

Building the Future

Together

The Power of
Philanthropy



ASBURY
FOUNDATION 

2020 Annual Report



A Letter From the President

It is with great pleasure that I introduce our inaugural Annual Report, *Building the Future Together*.

The theme of this report reflects the drive that each of us shares to be a force for good in our community – and demonstrates how philanthropy makes the exceptional happen. I am deeply grateful for you all.

This is an exciting time in our journey. We have always been foundational to the Asbury Communities Mission and to the residents Asbury serves. In 2020, we more closely aligned Asbury Foundation with the strategic goals of Asbury, creating a strategic framework that will serve as a bridge to the future. Already, the results are pretty astonishing. Your gifts are helping shape Asbury's future and expand its Mission in truly innovative ways.

The value of your philanthropic commitment was never more evident than in the past year, as the world reeled from the COVID-19

pandemic. It was an incredible experience to watch the outpouring of support during our early, 24-hour campaign to raise funds to purchase tablets for our communities. It's impossible to put a value on the difference that made for residents, their families, and for the associates who care so deeply about residents' well-being.

Rather than do what feels natural in a time filled with uncertainty - worry about ourselves - our donor family did the opposite. Your care for others reminds us all why Asbury is such a special organization.

It is my honor to serve people who continually inspire me with their spirit and their drive to enhance the lives of those served by Asbury.

I look forward to sharing highlights of the many accomplishments you have helped bring about in 2020 – a year like no other.

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Asbury Foundation Board of Directors

The guidance and dedication that our volunteer Board members provide is invaluable. Through their work, they ensure the continuance of the Asbury Mission to do all the good we can through the provision of benevolent care and projects that enhance the lives of residents and associates.



**Richard C. Stang, CPA
Board Chair**

With more than 35 years of experience in public accounting, Rich brings a wealth of experience in financial planning and management. A founding partner of DeLeon & Stang, Rich's specialties include corporate and individual tax issues and financial planning, estate, investment management, and insurance advisory services for businesses and individuals. He assists businesses with the development and implementation of accounting systems, budgets, and financial statements, including computer systems and software.



Carolyn Stamatakis, Vice Chair

Carolyn brings decades of experience in financial advising and philanthropic work to her role as Foundation Board Vice Chair. Since 1996, Carolyn has served on several committees for Asbury Methodist Village, including on its Board of Directors and on its Quality of Care Committees. She also served on the Board of Directors for Asbury Communities, Inc., including as its Chair.



Cynthia Mordaunt Rosborough

A successful corporate communicator and sales professional, Cindy has held leadership positions throughout her career. Cindy believes in the power of merging research and clinical care with philanthropy. She currently serves on the Asbury Brain Health Task Force where her transformational gift is creating the Rosborough Wellness and Brain Health Center for Excellence.



Bud Edwards

Bud served in management and development for universities for more than 40 years, and has assisted in raising more than \$1 billion dollars over the course of his career. Bud is an active member of the Asbury Solomons community where he resides.



Corey Basehore, CFP

A certified financial planner (CFP®) with 25 years of experience, Corey is the founder of Polaris Advisors and is driven by helping others on their journey towards reaching personalized goals. Corey is dedicated to supporting seniors through philanthropic efforts and is involved in his local community.



Mary Anne Morefield

Mary Ann is a resident of Bethany Village who divides her time between Chautauqua, Ny., and Scottsdale, Az. At Bethany Village, Mary Ann serves as the committee chair for the Ecology Team and actively supports the community through philanthropy.



Dick Vert

Dick brings versatile experiences to his Board role. A graduate of High Point University, Dick has served as treasurer, vice president, and president of the university's Board of Trustees. Dick is a resident of Asbury Methodist Village where his parents also resided.



BENEVOLENT CARE



CAPITAL PROJECTS



SCHOLARSHIPS
& EDUCATION



SPECIAL PROGRAMS



INNOVATION



ASBURY FUND



Our Bridge to the Future

Asbury Foundation Strategic Framework

This is an incredibly exciting time for the Asbury Foundation. In 2020, we finalized a Strategic Framework fully aligned to Asbury Communities' three Strategic Priorities to be the Provider of Choice, the Employer of Choice, and Enhance Financial Strength.

