

Supporter Scoop

THE OFFICIAL NEWSLETTER FOR FRIENDS OF FRIENDSHIP

Fall 2021

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Residents Fred and Sylvia enjoying beautiful weather at Mill Mountain

We're happy to be sharing the latest Friendship news as we continue supporting friends by providing peace of mind every day. As the summer comes to a close, we've witnessed firsthand the impact your contributions make on the lives of those in our community.

Despite the challenges of the last year and a half, Friendship continues to make award-winning care, diverse living accommodations, and specialized rehab services accessible to more individuals in our community. With the commitment of our donors, volunteers, and other supporters, we're looking forward to a great fall as we continue this important work!



September Visit from Little Critters Petting Zoo

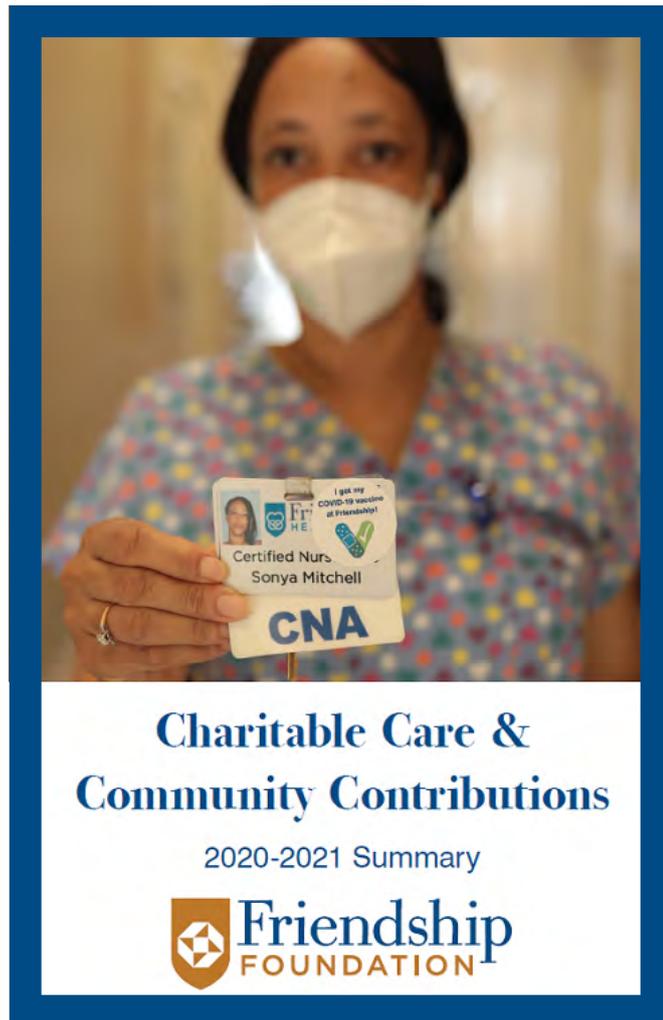
2020-2021: A Year of Care and Innovation

[Click here to read about Friendship's Charitable Care & Community Contributions](#)

"In difficult times, it becomes apparent who your true friends are, and we thank you for your loyalty and dedication to our people and our mission," says Friendship President and CEO Joe Hoff in Friendship Foundation's recently published Charitable Care & Community Contributions 2020-2021 Summary. This yearly report shows how Friendship, with your support, has continued to bridge the gap between income and expenses for deserving seniors who face financial hardships.

Last year, we were able to provide over 8 million dollars' worth of uncompensated care to residents throughout the Friendship community, including Friendship Health and Rehab North and South, Independent Living, and Assisted Living, and to clients of Friendship Home Care, Pharmacy, and Outpatient Therapy. With the challenges of the pandemic, the Friendship team also developed new pilot programs and processes that will continue to benefit those we serve well into the future.

