



# Remember Me

**Capital Campaign  
for the new  
Memory Care  
Neighborhood**



# Overview

From its beginning in 1890 with a gift of land, National Lutheran Communities & Services (NLCS) began what has become a model for senior living. NLCS is a not-for-profit organization whose mission is to honor, inspire and support choice and opportunity in partnership with older adults.

The Legacy at North Augusta—A National Lutheran Community, which became part of this rich history in 2011, is an assisted living community that serves older adults and delivers professional care in a safe environment in the beautiful Shenandoah Valley.

In keeping with NLCS' tradition, The Legacy at North Augusta strives to serve residents in a caring, compassionate manner. We are proud to say that in 130 years, NLCS has never asked anyone to leave because of financial hardship, due to no fault of their own. Guided by our mission to serve, and drawing from that faith-filled history, we view stewardship as a heartfelt way to assist our residents.



# The Changing Needs of Older Adults

Since 1890 our objective has always been the same – to serve older adults through variety of residential, lifestyle and health care options. As the needs of older adults have changed, so have we. Providing a supportive environment for those living with cognitive impairment is a top priority at The Legacy and we are expanding our community to include a Memory Care Neighborhood.

The statistics are staggering in relation to memory related illnesses. Between 2000 and 2017, Alzheimer's disease and dementia has increased by 145% and it is the sixth leading cause of death in the United States.



# Why a Campaign?

One in three older adults die with Alzheimer's or another form of dementia. By 2025, the Alzheimer's Association projects that in Virginia alone, there will be 26.7% increase in people diagnosed with Alzheimer's disease who will need care.

As a community, we must provide support and care for this growing population. The Legacy benefits from having years of proven success with memory care in NLCS' other communities. Based on the need of memory care in the Shenandoah Valley, The Legacy has embarked on a capital project with an estimated cost of \$11 million.

We are seeking funding of \$750,000 in community support for this invaluable program. This Memory Care Neighborhood will provide 18 private suites, bright, beautiful common areas and an outdoor terrace. The Memory Care Neighborhood will bring the total assisted living apartments 121. National Lutheran Communities & Services has a rich history and longstanding tradition of meeting community needs. The new memory care expansion is a natural progression for the organization.

Older adults need a new memory care community in Staunton, Virginia. The Remember Me campaign will support the new Memory Care Neighborhood.

# The Future at The Legacy at North Augusta



*Memory Care Neighborhood Expansion*

# Make a Gift

We are privileged to have a rich tradition of philanthropy that began our ministry and still thrives today. The spirit of caring and giving resonates at all National Lutheran communities. Support for The Legacy stems from donors, staff, residents, family members, board members, and volunteers as well as from the generous Staunton community whose former neighbors and friends are now residents. The same spirit has enabled many residents to continue receiving care despite a lack of financial resources. We invite you to consider supporting our expansion through a financial gift. To learn more or support the campaign, please contact Philanthropy Director Sherri Heishman by phone at 540-213-8903 or email at [sheishman@thelegacyatnorthaugusta.org](mailto:sheishman@thelegacyatnorthaugusta.org).



# Donor Recognition

Donors who invest in the future of the Memory Care Neighborhood by making a capital campaign gift will be acknowledged through special recognition. This will include recognition in publications, The Legacy at North Augusta website, and at special events. The type of recognition will vary based upon your level of support. Leadership gift donors will be invited to consider naming opportunities of common areas in the new Memory Care Neighborhood as well as other select plaque locations throughout our community.

## Naming Opportunities:

A donor wall will proudly display all gifts over \$1,000 to the Remember Me Campaign.

## Individual Naming Opportunities:

Gifts over \$5,000 to the Remember Me Campaign may be commemorated through a special plaque that will be displayed in the specific naming area.

	Quantity	Plaque Size	Gift Amount
Hazmat Room	1	5x7	\$5,000
Laundry Room	1	5x7	\$5,000
Medication Counter	1	5x7	\$5,000
Resident Room	18	5x7	\$5,000
Spa Room	1	5x7	\$5,000
Hydration Center	1	8x10	\$10,000
Team Lounge	1	8x10	\$10,000
Care Base	1	8x10	\$15,000
Kitchen	1	8x10	\$15,000
Resident Room Floor Plan	9	N/A	\$25,000
Activities Room	1	11X14	\$50,000
Dining Room	1	11X14	\$50,000
Terrace	1	11x14	\$50,000
Common Area	1	11x14	\$50,000
Entire Neighborhood			\$150,000



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## Steering Committee:

Sharon Driscoll

Chris Little

Debbie Harris

Dr. Steven Mosher

Rev. Rod Ronneberg

Melisa Schuler

Lynn White



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