

FOCUS

SPRING 2017

NEWS FROM ASBURY FOUNDATION





From the Foundation President

When you ask Asbury associates what the best part of their job is, the response is always the same: “I love working with the residents!”

Our associates comment that we have such amazing communities because of the older adults who have lived such interesting lives. Diverse careers, life experiences and travel lend to great interactions between associates and those Asbury serves. Often, pearls of wisdom are shared with thoughtful perspectives on life that can only be achieved from a lifetime of experiences.

It is because of this admiration and sincere affection that our associates support the Benevolent Care Fund.

In the center section of this issue of FOCUS, you will see the smiling faces of associates who supported #GivingTuesday last year, a national day celebrating philanthropy. Asbury associates were recognized for their caring support and had fun sharing their reasons for giving on Facebook. In 2016, 946 Asbury associates made gifts to support residents who, through no fault of their own, had outlived their resources.

I am humbled by the caring commitment of the Asbury team and invite you to join me in saying “thank you” to all of our donors.

Sincerely,

Douglas C. Myers
President and CEO

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On our cover: Inverness Village residents Col. Shirley Schelper and Dr. June Holmes. To read more about how these longtime friends serve their community, see page 6 of this newsletter.

Why I Give Back

Jen Ranck, Former Bethany Village Associate

I began working at Bethany Village during my freshman year of college in order to gain experience while also earning some money to help pay for school. I was spending a lot of time worrying about the cost of my education, yet as a student in a rigorous nursing program, there was no time to be concerned about anything other than my classes.

During my sophomore year, I applied for the Bethany Village Nursing Grant. A few weeks later, I was honored to find out that I was selected as one of the recipients of the award. I remember driving home from the special tea that celebrates the recipients and telling my mom that I wanted to give back

to the grant fund someday. I wanted to be a blessing to others, just as this grant was a blessing to me.

I still remember, so clearly, one of the residents I cared for. Each evening, after I finished all of the required work, I would bring her a root beer float. She would tell me stories of WWII and her husband being stationed in Germany. She would also tell me about her lonely days in a foreign country and the secrets to a successful marriage. These evenings were defining moments for me. I realized that nursing was not just about giving medications and taking vital signs. It is about the connections you make and providing dignified care.



Jen now works at the Fox Chase Center in Philadelphia and has fulfilled her desire to give back. She is an annual donor to the Bethany Village Nursing Grant Fund, and her support has allowed more Bethany Village associates to further their nursing education.

With Your Help

In 2016, more than \$3.6 million in annual funds and unrestricted gifts were contributed to help meet immediate benevolent care needs in Asbury communities, and more than \$710,000 was pledged to endowment funds to support future needs.

Thank you for supporting residents who have outlived their financial resources through no fault of their own.

Benevolent Care Provided in 2016

Asbury Methodist Village	\$1,509,730
Asbury Solomons	\$115,842
Bethany Village	\$768,967
Inverness Village	\$312,509
Springhill	\$12,478
Total	\$2,719,526

Unreimbursed Services Provided in Skilled Nursing

3-Year Averages (2013-15)

Asbury Methodist Village	\$1,823,735
Asbury Solomons	\$307,705
Bethany Village	\$552,879
Springhill	\$445,572

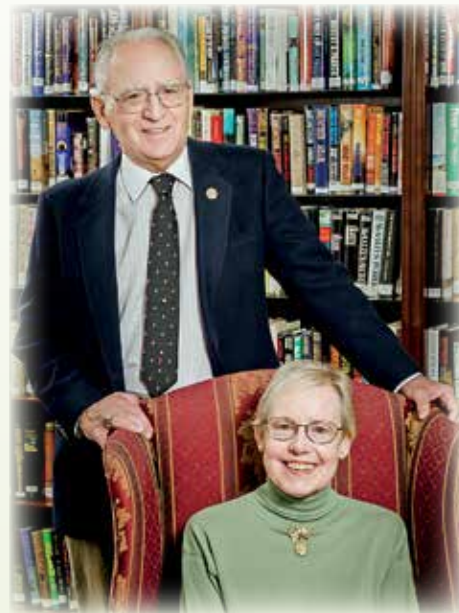
Ria Gonzalez Remembers Her Husband

Ria Gonzalez and her husband, Pete, knew as they saw Springhill being built in Erie in 1990, that it was where they wanted to be when they retired. “We had our eyes on Springhill for a long time,” Ria says. “Pete and I examined other continuing care communities, but every time Springhill came out the winner.”

