



MEADOWOOD
SENIOR LIVING

ANNUAL REPORT

BUILDING
ON A VISION

THE McLEAN MEMORY CARE CENTER

2021

THE MISSION OF MEADOWOOD

Provide the highest quality of life for all who experience the Meadowood Community

CORE VALUES

In response to its mission, Meadowood pursues the following values

- Service excellence and the highest quality healthcare in a secure and comfortable environment
- Maximum personal independence and wellness through a wide variety of choices
- Financial strength to ensure long-term success as a self-sustaining, stand-alone senior living community
- Board, staff, and residents working in harmony
- High moral and ethical standards

-Adopted by the Board of Directors on January 27, 2014



McLEAN MEMORY CARE CAPITAL CAMPAIGN

A highlight of this past year at Meadowood has been the campaign for and the creation of the McLean Memory Care Center. Growing from a simple plan to meet the growing needs of our aging population, the \$12 million facility includes twenty single rooms and two double rooms, as well as social and therapeutic spaces.

After five years of thorough study, site visits, consultations with experts and consultants, Meadowood has embraced a distinctive if not unique design for this state-of-the-art center, which is part of a comprehensive Master Plan for the next decade. A Master Plan Update Committee, comprised of board members, residents, and management staff, was formed to undertake this important journey. One of the first initiatives of the process was to engage Love & Company, a senior living marketing consulting firm, to conduct a thorough

strategic positioning and opportunities analysis. One of the major conclusions of this analysis was to expand our capacity to provide state-of-the-art memory care, based on the addition of 100 new residents of the Grove, which is critical to achieving Meadowood's vision for healthcare. As the Love report stated, "Meadowood operates in a highly sophisticated and competitive environment that will require it constantly to be proactive, thinking ahead, and finding ways to enhance what it provides and improve, if it is to remain at the top of the market, where it is presently positioned."



As an extension of its continuing care offerings, Meadowood not only will be prepared to meet the needs of the growing number of residents with dementia projected for the coming decades but also will do so in an environment which embraces and reflects nature and humanity.

Designed by RLPS architects, the Memory Care units will be placed around the perimeter of two beautifully landscaped indoor courtyards. Over the past five years, global research notes that residents with dementia who are exposed to gardens, nature and greenery have improved moods and slower progression of their mental atrophy. Meadowood is on the cutting edge of turning this research into practice; indeed, one expert we consulted noted that there is only one other place in the world that is implementing concepts such as these and that is in the Netherlands.

According to our Vice President of Health Services & Chief Clinical Officer, Regina Farrell, this new home will provide a calm and soothing environment where our residents can maintain as much independence as possible in a safe setting. "Professional staff here will be trained in the GEMS Positive Approach to Care philosophy of Teepa Snow, a renowned dementia expert. This approach offers watchful, compassionate attention, not only to meet physical needs but also to acknowledge and enhance each individual's spiritual and emotional well-being. Each individual's dignity will be valued and their uniqueness celebrated," notes Farrell.

Residents will benefit from a supportive team of care partners, complete with planned programs which will encompass the seven dimensions of wellness, activities of daily living, and gracious dining experiences. Eight to ten activities will be offered daily, including music programs, live entertainment, games, socials, family events, pet therapy, spiritual services, and wellness services. There even will be office space designed for those used to "going to work."

While Meadowood borrowed funds to get the project started, a significant philanthropic gesture of \$3 million from resident Arlene McLean enabled the project to be constructed at an aspirational level.

Once this lead gift was established, a fundraising campaign led by resident Al Gabriele and a steering committee comprised of President & CEO Paul Nordeman, Director of Development & Community Relations Jody LaVerdure, board member Jim Beam, and consultant Jill Marsteller, was invigorated. Larry Andrews, brother to Arlene McLean, followed her example and generously donated funds to name one of the courtyards in their parents' memory. An additional 41 donors made significant contributions and to date 30% of Meadowood's residents have made this dream a reality.

A groundbreaking ceremony (featured on the cover of this report) was held on June 14, 2021. A formal ribbon cutting ceremony is scheduled for August 18, 2022, when the McLean Memory Center will officially open on time and on budget.



