



# Together, We Change Lives!

2021 ANNUAL REPORT



GH

GOODWIN HOUSE  
FOUNDATION



## Highlights of our year, made possible by you!

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

**1,462** is the number of gifts that were \$500 or less, totaling \$219,818.34!

**21** is the number of residents who received financial support to cover monthly fees and items not fully covered by medical insurance such as dental and vision surgeries, or furniture and equipment that supports their ability to move about and live comfortably.

**299** (representing nearly a third!), is the number of GH team members who directly benefited from dollars donated to the Foundation.

**80** is the number of team members who are pursuing dreams and furthering their education.

**Nearly 66%** is the percentage of Tuition Assistance grants that were for classes in the field of health care and nursing.

**177** is the number of team members who received financial support due to the impact of Covid-19 on them and their families.

<b>Annual Fund</b>	
Area of Greatest Need	\$744,431
Resident Support Fund	\$345,216
Staff Support Fund	\$346,190
<b>Total</b>	<b>\$1,435,837</b>
<b>Realized Bequests</b>	<b>\$2,706,527</b>
<b>Annuities</b>	<b>\$34,581</b>
<b>Permanently Restricted Funds</b>	<b>\$2,840</b>
<b>Temporary Restricted Funds</b>	<b>\$165,117</b>
<b>Total Contributions in FY21</b>	<b>\$4,344,902</b>

## Dear Goodwin House Family,

It is with immense gratitude that we write to thank every member of the Goodwin House community for coming together this past fiscal year – an unprecedented year that really tested us in every way – mentally, physically, economically. Together, we rose to the challenge by taking care of each other.

During this past year, we received \$4,344,902 in contributions. Over \$1.4 million was received for our Annual Fund (Resident Support, Staff Support and Area of Greatest Need), and over \$2.7 million came in from realized bequests – from members of our community who gave back to Goodwin House through their estate plans.

The culture of generosity is growing every day at Goodwin House, and we can feel its impact on a daily basis. This impact is felt especially in big moments like when our employees who are tuition grant recipients graduate from college and when our staff members who are new US citizens share their journey at our annual Citizenship Celebration. The giving also is felt in smaller, more personal moments – when a vulnerable family member receives the support they need from our hospice team or when a resident who can't afford dental surgery is able to move forward and receives needed financial help through funding provided by the Foundation. Your support ensures that Goodwin House keeps its commitment to every resident – that since we welcomed our first resident in 1967, Goodwin House has never asked anyone to leave because of outliving their financial resources.

On behalf of all who benefit from the Foundation, we are grateful to each of you for your transformative support of the Goodwin House Foundation. Through your trust in us, you make it possible for us to do more for our residents and staff. Together, through the collective power of generosity, we change lives and now, more than ever, we are STRONGER TOGETHER. Thank you for being part of this inspiring community of 2,000+ which is growing every day.

Together we serve,



**Rob Liebreich**  
*President and CEO*



**Gant Redmon**  
*Chair, Goodwin House Foundation Board*



**Mary Hix**  
*Chair, Goodwin House Inc. Board*



**Valerie Burke**  
*Chief Philanthropy Officer*



## Our Mission

Through the power of philanthropy, we seek and celebrate generosity to carry out the mission of Goodwin House, 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.

The theme of this annual report is Together, We Change Lives. And the word Together is critical to this concept of transforming lives. This past year has shown all of us in the Goodwin House Community the power of together. We are indeed stronger together. Together we serve. And we delight in our image of together... it's an image of every single donor, every resident, staff member, family member and friend, every patient, every at home member who has been touched by the generosity of this community. It's far reaching and yet, we on the Foundation Team, have the luxury of witnessing that image of together changing lives on a daily basis. We hope as you look through this report, you too will begin to consider the thousands of people who make up "our TOGETHER" and take pride in what we have done, and have yet to do with each other on our journey.

With gratitude from your small but mighty Foundation Team.

**Valerie Burke**  
**Mary Kate Roberts**  
**Allison Smigel**

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*Please note that in producing this Annual Report, every effort has been made to list our donors as they would like to be listed and in every category associated with their gift. If you find an error in our reporting, please contact Valerie Burke at 703-824-1345 or [vburke@goodwinhouse.org](mailto:vburke@goodwinhouse.org). Thank you!*

*Asterisk denotes deceased as of May 12, 2022.*



## Goodwin House Inc. Trustees and Goodwin House Foundation Directors

The community leaders and citizens who serve on the GH Incorporated and Foundation Boards set the tone for the Foundation as ambassadors of our mission. They demonstrate a passion for our residents, members and staff and a passion for supporting, honoring and uplifting the lives of older adults and those who serve them. Their actions and their contributions reveal their commitment.