After moving to Springhill in 2008, it didn’t take long before Ria and Pete were giving back to the community through volunteering their time and making gifts in support of benevolent care. Sadly, Pete passed away in 2015.

Since it was important to Ria to find a way to show her deep gratitude for all Springhill had done for her and Pete, she decided to fund a charitable gift annuity to benefit the Benevolent Care Fund in memory of him.

Ria shares, “I give because it’s my home, and because of my deep gratitude to Springhill. I wanted to do something concrete in return—to really show how I feel about my home. It’s important for this beautiful facility to be here for future generations. It’s a great investment in the future, to share the same kind of experience as I’m having.”



Suzanne Britton’s Spirit of Philanthropy Lives on at Springhill

As president of the Britton Family Foundation, Suzanne Britton and her husband, John, were longtime supporters of numerous causes and institutions ranging from Erie, Pennsylvania, to Sanibel, Florida, where the family wintered.

Suzanne’s benevolence extended to Asbury after she moved to a Springhill Garden Home in 2005. She quickly became a devoted benefactor of the community and, in particular, the Lifestyle Enhancement Campaign.



expanded the fitness center and added the All-Faith Chapel and a popular Social Lounge. Phase II of the campaign is now underway and will bring an Aquatic Center to Springhill.

Suzanne passed away in December, having just celebrated her 89th birthday with friends and family. Prior to that, she had given an additional \$10,000 to Phase II of the Lifestyle Enhancement

Campaign—a gift that will ensure her spirit is felt around Springhill for many years to come.

Over the years, her total gifts to Springhill exceeded \$150,000 and not only supported benevolent care for Springhill residents but had an incredibly important impact on the physical community as well. She contributed to Phase I of the Lifestyle Enhancement Campaign, which

“Suzanne and her husband realized they were fortunate and that it was their privilege to be able to help others,” said Jim Schneider, executive director of Springhill. “It was always a delight to see her. She was a gracious and stately lady.”

Betty's Closet Raises More Than \$100,000 for Benevolent Care

On Nov. 5, 2016, Betty's Closet celebrated its 51st sale and joyously hit the \$100,000+ mark for donations to benevolent care.

Betty's Closet was the creation of former Asbury Solomons resident Betty King. Interested in supporting the Asbury Solomons Benevolent Care Fund and using her creativity in business, she developed the idea of a clothing thrift shop on campus that would allow people to donate their clothing for resale. Some were skeptical at first about whether this new venture would take off, but ever since the first sale on Sept. 21, 2010, there was no looking back. By advertising in the local papers, sending out an eBlast to an ever-growing email list, and word of mouth, Betty's Closet has become a hot spot for Southern Maryland deal-seekers.



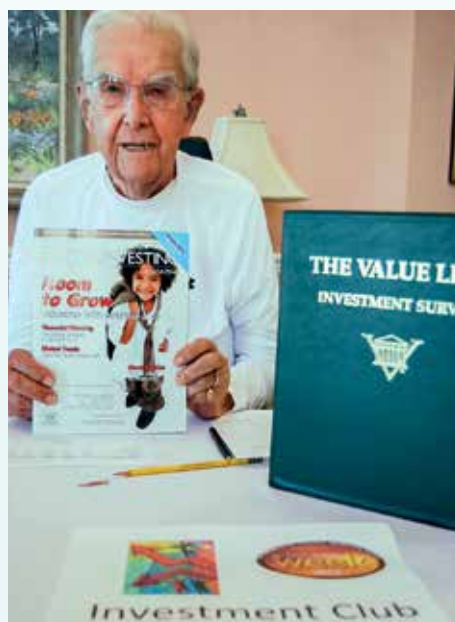
Residents Jeannette Findley, Ruth Maxey, and Arlene Benson preparing for a sale.

