

THEN



ANNUAL REPORT 2018
Celebrating 30 Years: 1988-2018



MEADOWOOD
SENIOR LIVING

NOW



THE MISSION OF MEADOWOOD

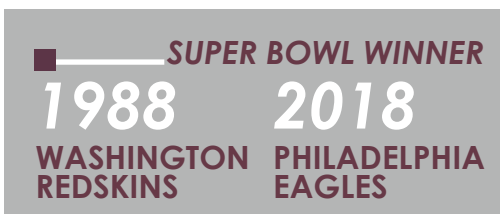
Provide the highest quality of life for all who experience the Meadowood Community.

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



PRESIDENT'S MESSAGE

“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.”

-Bill Strasburg in “How It Came to Be”



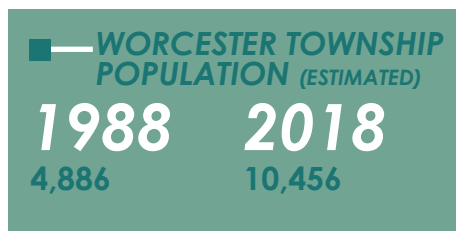
These words ring true thirty years later. As you see throughout campus, Meadowood is undergoing a physical transformation. However, the people of Meadowood, including our caring residents, our diligent staff, our trusted Board members, and our generous supporters, make up its heart and soul. The warm and thoughtful culture has been a constant throughout our history, which is what our founders intended. Thank you for making Meadowood the special place that it is.

Our 30th anniversary year was another productive one for Meadowood. We take pride in the many accomplishments we achieved in 2018, including:

- Exceeded our sales and move-in goals with a significant increase in occupancy.
- Held the grand opening of the finished wellness areas and officially named the David & Jayne Haines Wellness Pool and the Stratton Family Wellness Garden.
- Achieved a five-star rating for our high-quality healthcare services with very positive survey results in all levels of care.
- Broke ground on the Grove – Meadowood’s newest edition, which will consist of 52 residences, allowing us to serve more seniors.
- Officially launched the Meadowood Life Plan at Home and enrolled our first members.
- Honored five members of the class of ‘88 at the 3rd annual Founders’ Day Awards Celebration.
- Won the Norristown Garden Club’s “Landscape Design Award” for our Woodland Garden in our Health Center courtyard.
- Celebrated 30 years in many special ways, including outdoor concerts and movies, community outreach efforts, grand celebrations, and the first ever resident vs. staff water volleyball game.
- Maintained a high level of service and satisfaction throughout all the project work in the community.
- Raised more funds through our Annual Appeal than ever before. We are encouraged by the philanthropic spirit that gains momentum each year, which will benefit our community now and in the future.

All that we accomplish together at Meadowood would not be possible without the generous support of your time, talents, and treasures. The friendliness and spirit of the people at Meadowood is the pillar of this community. Our founders would be proud to see their vision thriving today. Thank you for your support.

~Paul Nordeman
President & CEO



BOARD OF DIRECTORS

Philanthropy is deeply rooted in our culture at Meadowood, starting with the founders providing the space for us to develop this community. Giving has played an essential role in making possible our achievements of the past and our plans for the future.

Philanthropy offers numerous possibilities for each of us to choose where we want to direct our giving. These include: the Benevolence Fund, special projects, such as the expansion and renovation of the Health Center and restoration of the Guest House, and capital campaigns – our first ever being the wellness pool and garden campaign. Examples of gifts we have received during the past year include \$5,000 for a lecture series, \$10,000 for a section of the walking path, and \$780 for labor to plant trees in our Nature Preserve. All gifts, large and small, make an impact.

On behalf of the Board of Directors, I extend our gratitude to all the benefactors, including donors and volunteers recognized in this annual report, and to all donors who have given to Meadowood throughout the years. I urge you to continue your absolutely vital participation and invite others to join us in our effort to make Meadowood the best it can be.

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.

