



The SpiriTrust Connection

A SpiriTrust Lutheran® Publication

Fall 2022 • Volume 6 • Number 2



Living life to the fullest

NAVIGATION MENU: If you are viewing the magazine on a computer, **hover over the page with your mouse cursor to bring up the navigation menu** at the bottom right of your screen. Using this menu, you are able to toggle thumbnails of each page, zoom in and out, view in full screen mode, share and download the document as a PDF. If you are zoomed in on a page, you can **use your mouse cursor to drag the page in any direction.**

If you are viewing the magazine on a phone or tablet, you can **pinch your fingers open and closed to zoom in and out, respectively.**

Click on or tap **select images, text, graphics** and **headlines** for links to additional content on our website and social media channels.

Spiritrust Lutheran® Executive Leadership Team

Robert L. Rundle, Jr., *President/CEO/Acting CFO*
Carol Hess, *Senior Vice President /Chief Administrative Officer*
Melissa Frownfelter, MBA, NHA, *Vice President/Chief Operating Officer*

Editor/Writer

Crystal L. Hull, ABC, MPA
Vice President of Communications & Public Relations

Design & Layout/Writer

Chris Beck, *Communications Manager*

Contributing Photographer

Emily Koontz, *Communications Coordinator*

The Spiritrust Connection is published for residents, clients, participants, Family members, volunteers, friends and team members of Spiritrust Lutheran. Portions of the magazine may be reprinted without permission, if Spiritrust Lutheran is credited.

It is the policy of Spiritrust Lutheran®, Lower Susquehanna Synod, Evangelical Lutheran Church in America, that all of its services and programs will be in full compliance with all relevant state, federal and local laws governing non-discrimination. Toward that end, no person shall, on the basis of race, color, national origin, ancestry, age, sex, handicap, disability, or religious creed, be excluded from participation in, be denied benefits of, or otherwise be subject to discrimination in the provision of any care or service provided by the Agency or in regard to employment with the Agency. Under no circumstances will the application of this policy result in the segregation or re-segregation of buildings, wings, floors, and/or rooms for reasons of race, color, national origin, ancestry, age, sex, religious creed, or handicap/disability, unless the nature of the disability mandates that appropriate segregation or quarantine be implemented in order to protect the health and safety of the public, visitors, residents, and employees.

For change of address, please send old address label and new address to Crystal L. Hull, Communications & PR, Spiritrust Lutheran®, 1050 Pennsylvania Avenue, York, PA 17404.

How to Contact Us

By Mail: Crystal L. Hull
Communications & PR Department
Spiritrust Lutheran®
1050 Pennsylvania Avenue
York, PA 17404

By Email: PublicRelations@spiritrustlutheran.org

By Phone: 717.854.3971, ext. 10433

www.spiritrustlutheran.org



EOE GT | 1950 | 0822

Table of Contents

A Message From the CEO.....3

Home Care & Hospice Operational Changes3

New VP of Clinical Excellence4

Mobile Dentistry.....4

Gettysburg Renovation Update.....4

Sales & Marketing Team Adapts to Changing Consumer5

Diversity, Equity & Inclusion.....6

42nd Annual Hospice Golf Tournament 8

Philanthropy Corner..... 9

Spiritrust Lutheran® Social..... 10

York auxiliary donates to agency and LPCs..... 12

By the numbers



From this past January through July, Spiritrust Lutheran® Life Plan Communities have welcomed

56
new residential living residents into

38
renovated residences.

39.8%

The 2022 annualized Spiritrust Lutheran® **team member turnover**. The industry average is 45.5%. Turnover is the percentage of employees who leave a company during a set period of time.

2,965

The number of people who follow the Spiritrust Lutheran® corporate Facebook page.



Through uncertainty and change, we continue to flourish

As I envision what SpiriTrust Lutheran® will look like as we move beyond COVID-19, I recognize the pandemic has changed SpiriTrust Lutheran and our affiliated organizations forever. The impact of the last two and a half years has been great. We can measure the financial cost with some precision, but I am not sure we will ever be able to calculate the physical and emotional cost. Despite all our challenges these past few years, SpiriTrust Lutheran continues to be an important part of the communities in which we serve.

Since March of 2020, our teams have had to remain focused on ensuring the safety of those we serve and those who serve, clearly a high priority. As our teams worked so hard



to meet that priority, other influences on our future continued to evolve. While the future impact of these factors is not fully known, we know how we perform our ministry today must be different from how we operated in the past.

