

# The LAMP

## Necessity is the Mother of Invention

Plato's words, "necessity is the mother of invention," suggest hope. A hope that sprouts from the need to persevere, find a solution and create something new. In this time of the coronavirus pandemic, discomfort and upheaval could define our new "norm." Instead, our staff, residents and supporting community meet each challenge with positivity, creativity and courage.

Together, we have navigated uncharted waters to resurface as an even stronger leader in senior services and a valued advisor to our governor and state health authorities. We reinvented service delivery techniques and took customer service to a new level. We held the line on controlling the spread of the virus through rigorous clinical training and strict infection prevention measures. We went beyond our walls to help feed seniors-in-need. And we continue to stay true to our founding mission—that all our residents will always be able to call Westminster Canterbury Richmond their home, even if they run out of funds through no fault of their own.

We invite you to join us as we honor all those responsible for these great pivots. Together, let's fervently celebrate our generous donors who make many aspects of this possible. Let's be inspired to face each day as a new opportunity to make a change that makes a difference.



*Since the first case of COVID-19 on campus, staff have worked diligently to ensure the health and safety of our community. This work is not what one would consider 'business as usual.' Thanks to the care of my colleagues and donor support, residents have peace of mind – even with all the changes and outward economic uncertainty. Those who receive support through the Fellowship Program take comfort in knowing that their needs will continue to be met. That three meals a day will be delivered to them. That their healthcare needs will continue to be subsidized. It is important to know our residents trust that no matter what happens next, our pledge to care for them is unwavering."*

EMILY KRAUSE  
*Social Worker, Resident Services*





# The Advent of the Learning Pod

Initially, our Child Development Center reopened to serve only employees' children. Teachers met the challenge to expand the reopening to community families in early summer. Through donor support, Westminster Canterbury Foundation funded the purchase of learning materials for new "learning pods" created to keep 83 children safe and allow them to have fun and learn. Teachers configured individual "learning pods" with child-sized shelving and furniture so children can see teachers and friends without obstruction. Each pod has family

photos, a complete set of learning supplies and wall hangings. Children enjoy their own pod marked by different colored tape that visually shows where they can stay, play and learn. All ten classrooms follow social distancing guidelines.



83

CHILDREN KEPT SAFE by LEARNING PODS

# Virtual Learning for our Grade-School Children

In August, the Child Development Center innovated again by creating Virtual Learning for employees' children whose schools are not open for in-person learning this fall. This option helps our employees continue working and provides a safe place for children to learn, mitigating a potential workforce gap. Thanks to gifts to the Foundation, employees with school-aged children received scholarships to help many afford tuition! Currently, 17 employees' children are enrolled.



17

CHILDREN ENROLLED IN VIRUTAL LEARNING



*I am grateful for the care my son has received during the pandemic and feel so relieved. Now I can go to work without worry."*

EMPLOYEE PARENT

100

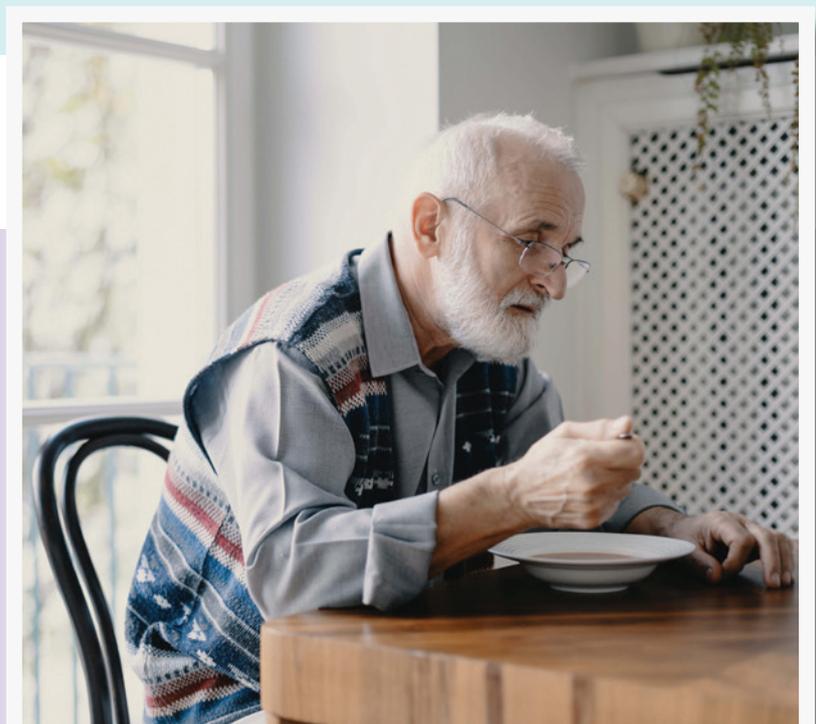
RESIDENTS of ST. FRANCIS HOME RECEIVED MEALS