Meanwhile, Friendship's Community Contributions Program continued to give back to other nonprofit



Charitable Care & Community Contributions

2020-2021 Summary



organizations in the greater Roanoke community. We intentionally select organizations that embody our values of Accountability, Compassion, Positivity, Respectfulness, and Teamwork. This past year, these organizations included the Alzheimer's Association, American Heart Association, Girl Scouts of the Virginia Skyline, and eight other deserving nonprofits doing important work in our region.

[Click here](#) to read the full Charitable Care & Community Contributions summary online. With your help in the coming year, we will continue to offer our community the resources and support they need to enjoy the lives they deserve.

Supporter Spotlight: Karen Vietmeier

One of the wonderful things about the Friendship community is that it is made up of people from all over the country. One of these residents is Karen Vietmeier, who previously lived in Southern California before moving to Roanoke and Friendship Independent Living with her husband, Rudy, in 2010. After visiting several retirement communities in Virginia to be closer to their son and daughter-in-law, Karen and Rudy found a floorplan they loved at Friendship and quickly decided this was the place for them.

"Living at Friendship has given us the freedom to explore our dreams of travel," says Karen. "The physical environment is quiet, beautifully maintained, and secure." Traveling has become a big part of their lives in the last 11 years as they have participated in many trips through Road Scholar, an organization that offers educational travel programs. Karen's favorite destination? "Wherever I am at the moment," she says.

Staying healthy is also important to Karen and Rudy, who regularly use a local gym to do both aerobic exercise and weight training. When they were unable to go to the gym due to the pandemic, they committed to walking 2-3 times around Friendship's North Campus 5 days a week. They used that routine to participate in Friendship Foundation's Outpace COVID-19 fundraiser last summer, which helped offset the costs of Friendship's efforts to keep residents and team members healthy and safe during the pandemic.



Karen and Rudy Vietmeier

Before retirement, Karen was the Director of Finance and Property for the Presbytery of Los Ranchos, which represents 45 Presbyterian congregations in Southern California. She also served on the Board of Directors for a retirement community in Los Angeles, which gave her insight into what she would want for herself in a retirement community. Most recently, Karen held multiple roles in the leadership of the Friendship Association of Residents (FAR), an organization that was originally created to fund activities for residents and has recently decided to end. Karen explains that with Friendship's commitment to planning and leading a variety of activities throughout the year for residents, FAR is no longer needed. We were honored to learn that the group plans to donate the remainder of the organization's funds to the Resident Benevolence Fund, which helps Friendship residents with financial needs.

When asked why she and Rudy donate to Friendship Foundation, Karen expressed her gratitude for the team members here and the great work they do, which made her want to contribute to the Employee Emergency Fund. She also appreciates Friendship's commitment to help those residents who find themselves in financial difficulties and wanted to contribute to the Resident Benevolence Fund for that reason. Karen brings energy and compassion to the many ways she contributes to Friendship, and we are so grateful to have her as part of this community!

Coming Soon: Friendship Health Transitional Care Unit!

Friendship is excited to be putting the finishing touches on a new care offering within Friendship Health & Rehab Center on Hershberger Road! Scheduled to open this fall, our Transitional Care Unit will serve individuals in need of short-term rehab. Residents will be able to enjoy a private room, complete with an accessible bathroom and shower, and a brand-new dining venue, Bistro '66 (an ode to 1966, the year Friendship was founded.)

The Transitional Care Unit will primarily serve patients who need 3 weeks or less to safely transition from a hospital stay to home or from one care setting to another. Friendship has seen the need for providing continued care in a nurturing environment to patients who no longer need a hospital stay but require more time to recover through medical and/or rehabilitation care before going home. The Transitional Care Unit's 60 one-person rooms will provide individuals with the privacy they want as they receive the care they need to reduce their chances of hospital readmission.