THREE-LEGGED STOOL

Meadowood was founded on a three-legged stool philosophy, which means that our Board, residents, and Management Team all play an important role in making decisions that shape and enrich our community. Since opening our doors in 1988, members of our team have worked together in harmony to help keep Meadowood financially strong to ensure long-term success as a self-sustaining, stand-alone life-plan community.

BOARD OF DIRECTORS

The Board of Directors is the governing body of Meadowood. The members focus on the high-level strategy, oversight, and accountability of Meadowood. The Board is ever mindful of what a privilege it is to serve our community of caring people, supported by such a competent, compassionate, and energetic staff. The Management Team and Board of Directors maintain a consistent vigilance over residents' welfare with a commitment to ensure that Meadowood continues to fulfill the worthy purpose declared in our mission statement.

MEADOWOOD RESIDENTS ASSOCIATION

Every resident is a member of the Meadowood Residents Association (MRA). The MRA enriches life in our community by sponsoring over 60 activities that address the interests and educational needs of residents. Resident volunteers create, organize, and direct all these activities, which include, but are not limited to, various arts and crafts, gardening, sports, trip opportunities, publications, chorus, entertainment programs, and study groups.

The MRA is an active partner in creating and evolving the lifestyle of our community. Residents of all ages use their talents and knowledge to make living at Meadowood a rich and fulfilling experience.

STRATEGIC TEAM

The Strategic Team oversees the day-to-day operations of Meadowood by adapting to serve the needs of current and future residents in a way that enhances the lifestyle of each individual. Wellness, engaging residents and employees to create memorable experiences, open communication, community outreach, and best practices in our operations are hallmarks of our vision, which is what we strive for each day.



*The board, residents,
and staff are proud to
be in partnership.*



LEADERSHIP AT MEADOWOOD

MEADOWOOD BOARD OF DIRECTORS

Bruce McKenney, Chair
Eugene Dolloff, Vice Chair
James Beam, Secretary
Jeremy Brenn, Treasurer

William Black
Helene Bocclair
Lawrence Dessen
W. Bruce Fretz
Mary Lindner
Paul Nordeman
Barbara Ost
Jeffrey Rieder
Mark Strasburg
Ilene Warner-Maroon
H. Drake Williams, Jr.



STRATEGIC TEAM

Paul Nordeman, President & CEO
Marlon Back, Vice President of Facilities Services
Elizabeth Cwiklinski, Vice President of Home Services, Compliance, & Policy
Regina Farrell, Vice President of Health Services & Chief Clinical Officer
Barbara Fritzingler, Vice President of Human Resources & Organization Development
John Kotsatos, Vice President of Marketing & Sales
Christine Pacitti, Senior Director of Dining Service
Steven Wisniewski, Vice President of Finance/CFO



MEADOWOOD RESIDENTS ASSOCIATION

Gail Klein, President
Maryland Wanck, Vice President
Sue Venart, Secretary
H. Drake Williams, Jr., Treasurer
Dean Eayre, Assistant Treasurer
Don Falcone, Corporate Accountant
Hugh Trumbull, Past President

COUNCIL MEMBERS:

Janet Kovacs
John Kratz
Duncan McIntosh
Erik Nelson
Marcia Renner
Kay Stuligross Seaman



STEWARDSHIP

Thank you for choosing Meadowood to be the recipient of your charitable giving. Meadowood celebrates the commitment of our donors and volunteers, who give their time, talents, and treasures by being good stewards of the gifts we receive. Our responsible planning and management of resources allows us to continue to advance our mission, and we are genuinely appreciative of your generosity and trust in us.

Since 2009, when the formal philanthropy program began at Meadowood, donors have generously contributed gifts and bequests of over \$11.5 million to Meadowood, with \$4.4 million of that total received in 2021. These donations allow us to continue to enhance our mission to provide the highest quality of life for all who experience the Meadowood community.

Benevolence Fund – Donations have been designated to the Benevolence Fund throughout our history, which has allowed us to provide grants to 25 residents who were no longer able to pay the full cost of their care. Grants of \$111,860 were awarded in 2021 to three residents. The Benevolence Fund gives residents peace of mind in case they experience unexpected financial challenges or outlive their resources.

