



Friendship  
FOUNDATION

# Supporter Scoop

THE OFFICIAL NEWSLETTER FOR FRIENDS OF FRIENDSHIP

Fall 2022

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

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**Friendship residents enjoying a game of cornhole**

Community is an important element in providing peace of mind and therefore essential to the work of Friendship. One of our main goals is fostering a community of residents and team members who support one another each day. The compassion, creativity, and enthusiasm of those who live and work at Friendship, along with those who support this organization, creates a community in which each member can live a fuller, healthier life.

In this quarter's newsletter, we share updates from our Friendship community and show how we are creatively harnessing your support to enhance the lives of those we serve. We also share our recently published Charitable Care and Community Contributions summary from the last fiscal year. Thank you for the many ways you make this work possible!



**Friendship Health & Rehab Center  
trip to Smith Mountain Lake**

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## Charitable Care and Community Contributions

2021-2022 Summary



Independent Living, and Assisted Living, and to clients of Friendship Home Care, Pharmacy, and Outpatient Therapy.

This work is inspired by residents like 91-year-old Barbara, who is featured in this year's report. Originally from Idaho, Barbara has been living at Friendship since 2011 after caring for many years for her husband.

At Friendship Assisted Living, one in six residents experience financial difficulties due to the loss of a spouse, increased healthcare needs, or diminished savings. For these residents, the costs of their everyday needs are too high to cover with a fixed income. But thanks to the financial assistance funded in part by charitable contributions, residents like Barb have a huge weight lifted off their shoulders. Your generosity gives these residents the peace of mind they need.

**Without you, we would never be able to accomplish our mission of supporting friends by providing peace of mind.**

**-- Joe Hoff**

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

## Caring for Our Community in the Last Year

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

"This past fiscal year, we met the needs of countless residents as they sought compassionate care, innovative treatments, diverse living accommodations, and specialized rehab and therapy services," says Friendship President and CEO Joe Hoff in Friendship Foundation's recently published Charitable Care & Community Contributions 2021-2022 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,



**Resident Barbara, featured in the Charitable Care & Community Contributions Summary**



# Expanding Our Reach: Friendship Salem Terrace

Friendship is excited to announce its acquisition of Salem Terrace at Harrogate, now Friendship Salem Terrace, a senior living community that offers Independent Living, Assisted Living, and Memory Care. The purchase will give Friendship an opportunity to expand our mission into the city of Salem and surrounding Roanoke County while serving more people who are seeking peace of mind in their retirement.

We will celebrate the addition of the new Friendship campus with a formal ribbon-cutting ceremony on Wednesday, October 5 at 10:00 a.m.

“Bringing Salem Terrace under the Friendship umbrella will not only help streamline the high-quality services at Salem Terrace that Friendship has managed since 2012, but will also enable Friendship to use our expertise in retirement living and care to serve more individuals in the greater Roanoke Valley,” said Joe Hoff, President and CEO of Friendship.

The 86,622 square-foot assisted living and memory care facility was developed in 2010 by the late L. S. (Luke) Waldrop and his son, Preston A. Waldrop,



**Friendship Salem Terrace,  
formerly Salem Terrace at Harrogate**

MD, who has practiced medicine in the Roanoke Valley since 1991 and founded Virginia Orthopaedic P.C. It is the hard work, dedication, and forward-thinking of these gentlemen that set the foundation for Friendship Salem Terrace.

The ribbon-cutting event will feature a site tour and remarks by Joe Hoff, President and CEO of Friendship; Robert Lawson, Chairman of the Friendship Board of Directors; and Brent Poff, Administrator of Friendship Salem Terrace.

As we look to the future, we are excited to continue extending our geographical reach, improving our infrastructure, and enhancing and evolving our programs and services. We are thankful for your partnership in making these achievements possible. We look forward to continuing to provide the greater Roanoke Valley with the best care possible.