### FY2021 Goodwin House Inc. Board of Trustees

Mary Hix, Chair  
David Clarke  
Garrett Erdle  
Tucker Eskew  
Deborah Forbes  
Lisa Giesler  
Janet Hansen  
Katie Horton  
Dora Hughes  
Tammy Mann  
Vipin Sahijwani  
Tony Tambasco  
John Weaver  
Tom West

### FY2021 Foundation Board of Directors

Gant Redmon, Chair  
Laurie Blackburn  
David Canfield  
Sara DeCarlo  
Bob Eiffert  
Kim Fiske  
Deborah Forbes  
Nancy Gray  
John Komoroske  
Robert Long  
Judith Miller  
Mary Myers  
Nicole Reaves  
Joan Renner  
Anne Stewart  
Tony Tambasco  
Donnan C. Wintermute

“

Moving to Goodwin House was the best move I ever made. After my wife passed away, I was living alone in the house we had been in for 40 years. Goodwin House offered me a friendly, active lifestyle so I could move on with my life. Part of my decision to move to Goodwin House was the work of the Foundation. When potential residents ask me why I chose Goodwin House, I always mention the efforts of the Foundation to help both staff and residents. It reflects well on Goodwin House.”



**Tom Sproull, Goodwin House Alexandria Resident**

## Goodwin House Foundation Resident Volunteer Committees

The Goodwin House Foundation Resident Committees consist of a select group of residents that has demonstrated a supportive commitment to the Foundation. The Resident Volunteer Committees serve as an advising and advocacy 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 GH community about the goals of the Foundation and to promote the impact of generosity.

### GHA Resident Liaison Committee

Dan Botticello  
Peggy Burke  
Joan Lamb  
Grace Lynch  
George Pera  
Mark Raabe  
Judith Roach  
Gwen Scheffel  
Sally Via  
Bob Wallace

### GHBC Resident Liaison Committee

Hal Bean  
Joanie Dellefield  
Jennifer Frum  
Frank Hart\*  
Bev Hennessey  
Carole Hunt  
Mike Molino  
Paul Lannon  
Mary Lee Payton  
Ben Wilmot

### Resident Advisory Committee for Staff Support

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

“  
**The Foundation is one of my favorite charities. Gifts from the Foundation go to persons in my neighborhood and they truly can make a difference in their lives. And, if their lives are enhanced, so is mine, as a neighbor - a bit of a selfish add-on. If my Foundation gift can help make it possible for a resident, indeed my very neighbor, to continue to reside at GHA despite running out of funds, that is a blessing to both of us. If my Foundation gift can help enrich the lives of staff members through grants enabling citizenship, or furthering their education, or even staving off a financial crisis, that is a blessing to them and to me, as well. These staff members, some who become like family, help make our lives comfortable, healthy, safe and interesting.”**



**Mark Raabe, Goodwin House Alexandria Resident**

## 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 joyfully can donate many of these unwanted treasures, knowing that they will go to help create new gifts for the Goodwin House Foundation and bring joy to their new owners. Also, residents at both houses sell arts and crafts that they make and the GHBC residents hold a Holiday Bazaar to support the Foundation. All proceeds from sales go to the Resident Support Fund. In FY21, \$23,494 was raised.

The Foundation is grateful for the leadership skills of Dick Wilson, resident director of Market Place at GHA, Jamie Blake, staff director of the WhatNot Shop and Holiday Bazaar at GHBC, and Robin Gates, resident organizer of the Craft Shop at GHA. The Foundation is grateful for all who have donated items. We especially thank the customers, the many volunteer workers, and the residents who create and make their arts and crafts available for sale.