Bruce J. McKenney, Chair
Board of Directors



Seated in picture from left to right: Eugene Dolloff, Patricia Modafferi, H. Drake Williams, Jr., Bruce McKenney, Paul Nordenman, Helene Boclair

Standing in picture from left to right: James Beam, Jeffrey Rieder, Jeremy Brenn, W. Bruce Fretz, Karen Kelly, Philip Albright
Missing from photo: William Black, Lawrence Dessen, Barbara Ost, Ilene Warner-Maron

RESIDENTS ASSOCIATION

All Meadowood residents are members of the Meadowood Residents Association (MRA), which was created to give residents a voice in community governance in partnership with management and the Board of Directors. The Resident Council consists of twelve elected members (five officers, the past president, and six members-at-large) and governs the MRA. The council meets monthly and also holds three stated general meetings each year – in January, May, and September. The MRA has representation on the Meadowood Board, and they work together to make Meadowood a wonderful place to live.

The MRA enriches life in our community by having over sixty budgeted committees for programs and activities that address interests of residents and promote continuing education. Resident volunteers create, organize and direct all of these activities, which include -- but are not limited to -- various arts and crafts, gardening, sports, trip opportunities, publications, a singing group, entertainment programs, and study groups.

The MRA receives voluntary contributions from residents to fund these activities through the Spring Appeal, which also raises money for senior awards for our graduating high school seniors. The Meadowood Resident Employee Appreciation appeal takes place in November to recognize the outstanding service the Meadowood employees give to our residents. These gifts are distributed at the employee holiday party in December.

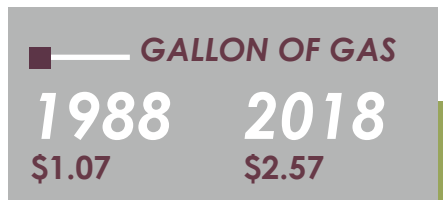
Funds are also raised through the community-wide Fall Festival that supports the Meadowood Benevolence Fund. Other activities that raise money for the Benevolence Fund or special projects approved by the Resident Council include the Gosling's Nest gift shop, Hidden Treasures, Beading, Crafts, Ceramics, and the Woodshop. In addition to volunteering on committees, residents show their neighborly values by volunteering in the Health Center to assist residents and patients. Their skills and time are greatly appreciated.

The MRA is a full 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.

Helene Boclair
MRA President



Seated in picture from left to right: Lorraine Lee, Helene Boclair, Dorothy McHale
Standing in picture from left to right: Robert Greer, Sue Lake, Barbara Nace, Roland Swift, Hugh Trumbull, Russell Buxton, Cecilia Friend, Diane McGovern, Martha Fickett
Missing from photo: Don Falcone



STEWARDSHIP

Stewardship is a way of life at Meadowood. We celebrate the commitment and dedication of our donors and volunteers, who give of their time, talents, and treasures. We also celebrate carrying out our mission for 30 years, thanks to your support and our responsible planning and management of resources. Meadowood is proud to be a good steward of the contributions we receive, and we are truly grateful for your generosity and trust in us. Thank you for choosing Meadowood to be the recipient of your charitable giving.

Over the past five years, donors have generously contributed gifts and bequests of over \$2.7 million to Meadowood, with \$309,438 of that total received in 2018. 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

Each year donations are designated to help build the Benevolence Fund, which gives residents peace of mind should they experience unexpected financial challenges or outlive their resources. Throughout the years, grants have been provided to 21 residents who were not able to pay the full cost of their care. Grants of \$114,357 were awarded in 2018 to three residents.

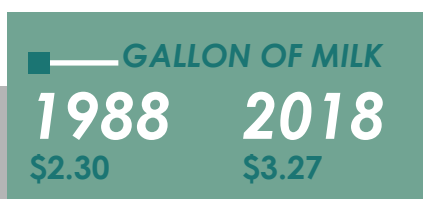
RESTRICTED GIFTS

These donations benefited many programs and areas of the campus, showing how donors take pride in the Meadowood community. Several gifts of time and money continue to be used to improve the Nature Preserve. We completed our goal of planting 500 trees in 5 years and are now on our second goal of planting an additional 500 trees in the next 5 years. One restricted contribution went towards the perimeter road walking path.

Other thoughtful donations went to the Chaplain's Program for spiritual resources and building the Meadowood ministry, including special music and worship banners. Residents and staff contributed to hurricane relief efforts as part of a mission project, as well as a school supply drive for local students. Gifts were designated for the Strasburg Dialogue Series, a unique educational series. We are thankful of our donors' many interests that inspire programs and enhancements throughout our community.