We will need to find new partnerships and alliances to sustain our work. We will need to be creative in how we deal with the impact created by the decrease of more than 441,000 healthcare workers nationally and be ever mindful of the rising costs that we have not experienced in decades.

I think the most difficult thing for me is the uncertainty of how these outside forces will affect our future. Then, I remember there have always been factors beyond our control.

No matter how daunting they have seemed, SpiriTrust Lutheran has found a way not only to overcome them, but also to thrive because of some and in spite of others.

As we face the future I remain confident that together we will make the right tough decisions, adjust our thinking and find the path to ensure the gifts we have to bring to our communities will endure the challenges of the future. Most importantly, we will flourish because we will let our tried and tested Core Values to be our guide.



Robert L. Rundle
President/CEO/CFO
SpiriTrust Lutheran®

Home Care & Hospice implements operations changes

HCH Cumberland service area restructuring results in office closing and transfer of staff

Effective June 1, the SpiriTrust Lutheran® Home Care & Hospice Cumberland County office located in Enola ceased taking client referrals from Dauphin and Perry counties and portions of Cumberland County. This change did not affect any clients currently in our care at that time, as their care continued through discharge, regardless of where they resided. The change affected team members based at the Enola office, who transitioned to the Franklin and York county offices.

“The closing of this office was necessary for several reason”, explained Bob Rundle, president/CEO. “We have had low client volumes in portions of this service area for quite some time and we expect this to worsen once we transition the LIFE program to Albright whose parent company, The Asbury Group, has its own home care provider. There also is a saturation of more established providers in Dauphin, Cumberland and Perry

counties with historically strong referral connections. Added to that are the extended travel times that have reduced the efficiency of our day-to-day tasks due to the vast territory our caregivers have had to cover.

The focus of new client admissions is on referrals from portions of western Cumberland County from Franklin County east to Newville and a triangle shaped area north of York County situated between the Susquehanna River, Interstate 81 and the PA Turnpike.

The official closing of the Cumberland County office took place July 31 following the discharge of all clients living in the impacted area.

Home Care & Hospice cancels contract with Select Rehab; Med Rehab Alliance assumes managerial role

It had been our hope that when we outsourced our in-home therapy services on April 1 to Select Rehab, a therapy services provider more experienced with Patient-Driven

Grouping Model (PDGM), it would yield better operational, reimbursement and client outcomes. Unfortunately, that has not been the case. As a result, we reached a mutually agreed upon decision with Select Rehab to cancel the contract due to neither organization achieving its desired expectations and outcomes.

As of August 1, Med Rehab Alliance of Rosemount, Illinois began managing our home therapy operations and providing leadership and expertise to help us more effectively manage our therapy services. A significant difference between this new relationship and the relationship with Select Rehab is the therapists will once again be team members of SpiriTrust Lutheran; although, Med Rehab will hold them accountable for meeting their daily and weekly productivity measures.

We rehired nearly every therapy team member who left the agency on March 31 and joined Select Rehab. This was exceptionally good news for our clients because it meant there was little to no interruption to their care and the same therapy team members continued to provide care to them in their home.

SpiriTrust Lutheran® welcomes new VP of Clinical Excellence

Nicole Watson, RN, joined the SpiriTrust Lutheran® executive leadership team on April 1 as vice president of Clinical Excellence, replacing the recently retired **Kay Weidner**.

“Nicole was chosen for the position because she has extensive knowledge and experience across the healthcare spectrum in both acute and long-term care,” said **Melissa Frownfelter**, COO. “Her experience as a social worker and a nurse makes her a well-rounded leader. Nicole has a strong history of building positive working relationships



Nicole Watson, RN

and building teams of excellence! I am so happy to have her on the SpiriTrust Lutheran team!”

Nicole is responsible for the overall development, implementation and coordination of programs

to assure quality of care and healthcare related services provided within the life plan communities and community health services.

She also will work with clinical leaders across the agency on the development of best practices and adherence to regulatory requirements, as well as manage our clinical education program.

Nicole earned her bachelor’s degree in Social Work from Juniata College and her associate’s degree in Nursing from the PA College of Health Sciences. In addition to being a registered nurse, she earned certifications in wound care and quality assurance & performance improvement (QAPI) and as a dementia practitioner.

