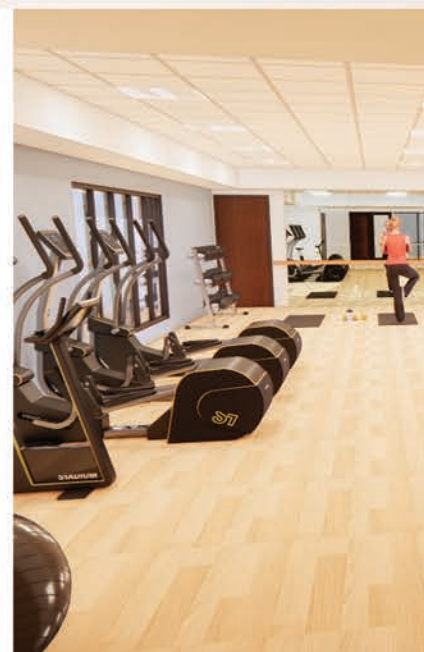
# Wellness Center



*New Wellness Studio*



*Exterior View of Updated Wellness Studio*



*Enhanced Fitness Center*

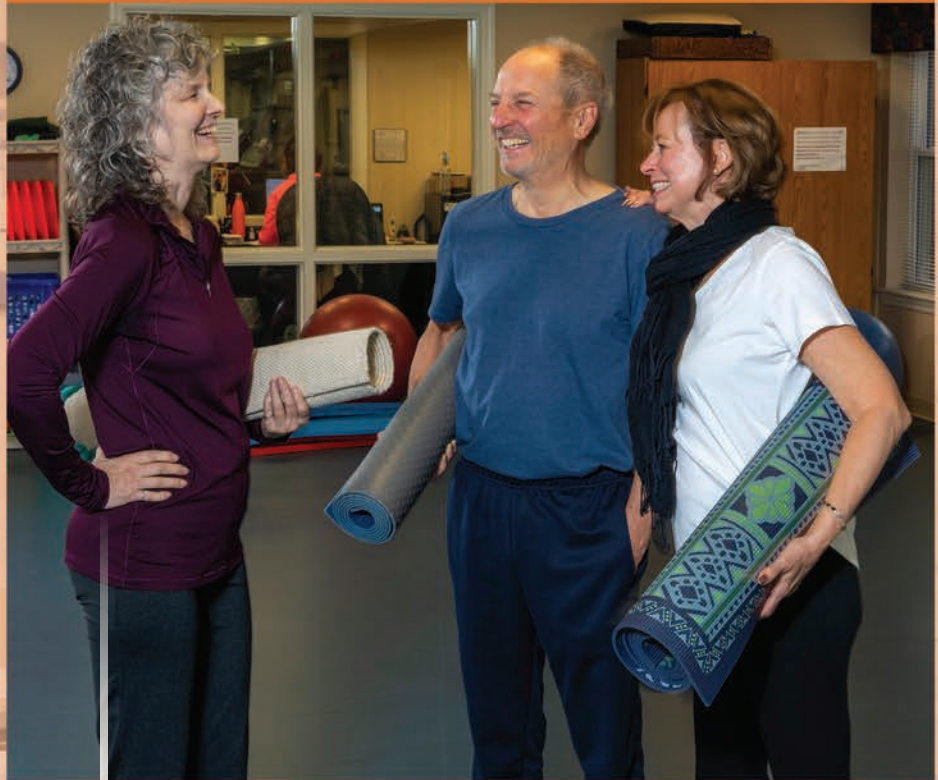


# PROPOSED PLAN *for* WELLNESS CENTER

New larger fitness area with  
updated equipment

Large, light filled Wellness Studio  
for a variety of fitness classes

Direct outdoor entry



*“We are excited about the improvements coming to the Wellness Area. For us, and for all Seniors, physical activity is so important to maintain overall health. In addition to the physical activity, we also enjoy the social interaction that takes place in our classes with new friends we’ve made since coming to Brethren Village.”*

**PAT VESER & JOHN BYERS**  
Residents

# The Cost & The Funding Plan

TO MAKE IT A REALITY

All Fieldcrest Improvements  
will cost \$6.5 Million.

Project Construction Launch  
Depends On Campaign Success.

No Long-Term Debt Can  
Be Assumed.

Expansion of Wolfe Auditorium  
revisited at conclusion of  
Fieldcrest phase.



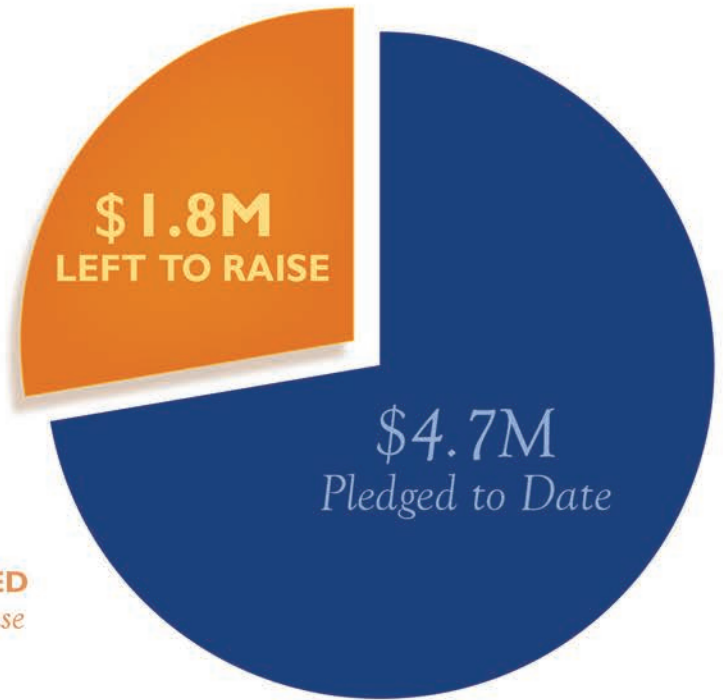


# Capital Campaign DETAILS

*Our New Campaign Goal is \$6.5M*

**\$4.7M – TOTAL PLEDGED TO DATE**

**\$1.8M – TOTAL LEFT TO BE RAISED**  
*for this Fieldcrest Project Phase*



## Range & Number Of Gifts\* Needed FOR CAMPAIGN SUCCESS FOR \$1.8 MILLION

Range of Gift	Number of Gifts /Pledges Needed	Cumulative Total
\$250,000	1	\$250,000
\$100,000	2	\$450,000
\$50,000	5	\$700,000
\$25,000	10	\$950,000
\$10,000	30	\$1,250,000
\$5,000	40	\$1,450,000
\$2,500	50	\$1,575,000
\$1,000	75	\$1,650,000
\$500	150	\$1,725,000
LESS THAN \$500	MANY	\$1,800,000

*\*You may pay your pledge over a period of up to 5 years.*

# CATHERING FOR GENERATIONS CAPITAL CAMPAIGN



## FOR MORE INFORMATION:

Renny Magill, CFRE, VP of Development

Brethren Village, 3001 Lititz Pike, Lititz PA 17543

[rmagill@bv.org](mailto:rmagill@bv.org) | (717)581-4416