Memory Care Campaign - The majority of charitable gifts in 2021 were dedicated to the McLean Memory Care Center. As of the publishing of this report, the successful campaign raised \$4.9 million in cash and pledges. The project honors our mission, vision, and core values, especially service excellence and the highest quality healthcare in a secure and comfortable environment.

Other Restricted Gifts – Your restricted gifts enhanced many programs and areas of campus, demonstrating your commitment in helping to make Meadowood such an inspiring community. Besides gifts to the Memory Care campaign, the largest restricted gifts were designated for the putting green and croquet court. These wellness enhancements will be welcome additions to our campus.

Residents sponsored lunches to show their appreciation of Meadowood employees. The employees were grateful to be the recipients of these generous contributions. Board members sponsored food trucks for Meadowood's first-ever Flügel Fest. Both residents and staff enjoyed this festive and fun community event.

Once again, gifts of time and money continue to be used to improve the Nature Preserve, including planting trees, which makes a profound impact on our environment. Residents also honored or memorialized loved ones by sponsoring benches on campus. We are truly thankful for the thoughtfulness of our donors.

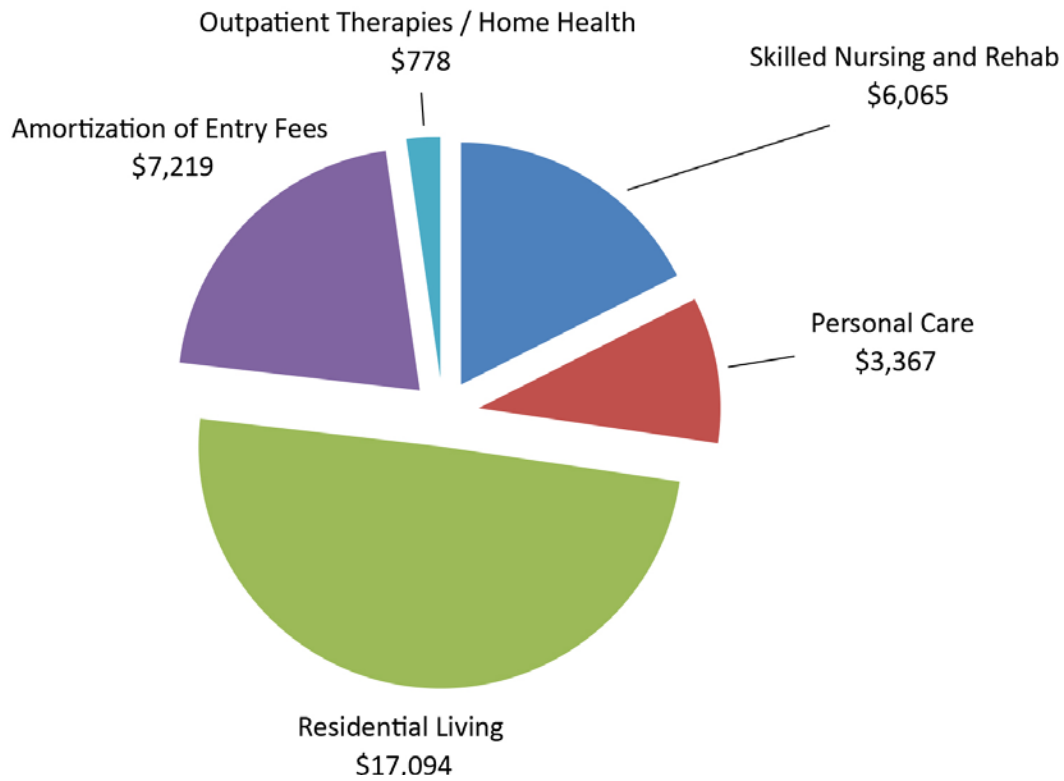
Area of Greatest Need – Some donations were unrestricted, allowing us to expand current programs, initiate new ones when needed, and assist in our progress to achieve our stated vision. All of these gifts contribute to our mission and the enrichment of our residents' lives.

