



Be part of the  
**RIPPLE EFFECT**

*Would you make a gift to the Annual Fund  
this year in honor of Steve Montgomery?*

We've provided the **enclosed card** as an opportunity to **send your thanks, well wishes**, and a gift assuring Steve that the current of care will continue to run strong at Williamsburg Landing.



The Ripple Effect of Giving  
**A CASCADE  
OF CARE**



The Ripple Effect  
**OF GIVING**



*"There's no such thing  
as a small act of kindness.  
Every act creates a ripple  
with no logical end."*

—Scott Adams

**YOUR GENEROSITY HAS MORE IMPACT THAN YOU THINK.** Like ripples from a stone tossed into a stream of opportunity, each gift to Williamsburg Landing flows into a vast ocean of impact for years to come. Here's how.

### *Waves of Compassion*

Your commitment to our **Benevolence Fund** creates a crucial safety net that ensures no Williamsburg Landing resident has to worry about being displaced from his or her home due to unforeseen financial circumstances. The waves of **financial and emotional relief** are not only felt by each recipient, but also by generations of loved ones. Your continued support is essential in this area, as the cost of meeting this need is at a record high.

### *Waves of Empowerment*

In addition, as our President and CEO Steve Montgomery retires this year, we are compelled to honor his service by rallying support for a group of people close to his heart — **the Williamsburg Landing staff**. You have undoubtedly witnessed the countless improvements Steve's leadership has brought for residents. But did you also know that since the Annual Fund began, all of Steve's personal contributions have been made towards employee-focused initiatives? He knows that when our staff members are well supported and fulfilled, they deliver the type of care and service that we all aspire to receive. Let's join Steve now.

**Specialized education and training** is an invaluable gift that you can bestow to the invaluable, dedicated individuals who we rely on each day, and one that not only enriches their careers, but also opens the floodgates of expanded opportunities, family provision,

self-confidence, the inspiration of others, and of course the ability to provide expert care to Landing residents. In addition to education, you may also give towards our **Helping Hands Fund**, which provides emergency assistance to employees in times of distress.

Our entire community benefits from the mutual respect and affection between Williamsburg Landing residents and employees that is continually demonstrated with a unique level of commitment.

### *Waves of Promise*

The hope of a future marked by security, dignity, independence, and joy along the path is one that we all share, for ourselves and our loved ones.

Because of your support, that goal becomes reality at Williamsburg Landing every day, against all odds. So go ahead — **make a ripple that will carry peace of mind into someone's life and beyond**. The potential is infinite.

### *Ways to Give*

#### **CREDIT CARD:**

Williamsburg Landing accepts Visa and MasterCard. In addition to one-time gifts, you can arrange monthly or annual automatic payments using your credit card.

#### **CHECK:**

Please make your check payable to Williamsburg Landing.

#### **ONLINE GIVING:**

[www.williamsburglanding.com/giving](http://www.williamsburglanding.com/giving)

#### **SECURITIES:**

Call Sally Wolfe at 757.253.9677 for transfer instructions.

#### **HERITAGE SOCIETY:**

If you have remembered Williamsburg Landing with a bequest, please let us know so we may include you in our Heritage Society.

*You have the right to opt out of receiving any further fundraising communications from Williamsburg Landing. To do so, please call Sally Wolfe at 757-253-9677 or email her at [swolfe@williamsburglanding.com](mailto:swolfe@williamsburglanding.com).*

*Make a ripple that will carry peace of mind into someone's life and beyond. The potential is infinite.*

