



Goodwin Living Foundation

Together, We Change Lives.



ROOTED IN PURPOSE

Fundraising Year 2024 **ANNUAL REPORT**





Goodwin Living
Foundation

FUNDRAISING YEAR 2024 BY THE NUMBERS

The Goodwin Living Foundation depends on generous support from donors who help make all our programs possible. Every gift counts!

Annual Fund

Area of Greatest Need	\$988,230
Resident Support Fund	\$496,357
Staff Support Fund	\$279,735

Annual Fund Total	\$1,764,322
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Realized Bequests	\$836,282
Annuities	\$90,000
Permanently Restricted Funds	\$1,950,761
Temporarily Restricted Funds	\$177,105

Total Contributions in 2024	\$4,818,470
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While we have made every effort to ensure the accurate listing of names and gift levels for gifts made in fundraising year 2024 (January 1, 2024 – December 31, 2024), we recognize that errors may occur. If you notice any discrepancies or omissions in the information provided, please contact Valerie Burke at VBurke@GoodwinLiving.org or 703.824.1345. We sincerely thank you for your ongoing support!

Throughout this report, we will reference our three campuses by the following abbreviations: Goodwin House Alexandria (GHA), Goodwin House Bailey's Crossroads (GHBC), The View Alexandria (TVA).

Throughout this report, you will see an asterisk (*) next to the names of those who were deceased as of December 31, 2024.



HIGHLIGHTS OF OUR YEAR, **MADE POSSIBLE BY YOU!**

654 tribute gifts

were received either in honor or in memory of someone who was special to the donor, with such gifts totaling over **\$267,000!**

279 team members

made gifts to the Foundation in gratitude for their colleagues, residents, patients, members and the place they call their second home!

732 donors

made gifts of \$500 or less, and those gifts totaled more than **\$107,000!**

Every gift matters.

88 team members

benefited from donations to our Staff Support Fund for the pursuit of further education.

More than \$97,500

in student loan repayment support was provided to clinical team members.

\$42,000 was awarded

to **63 children and grandchildren of team members** to support their higher education.

Hospice end-of-life doulas and massage therapy

improved the quality of life for **750 hospice patients** and continued to inspire generosity with unwavering support from **162 Hospice Fund donors.**

Now on the path to citizenship

this year alone, **28 people** received financial support for their citizenship application. Of that number, **21** were team members, and **7** were the immediate family members of our team members.

More than \$117,000

in emergency grant support was provided to **64 team members** who faced unexpected financial hardships.

Since welcoming our first resident in 1967

Goodwin Living has never asked someone to leave because they exhausted their financial resources through no fault of their own. We can keep this commitment to residents and their families thanks to our Resident Support Fund, which is fully funded by donors to the Foundation. In the past year, over **\$570,000** was provided to meet this commitment for **19 residents.**

These highlights showcase that **every gift** tells a story and makes a meaningful impact on the lives of those around us. Thank you, donors.

Together, We Change Lives!



Dear Friends of the Goodwin Living Foundation,

As we reflect on this year's achievements, I am deeply grateful for each of you—our generous donors—whose support has helped us remain steadfastly **Rooted In Purpose**. Like the strong, deep roots of a tree, your commitment has grounded our mission and allowed us to branch out, providing comfort, connection and care for our residents, team members and wider community.

Your generosity has enabled us to nourish the Goodwin Living community in ways that extend beyond measure, allowing us to stand strong through times of joy and of challenge. This year, we also honor the life of Bob Long, a cherished member of our Foundation Board who embodied our mission wholeheartedly.

Thank you, from the bottom of our hearts, for helping us grow a community where lives are enriched and uplifted every day. Together, we remain **Rooted In Purpose**—strong, resilient and united.

With heartfelt gratitude,

Joan Renner

**Chair, Goodwin Living Foundation
Board of Directors**

OUR MISSION

Through the power of philanthropy, we seek and celebrate generosity to carry out the mission of Goodwin Living, to provide financial security to residents, to enable staff to thrive in their careers, and to support innovation, thus enhancing the lives of older adults and those who care for them.

Goodwin Living Trustees & Goodwin Living Foundation Directors

The community leaders on the boards for Goodwin Living and the Goodwin Living Foundation serve as ambassadors of our mission and set the tone for the Foundation. They share a passion for our community and for supporting, honoring and uplifting the lives of older adults and those who care for them.



Members of the Goodwin Living Foundation Board of Directors took part in board volunteer training.