Examples of recent gifts: sponsoring food trucks and the Gathering Place

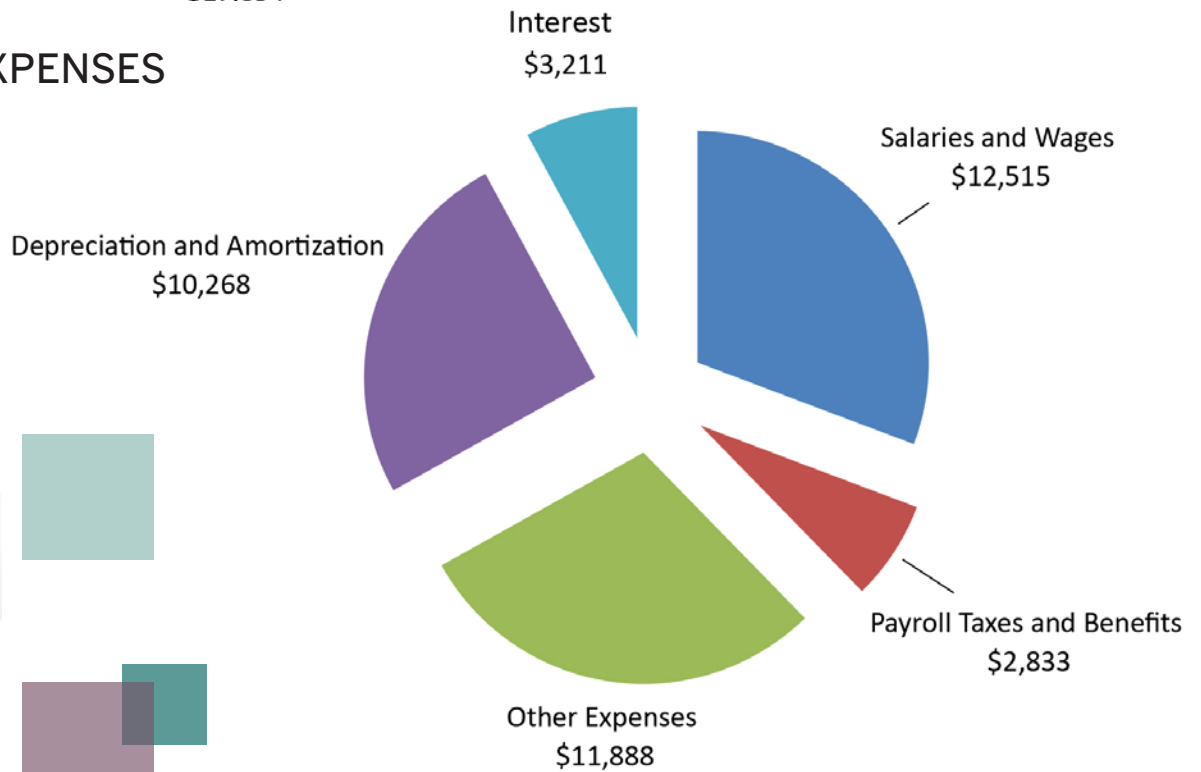


FINANCIAL STRENGTH & HIGHLIGHTS

2021 REVENUES



2021 EXPENSES



LIFE AT MEADOWOOD

"In the end, it's not the years in your life that count. It's the life in your years."

-Abraham Lincoln





COMMUNITY ADVANCEMENT COMMITTEE

The committee was formed by the Board of Directors as a Board committee in 2009, following approval of a Committee Charter. The Committee functions are generally in two areas: outreach and fundraising.

Outreach activities include the Art Show, Nature Preserve activities, media relations, and working with community organizations, the local first responders, political representatives, and schools. All these activities are intended to promote the Meadowood community, increase visibility and awareness, and indicate our intention for good citizenship.