500

RICHMOND-AREA SENIORS RECEIVED

10 WEEKS of MEALS





# The Show Goes On

Innovation on our campus made it possible for local performers to bring cultural arts to the greater community. Through a partnership with the Richmond Performing Arts Alliance, the Legends Livestream series is airing live from our theater to residents via our in-house TV970 and to RPAA supporters through YouTube. For many of these talented entertainers, this is the first time they performed since the onset of COVID-19. Even in a pandemic, the show must go on – and it does!



*Since our beloved Sara Belle November Theater could not accommodate audiences for safety reasons, our performing arts programming shifted to live outdoor concerts for residents. Since June, we have hosted 17 performances, including our “Summer Nights” series of soft jazz, Brazilian rhythms, Bluegrass and Broadway hits. These performances have been life-giving and spirit-lifting in so many ways!”*

JESSICA CORBITT, *Manager Cultural Arts*



*I never dreamt that I would be living my ninth decade and thus outlasting my finances. What a super blessing and privilege to remain a resident here and still enjoy all our community has to offer.”*

FELLOWSHIP  
RECIPIENT

## Assurance

Without the generosity of our faithful donors, the Fellowship Program, which provides the best life possible to seniors-in-need, could not exist. Despite economic challenges, donors remain steadfast in their giving and support. Of the \$1.65 million needed to support the 2020 Annual Fellowship Fund, donors have given more than \$1.3 million. Their generosity makes it possible for 100 residents, who could not otherwise afford it, to live in this amazing place. For over 45 years, we have provided a continuum of care and the promise to all residents that they will never be asked to leave our community due to an inability to pay through no fault of their own. The Fellowship Program also allows us to welcome new residents with financial need.

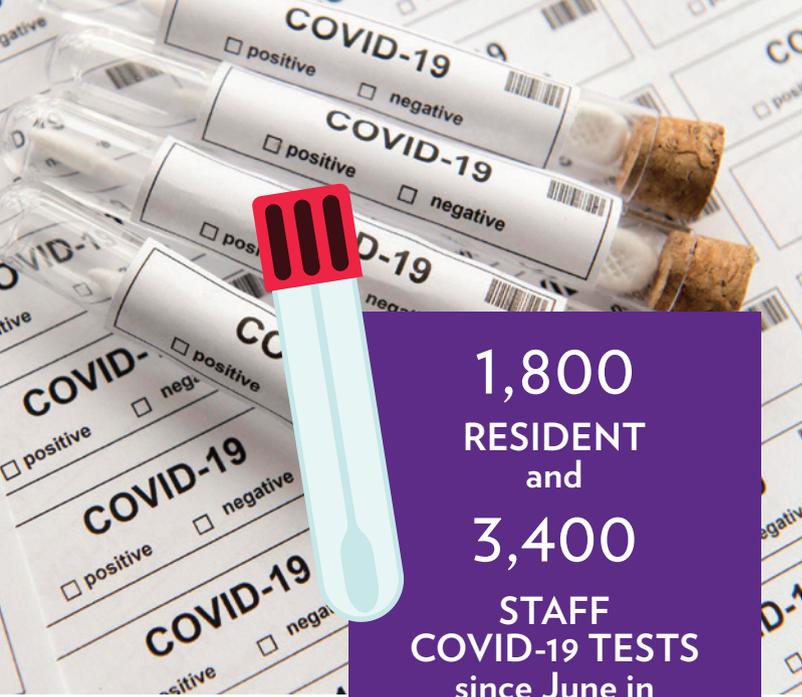


## Outreach: Feeding Low-Income Seniors

Since 2018, we have worked with our partners, project:HOMES and Senior Connections, to build and install wheelchair ramps and provide art, music, exercise and one-on-one health screenings to area seniors through Friendship Cafés. While COVID-19 changed our outreach, it did not stop it. We redirected resources to provide shelf-stable meals to seniors impacted by the cancellation of meal programs held in community settings. Gifts to the Foundation nourished 100 residents at St. Francis Home, an income-restricted assisted living residence nearby. Moreover, we created a new food acquisition component that supplies a week's worth of meals to 500 Richmond-area seniors for ten weeks. The food distribution is completed by Senior Connections. Thanks to generosity, we will continue this effort into 2021.