2024 Goodwin Living Board of Trustees

Officers

Dr. Cyrillene “C.C.” Clark, *Chair*
Ben Marcantonio, *Vice-Chair*
Tucker Eskew, *Secretary*
Vipin Sahijwani, *Treasurer*

Trustees

Yasamin Al-Askari
Garrett W. Erdle
Lisa Giesler
Katie Horton
Nina Janopaul
Dr. Tammy L. Mann
Dr. Mark Mellott
Dr. Anthony J. Tambasco
John Weaver

2024 Goodwin Living Foundation Board of Directors

Officers

Joan M. Renner, *Chair*
Robert C. Eiffert, *Vice-Chair*
Kimberly A. Fiske, Esq., *Secretary*
John H. Komoroske, *Treasurer*

Directors

Laura Bailey	Gant Redmon
Laurie J. Blackburn	Tricia Rodgers
David L. Crabb	Steven Smith
Sara K. DeCarlo	Anne D. Stewart
James P. Hennessey	Dr. Anthony J. Tambasco
Robert E. Long*	James H. Thessin
Judith Miller	Dr. Alton S. Wallace
Frederick Pang	

Resident Volunteer Committees

The Goodwin Living Foundation Resident Volunteer Committees consist of a select group of residents who have demonstrated a strong commitment to the Foundation. The Resident Volunteer Committees serve as a group for the Foundation to provide feedback on fundraising matters and strategy, to serve as passionate advocates who connect, engage and inform other residents in the Goodwin Living community about the goals of the Foundation and to promote the impact of generosity.

Goodwin House Alexandria Resident Liaison Committee

Peggy Burke
Joan Lamb
Grace Lynch
Mark Raabe
Judith Roach
Gwen Scheffel
Sally Via

Goodwin House Bailey's Crossroads Resident Liaison Committee

Hal Bean
Joanie Dellefield
Jennifer Frum
Paul Gordon
Beverly Hennessey
Carole Hunt
Barb Molino
Mike Molino
Mary Lee Payton
Sally Recinos
Larry Welch
Ben Wilmot

Resident Advisory Committee for Staff Support

Betsy Bailey
John Berry
Claudia Blake
Joanne Bowers
Peggy Burke
Irma Canan
Todd Endo
Carolyn Gilligan
Mädi Green
Judith Miller
Betty Reinecke
Anne Soens
Margaret Sullivan
Gretchen Thompson
Joan Vogel
Betty Wallace

*GHA and GHBC resident
volunteers assisting with our
Giving Day, held annually
on February 14.*



Quality of Life Committee

The purpose of the Quality of Life (QOL) grant program is to explore innovative programs that encourage social interaction among Goodwin Living residents through resident-initiated programs not yet funded or included in any Goodwin Living budget. The QOL grant program provides seed money to initiate, build and support resident-led activities outside of departmental budgets.

Claudia Blake
Co-Chair, GHBC

Dennis Detlef
Co-Chair, GHA

Alyce Bassoff
Ruth Corlett
Paul Gordon
Marilyn Gould

Jerry Kline
Ann Murphy
Betty Reinecke



DID YOU KNOW?

Quality of Life volunteers for Knit for Kids have shipped about 300 handmade items, including sweaters, scarves, hats, gloves and more to Afghanistan, Burundi, Chad, Democratic Republic of the Congo, El Salvador, Ghana, Lesotho, Malawi, United States and Zambia.



Household Items, Fine Arts & Crafts Support the Foundation

After spending years accumulating possessions, many residents often desire to let go of items they no longer need or want. The Market Place at GHA and the WhatNot Shop at GHBC are two places where residents donate many of these unwanted treasures, knowing that they will go to help create new gifts for the Goodwin Living Foundation and bring joy to their new owners. Additionally, the GHA Craft Shop offers hand-made items, and residents at both campuses sell fine art. The Holiday Bazaar at GHBC is an event that many look forward to each year. All proceeds from sales, \$43,264 in fundraising year 2024, go to the Foundation's Resident Support Fund.

Thank you to the residents and team members who were valuable participants and leaders with these auxiliary programs, including the Market Place and Craft Shop at GHA, the WhatNot Shop and Holiday Bazaar at GHBC, art sales commissions, holiday card sales and craft fair sales. The Foundation is grateful to all who have donated items, and we especially thank the customers, the many volunteer workers and the residents who dedicate their time and talents to these efforts.

GHA Market Place

Dick Bennett
Gail Brown
Judy Bryan
Sandy Connolly
Judy Davis
Dottie Evans
Betsy LaRoe
Robin McFarland
Kathi Mukai
Sande O'Keefe
Hannelore Sofocleous
Mike Sofocleous
Tom Sproull
Dick Wilson

GHA Craft Shop

Barbara Bancroft
Frances Barnett
Flo Broussard

Linda Carder
Robin Gates
Jane Jordan
Grietje Meiborg
Merrily Wolf

GHBC Holiday Bazaar

Sharlene Aukofer
Betsy Bailey
Joanie Dellefield
Elsa Edwards
Joan Finkelston
Carole Laird
Barb Molino
Betty Reinecke

*Additionally, there are many
extraordinary volunteers who
also help make this event possible!*

GHBC WhatNot Shop

Rosemary Coskey
Mary Lou D'Alessandris
Judi Garth
Shirley Harjes
Barbara Haught
Beverly Hennessey
Kay Miller
Trude Myers
Barbara Nyman
Eleanore Perkins
Stefanie Reponen
Donna Sosin
Sharon Tessman
Carmen Thompson



The Market Place and WhatNot Shop thrive thanks to the dedication of incredible volunteers who give countless hours to their operations. We would like to recognize four individuals who recently stepped down from leadership roles: Tom Sproull and Dick Wilson at GHA, and Barbara Haught and Stefanie Reponen at GHBC. We are deeply grateful for their time, effort and care, which have been integral to the success of these programs and their vital role in the Goodwin Living community.