The Fundraising responsibilities cover many areas, which maintain and expand the philanthropic culture at Meadowood. These activities are ongoing throughout the year. Full-time efforts to raise funds for various needs at Meadowood, some in connection with outreach activities, began in 2009 and resulted in over \$11.5 million in cash generated from these activities:

ANNUAL APPEALS	\$1,520,000
ANNUITIES	\$385,000
ART SHOW	\$210,000
BEQUESTS	\$1,120,000
CAMPAIGN, MEMORY CARE	\$4,900,000
CAMPAIGN, POOL	\$1,600,000
FOUNDATIONS	\$201,000
RESTRICTED GIFTS	\$1,630,000
TRIBUTE GIFTS	\$60,000
TOTAL	\$11,626,000

COMMUNITY ADVANCEMENT COMMITTEE MEMBERS

Al Gabriele, Chair
James Beam
Helene Boclair
Joan Bown
Robert Greer
John Kotsatos
Jody LaVerdure
Bruce McKenney
Paul Nordeman
Christine Smith
Steven Wisniewski



The Community Advancement Committee members include two Board Members, several staff, and generally four to six residents, who rotate on and off over the approximate ten plus years of existence. All work hard on all aspects of the Committee's responsibilities, and we are proud of what has been achieved over that time. I am privileged to have been chosen as the first Chair of the Committee and have remained as Chair to this date.

- Al Gabriele, Chair, CAC

PRESIDENT'S CIRCLE

Meadowood recognizes and appreciates the philanthropic spirit of members of the President's Circle who have made gifts in the amount of \$1,000 or more in 2021.

Russell Aiello
Paul & Jane Anderson
Larry Andrews
Anonymous (18)
Jack & Ann Baldwin
Walt & Judy Barnes
James & Kimberlee Beam
Berwind
Hubie Bishop
Toni Black
William & Karen Black
Helene Bocclair
John & Joan Bown
Jeremy & Beth Brenn
Joan Brucker
Erich & Sandy Burkhard
Joe & Carole Christ
Gene & Fran Coughlin
Bill Davison
James & Antoinette Deever
Eugene Dolloff
Dean Eayre
John & Patsy Emery
Don & Sheila Falcone
Thomas & Cecilia Friend
Sally Frederick
Al & Barbara Gabriele
Joyce Given
James & Sara Gowing
Bob & Dianne Greer
Jean Hardwick
Sidnie Harris
June Huebner
Richard & Debbie Johnson
Bob & Joan Jones
Judy Jones
Heike Kilgore

Gail Klein
Claudette Kuczanski
Mary Lindner
Tom & Ginny Lynch
Hugh Maher
Jim & Josephine McCabe
Judy McGovern
Dorothy McHale
Bruce & Jeanne McKenney
Arlene McLean
John McLean
Meadowood Residents
Association
Gene & Pat Miesse
Gretchen Murray
Paul & Susan Nordeman
Tim & Maureen O'Connor
Doris Olsen
Jeffrey & Barbara Ost
Doris Peck
Pennsylvania Horticultural
Society
Tom Seaman
Carl & Holly Sensenig
Robert & Theresa Sherman
Ed & Ann Shott
Christine Smith
Mark & Pam Strasburg
Melanie Trilling
Neil & Sue Venart
Nick & Maryland Wanck
Robert & Kathy Weibel
Betty Jane & Marty Whalen
Dorothy Wild
Micki Williams
H. Drake Williams, Jr.

2021 DONORS

Meadowood gratefully acknowledges the following donors who made gifts between January 1, 2021 and December 31, 2021. Thank you for your generosity and support.

Gifts of \$10,000 or more

Paul & Jane Anderson
Larry Andrews
Anonymous (5)
Walt & Judy Barnes
John & Joan Bown
Joe & Carole Christ
John & Patsy Emery
Al & Barbara Gabriele
Joyce Given
Bob & Dianne Greer
Jean Hardwick
Arlene McLean
John McLean
Meadowood Residents Association
Jeffrey & Barbara Ost
Doris Peck
Christine Smith
Betty Jane & Marty Whalen

Gifts of \$5,000 - \$9,999

Anonymous (2)
James & Kimberlee Beam
James & Antoinette Deever
Thomas & Cecilia Friend
James & Sara Gowing
Richard & Debbie Johnson
Pennsylvania Horticultural Society
Carl & Holly Sensenig
Nick & Maryland Wanck
Robert & Kathy Weibel
Dorothy Wild
H. Drake Williams, Jr.