The new framework does not change the Foundation's Mission to enhance the lives of persons served by Asbury or the work we have been doing for these many decades. Rather, it will better help the Foundation expand Asbury's Mission to do all the good we can for those we serve. The Framework realigned our funds and priorities into six key areas highlighted on this page.

New Subcommittees

To further the success of the Foundation's Strategic Framework, the Asbury Foundation Board created three new subcommittees to advance our fundraising objectives. They are the Endowment Committee, the Grant Committee, and the Real Estate Partnership Committee.

Through endowments, we create a base of ongoing financial support for important initiatives, such as associate education scholarships. Through grants, we further innovation at our communities – and even expand Asbury's Mission to seniors beyond our communities. Through our Real Estate Partnerships, we support occupancy and revenue at our communities by finding creative ways to fund entrance fees and help prospective residents experience the Asbury lifestyle sooner.

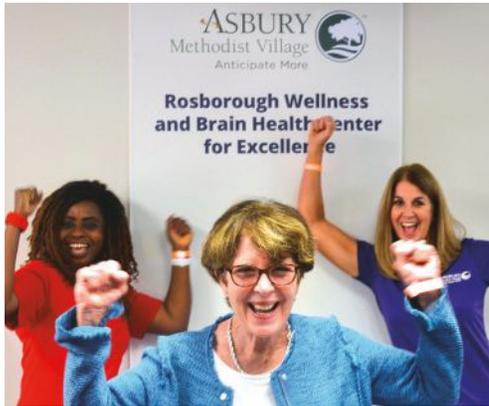
Changing Lives Through Our Philanthropic Framework

Driving Innovation



Asbury Foundation is proud to be a partner in some pretty exciting innovation across Asbury Communities through programs and pilots furthering Asbury's Vision to redefine the expectations of aging.

Thanks to a gift from Foundation Board Member Cindy Rosborough, the newly created Rosborough Wellness and Brain Health Center for Excellence combines the latest science-based brain wellness practices with cutting-edge neurocognitive assessment and brain-training tools.



Wellness Manager Belinda Degboe and Director of Wellness Sue Paul flex their partnership muscles with philanthropist Cindy Rosborough to promote brain health.

neurological training even when you want to give up," says Cindy. "This is a way to share my passion for improving the lives of older adults with Parkinson's and others."

Currently, residents are working with acclaimed brain researchers from the Cambridge Innovation Center to test their REACT Neuro tool. Using a virtual reality headset, REACT measures a comprehensive range of brain functions. Users can work on specific areas and measure changes. Asbury residents are actually contributing to the data that will create brain function benchmarks for the tool.

"I'm not an expert on brain health but I do know the value of early self-identification, as well as continuing physical and

Supporting Those Who Give of Themselves



Irene Degbe had never considered a career in health care when she joined Asbury as a dining attendant at Wilson Health Care Center seven years ago. Today, it is "a calling."

Irene's compassion with residents and work ethic were quickly noticed by nurses, who encouraged her to pursue a clinical career path. In May 2021, she graduated from Montgomery College with her bachelor's degree to join the ranks of registered nurses.

Irene is one of more than a hundred associates across the Asbury organization who has benefited from educational scholarship funds created at several Asbury communities. In the last five years, those funds surpassed half a million dollars in donations.



Irene Degbe and Foundation President J.D. Shuman crossed paths volunteering at the Asbury Methodist Village screening station in Spring 2020.

This investment in associates is also an investment in the residents of our communities; it helps fill crucial positions in health care and creates career pathways for Mission-driven associates who want to remain at an organization where they find meaning in what they do.

"When somebody is sick or can't do something for themselves and you offer help, for somebody to tell you, 'Thank you' is fulfilling," Irene says. "You have done something special. It's like you're working among your family."