**Volunteer Louann Howell with Friendship  
President and CEO Joe Hoff**

## Supporter Spotlight: Louann Howell

For some, the ideal retirement involves taking it easy and slowing down. But for volunteer Louann Howell, staying busy and spending time helping others at Friendship and Good Samaritan Hospice are what make her days fun and rewarding.

Louann, who has been regularly volunteering with Friendship since 2018, enjoys helping residents find joy and peace of mind through the many activities she leads throughout the week. On any given day, you may find her playing her cello at one of our Health and Rehab Centers; leading a chair Zumba class for Independent Living residents; accompanying her 7-year-old chihuahua, Sassy, for animal therapy at the Adult Medical Day Care at The Feinour Center; or simply visiting with residents at Assisted Living.

Alongside other volunteers, Louann was recognized in April at Friendship's National Volunteer Week breakfast. There, she received the Volunteer of the Year Award for the many ways she impacts the lives of those in our community and exemplifies our mission of "supporting friends by providing peace of mind." Perhaps what most sets Louann apart is that she truly considers those she serves to be friends and takes such joy in being with them.

Louann's connection to Friendship began not as a volunteer but as an Assisted Living resident in 2012. Shortly after moving here, she met her future husband, Charlie, whom she credits with empowering her to become healthier and begin living independently again. Charlie passed away in 2018 after receiving care at Friendship Health and Rehab Center. A week later, Louann started volunteering at Friendship, and the rest is history.

**"That is the top honor, says Louann, "to give the blessing Friendship gave Charlie back to others."**

When asked what part of her volunteer work is the most rewarding, Louann mentions the time she spends in Memory Care at Friendship Health and Rehab Center because residents there have known her the longest and are so happy to see her, hug her, and tell her they love her. "That is the top honor," says Louann, "to give the blessing Friendship gave Charlie back to others." We are grateful that Louann honors us with her presence and look forward to many fun times to come!



**Louann Howell with  
Activities Director Tiffany Brown**



## Estate Planning Talk by Chris Desimone

Chris Desimone, Attorney at Anderson, Desimone, & Green, PC, joined us this summer to share his knowledge of wills and trusts with Friendship residents. In a roundtable discussion, Mr. Desimone talked about estate planning in an easy, straightforward manner based on the recent changes in the law. He also shared his knowledge on charitable giving (including how to minimize taxes) and protecting assets, such as free ways people can protect themselves from financial exploitation.

Having prepared thousands of wills and trusts during his career, Mr. Desimone devotes 100% of his law practice to estates and trusts. In 2014, in recognition of his devotion to protecting older adults in our community from financial exploitation, the Virginia House of Delegates appointed Mr. Desimone to the Virginia Alzheimer's Commission.

Mr. Desimone was happy to share knowledge that could be helpful to anyone, no matter how much savings they have. The gathering was well attended, and many great questions and stories from residents' personal experiences were shared. Many thanks to Mr. Desimone for sharing his wisdom and insight with us!



**Chris Desimone discussing estate planning with residents this summer**



**Friendship residents decked out in leis**

## Friendship Day Celebration

On Saturday, July 30, we celebrated Friendship Day by bringing together residents and team members for a Hawaiian-style luau with delicious food, a live band, carnival games, prizes, and lots of fun. The event took place on the lawn behind Bistro '66, where we had a great view of the mountains. Many staff brought their families as well, so it was truly a multi-generational party!

Leading up to the event, Friendship team members participated in a Spirit Week to celebrate our values of accountability, compassion, positivity, respectfulness, and teamwork. You may have spotted staff dressed as twins, wearing superhero costumes, or even dressing up in clothes from another decade! It was our way of marking this special week of celebrating Friendship and all that it means to be supportive of one another throughout the year. Thank you to all who took part in the celebration!



**Residents and team members enjoying the Friendship Day celebration behind Bistro '66**

# Summer at Friendship

From picnics at the lake, "Camp Friendship", and country music to sunflower festivals and a Grandparents' Day celebration, summer was a great time to be at Friendship!