Gifts of \$1,000 - \$4,999

Russell Aiello
Anonymous (11)

Jack & Ann Baldwin
Berwind
Hubie Bishop
Toni Black
William & Karen Black
Helene Boclair
Jeremy & Beth Brenn
Joan Brucker
Erich & Sandy Burkhard
Gene & Fran Coughlin
Bill Davison
Lawrence & Elizabeth Dessen
Eugene Dolloff
Dean Eayre
Don & Sheila Falcone
Sally Frederick
Sidnie Harris
June Huebner
Bob & Joan Jones
Judy Jones
Heike Kilgore
Gail Klein
Claudette Kuczanski
Mary Lindner
Tom & Ginny Lynch
Hugh Maher
Jim & Josephine McCabe
Judy McGovern
Dorothy McHale
Bruce & Jeanne McKenney
Gene & Pat Miesse
Gretchen Murray
Paul & Susan Nordeman
Tim & Maureen O'Connor
Doris Olsen
Tom Seaman
Robert & Theresa Sherman
Ed & Ann Shott
Mark & Pam Strasburg
Melanie Trilling
Neil & Sue Venart
Micki Williams

Gifts of \$500 - \$999

Anonymous (5)
Bank of America Matching Gifts
Jim Deysher
Regina Farrell
Louis & Margaret Hinman
Constance Mogavero
Noel Perloff
John & Cheryl Schrogie

Gifts of \$250 - \$499

Ambler Savings Bank
Anonymous (8)
Lynne Bartholomew
J. Robert Baum
Dave & Connie Burnley
Bruce & Connie Fretz
Susan Harobin
Betty Olden
Frank & Jean Poehlmann
Jeffrey & Dawn Rieder
Roland Swift
Ilene Warner-Maron
Elly White

Gifts under \$250

Anonymous (31)
Ed & Kathy Bambino
Joan Comer
Sophia Darian
Donald & Marie Dion
Nicholas Gabriele
Nancy Huss
Sally McHale
Sally Schmidt
Lorraine Schoneker
Bob Wagner
Dorothy Williams

Memorial and Tribute Gifts

In Memory of Sylvia Aiello

Russell Aiello

In Memory of Jonathan Black

Toni Black
Joan Comer

In Memory of Paul Brucker, MD

Joan Brucker

In Memory of Luena Dachino

James Deysher

In Memory of Marcella Deysher

Kathy Bambino

In Memory of Albert & Edith Eayre

Dean Eayre

In Honor of Don & Sheila Falcone

Ed & Kathy Bambino

In Memory of Paul Felton

Thomas & Cecilia Friend
Constance Mogavero

In Memory of Ronald Frederick

Sally Frederick

In Honor of Al & Barbara Gabriele

Nicholas Gabriele

In Memory of Kenneth Given, MD

Joyce Given

In Memory of Charles Hagelin

Hugh Maher
Judy McGovern

In Memory of Roy Jones

Judy Jones

In Memory of Robert Lynch

Tom & Ginny Lynch

In Memory of Michael McKenna

John & Patsy Emery

In Memory of George Olden

Betty Olden

In Memory of Rita Precopio

Anonymous (5)
Joan Comer
Thomas & Cecilia Friend

In Memory of Faye Shaw

James Shaw

In Memory of Fred Sheldon

Anonymous (5)

In Honor of Kay Stuligross & Tom Seaman's wedding

Anonymous

In Memory of Sandra Williams

H. Drake Williams, Jr.



RESIDENTS GIVING TIME AND SHARING TALENT

“There’s always a warm feeling at Meadowood. The glow comes from the buildings, the programs, the health services – all the activities, but it’s really the interaction of people that makes Meadowood what it is. We said at its very beginning that Meadowood is a group of people working and living together to develop one of this country’s finest continuing care communities and that has constantly guided us. And we went on to say that we serve our neighbor. We care for each other, bear one another’s burdens and help one another.”

-Founder Bill Strasburg
Quote from “Meadowood...How It Came to Be.”