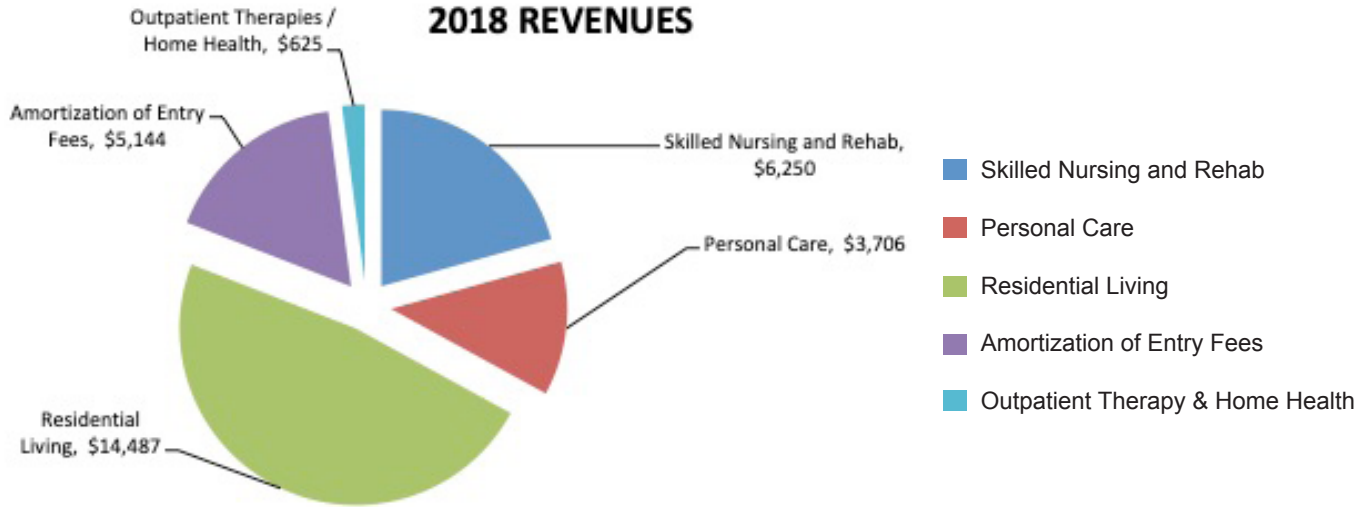
AREA OF GREATEST NEED

Some donations were unrestricted, allowing us to expand current programs, initiate new ones when needed, and assist in our progress to achieve the goals of the updated Master Plan. All of these donations contribute to our mission and enriching our residents' lives.

