



# Westminster Canterbury Foundation

## 2022 DONOR IMPACT REPORT

*Generosity in action!*

You make so many wonderful things possible through your generosity to **Westminster Canterbury Foundation!** The **People** you support, the **Programs** you fund, the **Places** you create and the **Promises** you sustain benefit greatly from your goodness! It is truly a privilege to share the accomplishments achieved in 2022, thanks to you. First and foremost,

***Generous donors gave \$5,874,338 in 2022 to support all areas!***

With every gift, you help fulfill Westminster Canterbury Richmond's vision of *improving the lives of those we serve every day*. This past year, you built security and peace of mind for 94 residents through your support to the **Fellowship Program**. 13 are new residents who were welcomed into our community through Fellowship. Thanks to generosity, recipients have a safe, secure home here on our campus, with guaranteed access to assisted living, memory support and nursing care if it is ever needed. They have three meals daily, assistance with out-of-pocket medical expenses, and access to wonderful vital living programming available to all residents. In 2022, \$1,804,316 was raised for the Annual Fellowship Fund. Since 1975, the Fellowship Program has served 594 residents, providing more than \$86 million in assistance.

This past October, you helped seniors in greater Richmond through your support to the Foundation's **Outreach Program**. During Ramp Blitz 4, our annual ramp building and volunteer event, we partnered with local nonprofit project: HOMES to address key elder needs - aging in place and access to services - identified in the Foundation's 2016 Community Needs Assessment. The costs to purchase lumber and supplies were covered by generous donors like you. This, combined with the labor of love offered by 214 staff, resident and Trustee volunteers, resulted in the construction of 47 wheelchair ramps for income-restricted seniors with mobility issues. Imagine the freedom and access you helped make possible for them!

Your investment in our employees affirms our efforts and encourages us to be the best we can be. Gifts to the **W·E·A·V·E** (Workforce, Education, Assistance, Volunteerism and Engagement) Program provided 46 employees with emergency financial assistance when they desperately needed it. Generosity also provided pathways to professional development. In 2022, nine employees received education scholarships for nursing degrees, nursing assistant certification, medication aide, and wellness and fitness training. Another 10 employees completed a six-week Mid-Manager Training Course through LeadingAge Virginia, and one of our Engineering staff completed training to become our organization's new Sustainability Project Coordinator. In addition, new incentives were introduced that include \$1,000 scholarships for college or culinary school students, making Westminster Canterbury more attractive as a destination employer. This

opportunity is in addition to the Foundation's current scholarship program that offers larger amounts to employees who have worked six months or longer.

In September, generosity supported the creation and implementation of the new Certified Nursing Assistant (CNA) education and certification program that our **Professional School of Learning** launched with the Dominion Health Education Center. Five candidates have completed training, precepting and assignments in Mary Morton Parsons Health Center so far. Two have earned their certifications and are currently caregivers to our residents. What a difference you are making for the newest generation of healthcare students and our future workforce!

Your gifts to **Healthcare Excellence** shore up the exceptional training provided by our **Clinical Educator** and one-on-one mentorship offered through our **Nurse Preceptor Program**, a standout among CCRC training programs. In 2022, 20 nurses, 52 CNAs, 9 agency nurses, and 19 agency CNAs were trained by four preceptors for six to twelve weeks of intense education, totaling over 3,462 hours of preceptor training. The outcomes from this well-planned and structured training program promote confidence to serve our residents well. A daughter of a resident in healthcare recently shared: *"I am a nurse, and when I see the excellent and compassionate care given to my dad by the nurses of the Parsons Health Center at Westminster Canterbury, tears come to my eyes. My dad is taken care of by the very best!"* Thank you for making Healthcare Excellence an important, life-giving program for our residents and their families.

Since 2006, **Performing Arts** has hosted more than 750 performances and 650 other events, including movies and lectures. This past year, we continued to navigate the reopening of our Sara Belle November Theater. January and February required virtual programming. By March we were able to bring back in-person programming, allowing the season to gain full momentum with 50 live performances, virtual access to both the Richmond Forum series and Richmond Symphony Masterworks, and 45 other events. Your gifts to the Foundation cover 100% of the performance fees, making all performances available to every resident, free of charge. What a blessing!

Your gifts continue to serve our residents well through other exceptional programming. **Recreation and Memory Support Therapies** in Assisted Living and Parsons Health Center keep our residents actively engaged through group and individual connections. In 2022, you enabled over 4,400 positive contacts through the following therapies: 508 for Art; 967 for Exercise; 996 for Horticulture; and 1,929 for Music.