2020 Donations—Asbury System Total



\$4,582,919

BENEVOLENT CARE

Economic uncertainty should not determine quality of life, but instead provide an opportunity to serve. Providing confidential support to Asbury residents who have outlived their resources through no fault of their own, benevolent care means those who have contributed so much to our communities can remain in their home and receive the care they need.

“I can honestly say the Benevolent Care Fund has literally meant the world to my mom and our family,” says a family member. “When mom became ill and needed to move to Assisted Living, we were concerned about how mom would pay. Uncertainly and anxiety abounded. With all of the concerns our family had to attend to related to Mom’s illness, the existence of the Benevolent Care Fund removed the extremely big financial issue from our already-full plate, and for that our family will always be most thankful.”



\$192,976

CAPITAL PROJECTS

Through gifts to capital campaigns, donors can be certain that their generosity will make a big splash. Nowhere was that splash more apparent than the opening of the Dr. Robert & Marilyn Bernhard Aquatic Center at Springhill in Fall 2020. It was wonderful to see Marilyn Bernhard and her daughter smiling as they swam together soon after the grand opening. Since then, dozens of residents have made it part of their wellness routine, and it is an important attraction for prospective residents.

Capital enhancements have created breathtaking places to relax with friends or focus on your physical or spiritual well-being. Last year also wrapped up Phase II of Building Our Community campaign at Bethany Village with the addition of the gorgeous Town Center, John & Annie’s Bistro, and Clyde’s Pub. We thank all of our donors for continuing to give to these vital community enhancements.



\$90,160

SCHOLARSHIPS & EDUCATION

Ask an Asbury associate what they love about their job and the answer is the same: the residents. And this sentiment is returned by residents across Asbury communities. “Like family” is a phrase frequently used to describe the relationship.

The Associate Education and Scholarship Funds in place at Asbury Methodist Village, Asbury Solomons, and Bethany Village are examples of this deep connection and commitment. Through donations, residents show that they care for those who meet their needs day in and day out – and believe in investing in their futures.

Since the first scholarship fund was launched at Bethany Village in 2009 these programs have supported associate development to the tune of just over \$585,000, and we are gratified to have been able to add close to \$100,000 to these funds in 2020. Through your generosity, you are helping to make Asbury Communities an Employer and Provider of Choice.

2020 Donations—Asbury System Total



\$190,763

INNOVATION

Innovation is taking many forms across Asbury, and in 2020, leveraging technology was key to activating it. We partnered with internationally acclaimed neuroscientists to bring the Rosborough Wellness & Brain Health Center for Excellence to life. We laid the groundwork for an NIH-grant sponsored study into motion monitoring technology.

And we reached across the country to connect our Programs for All-Inclusive Care for the Elderly (PACE) with a Michigan-based PACE program to pilot technology that supports safer aging in place. This pilot takes our Mission beyond our communities' walls to serve seniors who are economically fragile. Through the power of philanthropy, together we continued building Asbury's bridge to the future.



\$1,517,757

SPECIAL PROGRAMS

Gifts for special programs have enhanced Asbury's communities in ways that are as unique as the individuals who have made them. From providing Christmas gifts to residents living at our health care centers to memoriam gardens that beautify the view for residents of assisted living, donations to special programs have one thing in common – they benefit many.

In 2020, we were excited to help bring to life the Asbury Solomons Labyrinth, a place for walking and reflection. Donors Jim and Suzanne Hardin have experienced the peacefulness of walking labyrinths for years and thought one would make a perfect addition to the campus, especially overlooking the Patuxent River. Thank you to Jim and Suzanne – and to all of our Special Programs donors – for sharing your passion with friends and neighbors.



Thank You!

All gifts benefit the community at which they were made unless otherwise designated. For a breakdown of total donations for your community, contact your local Director of Development.

Our Mission in Motion and COVID-19

Rising to the Challenge of a Year Like No Other

Here we are, a little over one year after COVID-19 upended the way so much of the world functioned. Yet for the Asbury Foundation, COVID-19 gave us the opportunity to see how unchanging – how rock solid – our donor family is in their desire to be a force for good.