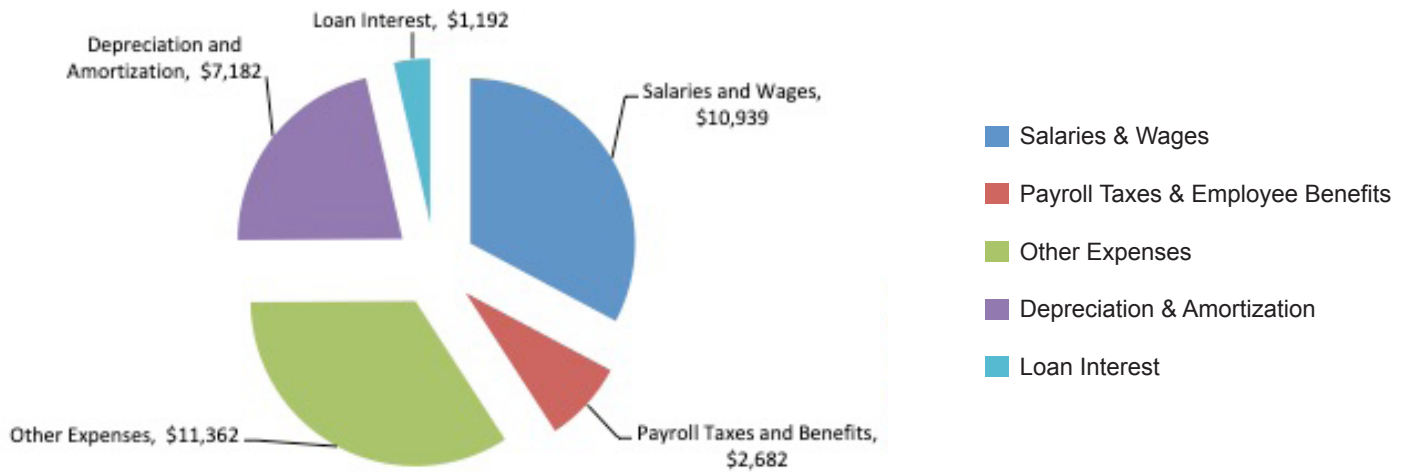


FINANCIAL STRENGTH & HIGHLIGHTS

2018 REVENUES



2018 EXPENSES



POSTAGE STAMP
1988 2018
\$.25 \$.50



CELEBRATING 30 YEARS 1988-2018

1982

March 1986

- Groundbreaking
- Naming for the birds and the trees
- Three-legged stool symbolism developed

September 1982

Bill and Sylvia Strasburg invite church and community leaders to join them in developing Bill's idea for a retirement community

December 1982

- First Board meeting
- Purchased four pieces of land to increase acreage from 86 to 112
- Engaged management, architect, and contractor to develop campus

1986

1988

May 1988

First residents move in

October 1988

Health Center opens

1989

January 1989

Meadowood Residents Association established

Spring 1989

Victory Garden established

April 1989

First edition of Meadowtalk

October 1989

First annual Fall Festival

1994

1994

Center Bridge apartment building added

2003

August 2003

Carriage Homes added to campus

2005

August 2005

Azalea House memory care unit opens





MEADOWOOD

SENIOR LIVING

2009

2009
Guest House makeover

November 2009
First annual Art Show

2010

Spring 2010
Nature Preserve established

October 2010
Health Center renovation and addition completed

2012
Ground Floor Schultz Community Center renovation completed

2012

2013
First Floor Schultz Community Center renovation completed

2013
25th Anniversary

2013

2014

January 2014
Meadowood Vision for the Future approved by Board

2016

March 2016
30th Anniversary of Groundbreaking;
Founders' Day established

August 2016
Groundbreaking for wellness pool and garden project

2018

April 2018
David & Jayne Haines Wellness Pool & Stratton Family Wellness Garden completed, raising \$1.6 million in contributions

May 2018
Meadowood at Home program launched

September 2018
Groundbreaking for Grove

2018
30th Anniversary



THE GOOD NEIGHBOR PROGRAM

Meadowood's Good Neighbor Program was developed to expand our mission and give back to the greater community. The purpose statement is: as a leader among senior living providers in southeastern Pennsylvania, Meadowood feels a responsibility to share its knowledge and resources with its neighbors. These efforts will center on educating and informing seniors and their families about issues of importance to them, connecting with local organizations whose missions align with Meadowood's. In addition Meadowood provides benevolent care for its residents in need through the Benevolence Fund and other supportive programming.

Meadowood's Good Neighbor activities will be driven by this purpose, recorded, and celebrated.

- We will raise awareness of issues relevant to the senior living population through education sessions for the general public.
- We will serve as a community hub for all programs and support groups not limited to the senior population.
- We will give back through community service to benefit the missions of neighboring organizations.
- We will maintain a healthy Benevolence Fund to benefit our own residents' future needs.

Meadowood prides itself on giving back – whether it is donating produce to those less fortunate, planting trees to benefit the greater community, participating in green initiatives to improve the environment, honoring our local firefighters, raising money for Alzheimer's research, or providing meeting space to local non-profit organizations. We take our role as responsible citizens seriously, knowing that what we do affects our neighborhood, region, and world. That is why it is so important to us to give back.

In 2018, The Reverend Sue Ebersberger expanded mission work through Meadowood's spiritual program by organizing a school supply drive and fundraiser for hurricane relief efforts. Backpacks, notebooks, pens, crayons, etc. were collected for local students in need. These items were donated to Mitzvah Circle Foundation, a 501(c)(3) non-profit, non-faith-based organization based in Harleysville, which provides material support to individuals and families dealing with crisis, poverty, homelessness and serious illness. Not only does Meadowood give back locally but also on a national level. In late summer 2018, Hurricane Florence destroyed parts of the eastern seaboard. Thanks to your generosity, we sent \$15,000 to the American Red Cross to help those suffering from the devastating storm to start rebuilding.