# Testing Early and Often

Seniors are at the highest risk for severe illness from COVID-19. Our clinical teams adapted to protect the most vulnerable while maintaining residents' overall well-being and quality of life. We follow the latest guidance, testing employees and residents regularly to ensure we quickly uncover new cases of COVID-19 and quarantine as needed in order to protect others. Westminster Canterbury created a COVID-19 positive unit on the third floor of our Pavilion area of Assisted Living. If residents test positive, they are cared for by a dedicated care team that works only in this unit. Once residents receive two negative test results, they return safely home.



**1,800  
RESIDENT  
and  
3,400  
STAFF  
COVID-19 TESTS  
since June in  
Parsons Health Center**

## Protecting Essential Workers Through Education

Foundation donors fund a dedicated Clinical Educator position. With the onset of COVID-19, our Clinical Educator shifted her focus to develop essential curriculum on personal protective equipment (PPE). A new training format had to be devised, one that included videography and livestream technology to replace in-person demonstrations. From March to June, 21 classes were offered, 158 clinical staff were trained and 241 participants viewed the PPE video. In addition, 62 in-service sessions with nurse preceptees were completed. Overall, our Clinical Educator has conducted 175 hours of specialized training since the pandemic hit our region.



**241  
PARTICIPANTS  
VIEWED PPE  
TRAINING VIDEO  
from March to June**



**5,000+  
MASKS GATHERED,  
DISTRIBUTED and  
SANITIZED  
for residents and  
non-clinical staff**

## Made With Love

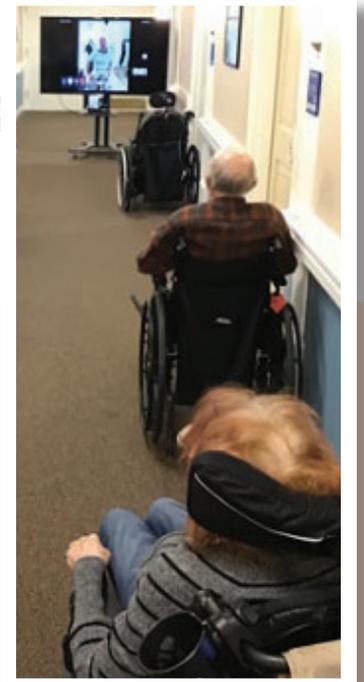
As we learned that COVID-19 was spreading on the West Coast, our purchasing staff tapped their long-standing knowledge of the supply chain to increase inventory of personal protective equipment (PPE) for our community. Thanks to their successful, tireless work, we have maintained adequate supplies for our clinical staff. Masks or face coverings were mandated for non-clinical staff as well. Through the helping hands of residents, staff and community friends, our Studio Arts team gathered, sanitized and distributed over 5,000 masks to keep our residents and non-clinical staff safe. We were able to share our supplies with local nonprofits and seniors-in-need in greater Richmond.

# Technology as the New Lifeline

Our recreation coordinators and therapists keep residents in Parsons Health Center and Assisted Living engaged throughout the pandemic, despite quarantine and other constraints. Gifts to the Foundation provided technology to uplift residents' spirits by connecting them to loved ones via FaceTime and Zoom, averaging 300 calls per week. Since April, over 8,000 connections have sustained our beloved residents and their families who live in different U.S. cities, Hawaii, London, Argentina and Prague. You can say we have gone global!

Technology allows art, exercise, music and horticulture therapies to keep bodies moving, learning and engaging. Indeed, COVID-19 did not stop over 2,700 contacts this year!

8,000+  
FAMILY  
CONNECTIONS  
MADE USING  
TECHNOLOGY  
since April



## Hallway Innovation

Healthcare residents play games using hallway space to maintain social distancing. Pool Noodle Balloon Hockey and Bingo are among the favorites, along with joyful Hallway Sing-Alongs and Disco Ball Dance Parties! Birthdays are celebrated in the halls with balloons and hot Krispy Kreme doughnuts.