### GHA Market Place

Gail Brown  
Judy Bryan  
Sandy Connolly  
Judy Davis  
Dottie Evans  
Robin McFarland  
Sandy O'Keefe  
Jackie Phillips  
Tom Sproull  
Bob Wallace  
Dick Wilson

### GHBC WhatNot Shop Volunteers

Ann Bang\*  
Shirley Harjes  
Kay Miller  
Stefanie Reponen  
Eleanore Perkins  
Barbara Haught  
Joyce Mason  
Bev Hennessey  
Gloria Reisman

### GHA Craft Shop Volunteers

Barbara Bancroft  
Frances Barnett  
Flo Broussard  
Amoret Bell Bunn  
Linda Carder  
Rosemary Carle\*  
Robin Gates  
Jane Jordan  
Julie Lineberry  
Grietje Meiborg  
Jane Sara  
Molly Wood

“

Here's to our staff here at Goodwin House, who saw their life routines turned upside-down and sideways by the COVID pandemic, and whose work routines were made more complicated by sanitation requirements, masks, and the like, and who nonetheless faithfully showed up to serve us – more often than not with a big smile of greeting! God bless 'em!”



Hal Bean, Goodwin House  
Bailey's Crossroads Resident

## Citizenship Resident Tutors

Made possible by the power of generosity, the Goodwin House Foundation provides grants to staff that fully cover the cost to apply for US citizenship. Additionally, residents from Goodwin House Alexandria and Goodwin House Bailey's Crossroads recruit and train resident volunteers who provide tutoring to any grant recipient who wishes to receive it. We are grateful to those who dedicate their time and support of this transformational program – our Goodwin House family is stronger together!

Anne Baxter  
Khacki Berry  
Mary Bullock  
Sandy Connolly

Sue Cook  
Donna Cornman  
Pat Goettemoeller  
Judy Hansen

Anne Heanue  
Carl Miller  
Jill Miller  
Eunice Welch

## Quality of Life Committee

We are also grateful for the members of the Quality of Life Committee who work to approve programs that enhance residents' quality of life.

Claudia Blake  
Jonathan Bryan  
Bob Harris

Jackie Phillips  
Betty Reinecke  
Betty Wallace

Faye Woodrow  
Jeanette Wurster

“

The commitment to resident financial support was the reason my husband and I moved here. You never know how far your funds are going to go, even though research is done as to your financials. This commitment really gives my family the peace of mind that I will always be cared for in my home. As long as I can financially manage things, it seems to me that I should be helping others as well. It's so wonderful to know that there are resources available if you need them. And, I like that it's confidential – you never know who is getting support. Giving to it feels like you are part of something bigger than yourself – part of a group that's working toward a common goal.”



Gloria Gibson, Goodwin House Bailey's Crossroads Resident





“

I grew up in Haiti. It was a hard life growing up in Haiti – many times without food, and at times it wasn’t very safe. My mother had already come to the United States – she had been working for Goodwin House for over 20 years. During the pandemic, I didn’t have a job because the restaurants were closed. My Mom asked Theresa Taylor if there was a job for me at Goodwin House and Ms. Taylor said she would interview me. I came and I love it here. I wanted to become a US Citizen for so many reasons – to have a better life and to provide a better life for my daughter. She has a much better life here than in Haiti. It has changed my life. I can stay here in the United States and be a father near my daughter.”



Wilner Vialer, Goodwin House Staff Member

## All gifts received in Fiscal Year 2021 (October 1, 2020 – September 30, 2021) totalled \$4,344,902.

The Foundation's Annual Fund is critical to support the residents and staff in need each year. The FY21 Annual Fund goal of \$1,000,000 was met and exceeded by as the total raised for the Annual Fund was \$1,435,837.



The 3 main areas of the Annual Fund and funds raised in FY2021 were:

**\$345,216**

Resident Support Fund

**\$346,190**

Staff Support Fund

**\$744,431**

Area of Greatest Need

Sources of income in addition to the Annual Fund were:

**\$2,706,527**

Realized bequests

**\$165,117**

Temporary Restricted Funds

*(e.g. Gifts to Hospice, and to the Chapel, and to the Anderson Fund)*



## Where Does the Annual Fund Money Go?

### Resident Support Fund (formerly Fellowship)

This fund is the place where donors allocate their gift when they are passionate about helping those who run out of financial resources. Many residents and family members have peace of mind knowing that when they move to Goodwin House, they will never have to move again, even if they are to outlive their income. We are so grateful to have this “gift of home” provided by the many donors over the years who have supported the Foundation for this purpose.