As residents, Board members, and staff, we view giving back as our responsibility and privilege. Thank you for your support in these efforts. Please stay tuned for more information regarding the Good Neighbor Program at Meadowood.



—	MOVIE TICKET
1988	2018
\$4.11	\$9.18

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 2018.

Philip & Barbara Albright
Paul & Grayce Anderson
Anonymous (8)
Walter & Judy Barnes
Daniel Bell
Benevity Community Impact Fund
Berks Ridge Company Enterprises
William & Karen Black
Helene Bocclair
John & Joan Bown
Joan Brucker
Citizens Bank
Contract Pharmacy Services
Copernicus Society of America
Gene & Fran Coughlin
David Dambly*
William Davison
James & Antoinette Deever
Eugene Dolloff
Don & Sheila Falcone
Paul Felton
Ann Frankhouse
Tom & Tootie Friend
Al & Barbara Gabriele
Dominic & Gloria Genuardi
Robert & Dianne Greer
Charles Hagelin
Jean Hardwick
Sidnie Harris

The Haverford Trust Company
The Estate of Fred Heintz
Trip & Peggy Hinman
Donald & Lois Howland
June Huebner
Johnson, Kendall & Johnson
Roy & Judy Jones
Heike Kilgore
Hugh & Mary Maher
Dorothy McHale
Bruce & Jeanne McKenney
Meadowood Residents Association
Montgomery County
Conservation District
Charles Neiderhiser
Doris Olsen
Jeffrey & Barbara Ost
Doris Peck
Brian Peterson & Helen Mirkil
Frank & Rita Precopio
RLPS Architects
The Schiel Family Foundation
Hugh & Ann Trumbull
Unidine
Shirley Watson
Robert & Katherine Weibel
H. Drake Williams, Jr.

*Deceased



Members of the 2017 President's Circle

2018 DONORS

Meadowood gratefully acknowledges the following donors who made gifts between January 1, 2018 and December 31, 2018. Thank you for your generosity and support.

GIFTS OF \$10,000 OR MORE

Paul & Grayce Anderson
Walter & Judy Barnes
Ann Frankhouse
Dominic & Gloria Genuardi
The Estate of Fred Heintz
Meadowood Residents Association
Doris Peck
The Schiel Family Foundation
Shirley Watson

Dorothy McHale
Bruce & Jeanne McKenney
Montgomery County Conservation District
Charles Neiderhiser
Doris Olsen
Jeffrey & Barbara Ost
Frank & Rita Precopio
RLPS Architects
Hugh & Ann Trumbull
Unidine
Robert & Katherine Weibel
H. Drake Williams, Jr.

GIFTS OF \$5,000 - \$9,999

Anonymous
Copernicus Society of America
Brian Peterson & Helen Mirkil

GIFTS OF \$500 - \$999

Ambler Savings Bank
Anonymous (8)
Baker Tilly
Bank of America Matching Gifts
Barbara Beatrice
Tom & Kathy Beazley
Jeremy & Beth Brenn
Larry Dessen
Virginia Fessler
Ronald & Sarah Frederick
Carol Gehlhaus
Kenneth & Joyce Given
Home Helpers
Love & Company, Inc.
Robert McCammon
Gretchen Murray
Paul & Susan Nordeman
Roland Swift
Mark & Kay Waltz
Woodrow & Associates

GIFTS OF \$1,000 - \$4,999

Philip & Barbara Albright
Anonymous (7)
Daniel Bell
Benevity Community Impact Fund
Berks Ridge Company Enterprises
William & Karen Black
Helene Boclair
John & Joan Bown
Joan Brucker
Citizens Bank
Contract Pharmacy Services
Gene & Fran Coughlin
David Dambly*
William Davison
James & Antoinette Deever
Eugene Dolloff
Don & Sheila Falcone
Paul Felton
Tom & Tootie Friend
Al & Barbara Gabriele
Robert & Dianne Greer
Charles Hagelin
Jean Hardwick
Sidnie Harris
The Haverford Trust Company
Trip & Peggy Hinman
Donald & Lois Howland
June Huebner
Johnson, Kendall & Johnson
Roy & Judy Jones
Heike Kilgore
Hugh & Mary Maher