WellSpan mobile dentistry program expands to include The Village at Luther Ridge

SpiriTrust Lutheran® and WellSpan Health® have joined forces to increase access and improve dental care for residents at The Village at Luther Ridge located in Chambersburg. Beginning in mid-September, Luther Ridge will be the first SpiriTrust Lutheran life plan community (LPC) to offer onsite dental care through this partnership with WellSpan. Although mobile dental plans are offered at our other five LPCs, WellSpan could be added as another provider of dental services should the need arise.

In July 2020, the U.S. Department of Health and Human Services Resources Administration awarded WellSpan a \$2.2+ million grant, payable over five years, to launch the program. “It’s exciting that WellSpan chose us as their partner to offer services in Chambersburg as there is a real

need for geriatric dental services in Franklin County,” said **Nicole Watson**, VP of Clinical Excellence. “The best part for our residents is they can receive these services at Luther Ridge and never have to leave their room or step one foot outside for these services.”

The WellSpan dental team, consisting of an attending dentist, dental residents, public health dental hygienist and dental assistant, will visit Luther Ridge on a monthly basis. The WellSpan team will offer complete preventive services, including routine exams, cleanings and x-rays, plus comprehensive services, as needed, in an onsite clinical area or at the resident’s bedside. The director of nursing at Luther Ridge will be responsible for scheduling routine resident appointments on a rotating basis much in the same way they would be at a private dentist. Residents

with dental problems that need immediate attention will receive priority scheduling, regardless of where they are in the rotation.

Onsite access to a 3D scanner for digital impressions will provide the means to send images directly to a local dental lab to make dentures, partial dentures, crowns, bridges and appliance fabrications. Plans include the purchase of a 3D printer to eliminate the need for these conventional lab services. Once this technology is in place, 3D denture printing will occur at the point of service whether it be in the clinic or bedside, resulting in a significant cost savings and virtually eliminating any waiting period. Luther Ridge residents can rest assured there will be little to no cost to them for these services whether they have private dental insurance or medical assistance.

Gettysburg skilled care renovations slated to resume September 12

In the last issue of *The SpiriTrust Connection*, we announced the long-awaited renovations planned for SpiriTrust Lutheran®, The Village at Gettysburg could proceed since the project had received final approval from state regulators. Unfortunately, we had to suspend work on the project due to worldwide supply chain issues that delayed the delivery of necessary materials. We are now pleased to report that renovations will begin September 12. If there are no further disruptions to the project, we anticipate completion of the project next September.

The renovations to the skilled care center include adding 38 private

rooms and 11 semi-private rooms for 60 total licensed beds at the 51-year-old life plan community. Plans also include the addition of a spa and an occupational therapy apartment that will assist people in achieving their optimal outcomes and successfully return home.

Renovations will take place in four phases to decrease interruptions to residents. Work will begin in the vacant Ellison Wing and a nearby dining room. Once we complete work in one area, residents will move into that space, allowing renovations to begin in the newly vacated space. This process will continue until all renovations are completed.

Please look for updates in future issues of *The SpiriTrust Connection*.

Sales & Marketing team adapts to changing consumer

It should come as no surprise that the 71.6 million U.S. baby boomers – defined as those born between 1946 and 1964 – are looking for a different retirement experience and lifestyle than their parents. Boomers expect and often demand more from their senior living experience than previous generations. They want customized housing options, amenities and community events, as well as convenience and easy access to shopping venues, entertainment sources and just about everything in-between.

Boomers are the most technology advanced retirement group to date. Their tech savviness goes beyond using a personal computer. A majority use smartphones (68%) and tablets (58%), an increasing number own smart watches and many drive high tech cars. Boomers are just as likely to research something on their smartphones, as they are on their personal computers and are online twice as much as Millennials.

According to **Melissa Williams**, VP for Sales & Marketing, “For several years now we have seen an increase in the number of

digital inquiries for information about our life plan communities (LPCs). On average, we received 32% of our inquiries through our website between 2011, the first year boomers reached retirement age, and 2019. That number began rising significantly in 2020, the year the COVID pandemic started, and continued to rise to our current rate of 61%.”

At SpiriTrust Lutheran®, boomers are both our potential residents and influencers – adult children of those looking to move to one of our life plan communities. The influx of boomers entering the retirement scene coupled with the pandemic led to a shift in how we market and sell our LPCs. “While the traditional direct mail, radio and print marketing tools have not gone away, they are no longer the only tools or strategy we embrace,” said Williams. “We are developing and expanding our digital marketing to connect with prospective residents.”