Staff Ambassador Committee

The Staff Ambassador Committee consists of team members who are enthusiastic supporters of the Goodwin Living Foundation and its mission. Committee members help educate colleagues about the goals of the Foundation, share stories of the Foundation's impact in the community and encourage financial support.

Mona Abdelhamid
Charity Ampong
Selam Belete
Kimerlyn Butler
Sue Dolton
Cathy Farmer
Ynes Fondeur

Magana Jean Baptiste
Katiana Jolimeau
Amadu Kamara
Leslie LaPlace
Tinia McNeely
Mark Mirsoltani
Alison Neov

Brian Patterson
Lady Peralta Pinto
Jasmine Procopio
Theresa Thomas
Zainab Thomas
Adrienne Wyman

Citizenship Celebration Committee

Betsy Bailey
Anne Baxter
John Berry
Claudia Blake
Peggy Burke
Donna Cornman
Carolyn Gilligan
Pat Gottemoeller
Mädi Green

Judy Hansen
Carl Miller
Jill Miller
Judith Roach
Rita Siebenaler
Margaret Sullivan
Gretchen Thompson
Joan Vogel



GHBC team member Kenia Nunez Hernández celebrates passing her citizenship exam.



Judy Hansen

GHA Resident

"One of the highlights of my life at GHA is coordinating the Citizenship Tutoring Program, including training tutors and being a tutor. Both the tutors and their student team members are excited, dedicated and hardworking, and they also enjoy the blossoming friendships. And all of our new citizens were so excited to vote for the first time that it reminded us tutors that we should not take for granted being able to vote in a democracy."

Resident Tutors

Residents from Goodwin House Alexandria, Goodwin House Bailey's Crossroads and The View Alexandria provide tutoring to team members who wish to receive it. Whether it's to improve their English or to prepare for the U.S. Citizenship test, team members can be paired with residents to help them. We are grateful to those residents who dedicate their time and support to our team members—our Goodwin Living family is stronger together!

Anne Baxter
Kay Bean
Ric Berard
Khacki Berry
Shirley Bloomquist
Anne Blacksten
Ric Blacksten
Dale Brown
Miriam Browning
Rhonda Buckner
Mary Bullock
Phil Cohen
Sandy Connolly
Sue Cook*
Mary Culnan
Sheila Delaney
Kate Dell
Joyce Dohrmann
Kathleen Dunn
Pam Farrand
Helen Ginberg
Pat Gottemoeller
Judy Greenberg
Judy Hansen
Barbara Hatheway
Anne Heanue
James Hoben
Barbara Hodges
Ida Holtsinger

Ken Hopper
Janet Horwitz
Catherine Hughes
Janice Jensen
Alison Kerester
Susan Kernan
Janet Kline
Nancy Kula
Nancy Leisch*
Robert Loser
Grace Lynch
Kathi Menda
Sally Michel
Carl Miller
Jill Miller
Fred Morhart
Rita O'Brien
Jane Picot
Mark Raabe
Margaret Riccardelli
Jeff Robbins
Rosie Robbins
Sue Robbins
Robby Robinson
Absara Rogosch
John Rogosch
Mary Ryan
Debi Sanders
Art Sauer

Reva Savkar
Dennis Shannon
Jeanne Springmann
Mary Strauss
Sandy Tinkham
Dan Van Belleghem
Fred Voss
Doug Wade
Betty Wallace
Everett Wilcox



Resident tutor Debi Sanders congratulates GHBC team member Parmah Njoh after he passes the U.S. citizenship exam.

Hospice Volunteers

Goodwin Hospice volunteers are wonderful, dedicated individuals who selflessly give their time and talents to care for hospice patients and their loved ones in so many different ways. We are grateful and thankful for the support they provide to people in a critical time of life.