The difference you make by supporting **Memory Support Ministry** helps residents in such special ways. You uplift spirits and provide the reassurance they need on their spiritual journey. The gifts of listening, prayer, one-on-one visitations and consultation are invaluable. Family members benefit as well. Your goodness contributes greatly to this ministry, knowing that our memories may fade but God's love never forgets us.

**Wellness** continues to provide vital living opportunities through a variety of wellness and fitness classes. This past year, Strength, Balance, Yoga and Cardio classes were offered to residents five days a week. On average, 70 residents per day participated. Specialty programs including Wellness Brains & Balance, Laughter Yoga, Improv, Tai Chi, and Line Dance engaged residents in new and fun ways. During Active Aging Month last

October, over 25 events addressing all seven dimensions of wellness were well attended. Throughout the year, 200 active resident users benefited from DAKIM Brain Fitness, and 300+ residents and staff attended our annual Health and Wellness Fair. Thank you for also making before and after work engagement for our staff possible. Many enjoyed Yoga, mid-afternoon walks, Core Class twice a week, and Thursday evening Bootcamp. As one employee reflects, *“I love having the opportunity here at work to exercise and take care of myself so I can do a better job taking care of my residents.”*

Your generosity also provides exciting Studio Arts programming in ceramics, drawing, painting and paint pouring, stained and fused glass, knitting, weaving, woodworking, even paper-quilling! It is thrilling to see creativity and engagement occur every day in the McGue-Millhiser Arts Studio, Gordon Woodworking Shop and McCord Clay Studio. In 2022, 624 classes were offered to residents by 13 professional art instructors and three resident instructors. Open studio hours are available throughout the week as well.

The **Child Development Center** benefits from donor support through scholarships for the children of staff. Gratefully, 32 children of 25 employee parents received needs-based financial aid for the 2022 – 2023 school year. In addition, fun activities and summer enrichment were available to all children. Engagement included: nature exploration and learning about the scientific method through butterfly kits and science workshops; developing literacy skills while learning to appreciate different abilities and characteristics among their peers through the Understanding Differences curriculum; and enjoying knowledge-seeking field trips to the Science Museum of Virginia and the Virginia Museum of History and Culture. We are so grateful for the meaningful ways you have helped our children learn and grow!

Generosity supports **Innovation**. Thanks to you, we have undertaken a deeply intentional campus-wide initiative to improve the quality of life and engagement for our residents with dementia. Consider it a trifecta of impactful caregiving.

- First, Healthcare Excellence has expanded by making CMS (Centers for Medicare and Medicaid Services)-recognized Certified Dementia Specialist (CDS) Training available to the entire workforce. Knowledge among our employees in all areas of living will increase through this training.
- Second, residents living in Parsons Health Center’s Piedmont Floor are engaged in the Tovertafel or “Magic Table,” an award-winning dementia care innovation developed in the Netherlands that is used in more than 6,000 care communities worldwide. This unique 30-game system engages residents, staff and families to physically participate in playing games by reaching, stretching, waving and more. Westminster Canterbury is thrilled to be the first community in Virginia to use Tovertafel. On average, 20 of our 28 residents actively play at least once a day.
- Concurrently, the “I Am” Project provides a unique way for residents to be honored by their families. Their special interests, accomplishments and childhood memories are collected to create a beautiful framed 16 x 20 poster that is presented during a special ceremony. So far, eight residents have participated in “I Am.” Fourteen more are scheduled to begin soon. Families involved offer heartfelt appreciation for the experience of honoring their loved one in such a special way. Importantly, staff and visitors learn more about each resident and discover meaningful ways to connect.

Westminster Canterbury Foundation started an important project last year with LeadingAge Virginia and four other Richmond area senior living communities – Beth Shalom, Cedarfield, Brandermill Woods and Lakewood, with the purpose of building resident diversity on our campuses. The project is called *Dreaming Home*, helping elders across multiple demographics in greater Richmond to “dream of home.” Our goal is to increase the understanding of different elder populations’ desires and values of home. We want to empower elders and their families with knowledge of senior housing options within and outside of greater Richmond and also learn how we can better design senior services and offerings that incorporate diverse elders’ preferences.

You help ensure the best life possible for our residents, and you encourage leadership in senior services. You move our valued mission forward so every resident can benefit from cultural arts, healthcare excellence, spiritual care, memory support therapies, comprehensive wellness, a top-notch workforce, and much more. Your gifts help fund innovation and outreach – making a difference for so many!

Through Fellowship, your generosity allows people who have served our community but cannot afford a healthy retirement to live here and thrive. You provide every resident the peace of mind that no one will ever have to leave for financial reasons outside their control.

***Thank you for the positive impact you make  
and for helping this to be a wonderful place to live and work.  
We are truly grateful for all that you are and all that you do!***

  
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