Resident Ruth Maxey now leads the effort, along with many dedicated and hardworking volunteers. Ruth can be seen all around campus picking up donated goods and organizing them for the next sale. She comments, "It keeps me active and thinking, and I love the social part of it. And, of course, the fact that all of our proceeds support benevolent care makes me feel good."

Remembering a Pioneer and Philanthropist at Asbury Solomons

John W. "Jack" Williams Jr. was one of the "Pioneers" at Asbury Solomons, those who moved to Asbury when it first opened its doors in 1996. For 20 years, Jack gave back to the Asbury Solomons community. Whether it was leading the first Board of Directors, serving as chairman of the Asbury Foundation Board, organizing the Investment Club, delivering mail to Healthcare Center residents, or helping with Vespers, Jack was always the first to lend a helping hand.

Before the community even opened, Jack made a gift to start the Asbury Solomons Benevolent Care Endowment Fund. Throughout the years, he continued his generous spirit of giving as he



supported projects like the Peterkin Wellness Center and, later, the development of a chapel. It was named the Williams Chapel in honor of him and his first wife, Marjorie. Anytime a need arose on campus, Jack was there to say, "At what level can I help?"

Jack passed on December 19, 2016, at age 95. He will always be remembered as a friend, volunteer and philanthropist. In honor of his contributions over the years, the Asbury Solomons Pastoral Care Department will be remodeling and rededicating the Williams Chapel this spring so it can better serve residents—something that would very much please Jack.

From Serving Professionally to Serving at Inverness Village

Longtime friends Col. Shirley Schelper and Dr. June Holmes first met when their careers took them to Europe. Col. Schelper was stationed in Germany as the Consultant in Physical and Occupational Therapy to the Surgeon General of the U.S. Army and Seventh Army in Europe. Dr. Holmes was on the faculty of Boston University supporting the U.S. Department of Defense by providing advanced college level courses to primary and secondary classroom teachers.

As a psychologist, Dr. Holmes was integral in setting up multiple conferences for teachers in Germany, focused on special needs children in the classroom. At the conferences, Col. Schelper taught the basics of physical therapy and how to help children with special physical needs. Year after year, the two women's paths crossed, and they became fast friends.

Their friendship continued not only through the years, but into retirement. They retired to a condo in Tulsa, and then decided to move to a continuing care retirement community. When they found Inverness Village, they knew it was home. The community atmosphere and country location, surrounded by trees, hills and farms, reminded them of the villages they experienced in Europe.

After having served others in their professional lives for many years, that service to others didn't stop after retirement. Dr. Holmes continues to attend various mental health conferences, and Col. Schelper has taken on a volunteer role gathering donated clothing and delivering it to the Assistance League of Tulsa.

And their service to Inverness Village hasn't stopped. Both Col. Schelper and Dr. Holmes have been extremely



Col. Shirley Schelper (left) and Dr. June Holmes (right)

supportive of the Benevolent Care Fund at Inverness Village through contributions from their entrance fee refunds.

"I feel deeply that it is my responsibility to give back through compassionate giving, especially for my neighbors needing benevolent care. By using my refundable entrance fee, I have an easy avenue that doesn't affect my monthly budget," says Dr. Holmes.

Col. Schelper shares, "Using my refundable entrance fee is a very simple way to support benevolent care. You don't have to write a check or touch your monthly resources. Plus, I appreciate the tax benefit. It is a wonderful way to support our community and neighbors while we enjoy living at Inverness Village."