Hospice Volunteers

Amy Angel
Jennifer Beighle
Lili Bekele
Nada Boris
Joanne Bowers
Alice Boyars
Cody Chhea
Ceci Cole McInturff
Carol Ann Detlef
Brendan Dodson
Heather Ensley
Maryanne Fontaine
Alexa Gale
Angie Geary
Helen Geiser
Karlene Gibson
Shirley Gifford
John Giunta
Rebekka Halseth
Jette Hansen
Sheri Hardeman
BJ Harrick
Barbara Hatheway
Jessica Horner
Lea Iskandar

Kathy Kane
Jane Karpick
Jackie Kenedy
Barbara Kincaid
Mary Knill
Leslie Kostrich
Aleta Kovensky
Katherine Leon
Prince Levy-Benitez
Johnson Li
Adele Logan-Galen
Jennifer Lopez
Lisa Mackintosh
Adam Mehfoud
Chrys Melus
Frank Micciche
Michael Milano
Amy Moroney
Sarah Morrison
Kathleen Nawaz
Peggy O'Brien
Mary Lee Payton
Dick Pellerin
Jamie Poulton
Ann Lam Qualters

Alyssa Roberts
Barbara Rowe
Monica Russ
Faith San Felice
Pat Smith
Mindy Snyder
Aandal Sridas
Betsy Stephens
Melissa Stricker
Dian Thomas
Kerby Valladares
Donna Walker-Muhammed
Kiah Walton
Kelly Willenborg





Donna Cornman
GHBC Resident

"As a GHBC resident for 11 years who has experienced life at all levels of care, I can say that it is the team members who make Goodwin Living a special place to live. They are universally caring, qualified, loving, dedicated, supportive and loyal. These qualities help to make Goodwin Living a place I feel fortunate to call home.

The Goodwin Living Foundation provides the funds that allow team members to further their education. I have witnessed many of them advance in their careers because of this support. They also know they will get help if there is an emergency, which was very evident during the pandemic. One of my favorite events every year is the one that honors team members who have become proud U.S. citizens with the help of the Foundation. For these reasons, I am very glad to direct much of my giving to the Foundation's Staff Support Fund."



Across our campuses at Goodwin Living, the passion and commitment of our team members drive everything we do. We're thankful for each team member who makes a difference every day.

HOW DOES THE ANNUAL FUND IMPROVE THE LIVES OF THOSE WE SERVE?

Resident Support Fund Brings Peace of Mind

When donors give to this fund, they're driven by a deep passion for helping residents who unexpectedly run out of financial resources. Knowing they will always have a secure home brings peace of mind to residents and their families. Whether they move to Goodwin House Alexandria, Goodwin House Bailey's Crossroads or The View Alexandria, they have an understanding that they will never have to leave because of lack of finances.

We are profoundly grateful for the generosity of donors who have provided this sense of security over the years. In fundraising year 2024, a total of 19 residents received Resident Support, with grants totaling more than \$570,000.



Sally Perdue

**Former Goodwin Living
Team Member**

"Employed by Goodwin Living for almost 50 years, I found it to be a place of welcome and belonging, where the sacred worth of each individual was valued regardless of race, ethnicity, accomplishments or wealth. The residents and team members learned from and cared for one another in a family-like atmosphere. I will always cherish my years at Goodwin Living and will proudly support the many ways to give back through the Goodwin Living Foundation. I particularly love giving to the Resident Support Fund knowing that my gift supports a resident who has outlived their financial resources and can stay in the community they love!"

"I was determined to become a U.S. citizen, especially with my son still back home [in Sierra Leone], but finding the time and money to study was a challenge. The Goodwin Living Foundation made it possible. Residents practiced trivia questions with me, helping me prepare, and their support was so helpful. Thanks to the Foundation, I'm now a citizen, and voting for the first time was an incredible feeling."



Rambjet Kamara

TVA Team Member

Staff Support Fund Uplifts Team Members

Staff Support - Citizenship Application Fees

At Goodwin Living, our workforce represents more than 65 different countries. Nearly 40% of Goodwin Living team members come from outside the United States, and one in four is not yet a U.S. citizen. The current cost to apply for citizenship is \$760 for an adult and \$1,385 for a child, which can be a significant deterrent. Created in 2018 from the spark of a resident's idea, our Citizenship Program has already supported more than 200 individuals—team members and their immediate family members—by providing each of them with a grant that covers the full cost to apply for U.S. citizenship. We are happy to report that more than 100 grant recipients have obtained their U.S. citizenship since the program began!

Embarking on the journey to U.S. citizenship can be challenging, though at Goodwin Living, our team members are never alone. Dedicated resident volunteers provide support every step of the way, offering assistance with completing citizenship forms, preparing for interviews and studying for the citizenship exam.



THE TEST

A Journey to Citizenship Told on Film

Through the strength of the Goodwin Living community, residents and team members build meaningful, lasting relationships that create life-changing opportunities for our team members and their families. We are deeply grateful to the many resident volunteers whose tutoring and guidance make this transformative journey possible.

Inspired by our Citizenship Program, American University School of Communication Professors Claudia Myers and Laura Waters Hinson produced and co-directed "The Test," featuring Goodwin Living team member Eric Frimpong and resident tutors Jill and Carl Miller. The film has screened at more than 20 film festivals in 15 different states, as well as in the United Kingdom.

In September, Eric and Jill were invited to the office of U.S. Representative Don Beyer (D-VA) on Capitol Hill, where they watched the film alongside him and his staff. This meaningful visit followed our sixth annual citizenship celebration event. Rep. Beyer celebrated Eric's courage and inspiring story by presenting him with a flag that had flown over the U.S. Capitol. This thoughtful gesture reinforced the importance of community support in journeys to citizenship.

