



We are
**STRONGER
TOGETHER**
2023 Impact Report



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 Vonnie Adams, *Chief Clinical Officer*
 Lisa Bates, *Chief Marketing Officer*
 Brandy Day, *Chief Talent Officer*
 Sally Wolfe, *Chief Development Officer*

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Message from the President & CEO

Dear Friends,

As I reflect on the past eight years serving as the fifth President & CEO of Williamsburg Landing, I am filled with gratitude for the opportunity to lead such a remarkable organization. Our journey together has been defined by a commitment to enhance our impact in the community and advocate for seniors.

I am continually inspired by the unity and strength that arise when we come together in pursuit of a common goal. At the heart of our endeavors lie the concepts of respect and belonging. These are fundamental human needs, and they are deeply ingrained in the fabric of our community. Together, we have fostered an environment where residents and staff feel valued and included, contributing to the vibrant tapestry of Williamsburg Landing.

Central to our success has been the unwavering support of our donors, who partner with us to foster independence, connection and security for seniors through a full continuum of services. Your contributions have enabled us to make a meaningful difference in the lives of seniors, ensuring that they can live fully and without limitations. I am proud of the growth we have achieved in philanthropy during my tenure, and I am confident that our spirit of generosity will continue to sustain Williamsburg Landing in the years to come.

As we approach our 40th anniversary and consider ways to honor our community's founders while investing in the future, let us remain steadfast in our commitment to advancing the well-being of seniors and combating ageism in all its forms. Together, we have the power to realize our shared vision and create a world where seniors can thrive and flourish. I am honored to be part of this incredible journey with each and every one of you.

With gratitude,



Gregory T. Storer



Supporting education significantly empowers our community and creates a lasting change.

Longtime resident Gerry Smith was instrumental in establishing a program to hire high school students as dining room servers at Williamsburg Landing. Since 2019, dozens of local students from James City County and Newport News schools have taken

21 college grants



Pictured (top–bottom):
Brittany Austin with Williamsburg Landing resident Ruth Anderton at Employee Education event

Health care grant recipient Zsofi Raborn

Landing employees Enrico Edradan, Zineb Douiche and Amira Bakhbbaj



17 health care grants



1 leadership skills academy for promising employees



\$588,405

Employee Training & Education



advantage of this opportunity to develop valuable skills, training and experience in the workplace.

After Gerry's passing in 2022, his fellow residents came together to honor him by establishing the

Gerry Smith Memorial Scholarship, which will support these students as they continue their studies following high school.

In 2023, applications were reviewed by a committee of residents including Gerry's

beloved wife Louise, as well as Al Lebold and Gary Ripple. The scholarship granted \$6,000 among four inaugural recipients, who are putting these gifts to use at various universities and carrying on Gerry's legacy.



Pictured (top l-r):
Anna Chavez receiving a \$1,000 scholarship at the Gerry Smith awards

Resident Louise Smith (sitting) with scholarship recipients Erika Schoff, Craig Indoe, Anna Chavez and Shalea Jones



45 employees
returned to school

“

There is so much to learn about wine and the more I learned, the more I wanted to know. Without the support of the education fund, I never would have been able to take the sommelier course and expand my knowledge.

Brittany Austin, B.S., CDP, Resident Services Social Worker

36 training and certification classes



Creating an enriching campus community fosters emotional and intellectual growth.

During the last year of his life, 2023, resident John Seel initiated the conversion of a plot of land on Williamsburg Landing’s campus into a beautiful pollinator meadow, full of wildflowers, butterflies and hummingbirds. He spent hours each week tending to it and

33 perennials planted in pollinator garden



4 courtyards refreshed at the Health and Rehabilitation Center and Assisted Living

Pictured (top–bottom):
Grounds team at the newly created nature overlook

One of eight benches installed throughout the campus

Arboretum team at the Willow Springs Ravine overlook



\$33,900
Campus Enhancement



inspired friends and family to help select and install plants and remove weeds.

John's son, John, and daughter, Anne, made gifts to expand the concept, enabling the construction of pathways and a patio overlooking the

area. Future plans include the addition of a pergola to provide shade.

The week before his passing in October, John was delighted to see three paw paw trees that he had been nurturing all summer planted

in a corner of the meadow, where they will provide habitat for zebra swallowtail butterflies.