GIFTS OF \$250 - \$499

Acme Uniforms
Anchor Fire Protection Company
Anonymous (13)
Maryallis Atkinson
Marlon & Patricia Back
James & Kimberlee Beam
Estate of Bernice Berger
Rep. Matthew Bradford
Harry Cahill
Sue Ebersberger
Extra Step, Inc.
Bruce & Connie Fretz
Gordon Gerber
I.T. Landes & Sons

William Jacobs
JL Roofing & Siding
Judy Kramer
Patricia Modafferi
Promark Painting
R.L. Williams Funeral Home
Senator John Rafferty, Jr.
Olive Robinson
Thomas Seaman
Barbara Spang
Timoney Knox
Ilene Warner-Maroon
Williamson Electric

GIFTS UNDER \$250

Anonymous (50)
Rose Arbisi
Lynne Bartholomew
John Belman
Laurence Berger
Hubie Bishop
Joseph & Rose Bondi
S. Page* & Diane Butt
Sarah Cahill
Theodore Caldwell, Jr.
Hildred Cassel
Domenic & Annette Coletta
Anthony & Rita DiBona
Steve & Marianne DiNenno
Elizabeth Frese
Joseph & JoAnn Gambone
Olga Gritz
Barbara Groshens
Nancy Huss
Mildred Jagel
Bill & Phyllis Jones
Charles Kane, Jr.
Rev. Howard Kriebel
Jody LaVerdure
Patti Loughridge
James McCrudden
Clare Medori
William & Dorothy Merkle
Stephen Niechcielski
North Pennsmen Barbershop
Harmony Society
Michael O'Dell
Richard & Mary Ott
Kevin & Maria Padberg
Frank & Jean Poehlmann
Estate of Edith Powers
Lorraine Schoneker
Joan Shilcock
Lore Slough
Catherine Wildt
Elaine Wilson
Joel & Roseanne Ziff

*Deceased

IN-KIND DONATIONS

Edna Hoelzle
Patti Loughridge
Helen Mirkil
Roland Swift

MEMORIAL AND TRIBUTE GIFTS

In Memory of Kevin Berger
Estate of Bernice Berger
Laurence Berger

In Memory of Dr. Paul Brucker
Joan Brucker

In Memory of Gladys Caldwell
Theodore Caldwell, Jr.

In Memory of Marcella Deysler
Anonymous

In Memory of Guy Fessler, Jr., MD, DDS
Virginia Fessler

In Memory of Marlin Frankhouse
Ann Frankhouse

In Memory of Martin Gehlhaus, Sr.
Carol Gehlhaus

In Memory of Robert Hentschel
Doris Olsen

In Memory of Margaret Huber
Hugh & Ann Trumbull

In Memory of Grace Kontz
Kevin & Maria Padberg

In Memory of Gary Lytle
Anonymous

In Memory of Margery McFarland
Anonymous (2)
Joan Shilcock

In Memory of Ann Oates
Anonymous

In Memory of Jeanne Russo

Rose Arbisi
Domenic & Annette Coletta
Anthony & Rita DiBona
Steve & Marianne DiNenno
Joseph & JoAnn Gambone
Bill & Phyllis Jones
Rev. Howard Kriebel
Clare Medori

In Memory of Carolyn Swift
Roland Swift

In Memory of Adele von Czoernig
Anonymous
Elaine Wilson

In Honor of Marjorie Carpenter
Michael O'Dell

In Honor of Father Genuardi's 50th Anniversary of His Ordination
Joseph & Rose Bondi



LEAVING A LEGACY

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.