Staff Support - Tuition Assistance

This past year, we continued to provide substantial tuition assistance for team members eager to advance their education and vocational skills. After six months of employment, team members become eligible for up to \$2,625 in tuition support, increasing to \$5,250 after two years.

- In fundraising year 2024, 88 Goodwin Living team members received tuition assistance, with a total of \$219,524 awarded.
- We also awarded 63 grants to the children and grandchildren of team members pursuing higher education.



Goodwin Living team member and grant recipient Catie Ramos received her Master of Health Administration from George Mason University in 2024.



Charlotte Appiah
GHA Team Member

"This program has helped me to further my education without a financial burden, which allows me to focus fully on my nursing studies. It has truly opened doors for personal and professional growth that I might not have had otherwise. I am proud to be part of a community that invests so generously in the development of its team members."

"I'm incredibly grateful for the support provided by the Goodwin Living Foundation tuition assistance grant. This assistance has played a vital role in my educational journey, allowing me to focus on my studies and pursue my goals in Health Information Management. The financial support has not only reduced tuition costs but has also empowered me to develop skills that I'm eager to bring back to our community."



Yared Jirru
GHBC Team Member



Staff Support - Emergency Assistance

Inherent in Goodwin Living's mission is supporting team members in their daily lives. The reality is that many of our team members faced financial difficulties this past year. Yet they continued to bring the same joy and commitment to caring for residents, members, patients, clients and one another every single day.

In fundraising year 2024, the Foundation provided confidential emergency assistance grants to team members in need. This program provided funds for those facing significant challenges such as overdue medical bills, emergency car repairs and eviction. In many cases, one overdue bill can cause a chain of negative events for someone who is living paycheck to paycheck in an area with a high cost of living. Our ability to rally around those in need as quickly as we can is what makes our community special.

64 team members received emergency assistance grants totaling more than \$117,000.

Anonymous Team Member

"The emergency grant has been a true lifesaver for me and my family, preventing us from facing eviction not just once, but twice. It gave us the stability and support we desperately needed during difficult times, allowing us to focus on rebuilding without the constant fear of losing our home. We are forever grateful for this incredible help."



Our Goodwin Living Rehab team members are dedicated to providing top-notch care and support for residents and colleagues.

Staff Support – Student Loan Repayment for Clinical Team Members

Goodwin Living researched and discovered that the average student loan debt for its clinical team members (including physical, speech and occupational therapists, nurses, dietitians and social workers) was \$109,000! Combined with the cost of living in the region, this level of debt creates added stress on team members and requires many to pursue second jobs.

In fundraising year 2024, the Student Loan Repayment program was established to support team members and encourage more clinical professionals to choose senior living as a career. 26 clinical team members received student loan repayment grants totaling \$97,500.



Michelle Pugh
GHBC Team Member

“The Student Loan Repayment program available to Goodwin Living clinical team members through the Foundation has really made an impact with helping me to pay off my student loans. The fact that the opportunity is available for team members to apply for every year is quite generous and will make a big impact on my future goals. This program has helped to lower my monthly payments, allowing me to save up money toward my husband’s and my goal to eventually buy a house in the future. I am grateful to the Foundation for this opportunity.”



Marina Sesay
GHBC Team Member

"I want to express my deepest gratitude for the Foundation's assistance with my student loan, particularly during a very challenging financial situation I experienced. The fact that Goodwin Living is willing to step up and help others during difficult times has made an immeasurable impact on my life. I feel truly blessed to be working for a great organization, and I will always be grateful for your assistance."

Area of Greatest Need **Helps Where It's Needed Most**

Unrestricted gifts provide the Foundation with the greatest flexibility, allowing us to direct resources where they are needed most. Over the past year, we used these funds to support residents and team members in the ways previously mentioned, as well as to enrich our community with a variety of programs. This included horticultural therapy, collaborations for animal and equine therapy, and music initiatives like Melody Makers and the Sentimental Journey Singers. Additionally, we continued a partnership with Encore Learning, offering resident membership for stimulating classes and clubs.



Brandi Bush
GHA team member

"I had an extra vehicle I no longer needed and had been looking around for different donation centers. While I was researching different charities, I learned that our own Goodwin Living Foundation accepts vehicle donations. I immediately made up my mind where I would donate my vehicle because I know the "cause" my donation would go to. One of the reasons I love working at Goodwin Living is all the programs they have that benefit team members and residents alike."

STRATEGIC INITIATIVES ADDRESS BIG CHALLENGES

The Goodwin Living mission and its strategic plan guide the direction of all the Foundation's fundraising programs. This plan, approved by the Goodwin Living Board of Trustees, is the roadmap to fulfilling our organization's vision. In the past several years, the Foundation has been grateful for some significant bequests that have allowed us to continue work on several of the strategic initiatives outlined in the plan. As such, we previously established and continue to support the Internship Fund, the Brain Health Fund, the Technology Fund and the Workforce Development Fund that collectively help us find solutions for our ongoing workforce challenges.

