

CAMPAIGN

NEWSLETTER



Exciting News: Gathering for Generations Update!

Thanks to our incredible volunteers and donors, we've raised nearly \$5.5 million for our campaign so far! To get us here, donors have made heartfelt gifts of \$25 all the way up to a pace-setting gift of over \$1 million...and everything in between! Each donation honors our community's legacy and invests in its future.

Due to rising construction costs and continued inflation, our campaign goal has been adjusted to \$6.5 million. Despite many challenges, we are appreciative of the continued support of countless Residents, family members, business partners, and friends.

Join us in realizing our vision for enhanced gathering spaces! Stay tuned for project updates, inspiring donor stories, and giving opportunities in our newsletter. Your support makes a difference!

Joan Hershey and Keith Snyder
Gathering for Generations
Communication Committee Co-Chairs



Ground work for the new
Wellness Studio - July 2023



Communications Committee
members were the first to sign
the time capsule!

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Planning & Project Timeline

Campaign Volunteers

Steering Committee

F. Barry Shaw, Co-Chair
Guy Wampler, Co-Chair
Steve Faus
Alan Over
Joan Hershey
Keith Snyder
Hannah Bartges
David Hosler
Virginia Nickel
Bill Worley

Communication Committee

Joan Hershey, Co-Chair
Keith Snyder, Co-Chair
John Byers
Judy Eyster
Fran Hayward
Judy Mellinger
Norma Millard
Martha Shreiner
Pat Veser

2018

Fundraising starts for \$5.5 million goal, kicking off the Gathering for Generations Capital Campaign.

2020

Board and Management secure \$4 million from generous donors, paving the way for renovation launch.

2022

Project partners re-engaged; project scope adjusted to enhance activities, dining, and wellness areas based on Resident input.

2023

\$250,000 challenge gift sparks \$300,000 in new pledges; project approved for June start by Board. Campaign goal set to \$6.5 million

2024

\$50,000 participation challenge unveiled: each new donor's contribution triggers a \$500 donation to Brethren Village.

Project on track for completion in the middle of the year.



Keith Snyder presenting at a Community Gathering



Construction launch celebration June 2023



Residents on a hard hat tour during construction



Pat Veser & Joan Hershey with the campaign progress meter in the Welcome Center

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There's still time for you to support!

- Make a first-time gift and help Brethren Village receive \$50,000 toward the campaign. Generous donors have issued a participation challenge – for every new donor who contributes any amount, they will give \$500 toward the campaign. They have agreed to match up to 100 gifts.

Nearly 50 new donors have answered the call!

- Review the donor recognition opportunities and make an additional gift to ensure that your support is noted on the donor wall. Or you may be interested in selecting a donor naming opportunity. Brethren Village will still take multi-year pledges even for donors that have already made a gift.

Want to learn more?

Please contact Renny Magill at 717-581-4416 or at rmagill@bv.org

You can also visit bv.org/giving/capital-campaign/ to download a pledge form or make a gift now with a credit card.



Qualified Charitable Distribution (QCD)

Donors age 70½ years or older may consider making a direct transfer of up to \$105,000 annually from their IRA accounts to Brethren Village. By supporting Brethren Village with a QCD, you can avoid reporting the IRA distribution as taxable income. If you are age 73 or older and must take a Required Minimum Distribution (RMD), a QCD gift can satisfy your RMD without increasing your taxable income. Although the distribution will be free from income tax, it will not generate an income tax charitable deduction.

Dave & Friedlinde Ebersole are embarking on a journey of legacy and community

"Giving to Brethren Village is a chance to pay tribute to our heritage." ~ Friedlinde Ebersole



Dave & Friedlinde Ebersole
Fieldcrest, December 2019

Using a qualified charitable distribution from their IRA, their giving was effortless and tax-efficient. They're excited about the project's focus on enhancing Resident gatherings and eagerly anticipate the new Wellness Pavilion and renovated dining areas.

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A Generational Commitment: Carol Hess's Dedication to Brethren Village

Carol Hess has deep roots at Brethren Village, with memories dating back to visiting her great grandmother in Founders Hall. Both sets of grandparents lived there, and now her mother is a Resident.

Carol, with 15 years on the Board and as Vice Chair, brings 14 years of retirement community HR experience. She strongly supports the Gathering for Generations campaign, highlighting the vital role of dynamic communities like Brethren Village in fostering Resident well-being. Drawing from her mother's time at Fieldcrest, Carol highlights the importance of social, physical, and spiritual connections through wellness, dining, and activities.

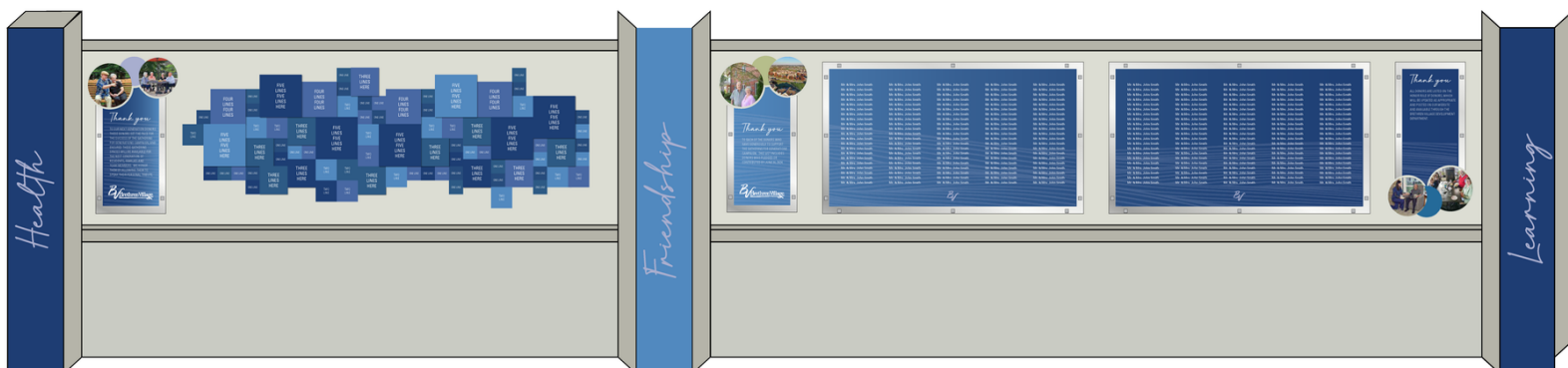
Carol reflects, "We all want our parents to be happy and safe," and she sees how renovations improve Resident access to programs that enhance their quality of life at Brethren Village.



Join Our Legacy: Recognition and Naming Opportunities Await Our Generous Donors!

Generous donors will be recognized through various ways, including an alphabetical listing, commemorative donor walls, and exclusive naming opportunities.

DONOR WALL IN FIELDCREST



*Please note this is an artist rendering for promotional use. The final wall may differ.