Williams cited the following enhancements and changes to our LPC marketing approach:

- Completed a refresh of the LPC pages on the corporate website

- Included a marketing automation component to our customer relationship management (CRM) program to assist the sales team with initial data entry
- Added the ability to create drip campaigns – automatic communication over a set period of time.
- Introduced virtual tours and sales appointments
- Digitized Inspirations catalogue as a flipbook
- Launched social media blog
- Introduced the Virtual Design Modeler, a tool developed by Warfel Construction, which allows residents to view their design selections digitally on a computer screen at the time of selection.

To meet the needs of boomers and the ever-changing needs of our customers, Williams implemented the following changes to the team structure.

- Reduced the number of director of sales

See **MARKETING**, page 11

Your life, your plan.

We believe retirement is the time to dive into life's pleasures, hobbies and passions by embracing the many opportunities that come from living in a maintenance-free, amenity-rich life plan community. Any member of our sales team would enjoy sharing in the excitement of helping you to create your plan. Please contact a member of our team today!



Heidi Bair

Director of Sales & Marketing,
The Villages at Kelly Drive
and Sprenkle Drive
717.654.2190
hbair@spiristrustlutheran.org



Ellen Doub

Director of Sales & Marketing,
The Village at Luther Ridge
717.858.4640
edoub@spiristrustlutheran.org



Jan Keefer

Director of Sales & Marketing,
The Village at Gettysburg
717.253.1072
jkeefer@spiristrustlutheran.org



Lesa Merwede

Director of Sales & Marketing,
The Village at Ultz Terrace
717.646.2420
lmerwede@spiristrustlutheran.org



Stephanie Muir

Retirement Counselor,
The Village at Kelly Drive &
The Village at Sprenkle Drive
717.919.3166
smuir@spiristrustlutheran.org



Nikki Weekley

Director of Sales & Marketing,
The Village at Shrewsbury
717.472.3963
nweekley@spiristrustlutheran.org



Melissa Williams

Vice President
of Sales & Marketing
717.885.6433
mwilliams@spiristrustlutheran.org



Morgan Wilt

Sales Coordinator,
The Villages at Kelly Drive
and Sprenkle Drive
717.818.9457
mwilt@spiristrustlutheran.org

SpiriTrust Lutheran embraces DEI as natural part of culture

Diversity, equity and inclusion, commonly and collectively known as DEI, refer to the qualities, experiences and work styles that make individuals unique, as well as how organizations can leverage those qualities in support of business objectives. Studies show that teams or organizations comprised of individuals with a diverse mix of qualities, experiences and work styles tend to present a richer set of ideas, perspectives and approaches to business issues. Making diversity, equity and inclusion a natural part of our culture is an essential element to the growth and sustainability of SpiriTrust Lutheran®.

Through a series of articles in *Team Member Connection*, our monthly team member newsletter, SpiriTrust Lutheran delved into what diversity, equity and inclusiveness mean, how our existing corporate culture reflects these values and what steps we need to take to ensure we embrace and incorporate these values into our culture moving forward. Our hope is that one day there will be no need to refer to these three terms by name because they will have become a natural part of how we interact with each other in the workplace and the community at large.

In this issue of *The SpiriTrust Connection*, we would like to share with you some of the information we have been sharing with our team members.

Diversity

Diversity is about one's whole self and has many definitions. Generally, diversity refers to the similarities and differences among individuals accounting for all aspects of their personality and individual identity. Common dimensions of diversity include:

- Age
- Citizenship Status
- Disability
- Education/Occupation
- Ethnicity/National Origin
- Family/Marital Status
- Gender Identity or Expression

**Your Background + Your Life Experiences = Your Story.
Your story creates your biases.**

Unconscious Bias

Unconscious biases, or implicit biases, are attitudes that we hold subconsciously and affect the way we feel and think about others around us. These subconscious attitudes may not be as formulated as our coherent thoughts, but they can be very ingrained in us. During our childhood years, we formed many of our unconscious biases in response to our social, familial and institutional experiences. These unconscious biases now have a tendency to color the emotional and rational responses we have to everyday situations and affect our subsequent behavior.

There are many types of unconscious biases. Some of the most common are biases in how individuals regard their own thought processes and reasoning abilities, such as focusing on negative qualities of individuals that align with one's existing attitudes — like in confirmation bias and affirmation bias.

Other unconscious biases directly correlate to how other people may look. These types of biases tend to rely on stereotypes and can result in discriminatory practices when we treat individuals, such as racism, ageism and beauty bias.