Additionally, these funds allow us to continue funding seven important team member positions: four in the Brain Health department, two music therapists and our People Engagement Manager who manages our internship program and works closely with team members to ensure they know of and receive the support and resources available to them.



"When my husband was going through one of the toughest times in his life, we were both desperate for anything that could lift his spirits and give him hope. The music therapy program became more than just part of his treatment—it became a lifeline. The Music Therapist, Abigail [Hanlon], took the time to connect with my husband in such a personal way, starting with his 1931 Martin guitar, a treasured heirloom passed down from his father. Music therapy helped him find joy in playing again, even when so much else felt beyond his control.

Over the months working with Abigail, he not only relearned how to play, he also grew in confidence. Abigail helped him prepare something truly magical: On our wedding anniversary, he surprised me by playing "Unchained Melody,"

one of our favorite songs. Abigail sang while they both played the guitar. I was speechless. That moment—a gift of music, love and resilience—was beyond anything I could have dreamed. I'll be forever grateful for the music therapy program and for the donors who make it possible. They didn't just bring him closer to music; they brought us closer together in ways I never thought possible."

Leslie Stricklen

Spouse of Former GHA Resident



CRDL: INNOVATIVE MUSIC THERAPY INSTRUMENT

In fundraising year 2024, our music therapists purchased two Crdls for therapeutic intervention that engages individuals affected by dementia. Through the power of touch and human interaction, the Crdl transforms the body into an instrument by responding to touch with a variety of sounds that correspond to different types of contact. **We are privileged to have been the first senior living organization in the United States to offer this remarkable tool.** By the end of 2024, only 13 other senior living organizations had purchased one.



We invite you to scan the QR code to see a touching and inspiring video that shows the impact of the Crdl on residents.



People Engagement Manager Zoe Marcuse and former interns Dhara Patel and Hosai Rasuli attended Virginia's Intern Day, hosted by the Virginia Talent + Opportunity Partnership.



HOW DO RESTRICTED FUNDS IMPROVE THE LIVES OF THOSE WE SERVE?

Restricted funds allow us to support key areas of our mission.

Hospice Fund donations enabled us to deliver even more comprehensive hospice care to patients across Northern Virginia, including residents of our campuses. In fundraising year 2024, we raised more than \$71,500 that made it possible for us to go above and beyond standard hospice care. These funds help to differentiate Goodwin Hospice from other care providers by allowing us to provide truly personalized support to patients and their families through special services like massage therapy and end-of-life doula care.

Katie Barta

Hospice Family Member

"Goodwin Hospice supported my husband's final months at home. My husband's nurse was amazing and educated me every step along the way so I was able to provide the best care, and then prepared me when the final weeks and days approached. My confidence was greatly increased due to the hospice team's experience and support throughout my husband's journey.

We had wonderful CNAs who helped weekly with bathing and changing. They were professional, patient and highly skilled. My husband's needs changed over the last few months and Goodwin Hospice was able to accommodate all my requests.

I highly recommend Goodwin Hospice as end-of-life partners."

StrongerMemory is a breakthrough program that helps improve brain health. Intended for everyone, whether you have a diagnosis of mild cognitive impairment or you simply strive to thrive as you age, StrongerMemory is designed to stimulate the brain's prefrontal cortex, which is the part of the brain that helps retrieve memories. Participants enjoy these benefits by spending just 30 minutes a day engaged in simple reading, writing and math activities. Thanks to a significant grant, we make the StrongerMemory materials widely available and accessible well beyond our campuses. As of December 2024, the program was being used in 44 states throughout the country, with over 36,000 individual participants and over 200 partners.

StrongerMemory Participant

"I had been looking for something to exercise my mind—and it needed to be easy to understand, or I wouldn't do it regularly. StrongerMemory is the answer! My husband and I are doing it every day and have noticed improvement in finding the right words and remembering recent events."



Pictured here is another StrongerMemory participant hard at work doing math exercises.

In October 2024, Goodwin Living proudly hosted a vibrant Memory Care Roundtable with U.S. Senator Mark Warner (D-VA) and passionate community leaders committed to brain health and dementia care. Topics explored included reframing supportive language and highlighting our innovative StrongerMemory program. The room buzzed with energy and valuable insights, inspiring everyone to continue these important conversations. We thank all participants for contributing to this meaningful dialogue. Together, we build a caring, supportive community for those affected by Alzheimer's disease and other dementia.