Dining for a Cause

at Calvert County Nursing Center

More than 100 people came out to show support for the Calvert County Nursing Center on Nov. 7, 2016, at a fundraiser hosted by Mamma Lucia Restaurant in Prince Frederick, Maryland. Mamma Lucia generously donated 15 percent of its proceeds from friends of CCNC to the CCNC Annual Fund. In support of Asbury's mission of "doing all the good we can," the CCNC Annual Fund enables residents to receive vital resources, such as hearing aids, dental exams, medical procedures and more, regardless of their financial circumstances.

The Therapeutic Recreation Department placed a large carryout lunch order for residents and associates who were interested in supporting the effort. And when Asbury Atlantic Board Member Thomas J. Ettinger realized he could not attend the event, he made a special donation to cover the cost of several meals for residents who could not afford it otherwise—a thoughtful gesture that brought smiles to many faces. When it came time for dinner, dozens of associates joined in the fun by having a night out at Mamma Lucia with their families. Even a group of Asbury Solomons residents made the trip north to the fundraiser to show support for their neighbors.



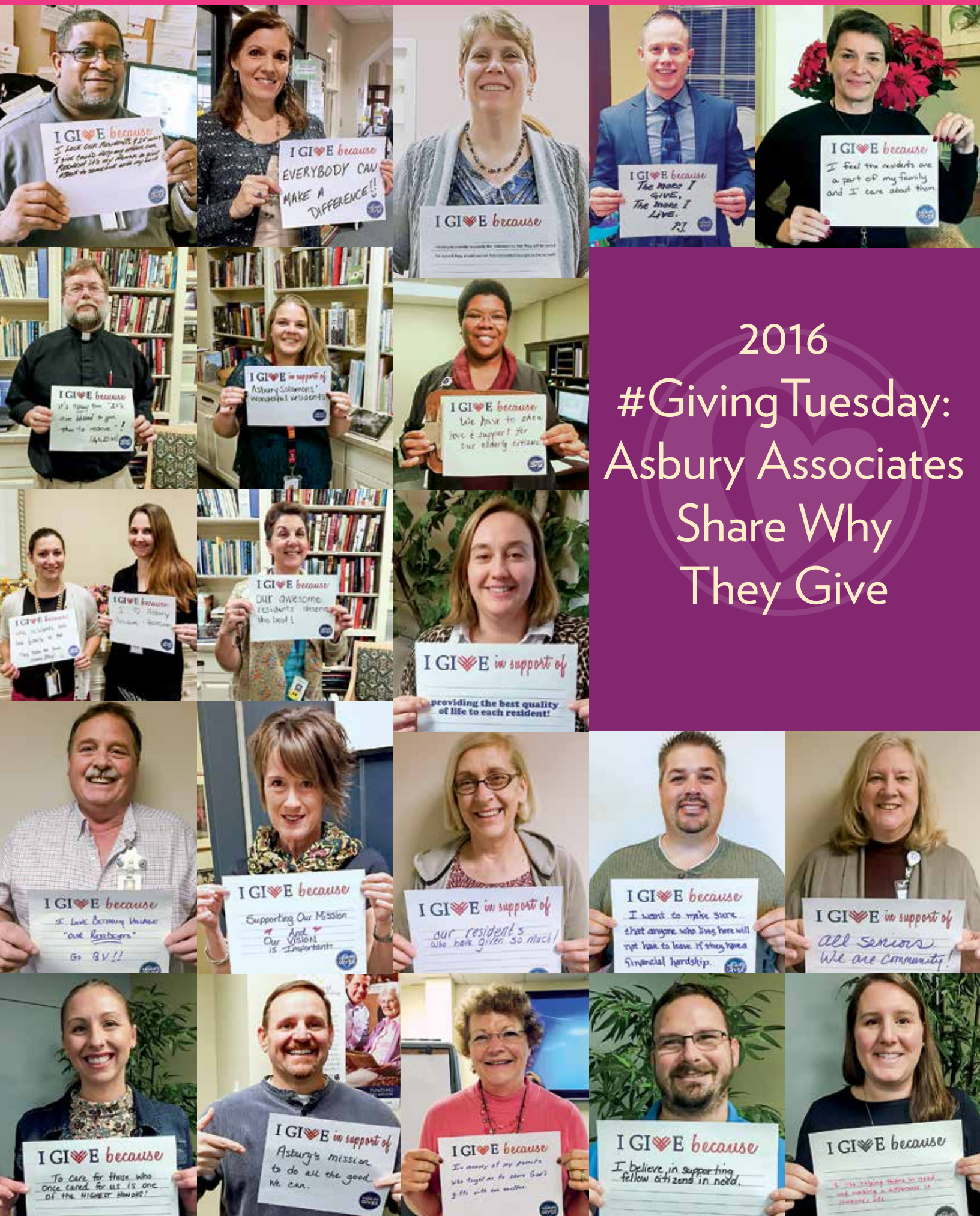
Prior to the event, Annise Jefferson, a CCNC associate, organized a raffle with all proceeds benefitting the Annual Fund. More than 50 individuals purchased tickets, raising over \$100 for CCNC residents in need. Asbury

