

## SUPPORTER SCOOP

THE OFFICIAL NEWSLETTER FOR FRIENDS OF FRIENDSHIP

Winter 2021

[friendship.us/foundation](https://friendship.us/foundation)

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Welcome to Friendship Foundation's first "Supporter Scoop", a quarterly newsletter we hope will give our supporters an update on how you're making a difference in the lives of people at Friendship. Your donations, volunteer efforts, and encouragement make the work of Friendship possible, and we are so grateful!

After such a challenging year in our community and world, we thank you for your steadfast support of those we serve. Your help enabled us to focus on both the safety of residents and team members and keeping all of our spirits up during a difficult time. With your support, we're looking forward to continuing this work in the new year and continuing our mission of supporting friends by providing peace of mind.





**Joe Hoff, President & CEO**

## Your Generosity in a Challenging Time

**A Message from Joe Hoff,  
President & CEO**

Early last year, before we knew that 2020 would be filled with all sorts of challenges, Friendship started a new chapter. We began a fundraising program to raise support for our mission of “supporting friends by providing peace of mind”. Friendship’s reputation has long been one of generosity toward the Roanoke region, and it’s our honor to share resources and partner with fellow non-profits in the Valley. What many people don’t know is that Friendship also subsidizes millions of dollars’ worth of charitable care each year, and the need continues to rise.

Therefore, while we intend to continue supporting local non-profits that align with our mission, we are also increasing our efforts to be able to offer more assistance to deserving seniors who need access to care. We began this effort by welcoming Development Officer Sarah Stephens to our team. She and Stephanie Landes, our Director of Marketing, have been busy this past year building a giving program for Friendship.

Of course, COVID-19 brought new obstacles our way, as Friendship worked to keep residents and team members safe and healthy in the midst of a pandemic and meet the many unique challenges that came with closing our campuses. But even in the midst of the worries and difficulties all of us in our community have experienced in the last year, I carry immense hope because of what your steadfast support has allowed us to accomplish—and what we aim to do in this new year.

During a time that tested our spirits and grit, examples of your generosity and creativity included:

- Donations of over 1,000 cloth masks to help protect residents and team members
- Over 300 “Peace of Mind” care packages purchased for residents and staff
- More than \$4,000 raised through the Outpace COVID-19 virtual race

On top of all this, you generously donated throughout the year to our Friendship Fund, Resident Benevolence Fund, and Employee Emergency Fund, all of which make it possible for us to better support those we serve and provide them with peace of mind. As we look forward to the coming months, your ongoing support keeps us hopeful and energized. Thank you for your friendship, and I look forward to seeing what we can do together in the year ahead!



**Resident Sharon, who sewed & donated  
250 face masks for residents &  
team members earlier this year**

## Sending Joy from a Distance

Dolly Parton once said, "We cannot direct the wind, but we can adjust the sails," and we all found ourselves doing a lot of sail-adjusting in the last year as we found a variety of ways to cope with pandemic challenges. When Friendship had to close our campuses to the public last March, Luke Campbell, Executive Director of Dining Services, was concerned about how loved ones could still have contact with their family members at Friendship. "I was thinking that when our troops are overseas or kids are away at college, care packages are a great way to show you are still in one's thoughts," says Luke.

To meet that need at Friendship, Denielle Morrison and the team at Club Friendship developed "Peace of Mind" Care Packages, tote bags full of sweet and salty snacks to be ordered online or over the phone and delivered to both residents and team members. 100% of the cost of the kits went toward purchasing the items offered, with Friendship not profiting monetarily in any way. Purchasers could include an encouraging message with their orders, and packages could even be donated for anonymous residents and staff who were without family or just needed the support.