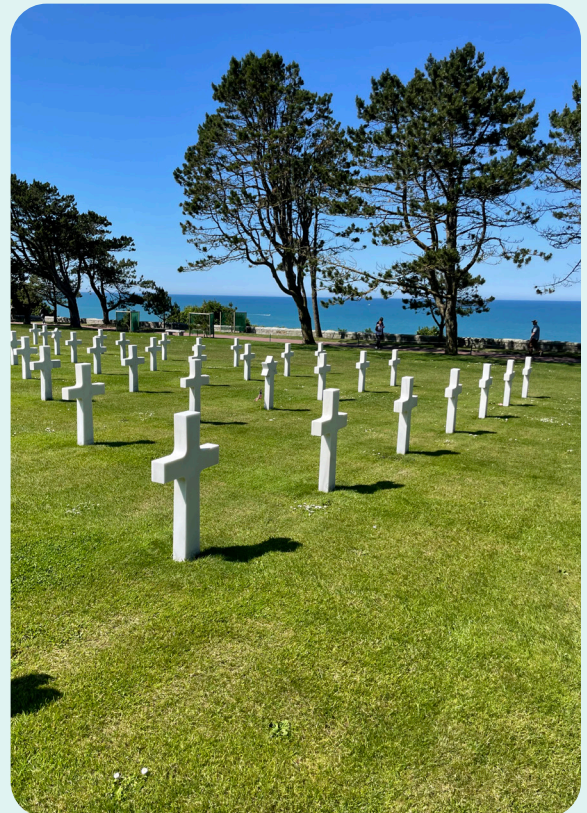
A PERSONAL STORY – JOHN ALFORD*



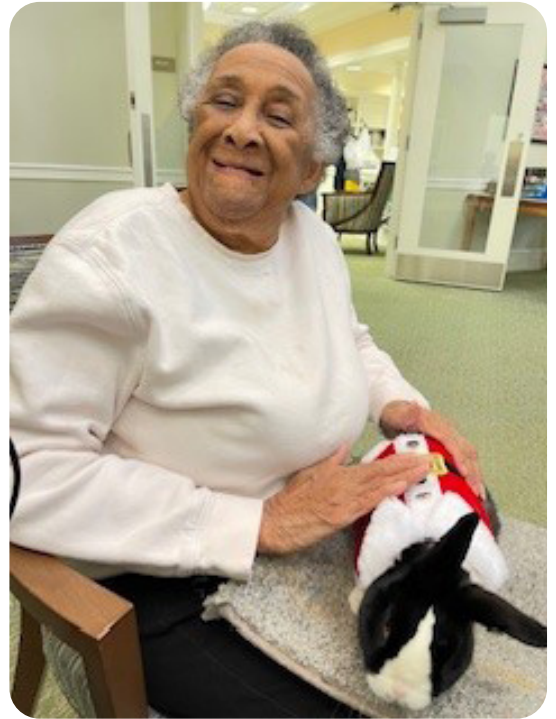
I give to the Goodwin Living Foundation because of the deep sense of community it fosters and the enduring support it provides through acts of generosity. I am a WWII veteran who found a strong brotherhood with two fellow veterans and residents during our time together at The View Alexandria. We were men united not only by our shared experiences but also by a profound love for our country, one another, and our new community at The View Alexandria.

When one of my fellow veteran friends passed away, his family offered me some keepsakes, and I chose several American flags that held meaning for our bond as patriots. A few years later, when I learned that a Goodwin Living team member was planning a trip to Omaha Beach in Normandy, I decided to ask her if she might be willing to transport my special flags to honor my two late friends. It was important to me that the flags be placed at Jewish tombstones to honor my friends' faith, a tradition they cherished, even though I myself am a Christian.

** John Alford kindly wrote this personal story before passing away in December 2024.*



Photos from the trip show the flags waving proudly at their new home – the gravesites of Jewish soldiers in the Normandy American Cemetery in France. The flags are symbols of respect and remembrance of dear friends and of a shared story of purpose to honor loved ones. John's story is just one example of the meaningful connections the Goodwin Living Foundation is a witness to every day.



At Goodwin Living, we believe we are all powered by connection. Throughout our lives, the connections we make lead us to make happy memories together. They also help us to have a strong network of support around us when we need it.



GENERATIONAL IMPACT – OUR INTERNSHIP PROGRAM

Since launching in March 2022, the Foundation-sponsored Goodwin Living Internship Program has introduced more than 85 high school and college students to non-clinical roles within senior living and healthcare at Goodwin Living. Interns explore fields from marketing to finance to brain health across 12 departments, helping them discover their passions. We are grateful for The Ruth and Kathy Anderson Fund for Empowering Talent as well as for the Internship Fund that together provide stipends to interns in our program.

Each year, the program runs four internship cohorts: spring and fall for-credit internships with local colleges, winter internships for students on break and summer internships. The summer cohort has the largest group of participants, including many from community partnerships. Our interns have come to us from 19 different high schools and colleges over the last few years and more than 30% of interns are first-generation college students, recent refugees or people of color.

A unique feature of our program is pairing interns with resident mentors who share life experiences and offer guidance. Together they build strong bonds over weekly gatherings where they get to know each other's hobbies, goals and life stories. Interns also refine their skills and networking through the benefit of attending professional development workshops led by Goodwin Living senior leaders.