Foundation Director of Development Sarah Holzman commented, "The energy around the event was amazing. Those who couldn't attend in person purchased raffle tickets, or placed carryout orders. It was great to see CCNC residents, associates and family members, as well as Asbury Solomons residents and associates, coming together to share a meal. It was truly a community effort."

When planning the event, the CCNC Rewards and Recognition Team decided that they too wanted to take part in the spirit of giving back.

Attendees were asked to bring a toy to donate for Toys for Tots to kick off the giving season. By Christmas, the bin was filled to the brim, spreading joy to children in need during the holidays.

In total, more than \$500 was raised for the CCNC Annual Fund.



2016 #GivingTuesday: Asbury Associates Share Why They Give





#GivingTuesday is a national day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (after the shopping frenzy of Black Friday and Cyber Monday), #GivingTuesday kicks off the charitable season each year when many focus on their holiday and end-of-year giving.

In 2016, #GivingTuesday occurred on Nov. 29. On that day, more than \$14,500 was given to benefit benevolent care needs across Asbury communities! Our associates who gave also shared why they give to Asbury.

Thank you for making #GivingTuesday 2016 a success, and we hope you'll consider joining us on this special day in 2017!



Lifetime Ministry Continues at Bethany Village

The Rev. Lloyd Chorpenning and his wife, Faye, spent 48 years in ministry for the Methodist Church before retiring in Central Pennsylvania. Having spent much of their lives living in parsonages, they were eager to settle into one of the new cottages at Bethany Village in Mechanicsburg.

They finished their professional ministry career in Martha's Vineyard, and there was something about Bethany Village that reminded them of the community they felt while there. The Rev. Chorpenning shares, "It's the people, of course, that make Bethany Village what it is. There is a great spirit of community."



After moving to Bethany Village in 2008, Lloyd and Faye knew they wanted to continue serving others in any way they could, with whatever capacity they had. Recently, they funded a charitable gift annuity to benefit the Bethany Village Care Assurance Fund. "We may be limited in what we can give, but we want to do whatever we can. We funded a CGA to provide in a way that would assure others could have the same quality of life and experience that we have enjoyed here," Lloyd states.

Faye notes, "We have always felt the need to care for others. We've been blessed, and felt we should share our blessings with others."

Bill and Judy Higgins Believe in Building Our Community

The son of a Methodist minister, Bill Higgins believes in the importance of community and the value of doing good in the world—beliefs that strongly influenced the decision he and his wife, Judy, made five years ago to move to Bethany Village.



Since that time, they have carried out those principles by being active volunteers on campus, a role Judy began 12 years prior to moving to Bethany. Bill is a former music professor with a background in computers who now runs Bethany's monthly iPad classes.

But the Higgins' most lasting legacy may very well be the \$125,000 donation they recently made to Phase II of Bethany Village's Building Our Community capital campaign.