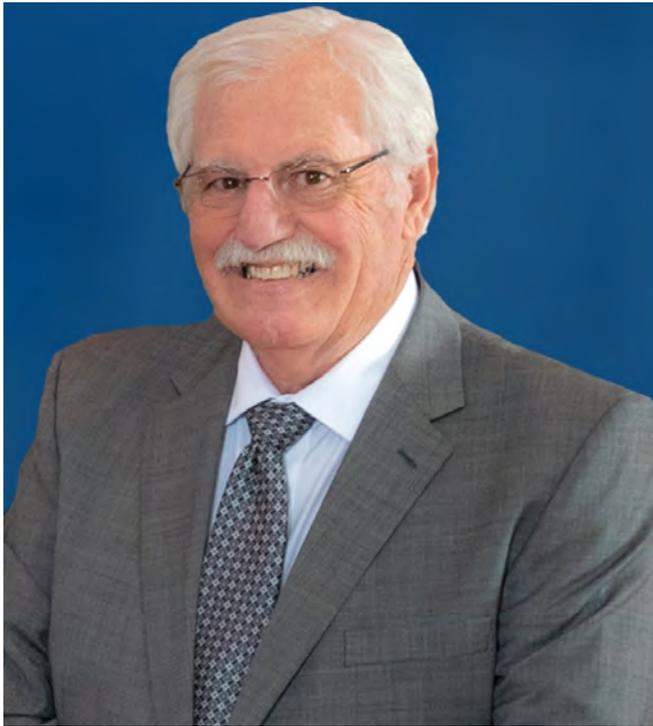
**Contents of a "True Blue Friendship" Care Package**



**Resident Barbara receiving a Mother's Day care package from her family**

It wasn't long after the care packages were publicized that family and friends from all over the country were showing their support of those at Friendship by sending bags of goodies their way. From children of residents to mothers of employees to local businesses that wanted to pitch in, over 150 care packages had been delivered by the end of April. With the pandemic continuing, new varieties of care packages were offered for Mother's Day and Father's Day that included teas and stuffed animals. Then in December, holiday care packages with nostalgic toys, socks, and peppermint sticks were made available.

With the generosity of Friendship supporters, more than 300 "Peace of Mind" Care Packages were ordered and delivered in 2020, and the amount of joy they brought is immeasurable. Along with the countless video and phone calls, drive-by visits, and notes of encouragement received last year, one thing is clear: no matter what the wind may bring, the care and compassion we have for one another isn't going anywhere.



**Edgar Kyle "Ed" Baker**

## Remembering Board Member Ed Baker

It is with heavy hearts that we share that Board Member and long-time Friendship supporter Edgar Kyle "Ed" Baker passed away on Friday, January 15 at the age of 76 after contracting COVID-19. Ed had been a Member of the Friendship Foundation Board of Directors since January 1992, most recently chairing the Nominating & Corporate Governance Committee and serving on nearly all the Board committees over his tenure.

Ed was born in Christiansburg, VA in 1944 and lived in Botetourt County most of his life. He spent the early part of his career as a draftsman at the Navy shipyards in Newport News, VA and at Hercules in Covington, VA. Ed then returned to Botetourt County and built and ran a number of successful small businesses over several decades while raising three sons together with Joann, his wife of 51 years. His determination, drive, and work ethic, along with his kindness, generosity, and passion for mentoring through Big Brothers Big Sisters were admired by many.

Even after formally retiring, Ed continued to enjoy his work on Friendship's Board of Directors. "Ed always took the time to listen to others. And when he spoke, you knew you wanted to hear what he had to say," says President and CEO Joe Hoff. In Ed's memory, a donation has been made by Friendship to the Resident Benevolence Fund and the Employee Emergency Fund. The Friendship family will greatly miss Ed's valuable leadership, wisdom, and friendship.

## Roanoke Valley Gives Returns March 10

Friendship Foundation is participating for the second year in Roanoke Valley Gives, an online event organized by Community Foundation Serving Western Virginia to encourage local giving! On Wednesday, March 10, we'll be raising money for our Resident Benevolence Fund, which allows Friendship to continue offering quality care and daily services to all of our residents and patients, regardless of their financial situation.

Roanoke Valley Gives lasts 24 hours on March 10, and we encourage you to make a gift through our online giving page: [rvgives.org/organizations/friendship-foundation](http://rvgives.org/organizations/friendship-foundation). If you prefer, you can also send gifts via mail to Sarah Stephens, Development Officer (367 Hershberger Rd. NW, Roanoke, VA 24012), and we'll add them to the online total. Every gift makes a difference!