There also are unconscious biases that stereotype people based on how they behave — even though we do not routinely discuss these types of biases, holding these biases can result in discriminating against people based on their personalities.

At SpiriTrust Lutheran®, we must become aware of unconscious biases and take action to prevent them when recruiting, hiring and retaining team members. Doing so will help us build a more diverse and inclusive workplace.

16 Most Common Biases

- | | | |
|-----------------|--------------------|--------------------|
| 1. Affinity | 7. Contrast Effect | 13. Anchor |
| 2. Confirmation | 8. Gender | 14. Nonverbal |
| 3. Attribution | 9. Ageism | 15. Authority |
| 4. Conformity | 10. Name | 16. Overconfidence |
| 5. Halo Effect | 11. Beauty | |
| 6. Horns Effect | 12. Height | |

- Generation
- Income
- Language, Linguistics and Accents
- Life Experiences
- Mental Ability
- Neurodiversity (different thinking styles)
- Physical Characteristics
- Race/Color
- Religion, Beliefs and Spirituality
- Sexual Orientation
- Veteran Status

Many of us are familiar with the terms equal employment opportunity (EEO), affirmative action and diversity, but may not fully understand the differences among the three terms.

Equal employment opportunity (EEO) means freedom from discrimination based on protected classes such as race, color, sex, national origin, religion, age, disability

See [DEI](#), page 7

DEI, continued from page 6

or genetic information. **Affirmative action plans (AAPs)** define an employer's standard for proactively recruiting, hiring and promoting women, minorities, disabled individuals and veterans. Affirmative action is deemed a moral and social obligation to amend historical wrongs and eliminate the present effects of past discrimination.

Diversity initiatives are goals devised to measure acceptance of minorities by embracing cultural differences within the workplace. Diversity initiatives are twofold: valuing diversity and managing diversity. Diversity initiatives create opportunities for cultural inclusion, respect for difference, acceptance and respect for all workers.

Equity

In the simplest of terms, equity in the workplace means every team member receives respectful and dignified treatment and has equal access to opportunities within the workplace. Equity in the workplace helps ensure every one of our team members works on the same playing field, regardless of their ethnic background, country of origin, physical or mental ability, gender or sexual orientation. Equity in the workplace empowers all of us to be our best and gives us the opportunity to receive the same opportunities and rewards, as well the same consequences, regardless of where we fall on the organizational chart.

It is important to understand that equity

and equality are not the same. Equality means treating everyone the same without discrimination so everyone has the same opportunities. Equity means there is a proportional representation for the same opportunities and is far more than receiving fair compensation.

When we treat each other with respect and dignity in a fair and consistent manner at work, we begin to feel empowered to share our unique thoughts and ideas equally with other team members. This sharing of many ideas and multiple viewpoints leads to a stronger, more viable and ultimately, more successful organization better poised to respond to future opportunities and challenges.

Benefits of equity in the workplace:

- Increased trust inside and outside the agency
- Enhanced morale
- Reduced turnover rates
- Deepened loyalty to our mission
- Broadened perspectives
- Increased productivity
- Enhanced reputation in the community
- Increased ability to recruit top talent

Inclusion

Inclusion efforts in the workplace help to give traditionally marginalized groups, like those based on gender, race or those with physical or mental disabilities, a means

for them to feel equal in the workplace. Inclusion is a two-way accountability. In the workplace, team members must grant and accept inclusion from each other and create a culture in which every team member feels more engaged and more likely to contribute to the organization's business results. This type of culture requires people from diverse backgrounds to demonstrate cultural competence by communicating and working together and understanding one another's needs and perspectives.

Creating an inclusive environment at SpiriTrust Lutheran will require all team members to put forth the effort to understand and alter unconscious bias that instinctively emerges into stereotypes and attitudes towards other groups of workers. If we want to reduce bias at SpiriTrust Lutheran, we will need to continuously learn and question our beliefs and actions towards people who may have different backgrounds, experiences and personalities from our own. Once we become aware of our own biases, we will be able to better distinguish between what is true and what is tainted by bias. Creating an inclusive environment requires all of us to make an effort to recognize when someone is not being included. It starts by paying more attention to those around us, being kind and considerate to others and going out of our way to interact with those whom we normally do not. These simple steps will lead to a more inclusive culture throughout our entire agency.