Enhanced pickleball entrance with beautiful landscaping



**Pictured (top l-r):
Community garden
scarecrow all dressed up**

**Pickleball court with
revamped entrance**

**Resident-crafted
bluebird box**

“

My father loved the pollinator meadow and found happiness in choosing plants, supervising their planting, watering them and watching them grow. We are glad he could see the meadow come to life with bees, butterflies, hummingbirds and bluebirds — and especially that it will remain a natural oasis for Williamsburg Landing residents in perpetuity.”

John B. Seel, Family Member

**12 bluebird boxes
set up across
campus, made
by residents**



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Giving seniors the gifts of care, wellness and a strong community promotes connection and security.

Adult Day

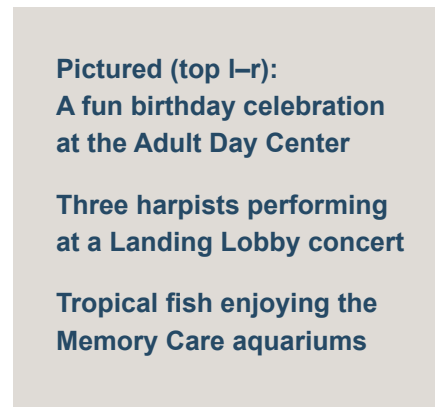
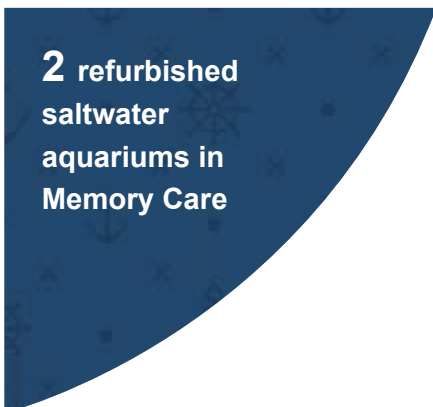
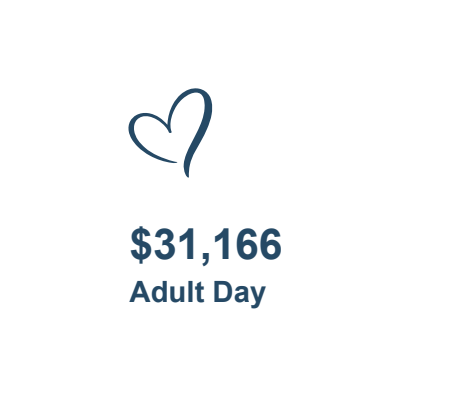
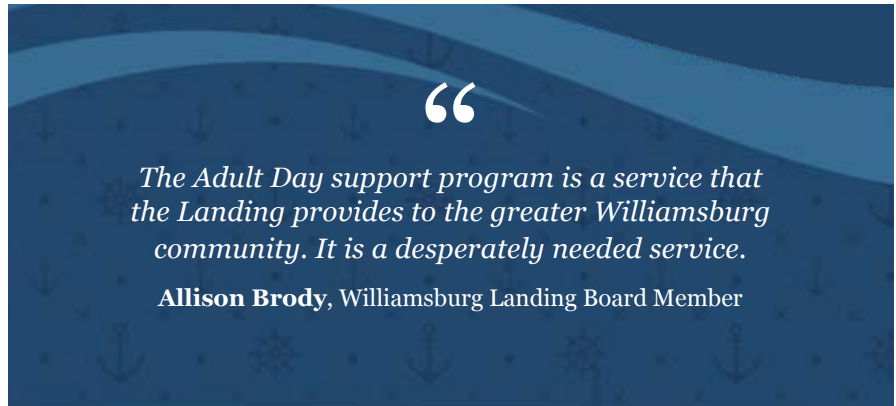
The Adult Day Center serves as a beacon of support, offering uplifting daytime care to nearly 80 individuals, reducing isolation and providing peace of mind to caregivers. Together, we are stronger. Your support allows us to continue our mission of providing compassionate care and fostering a sense of community for all who walk through our doors.

Wellness

Together, we can thrive in our pursuit of holistic wellness for seniors. This is accomplished through physical, emotional, social, spiritual, intellectual, vocational and financial enrichment. From the joy of music and art to engaging lectures and lively pickleball matches, we provide diverse opportunities for well-being. Your generosity helps us bring these offerings to life, fostering health and balance for all in our community.