Phase II of the campaign will bring a cafe/bistro, new Auxiliary Gift Shop and beautiful, contemporary gathering spaces to the East Campus.

Bill says, "We believe in Bethany's mission and in doing what we can to make it a better place for the

people who live here now and for those we hope to attract."

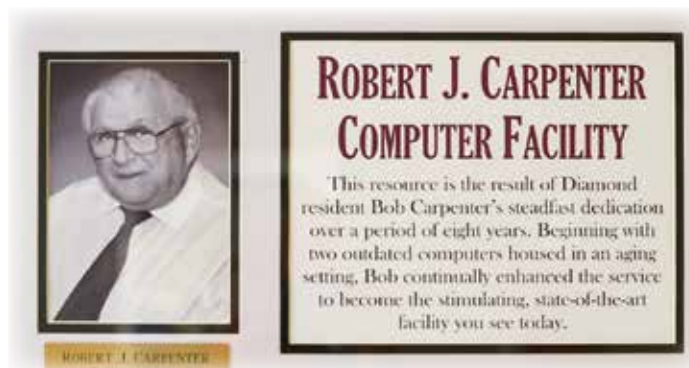
The couple is particularly looking forward to expanded dining options, which will be convenient for residents who live on the campus's east side.

They also support Bethany's Care Assurance Fund. "Bethany Village and Asbury promise that you will not be left alone, that you will be taken care of," Bill says.

New Computer Room Named in Honor of AMV Resident

In January 2017, a year after Asbury Methodist Village resident Robert J. "Bob" Carpenter passed away, members of the community gathered in the Diamond neighborhood for the dedication of a new computer room named in his honor.

Known for his willingness to help fellow residents with all types of computer needs, Bob was dedicated to ensuring his neighbors would not be limited by technology. An AMV resident since 2008, Bob achieved success both inside and outside of the computer world. He served in the U.S. Air Force, in its Cambridge Research Laboratories in Massachusetts and later at the Johns Hopkins Applied Physics Lab. He then joined the National Bureau of Standards, now the National Institute of Standards and Technology (NIST), where he retired in 1992. Following retirement, he volunteered at NIST, as well as with the Amateur Radio Satellite Corporation. He also, along with



a partner, designed and built Washington, D.C.'s first Hi-Fi FM stereo station, WHFS.

A beloved neighbor, Bob served with the Computer Club with Asbury's Executive Committee. With the new Robert J. Carpenter Computer Facility, his work and contributions will live on. In addition, Bob left a bequest to the Asbury Foundation in his estate, furthering his tremendous legacy with Asbury.

Asbury Methodist Village Calendar Supports Wildlife

Since 2010, the Asbury Foundation has been a partner of the Asbury Wildlife Habitat Team Steering Group at Asbury Methodist Village in Gaithersburg, Maryland. Started in 2007 by a group of nature lovers, this team of residents is dedicated to protecting AMV's wildlife. The group has created a safe haven for Asbury's most unusual inhabitants, including nesting birds, waterfowl, foxes and endangered honey bees.

Each year, the Wildlife Habitat group sells calendars featuring resident-provided photographs that capture AMV's beauty and campus scenery. Calendars are sold across AMV, with payments made to the Asbury Foundation. The proceeds go directly to benefit the work of the Wildlife Habitat group. The success of the 2017 calendars was tremendous, and nearly all of the 500 calendars were sold!

"Asbury residents have always been very supportive of our efforts to attract wildlife to our campus and maintain

our status as a certified Wildlife Habitat," explains Jane Carroll, AMV resident and chair of the Wildlife Habitat group. "The funds raised by our Wildlife Calendar provide seed for our birdfeeders, pollinator plants necessary for the health of our small ecosystem, and native shrubs and trees to shelter and feed birds and small animals."

Jane Carroll (Right) and Julia Sessions (Left), Producer of this year's calendars pictured in front of AMV's bird feeding station.