During an incredibly challenging year, when people had every reason to simply focus on their own well-being, residents, associates, family members, Board members, and friends stepped up to put our Mission in Motion.

More than \$500,000 in donations

From our very first appeal for funds to purchase tablets to keep residents connected to loved ones during the early days of the pandemic to associate support funds and benevolent care funds, we received donations totaling more than \$500,000 by August of 2020.

Janet Hood turned the challenge of not being able to spend Mother's Day with her mother, Springhill resident Marilyn Bernhard, into a positive for associates by donating to the COVID-19 Associate Support Fund. Said Janet, "My mother

and I appreciate all that the frontline associates are doing to keep my mom healthy during this challenging time. We decided to make a gift in support of the wonderful associates who are going above and beyond to care for her and her neighbors."

Creating powerful connections

In addition to enabling birthday celebrations with loved ones, like the one pictured here, the tablets purchased through Mission in Motion helped bridge generations at one community. At Springhill, Pen Pal program organizer and associate Susan Sherwood and her team had planned a party where students and residents could come together. When COVID changed those plans, the tablets enabled students and residents to meet online and share a show and tell.

It was an extremely powerful occasion, with both sides sharing stories, photos, and laughs across generations. "They talked about everything under the sun," Sherwood says. "It is always an eye opening experience for the students, because they discover they have more in common with seniors than they thought."



Springhill resident Marilyn Sommers, and her dog Casey, celebrated her husband's birthday using a tablet purchased through Mission in Motion while visitation was restricted under COVID-19 precautions. He resides at ForestView Health Care Center on the Springhill campus.





Asbury Foundation's Community Footprint

Special Programs Across the Asbury Organization

Walk onto the campus of any Asbury senior living community and the Foundation is, truly, all around. Through us, Asbury residents create new opportunities for their friends and neighbors to impact their campus or the greater community through volunteer programs, to gather together with others in a beautiful garden or Café, to feel the joy of swimming once again, or to get downright competitive over a game of mini-golf. Below are a handful of the hundreds of Special Programs that donors fund. Do you have a passion you'd like to share? Consider working with us to make it happen!

- » Brain Health Fund
- » COVID-19 Associate Support Fund
- » Ecology Fund
- » Gaithersburg Beloved Community Initiative
- » Go Green Fund
- » Innovation and Technology Fund
- » Nursing Scholarship Fund
- » Resident Christmas Fund
- » Wellness Fund

Endowments

An Investment in Our Future

Thanks to the continued generosity of our donors, Asbury Foundation strengthened and created new endowments in 2020. These gifts create a base of ongoing support to fund special projects and grow benevolent care donations, doing more good for more people.