Since 2022, 13 interns have joined Goodwin Living as team members, and the program has earned city and state recognition, including two consecutive awards as a Virginia Top Employer for Interns.



Thahia Rahman

Summer 2024 Intern & Current GHBC Team Member

“As obvious as it may sound, it completely slipped my mind that senior living communities employed more than just CNAs, nurses and other healthcare providers. Interning with Goodwin Living made a big impact on my career goals and scholarly pursuits. As a result, I have started discussing my shifting occupational interests with my college counselor and updating some of my classes.”





Maria Fruchterman

Summer 2024 Intern

“At the internship orientation, my resident mentor and I connected immediately, sharing a love of travel. I enjoyed sharing experiences about our lives and discussing my work.”



Makeda Retta

Summer 2023 Intern & Special Project Temp

“My supervisor was very supportive. He was not just a supervisor but more like a mentor to me as well because it was my first internship in the finance industry. He was there to help me answer questions I’ve had about the industry and overall about the job.”



PLANNED GIVING

Many people choose to make a planned gift through their will or trust (a bequest) or by making the Foundation a beneficiary of their life insurance, IRA account or donor-advised fund. Donors typically make these kinds of special gifts when an organization has had a profound impact on their lives or on someone they love, and the organization has a mission that aligns with their values and passions.

Through planned giving, a person can make a significant donation without reducing assets needed during a person’s lifetime. Planned gifts also enable a person to create a powerful philanthropic legacy by making a direct impact on the causes that are important to them.

If you have made provisions in your will or estate plans, please let us know! We’d love to be able to thank you and understand what might be most meaningful to you in creating a legacy at Goodwin Living. Those who have included the Foundation in their estate plans are members of our Bishop Chilton Society.



THE LEGACY OF GIVING

Admiral and Mrs. Alan Breed were remarkable members of the Goodwin Living community, sharing their warmth, compassion and kindness throughout their 12 years at Goodwin House Bailey's Crossroads. Married for 63 years, Alan and Jan didn't have children of their own, but they found a family in the Goodwin Living community—a family they cherished deeply. In their estate plans, they chose to give generously to the chapel and the Resident Support Fund, reflecting their care for others in both spirit and action.

After Jan's passing, Alan reflected on his wife's quiet but profound generosity. Jan had always been there to lend a helping hand or kind word to those around her, without ever seeking recognition. This gift became a beautiful way for Alan to honor Jan's selflessness, a lasting tribute to the compassion she showed so effortlessly.

Alan felt at peace knowing that their gift would provide financial support for residents who outlive their resources, especially for those without family nearby. For him, this contribution was a way to continue Jan's legacy of caring, ensuring that others in the community they both loved would have security and support. We are immensely grateful to Alan and Jan for their thoughtful and lasting generosity, which will touch the lives of so many for years to come.



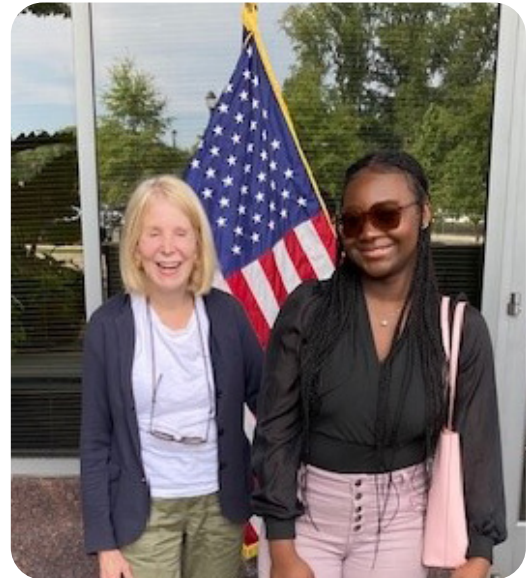
Donors enjoying a celebratory meal at the 2024 Loyal Donor Brunch.



Molly Wood
GHA Resident

"Get an education, it's something no one can take from you. This mantra was repeated by my mother throughout my childhood and teen years. I'm sure these words were prompted by the death of her mother in 1918 when she dropped out of high school to help at home. I followed through with her advice, graduated from high school, went on to Madison College (JMU now) and later earned a Master's degree from the University of Virginia. All that education prepared me for a career teaching elementary school students in Fairfax County plus teaching a Bible class every Sunday at church.

Then I retired and moved to Goodwin House Alexandria. Once here, I began to learn about the Foundation and all the benefits it provides for residents and team members. I was delighted to learn that my donation to the Goodwin Living Foundation would help team members pay for their citizenship application fees. The bonus was that they would also have GHA resident volunteers who tutored them as they prepared for the challenging citizenship examination. My donation would also help team members with tuition costs as they worked to advance further in their education. I'm sure they are all aware that your education is something that cannot be taken from you."



Thank you, from the bottom of our hearts, for helping us grow a community where lives are enriched and uplifted every day.



Goodwin Living Foundation

Together, We Change Lives.

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