Heritage Society:

Leaving a Legacy

The Asbury Foundation Heritage Society recognizes donors who have included an Asbury community in their estate plans. This is possible through gifts such as a charitable gift annuity, a bequest or an entrance fee refund agreement. We invite others to become partners in continuing an extraordinary legacy of service to seniors for many years to come.

Listed here are individuals who have become Heritage Society members between Aug. 26, 2016, and Feb. 8, 2017. We also remember Heritage Society members who have passed away during that period.

To view a full list of current members, or to find out about the different planned gifts you can make, visit our website at TheAsburyFoundation.org/heritage.

New Heritage Society Members

Asbury Methodist Village

Mr. & Mrs. Karl F. Jorss Jr.
Mrs. Ramarion W. King
Mr. & Mrs. David Reiser
Mr. & Mrs. James Schneider
Mrs. Doreen L. Sexton

Asbury Solomons

Mr. & Mrs. Ronald Schrauder

Inverness Village

Dr. Robert Hughes Jr.
Mrs. Judith A. Lairmore
Mr. & Mrs. Calvin Vogt

Asbury Foundation celebrates the life and legacy of our precious Heritage members who have passed on:

Asbury Methodist Village

Mrs. Jean Hefner
Mr. Richard C. McCullough
Dr. James F. Rosborough
Mrs. Nancy R. Sauer
Mrs. Lois B. Shaw

Bethany Village

Mrs. Frances E. Blaisdell
Mrs. Mildred J. Boeshore
Mrs. Jayne E. Carpenter
Mr. John K. Class Jr.
Mrs. Helen M. Class

Asbury Solomons

Lt. Col. George C. Turpyn
Mr. William C. Wilkins
Mr. John Wright Williams Jr.

Inverness Village

Dr. Edward W. Jenkins
Mrs. Carol McMasters

Springhill

Mr. Lloyd L. Briggs
Mrs. Frances W. Reynolds

Simple Gifts With a Huge Impact

If you have an IRA, life insurance policy, refundable entrance fee or bank account, you can make a charitable gift simply by making Asbury Foundation the beneficiary upon your death.

Under beneficiary, note: "Asbury Foundation for the benefit of [Name of Community—Asbury Methodist

Village, Asbury Solomons, Bethany Village, Calvert County Nursing Center, Inverness Village or Springhill]. Tax identification 52-1862674."

All beneficiary designations qualify for membership in the Asbury Foundation Heritage Society. Please let us know of your plans so we can thank you!

Secure Payments for Life: Is a Charitable Gift Annuity Right for You?

What is a charitable gift annuity?

A charitable gift annuity is a way to make a gift to support the causes that you care about. You make a gift of cash or property to our organization.

In return, we will make payments for life to you, you and a loved one, or another person. Each payment will be fixed, and the amount of each payment will depend on the age of the person who receives the payments. After all payments have been made, we will receive the remaining value of your gift to support the causes that matter to you.



How is my gift annuity taxed?

A CGA produces ordinary income that will be taxed at your normal income tax rate. However, if your gift consists of appreciated property, a portion of your payments will be taxed at the lower capital gains tax rate. A portion of your payments could even be tax-free if you make a gift of cash or appreciated property.

What are the benefits?

Your payments are fixed as of the date of your gift. This means that your payments will never change, even if interest rates or the stock market changes. Depending upon your gift, you may receive the added benefit of mostly tax-free payments. You will also receive a charitable deduction in the year that you set up the gift annuity.

Secure Your Future

If you are looking for a way to secure your future, a charitable gift annuity may be the answer for you.

Not only will your gift help further a cause you care about, but you will receive the security of fixed payments for your lifetime backed by our promise to pay. Now is the right time to lock in your payout rate with a gift to fund a charitable gift annuity. **To find out how high the payments could be and to learn more about charitable gift annuities, please call one of our development directors listed on the next page.**

How a Gift Annuity Works

1. In a written agreement, you give your asset to our organization.
2. The remaining value of your gift goes to the charity.
3. Payments are made to you in regular installments. You also receive a tax deduction.