## In The Know

Employee education has been instrumental in our response to COVID-19. Before the first case occurred in our region, the School of Learning implemented an online coronavirus training that all 650 employees completed within one week. Our entire Housekeeping team completed specialized training, "Cleaning for Health in the Face of a Global Pandemic." This provided instruction on proper disinfection, chemical breakdown of infection and various handwashing and surface cleaning techniques. The School of Learning team supported our Clinical Educator in implementing the e-learning opportunities mentioned earlier in this report.



650  
EMPLOYEES  
COMPLETED  
CORONAVIRUS  
TRAINING  
in one week



*A Monticello resident who was an active volunteer for Meals-on-Wheels and knitter for the Salvation Army Project was feeling sad because she felt she could no longer help. I asked the resident to teach me to knit. She could hardly wait to start! She taught me how to cast on stitches and to knit and purl. She gently coached me! I was so happy when my resident teacher told me I did well for my first attempt. I have much to learn about knitting, but I have a good teacher, and together we are creating new and beautiful things, even during this challenging time."*

SARA MERCHANT

*Recreation Coordinator, The Gables and Monticello*

“

*I am so appreciative of your support of my education. I am currently entering my first semester of my bachelor's degree program. I hope one day I will be able to help a student achieve their goals, like you have helped me.”*

EMPLOYEE SCHOLARSHIP RECIPIENT

# Pathways of Growth and Support

Gifts to the Foundation's W·E·A·V·E (Workforce-Education-Assistance-Volunteerism-Engagement) program provided the pathway to career growth and improvement through 15 scholarships awarded, even during this time of COVID-19.

Donors provided emergency financial assistance to 17 staff hit hardest by the economic impact of the pandemic. In some cases, their spouses lost their jobs or experienced a reduction in hours due

to COVID-19. We are ready to help as needs arise. Along with donor support from residents and their families, staff have maintained their contributions to W·E·A·V·E. To date, not one of the 122 staff donors have cancelled their payroll deduction contributions. Co-workers helping co-workers. That is amazing!

15  
STAFF  
RECEIVED  
SCHOLARSHIPS



17  
STAFF RECEIVED  
EMERGENCY  
FINANCIAL  
ASSISTANCE

## Our New Spiritual Center!

Thanks to the incredible generosity of our donors, \$3 million of the \$4 million needed for the cost of the new Spiritual Center has been met. With your support, we will reach our goal.

*Gathering together in sacred space  
Welcoming thousands over years to come  
Rejoicing in the spirit of generosity  
nurtured and shared*

*Providing sanctuary and hope for all who enter . . .  
As we deepen our faith and draw closer to God.*



## Nourishing our Spirits

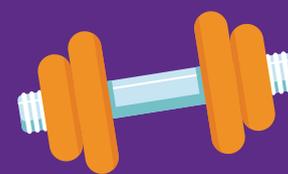
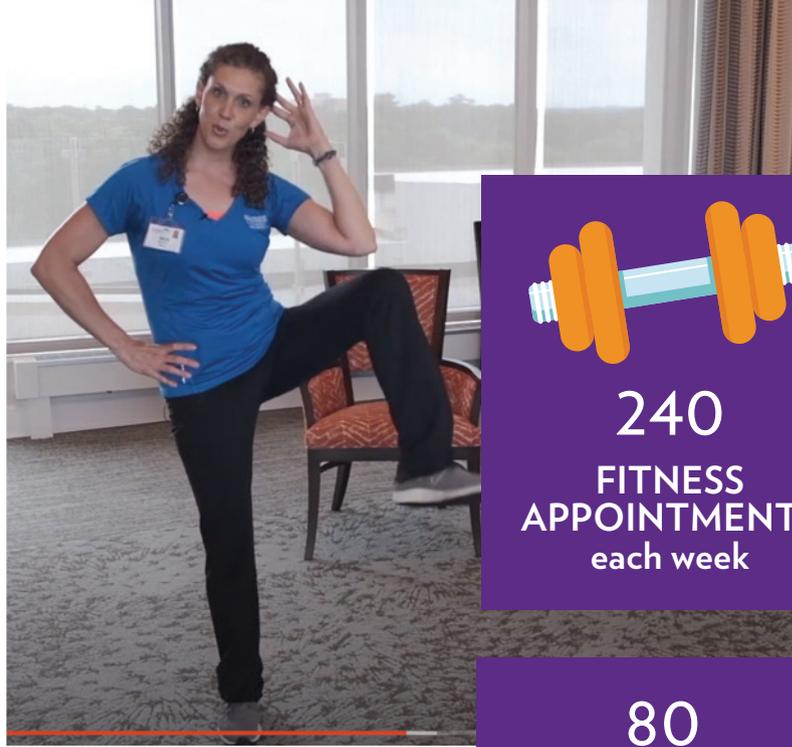
Our incredible Pastoral Care team and resident volunteers continue to nourish the spiritual lives of residents and staff through livestreaming services and daily prayer on TV970, small group gatherings with social distancing, virtual gatherings via Zoom, prayer booklets and spiritual readings. Every Live Update concludes with uplifting and comforting words of hope from Pastoral Care.