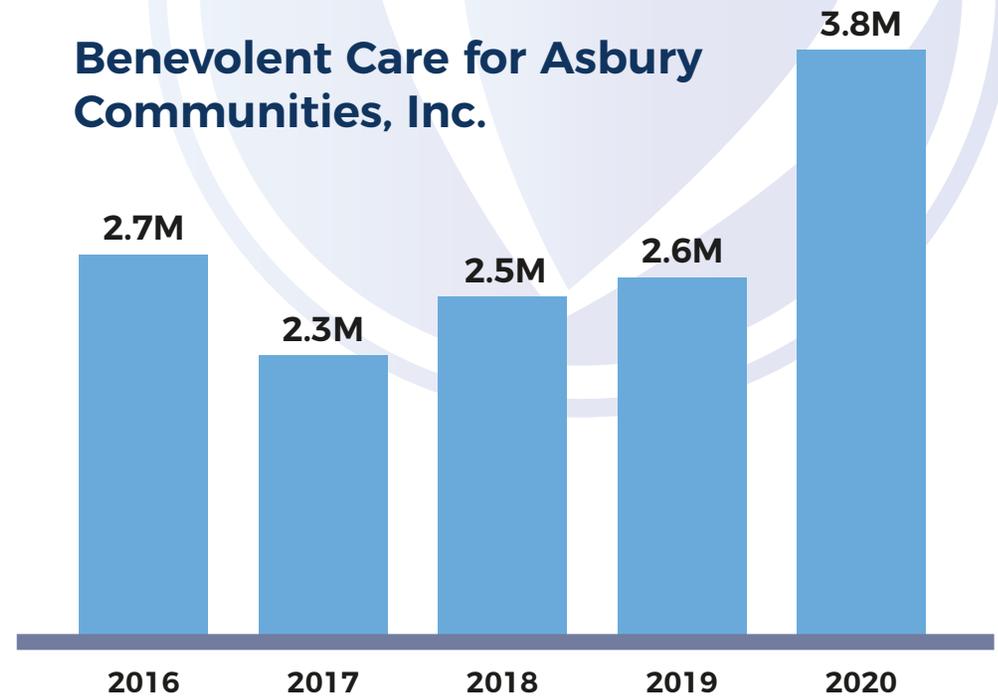
The Heart of Our Mission

Providing Peace of Mind for Those We Serve

Benevolent Care Provided in 2020

Asbury Methodist Village	\$ 2,702,178
Asbury Place Kingsport	\$ 19,830
Asbury Place Maryville	\$ 45,336
Asbury Solomons	\$ 164,367
Bethany Village	\$ 800,807
Springhill	\$ 65,132
Total Provided:	\$ 3,797,650

Benevolent Care for Asbury Communities, Inc.



Special Project Endowments †

Asbury Methodist Village Parkinson's Exercise Program	\$ 193,384
Asbury Methodist Village Sensory Garden	\$ 133,670
Asbury Solomons Healthcare Scholarship	\$ 136,552
*Bethany Village Nursing Scholarship	\$ 67,396
*Bethany Village Barbara A. Schnerring Mini Golf	\$ 53,255
*Springhill Edward & Alan Greener	\$ 69,764

*These endowment funds were created prior to the new Endowment Policy established in 2020.

Benevolent Care Endowments †

Asbury Methodist Village	\$ 15,438,10
Asbury Place	\$ 2,305
Asbury Solomons	\$ 2,316,35
Bethany Village	\$ 11,759,71
Springhill	\$ 350,18

† Fund balance as of 12/31/2020

Meet the Asbury Foundation Team

Our Operations Team

Claudia Sauers

Director of
Development Operations



“Watching residents and donors invest in existing or new programs and capital improvements is truly inspiring. The innovation that exists on Asbury campuses is extraordinary.”

Sue Jamison

Donor Relations &
Community Outreach



“Whether it is hearing words of thanks from residents I know or reading the testimony of residents I have never met, I celebrate that I can be part of doing all the good I can in service to them.”

Heather Weiss

Donor Operations
Assistant



“The generous and compassionate spirit that our communities are built on is inspiring. It drives my daily purpose, to support the Mission any way I can.”

Ann Marie Fagnano

Administrative
Assistant



“I am proud to be part of a compassionate community providing dignity, care and peace of mind to those we serve, which, in turn, spills over to touch lives beyond Asbury’s boundaries.”

Stronger Together

Welcoming Albright Care Services

As part of the affiliation between Asbury Communities and Albright Care Services, we were honored to welcome new members to the Asbury Foundation in 2021.

The Albright Development Team of Fran Ashby, Sue Jamison, Vanessa Hales and Ann Marie Fagnano, brought 82 years of experience to our team.

Very quickly we saw the value of their expertise and resources, as we worked together to find creative ways to support benevolent care and embrace philanthropy as an opportunity to enhance our communities.

Their work and the generosity of residents from Normandie Ridge and RiverWoods has contributed \$15 million in endowments and restricted funds to further our Mission. Together, this donor family has funded benevolent care and created the RiverWoods Adams Center for Rehabilitation and Transitional Care, the Memory Care Residences in the Nursing Care Centers at both RiverWoods and Normandie Ridge, and special program funding.