GIFT FROM BEQUESTS

John W. Beach - Deceased March 1993
Mary C. Miller Blood - Deceased October 1998
Malcolm McFarland - Deceased October 1999
Edward M. Williams - Deceased May 2000
Thelma Snyder - Deceased January 2001
Dorothea Watson - Deceased November 2003
Eloise E. Kousz - Deceased December, 2005
Nicholas Nieh - Deceased January 2007
Flora Katz - Deceased April 2007
Alice M. Williams - Deceased August 2007
Virginia Edkins - Deceased October 2007
Dora Sunderland - Deceased March 2008
Louisa A. Bennett - Deceased December 2008
Dorothy Tennant Linton - Deceased June 2009
William Verna - Deceased May 2010
Sylvia Shuman - Deceased December 2011
Frederick Heintz – Deceased March 2018
Charitable Remainder Trust of Sidnie Harris

CHARITABLE GIFT ANNUITIES

Anonymous (2)
Lawrence Barnickel*
Jean Brown
John Charlton*
Paul Chinitz (in memory of Betty Chinitz)*
Verl & Margaret DeCamp*
James & Antoinette Deever
Adamadia Deforest*
Roland* & Helen* Eddy
Elizabeth Frese
Syvilla Fry
William Jacobs
Gordon Kreckler*
Margery McFarland*
Mary Pernet*
Rita Riccardelli
Wilma Ries
Paul Russo
Warren Sellers*
Virginia Stone*
Robert Strine*
Al Thompson*
William Toplis*
Melanie Trilling
Robert Glenn* & Shirley Watson
Phyllis Wofford*
Louie Wright*
Maria Yannessa*
Louise Zuefle*
Regina Zuefle*

*Deceased



LEADERSHIP AT MEADOWOOD

MEADOWOOD BOARD OF DIRECTORS

Bruce McKenney, Chair
H. Drake Williams, Jr., Vice Chair
James Beam, Secretary
Jeremy Brenn, Treasurer

Philip Albright
William Black
Lawrence Dessen
Eugene Dolloff
W. Bruce Fretz
Karen Kelly
Patricia Modafferi
Paul Nordeman
Barbara Ost
Jeffrey Rieder
Ilene Warner-Maron

MEADOWOOD RESIDENTS ASSOCIATION

Helene Bocclair, President
Lorraine Lee, Vice President
Martha Fickett, Secretary
Cecilia Friend, Treasurer
Russell Buxton, Assistant Treasurer
Don Falcone, Corporate Accountant
Robert Greer, Past President

Council Members:
Sue Lake
Diane McGovern
Dorothy McHale
Barbara Nace
Roland Swift
Hugh Trumbull

STRATEGIC TEAM

Paul Nordeman, President & CEO
Marlon Back, Vice President of Facilities Services
Barbara Beatrice, Vice President of Human Resources & Organization Development
Elizabeth Cwiklinski, Vice President of Residential Health Services
Jennifer Eslinger, Vice President of Health Center Operations
Shannon Grieb, Vice President of Marketing
Christine Pacitti, Senior Director of Dining Service
Steven Wisniewski, Vice President of Finance/CFO

COMMUNITY ADVANCEMENT COMMITTEE

Al Gabriele, *Chair*
Bruce McKenney, *Board Chair*
James Beam, *Board Secretary*
Philip Albright
Joan Brucker
Doris Peck
Paul Nordeman, *President & CEO*
Shannon Grieb, *Vice President of Marketing*
Jody LaVerdure, *Director of Development & Community Relations*
Steven Wisniewski, *Vice President of Finance/CFO*

ACKNOWLEDGMENTS

We gratefully acknowledge David Dambly, Dieter Gohl, Mark Waltz, and Arnold Winkler for their photography and Barbara Beatrice and Joyce Hutton for their editorial counsel.

Special appreciation is extended to the Annual Report consultation committee members: Paul Anderson, Helene Bocclair, David Dambly, Penni Elgart, Doris Peck, and Steve Wisniewski.

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

— MEADOWOOD PROVIDING EXCELLENT SERVICE

1988
PRICELESS

2018
PRICELESS



“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.”

-Bill Strasburg in “How It Came to Be”

The Meadowood campus has evolved since 1988 but the vision of our founders is always honored. On September 24, 2018, we broke ground on The Grove at Meadowood, which will consist of 52 residences, ranging in size from 1,300 to 1,800 square feet.



We are excited to serve more seniors and expand our mission to provide the highest quality of life for all who experience the Meadowood Community.