Meanwhile, Bistro '66 will be open 7 days a week to all Friendship residents, families, and team members and the greater community for breakfast, lunch, and dinner (7 a.m. to 7 p.m.). The restaurant will have gorgeous views of the Blue Ridge Mountains and delicious café fare, whether you want a cup of coffee and snack or a full meal. We're excited to have this beautiful space to better serve our community and hope you'll come see it soon. To learn more, call 540.265.2213, and schedule your future visit!



Construction of the Transitional Care Unit that will open this fall



Dr. NL Bishop

Welcoming NL Bishop to Friendship Board of Directors

Dr. Nathaniel L. (NL) Bishop, Chief Diversity, Equity and Inclusion Officer for Carilion Clinic and Senior Associate Dean for Diversity, Inclusion and Student Vitality at Virginia Tech Carilion School of Medicine, was recently appointed to the Friendship Board of Directors.

A native of Christiansburg, Bishop has 32 years of healthcare administration experience, beginning his Carilion Clinic career in November 1997 at the Burrell Nursing Center, where he served as Executive Director. In 2002, Bishop was appointed Vice President within Carilion Medical Center and became Hospital Director at Roanoke Community Hospital, advancing in several executive roles until his appointment as President of Jefferson College of Health Sciences in 2010. He served in this role until the College was integrated into Radford University in 2019.

“It’s a pleasure to join forces with Friendship,” says Bishop. “Taking care of others, particularly older adults, is a privilege and huge responsibility. I’m pleased to be able to care for and look after those who came before.”

Bishop earned an undergraduate degree in Sociology of Law Enforcement from Radford University, a Master of Science degree in Education from Virginia Tech, and a Doctor of Ministry degree from Wesley Theological Seminary. As part of Jefferson College’s final graduation in May 2019, Bishop also received an Honorary Doctorate of Humane Letters.

In Bishop’s current role at Carilion, he works with regional leaders to advance health in the community and promote diversity, equity, and inclusion within the Carilion health system.

“We are extremely pleased to welcome NL to our Board,” says Friendship President and CEO Joe Hoff. “His knowledge and experience in healthcare, coupled with the genuine respect and concern he has for the Roanoke Valley, makes him a very valuable addition to our organization.”

We look forward to having the experience, knowledge, and love of community that Bishop will surely bring to his new role on Friendship’s Board of Directors!

Honor a Loved One with a Donation

A gift in honor or memory of a loved one, friend, or associate can be the best way to express a lasting tribute. Honoring important milestones in one's life, such as a birthday or anniversary, is also an ideal way to express appreciation. Did you know you can honor someone who has touched your life with a gift to Friendship Foundation in his or her name? Gifts in memory of and in honor of are welcome any time, and we will send a personalized card to the person of your choice, letting them know of your gift.

Tax-deductible tribute gifts can be made to the Friendship Fund, Resident Benevolence Fund, or Employee Emergency Fund and will fund the mission of Friendship of supporting friends while providing peace of mind. If you'd like to speak with someone directly about making a gift, please feel free to contact us. We appreciate your support of Friendship as you honor and remember those you love.



Sarah and son Abe

Sarah is Back at Friendship!

Soon after our last newsletter went out, my husband Brad and I, along with our daughter Evelyn, welcomed a new member to our family—Albert Thomas, also known as Abe! Born on his dad's birthday in June, he may be the most laid-back baby you've ever met, great at both eating and sleeping.

I was able to take a few months of family leave to get him off to a good start, and we enjoyed lots of walks in our neighborhood, visits with family and friends, and swinging on our front porch. Now I'm back at Friendship and enjoying catching up with residents, team members, and other Friendship supporters.

We have a lot of exciting things coming up in the year ahead as we continue raising support for Friendship's mission, and I would love the opportunity to catch up with you and hear why you support Friendship and how you want to be involved. Please get in touch at sstephens@friendship.us or 540.265.2122.

- Sarah Stephens, Development Officer

Summer at Friendship

From animal therapy to ice cream socials to trips throughout the community, here a few snapshots from the last few months!