We are grateful for their partnership and look forward to working with them to continue serving all residents of this expanded and strengthened Asbury organization.

Our Community Development Team



J.D. Shuman
President & CEO

“There are few things in this world more fulfilling than witnessing the impact of a donor’s philanthropy here at Asbury. I count it an honor and privilege to play a part in helping create that impact by working with donors to fulfill their passion for giving back.”



Susan Mayernick
Vice President
of Development

“All of us share a drive to invest in something beyond ourselves for the greater good. Using our resources to support others helps us to focus on our neighbors and experience the joy of giving.”



Fran Ashby
Vice President of Donor
Relations & Philanthropy

“I help people share their blessings to make the world a better place – sometimes for one, sometimes for many – but always for good!”



Suzi Avitan
Senior Director of
Development, Asbury
Methodist Village

“I am privileged to be part of a community dedicated to ‘doing good’ and am in awe of our donors who choose to impact the lives of friends and neighbors. It is honor to work with them.”



Jacob Kanagy
Director of
Development,
Bethany Village

“It is an honor to help align a donor’s philanthropic passions in a way that enriches the lives of both Asbury residents and associates and provides the donor with the joy of giving.”



Vanessa Hales
Donor Relations &
Leadership Giving,
Normandie Ridge
and RiverWoods

“I love learning about someone’s passion and connecting that philanthropy to something that impacts our communities – and residents – in a new and exciting way.”



Stephanie Hubbard
Director of
Development, Asbury
Methodist Village

“Asbury truly embodies the John Wesley quote to ‘do all the good you can.’ Our donors make the incredible happen every day. I am grateful to partner together in service to our community.”



Heather Mattingly
Director of
Development,
Asbury Solomons

“I am inspired by the compassion and spirit of giving at Asbury. I consider it a privilege to serve the residents, especially those who have outlived their resources through no fault of their own.”

The Next 100 Years

The Asbury Foundation is at the heart of Asbury Communities' not-for-profit pledge to make a positive difference in seniors' lives.

In 2020, we grew closer to a historic landmark in our organization, Asbury's 100-year anniversary that we will celebrate in 2026. This moment creates an incredible opportunity to redefine aging for the next century.

The charitable support we secure for benevolent care provides peace of mind to residents of Asbury's communities – and value to those choosing our communities – in a way that is truly unquantifiable.

The life-enriching community programs, special projects, and innovative pilots that we help fund ensure that at Asbury, you can anticipate more.

The Foundation receives countless testimonials from residents and family members about how we have lifted the burden of fear and uncertainty during a challenging time. As our associates walk around Asbury's campuses, we see people enjoying the new community gathering places, amenities, and programs our donors' generosity have made possible.

Beyond gifts of cash, there are many creative ways to leave a lasting legacy for your neighbors today and into the future: planned giving opportunities, gifts of stock or investments, in-kind gifts or donating a car, even entrance fee or parking fee refunds. And every gift matters to those who are part of your Asbury family.

As we approach our centennial, we have big plans, exciting plans, to capture this moment and ensure that the Asbury Mission will continue to thrive through the next 100 years.

Stay tuned and as always, we are grateful for you and we thank you from the bottom of our hearts.



Our Mission

Enhance the Lives of Persons Served by Asbury

Our Vision

Inspiring Compassion,
Sharing Blessings,
Funding the Mission.

Asbury Foundation is a 501(c)(3) organization that secures philanthropic support to enhance the quality of life for seniors served by Asbury Communities, Inc.

- » **Albright LIFE Centers**,
Lancaster, Lebanon, Williamsport, PA
- » **Asbury Methodist Village**, Gaithersburg, MD
- » **Asbury Place Kingsport**, Kingsport, TN
- » **Asbury Place Maryville**, Maryville, TN
- » **Asbury Solomons**, Solomons, MD
- » **Bethany Village**, Mechanicsburg, PA
- » **Normandie Ridge**, York, PA
- » **RiverWoods**, Lewisburg, PA
- » **Springhill**, Erie, PA



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