Since the beginning, being a good neighbor has been a hallmark of our community. This value is reflected today by the many residents who volunteer on committees, in the Health Center, or in the greater community. Resident volunteers create, organize, and fund over sixty committees, which address the interests, social enrichment, and educational needs of residents. Some examples include bocce and billiards, ceramics and crafts, current events, organizing over 30 entertainment programs, bridge and other games nights, and the resident newsletter. Resident volunteers provide major assistance for the juried Art Show, Gosling’s Nest gift shop, and Hidden Treasures thrift shop – all which raise money.



In conjunction with the Chaplain, Meadowood residents participate in mission outreach to help fulfill needs of the greater community, including making peanut and butter jelly sandwiches for a local food bank. Residents also serve the greater community by individually volunteering in their church communities, at local hospitals and schools, and for other worthy causes.

Resident volunteers also brighten the lives of Health Center residents by paying friendly visits, providing pet therapy, helping with activities, providing entertainment, delivering mail and water, and transporting residents to and from therapy.



While this Annual Report is mainly all about residents’ financial support, clearly Meadowood is fortunate to have a wonderful group of dedicated volunteers who are generous with giving of their treasures as well as volunteering their time and talents.



LEAVING A LEGACY

Throughout our history, philanthropy has played an essential role in helping our community grow and thrive. We are appreciative of the many generous cash gifts from residents throughout the years, which have helped to finance many improvements in our community. When making an estate gift, there is no cash required. When a resident leaves a portion of remaining assets for Meadowood's future needs, it makes a sizeable impact. We have already received commitments in writing from a number of residents, who remain confidential in our records. By notifying us of their charitable intentions, we are able to thank them and invite them to be a member of the Meadowood Legacy Society.

By making a simple gift that requires no cash during your lifetime, you can make a significant difference in supporting the Meadowood mission and sustain its high-quality senior living spaces and programs for many more years.

WHY MAKE A PLANNED GIFT?

1. It's simple to do. It can be as easy as adding language to your will or naming Meadowood a beneficiary to a charitable trust, an IRA, a life insurance policy, or a retirement plan.
2. Tax-wise, it could be beneficial. Gifts to Meadowood, a charitable organization, reduce the value of your estate for estate tax purposes.
3. It's an easy way to support the mission, vision, and values of Meadowood. Planned gifts of every size build our future financial strength.

MEADOWOOD LEGACY SOCIETY

Meadowood truly appreciates our many benefactors who have included a gift for the future of Meadowood. These gifts have impact and meaning for years to come. The Meadowood Legacy Society was established in 2008 to recognize all donors who have contributed to a charitable gift annuity or notified Meadowood of a planned gift or bequest. Donors are honored during an annual luncheon in the fall. Families of deceased donors are encouraged to attend the posthumous recognition of their loved ones.

Acknowledgments

We gratefully acknowledge Kevin York as the main photographer, as well as others who submitted photographs, and Barbara Fritzinger and Joyce Hutton for their editorial counsel.

We apologize if we missed recognition of your gift to Meadowood. Please let us know of this oversight.



MEMBERS

Paul & Grayce Anderson
Anonymous
Eleanor Aspen
Helene Boclair
Jean Brown
James & Antoinette Deever
Thomas & Cecilia Friend
Elizabeth Frese
Al & Barbara Gabriele
Sidnie Harris
William Jacobs
Hugh Maher
Arlene McLean
Rita Riccardelli
Wilma Ries
Melanie Trilling
Kay Waltz
Shirley Watson

McLEAN MEMORY CARE CENTER AT MEADOWOOD

OPENING AUGUST 2022
– *Thanks to you!*

Meadowood's mission is to provide "the highest quality of life for all who experience our community." The McLean Memory Care Center honors the mission, vision, and core values, especially "service excellence and the highest quality healthcare in a secure and comfortable environment." Thanks to your support, the McLean Memory Care Center will be opening in August 2022 – on time and on budget. Residents stepped up in a big way to contribute to this worthwhile project, along with gifts from Board members, family members, and vendors – raising \$4.9 million as of this publishing date. Thank you for being philanthropic leaders at Meadowood.




MEADOWOOD
SENIOR LIVING

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