Another great way to support Friendship for Roanoke Valley Gives is to share your support with your friends and family. If you're on social media, use the hashtag #rvgives21 and tag Friendship Foundation to let your connections know you're supporting our mission.

Finally, share your support of Friendship with your friends by becoming a P2P (peer-to-peer) fundraiser. [This short article](#) shows how to easily set up your own fundraising page as a spin-off of Friendship's Roanoke Valley Gives profile. You can then share that page with your friends and family, inviting them to donate.

Stay tuned for more information about Friendship's participation in Roanoke Valley Gives, and thanks in advance for your support!



## Supporting Residents During Difficult Times

One way that Friendship supports residents who are experiencing hardships is through the Resident Benevolence Fund, a donor-supported fund that helps to bridge the gap between income and expenses for residents and patients who face financial difficulties. These difficulties may be due to prolonged illness, the loss of a spouse, or even increased healthcare needs.

In fact, there are many issues that result in the need for benevolent care. People are living longer, making it more likely they will outlive their savings. Health issues may arise and become more expensive than the cost of living. Investment income is often inadequate. Because of your generosity, the Resident Benevolence Fund ensures that residents and their families in need will have peace of mind knowing they will continue receiving daily living and healthcare services at Friendship.

Thanks to your donations, Friendship was able to provide \$117,433 in benevolence care to individuals in Assisted Living, Home Care, Independent Living, and nearly every other Friendship facility during the last fiscal year. The result is that all of our residents and clients have continued to receive quality care and services, regardless of their financial situation. Thank you for making such a meaningful difference in the lives of so many!



**The Resident Benevolence Fund helps residents in financial need.**



### Supporter Spotlight: Eddie Smith

Who makes up our community of friends? Today we're putting the spotlight on Eddie Smith, a longtime Friendship supporter in Roanoke. As the Executive Vice President of Marsh & McLennan Agency, where he advises clients like Friendship on how to mitigate and manage business risks, Eddie is also a leader in the community and is passionate about our mission and the support we provide for residents. "The excellent service provided by Friendship allows families to know that their loved ones are in a safe and secure environment. This brings peace of mind to all involved in the transition to senior care," says Eddie.

Marsh & McLennan Agency was a Platinum sponsor of Friendship's recent golf tournament in October, where Eddie took part in a team. When asked what motivates Marsh & McLennan to stay involved in the community, Eddie says, "Whether it is volunteer hours or financial support, we recognize the importance of giving back to the communities we serve. We recognize that together we can all make a substantial impact on our communities."

Eddie credits his father for being a role model for him in many ways, including community involvement. Growing up, he was able to see how active his father was in volunteering and giving back to the community. "At an early age," says Eddie, "it almost became second nature to volunteer for community concerns. His inspiration had such an impact on me. Over the years, I have been able to see that so many in our community are committed to making this a better place to live for all."

Among those Eddie sees as making the community a better place are all the frontline health worker heroes. "I would just like to offer my sincere thanks to [those] who continue to provide care and support for so many people in the face of COVID-19," says Eddie. "Your commitment to one another and the people you serve is something to behold." Likewise, we offer our thanks to Eddie, who is using his gifts and talents to support Friendship Foundation and making a real difference in our community each day!



## What Do You Think?

Your continued support of our mission of supporting friends by providing peace of mind means more than you know. You are the reason nearly 800 residents in Friendship Independent Living, Health and Rehab North and South, and Assisted Living, as well as 75 clients of Adult Day Care and Home Care are empowered to live better, healthier lives each day.

Because you are so important, we would like your honest opinion. If you wouldn't mind sparing just three minutes of your time, we would love to know your opinions about Friendship Foundation and how we can communicate with you better moving forward.

You've supported Friendship with your gifts and time, and now we want to know what you think of how we're doing! Your response will help improve our supporters' experience in the future. We promise to listen to you and follow up with you if you wish. Thank you for your participation, and we look forward to hearing your thoughts!

[Take our survey.](#)

## 2021 So Far

Some Friendship Snapshots