- In FY21, a total of 21 residents from both houses received Resident Support with expenses totaling \$478,734. Even though, we did not raise enough funds in the current fiscal year to cover these expenses, we were grateful to be able to rely on restricted fund gifts that had been given previously for this purpose of resident support. These gifts were made by donors who made bequests in their wills to support future residents who might be in need of funds.

In FY21, we received **\$44,645** in proceeds from **5** vehicles that were donated to the Foundation.



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During those hard times of the pandemic, I found out that a staff member’s car was not working and she didn’t have the money to fix it. Because it was COVID, there were no rides – she had a lot of trouble just trying to come to work. I told her that she should apply to the Foundation for assistance. She applied and she was approved and she received the check and she couldn’t believe it. She cried. The tears she shared with me – I saw them as tears of joy and gratitude – that now she could get her car fixed. And I thought to myself – I saw the good things that the Foundation was doing to help staff members around me. And the staff members didn’t even expect that they could receive this support from the Foundation and Goodwin House. This makes me feel good about giving to the Foundation.”



Amadu Kamara, Goodwin House Staff Member

## Staff Support Fund

### *Citizenship Application Fees*

Goodwin House staff come from more than 60 different countries, and many do not yet hold U.S. citizenship. The cost to apply last year was \$725. This cost is a significant deterrent. Started in 2018 from a resident's idea, our Citizenship Application Fee program has already supported over 90 staff by providing a grant that covers the full cost to apply.

- In FY2021, 22 Goodwin House staff received citizenship application fees and resident volunteers received tutoring training materials with the combined costs totaling \$18,143.

### *Tuition Assistance*

We are able to offer tuition assistance to staff members who seek to advance their studies.

- In FY2021, 80 Goodwin House staff members received tuition assistance totaling \$146,442.
- They advanced their studies at a number of institutions, including with a special relationship with UMGC and broad ranges of subject areas.
- We supported department level training for wound care and other educational initiatives for approximately \$23,000.



### *Emergency Assistance*

Goodwin House always takes care of our colleagues and their families. As you can imagine, many of our employees face financial difficulties during this pandemic. Yet they continue to bring the same joy and commitment to serving residents, members, patients and one another through this challenging time. In FY2021, the Foundation provided grants of \$500 and \$1,000 to staff that lost income due to second job loss, job furlough or loss of household income due to COVID-19. Food assistance of groceries and grocery gift cards were also available for staff in financial need.

- 177 emergency assistance grants totaling \$104,000 were awarded.
- Approximately \$25,000 in food assistance was distributed as well.

### **Area of Greatest Need**

#### *Unrestricted Funds*

These unrestricted funds allow the greatest amount of flexibility to the Foundation so that we can apply these funds where they are needed the most.

Some of the funds that were raised last year were placed in endowment funds for future use. Because of the generosity of last year's funding, we were able to budget increased levels of tuition assistance and citizenship fees for Fiscal year 2022.



## Restricted Funds

We also received other funds that were restricted for use and allowed us to support various areas of our mission.

Some of the restricted funds helped us to provide even stronger Hospice care – for our residents, and also for the many patients we served in the outside community, all over the Northern Virginia region. We were able to provide over \$20,000 to provide our patients with the dignity and care they deserved at such a vulnerable time in their lives. We were able to offer truly individualized care and relief to our patients and their families with special services such as massage therapy, and music therapy.

The Burns Fund in our endowment allowed us to provide approximately \$84,000 for our brain health program including the funding of our new Brain Health Program Manager position as well. This fund also provided for resident engagement and programming to reduce isolation and depression (e.g. a horticulture therapy called Eldergrow).

The Anderson Fund allowed us to budget for additional interns to experience what a career in senior living might be like, as well as to offer up to \$10,000 in student loan repayment for some of our stellar employees!

Finally, we also received some significant BEQUEST GIFTS last year. The over \$2.7 million we received were placed in our endowment and allowed for us to thoughtfully consider how best to invest them in some of Goodwin House's strategic initiatives. At this point, those gifts have helped to establish lifechanging funds to help us live and grow our mission: an Internship Fund, a Brain Health Fund (which will help to fund two music therapist positions!) and a Staff Career Development Fund, which will help us to find solutions for our ongoing workforce challenges.

As you can imagine, these types of legacy gifts carry with them such power for good, with the ability to truly transform those in our community and beyond. We also know that these gifts provide family members the ability to see the legacy and impact of their loved ones in the Goodwin House Family.







GOODWIN HOUSE  
FOUNDATION

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