Community Fund

In our almost-40-year history as a Life Plan Community, we've learned the importance of flexibility and unity in responding to changing needs. Your contribution to the Community Fund not only maximizes support for immediate priorities but also provides a reliable, collaborative strength for Williamsburg Landing's future. Together, we ensure seniors enjoy today while preparing wisely for tomorrow.



2023 Donor Honor Roll

Williamsburg Landing residents know the value and impact of cumulative giving. Our future as a premier Life Plan Community relies on the steady support offered by generous Williamsburg Landing residents and family members. Gifts provide updates to our landscape, benevolence for residents in need, artwork and decor in public spaces and updated medical equipment such as digital heart rate monitors for nursing.

THE AMERICA \$250,000+

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CUTTY SARK \$100,000 to \$249,999

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❄️ Annual Fund supporters for 5+ years

Heritage Society

Joining our Heritage Society ensures a legacy of care and support for seniors at Williamsburg Landing. For nearly 40 years, many residents have generously included us in their estate plans, ensuring future generations benefit from the same care and opportunities. Whether through a provision in your will, a life-income gift or assigning future entrance fee refunds, your contribution is a gift of love for the community and its seniors. We invite you to join the Heritage Society. Please let us know of your estate plan commitment so we may thank you for your generosity.

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 Estate of Janet Wilson

Every effort has been made to ensure the accuracy of this report. We apologize for any errors or omissions and ask that you contact us with any corrections.

Williamsburg Landing may use demographic information such as age and gender in order to contact you for the purpose of raising money for our community. In every written fundraising communication, we will provide you with an opportunity to elect not to receive further fundraising communications. Opting out of receiving future fundraising communications will in no way affect any access or level of care available to you. Once you opt out, we will avoid contacting you unless you contact us and ask to be added back to our fundraising contact list. If you want to opt out of receiving future fundraising mailings at this time, please call Sally Wolfe at 757-253-9677 or send an email to swolfe@williamsburglanding.org.

Cumulative Giving

Cumulative Giving honors the lifelong generosity of donors, whose impact grows like compound interest over time. We extend our heartfelt gratitude to these loyal and visionary donors whose dedication has shaped Williamsburg Landing into the community it is today.

\$1,000,000+

Dr. and Mrs. Hans and Brigitte Kopper

\$250,000 to \$999,999

Charles and Millicent Brown Family Foundation

Mrs. Mary Anne Cody

Mr. and Mrs. Rick and Sandy Nahm

\$100,000 to \$249,999

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\$50,000 to \$99,999

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Residents' Council

President's Report

This year I would like to highlight three important accomplishments: an update to the Resident Association governing documents, strengthening of the Resident Committees and a change to the Flea Market operations.

In summer 2023, the Residents' Council formed a committee to review the Association's governing documents: Constitution, Bylaws, and Policies and Procedures. Changes to the Constitution were approved in January 2024, and changes to the Bylaws and Policies and Procedures were approved the prior month. The Bylaws Committee streamlined language, eliminated duplication and established a budget process. Standing Committees are now Resident Committees and Non-Standing Committees are Resident Organizations. Key changes included shifting the fiscal year to align with the Landing's fiscal year and granting flexibility in committee member service length, while chairmen serve at the President's discretion.

Part of the reason for the change in committee structure is to further strengthen the Resident Committees. Resident Committees and Organizations are an important part of the interaction among the staff, the Landing Administration and the Landing Board of Directors. The Committees have been more active this year, including the addition of a Green Committee and an important series of presentations by the Health Committee on pathways, which was of great benefit to residents.

The Flea Market is the only source of funding for the Resident Association, thus vital to the operations of the Council and the Association. In 2023, Flea Market leadership transitioned to a Resident Organization that now directs the operations. This change has increased the number of residents involved and the revenue has remained consistent. This success enabled hiring a part-time staff member to assist with operations.

Due to a Bylaws change, Council members will serve extended terms this year. The Council and the Resident Committees are looking forward to continued success.

Judy Knudson, *President*



2023-24 RESIDENTS' COUNCIL MEMBERS

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 Carol Jenkins
 Judy Knudson, *President*
 Al LeBold
 Jane Medlin
 Jacque Meriam
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 Gary Ripple
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WL

Our Mission

As an innovative, nonprofit Life Plan Community, Williamsburg Landing offers a full spectrum of opportunities to foster independence, connection and security.

Our Vision

Living fully beyond ageism.

Our Values

- P.** Passion
- R.** Respect
- I.** Integrity
- D.** Diversity
- E.** Excellence



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