# Regaining Control Through Fitness

During this pandemic, our Wellness team has worked hard to help residents regain control of their own vital living. For months, a daily exercise calendar was delivered to each door. Staff also delivered small equipment with exercise instructions to residents' apartments and created email groups for residents with special interests such as dancing, yoga and aquatics. Live Updates featured wellness tips, exercise demonstrations, breathing techniques, even tango steps using a broom (for social distancing!) to encourage residents to stay positive and keep moving. Monthly challenges and exercise videos starring our fitness instructors air twice daily on TV970 to keep our residents engaged.

Since July, residents have enjoyed 240 appointments in our Fitness Center and 80 appointments in our Aquatics Center each week, with more being added every month. Wellness staff lead in-person classes (nine-person maximum) every weekday in Independent and Assisted Living.



**240**  
FITNESS  
APPOINTMENTS  
each week

**80**  
AQUATIC  
APPOINTMENTS  
each week



# Maintaining Stability and Safety Through Communication

Since March, our Public Relations team has adopted a digital programming format that allows information to reach residents, staff, families and the broader community despite any isolation restrictions. We communicate through in-house TV channels 970 and 971, campus digital signage, Touchtown Community Apps, Facebook, YouTube, LinkedIn, Instagram,

our blog at [www.WCRICHMOND.org](http://www.WCRICHMOND.org), email and memos. Over 120 Live Updates have aired, addressing the health and safety of our community, measures taken to control the spread of COVID-19 and new and changing processes to ensure the best life possible for our residents. These were broadcast to every residence via TV970 and published to social media.

## 2020 SOCIAL MEDIA ENGAGEMENT: MARCH - OCTOBER

FORMAT TYPE	Average Monthly Views	Eight-month Total
Touchtown	3,300	26,400
Facebook Engagement*	1,290	10,318
Blog	1,456	11,654
Blog (COVID-19)	2,149	17,193
LinkedIn	400	3,205
YouTube	2,050	16,400
<b>Total</b>	<b>10,645</b>	<b>85,170</b>

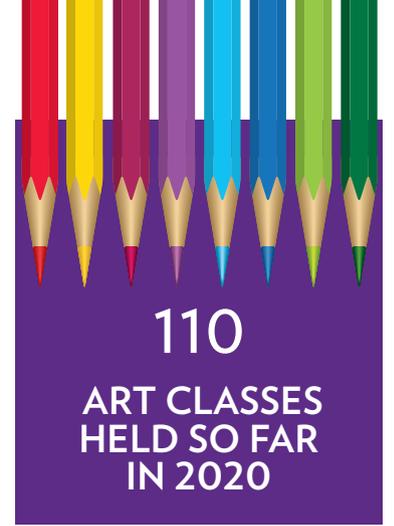
\*Engagement - The number of people who engaged with our Facebook page. Engagement includes any click or story created.



# Finding Solace Through Art

Gifts to the Foundation ensure artistic activities through our McGue-Millhiser Arts Studio continue. At first, staff coordinated 19 Zoom meetings to connect art instructors with small groups of residents in their apartments. With the campus reopening, programs reengaged residents' artistic endeavors through small-group, in-person instruction. Residents and the Studio Arts Coordinator became instructors, offering a Nantucket Basket Weaving class and watercolor classes every

Friday. A blanket making collaboration between resident volunteers and the Child Development Center produced 22 blankets to benefit Jill's Blankets, a local nonprofit serving chemotherapy patients. Now that instructors have returned to campus, over 110 classes have been held this year, including pottery in Assisted Living and Parsons Health Center.



## YOU MAKE THE BIGGEST DIFFERENCE

Your gift could support the Fellowship program, the area of greatest need or the area about which you are most passionate. For more information, contact Westminster Canterbury Foundation.

804.264.6066

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1600 WESTBROOK AVE.  
RICHMOND, VA 23227