This information is not intended as tax, legal or financial advice. Gift results may vary. Consult your personal financial advisor for information specific to your situation.

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Asbury Foundation

The Asbury Foundation is a 501(c)(3) organization that secures philanthropic support to enhance the quality of life for seniors served by the Asbury system of communities.

Our Mission

Securing charitable support to enhance the lives of persons served by Asbury.

Our Vision

Inspiring Compassion.
Sharing Blessings.
Funding the Mission.

Our Directors of Development

If you have questions, or would like to speak with someone about your community, please contact a director of development from the list to the right. Our staff is always available to address any questions and/or comments you have, and would love to talk with you. To read bios of each development director, visit our website at TheAsburyFoundation.org/About/Foundation-Staff.

Asbury Foundation Board of Directors 2016-17

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Dixie A. Reppe, *Vice Chair*

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Tita Hershner Eberly*
Jonathan R. Ebinger
Bud Edwards*
Kathryn B. Gorrell
Mearle L. Griffith
Maria E. Roberts*

John M. Schulze
Jean D. Seibert
Richard C. Stang
Tim Trissler*
Douglas C. Myers,
President/CEO,
Ex-Officio (Voting)

**Resident*

To read bios of each board member, visit our website at TheAsburyFoundation.org/Board.



Your Gifts, Your Community

Please be assured that all donations are tracked by community. All gifts made by a particular community's residents, families and friends benefit that community alone.



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Making 2017 the Year of Healthy Aging

Colin Milner, founder and CEO of the International Council on Active Aging, is working to change the way we view aging and to empower older adults to age well.

This winter, he spoke with Asbury to share three key New Year's resolutions.

Find and embrace your potential

Science is showing us that older people have an awful lot of unrealized abilities physically, and immense potential in many other areas.

Many of us have delayed exploring those opportunities due to raising children and putting food on the table. Embracing them could be transformative.

Identifying your delayed dream, or potential, takes reflection. First, consider your purpose in life, what brings meaning to it. Then think about how fulfilling your potential could help you fulfill your purpose. Finally, map out what you actually need to do to fulfill your potential, so that you can fulfill your purpose.

Change your thinking to change your health

We talk about creating an environment for aging well, but the first environment we often need to change is our own mind. You're never



going to accomplish your potential if you think you don't have it.

Active aging comes back to three words: engaged in life. Social engagement would be right at the top of most important factors for active, successful aging.

The World Health Organization's definition of active, healthy aging is less about the absence of disease and more about functioning, which includes physical, cognitive and social. We can have health issues in our lives and still remain very engaged.

Focus on the impact of your goals

It is very easy to set new goals with false expectations. We all want to get back to the levels of functioning

we had when we were 30 or 40. But remember that you are an individual and your goals need to work for you.

It's more motivating to think about the positive impact that achieving your goals will have on your life. If your goal is to find a fulfilling place to volunteer, what will that bring you? New friendships? More energy and motivation to be active?

Focus on impacting your quality of life now and don't talk about the future. Even if you haven't yet reached your goal, the fact that you're working on it feels good and changes you physiologically and mentally.

Embracing your potential today could change the course of your life.

See inside to find out why so many neighbors are motivated to give to Asbury communities—and what we have accomplished together!



Save the Date!

The Asbury Foundation 2017 Caring Classic Golf Tournament will be held on Tuesday, June 20, 2017, at the picturesque Whiskey Creek Golf Club outside of Frederick, Maryland.

The 2017 tournament goal is to raise \$150,000 for benevolent care at our communities! This golf tournament is just one of the ways the Asbury Foundation is raising funds to benefit Asbury residents who have outlived their financial resources through no fault of their own.

Special thanks to our 2017 Tournament Sponsors: CliftonLarsonAllen, Flagship Rehabilitation, and Sodexo.

Interested in supporting or attending the event? Visit TheAsburyFoundation.org/CaringClassic.