Creating a diversified, equitable and inclusive culture not limited to workplace



Efforts to create a diversified, equitable and inclusive culture should not be limited to the workplace. All of the same principals apply to our lives in general, including how we conduct business professionally and personally and how we interact with others on a daily basis whether at the grocery store, a restaurant or in any public space. Please take time to ponder your own biases and what steps you can take to be more accepting of those who are different from you.

SpiriTrust Lutheran raises more than \$66,000 at Hospice Golf Tournament

SpiriTrust Lutheran® raised \$66,125 at the 42nd Annual Hospice Golf Tournament held in August at the Chambersburg Country Club. The tournament returned this year following a two-year hiatus due to COVID-19. Since the tournament began more than four decades ago, it has raised more than \$2 million to support the ministry of hospice. Proceeds go toward closing the gap between the cost of hospice care and insurance coverage or what clients are able to afford.

“After a two-year hiatus, we are so grateful for the continuing support that the community has shown for their friends and neighbors by being an important part of this event,” said **Bob Rundle**, president/CEO, SpiriTrust Lutheran.

A total of 122 golfers, including representatives from 50 sponsors and other supporters, along with five volunteers enjoyed a day of golf and camaraderie while supporting the comfort and compassionate care that hospice services provide to the community.

“We are so grateful for the charitable support from our generous sponsors,” said **Deborah Strong**, VP of Philanthropy. “On behalf of our hospice clients and their families, thank you!”

See additional photos, page 9



Gross Score First Flight first place winners were (l-r) **Jim Caron, Hootie Reynolds, Jeff Baker and Steve Dodd** representing Alpha Media.



Net Score First Flight first place winners were (l-r) **Jaron Gembe, Garon Gembe, Kelly Mower and Jordan Gembe** representing Graphics Universal.

42nd Annual Hospice Golf Tournament Sponsors

We extend our heartfelt gratitude to the following 42nd Annual Hospice Golf Tournament sponsors and supporters for their extraordinary support:

Grand Sponsor

Warfel Construction Co.

Platinum Sponsor

Barley Snyder
Waste Connections

Gold Sponsor

Cura Hospitality Inc.

Lunch Sponsor

WellSpan Health

Reception Sponsor

BNY Mellon

Silver Sponsors

Graphcom, Inc. (also gift-in-kind)
ThriveWell Tech

Bronze Sponsors

F&M Trust
Flagship Rehabilitation
GHR Search
HB McClure
Highmark Blue Shield
Mr. & Mrs. Jerry Neth
PGC Counseling
Park Avenue Pharmacy
Ralph E. Tolbert Masonry, Inc.
SunnyHill Properties
The Standard
Wecker's Flooring

Beverage Cart Sponsors

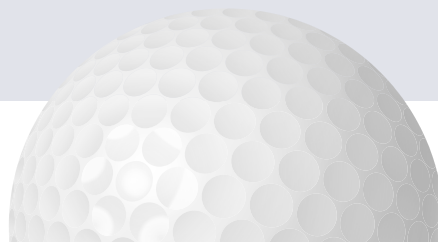
Amvets Post 224
Comcast
truNorth

Tee-Green Sponsors

Ava Care
Baker Tilly
Volvo Construction Equipment

Gift in Kind Sponsors

Alpha Media
Art Sign Company
Forrester Lincoln
Graphics Universal
Kegerreis



Looking Ahead

Christmas in July. I could not believe my ears... my favorite Christian radio station was playing Christmas hymns in the middle of the latest summer heat wave. It was a reminder how quickly time flies as we go about our daily lives. We will be complaining about the cold and preparing for Thanksgiving and Christmas before we know it.



Summer is a great time to think about where you stand in your annual charitable giving budget. There is still time to plan and prepare for your end-of-the-year giving.

As the markets fluctuate and we all experience rising expenses, it may be easier to budget your charitable giving on a monthly basis. Personally, I created an Excel spreadsheet to track my expenses and giving by month, so I leave nothing to chance.

I find great joy in writing my ministry checks each month; however, you may

consider writing checks a thing of the past and find automatic withdrawal from your checking or savings account an easier option. The Office of Philanthropy can set up automatic withdrawals that meet your budgeting needs with options to support the life plan community or program that is meaningful to you.

Another tax-wise gifting option is to direct a portion of your Required Minimum Distribution (RMD) from your retirement account as a charitable gift. By law, you must start taking distributions from your retirement plan by age 72. The IRS imposes RMDs to prevent individuals from avoiding paying the deferred tax liability owed on these tax-sheltered accounts.

Through a **Qualified Charitable Distribution**, you can direct all or any portion of your RMD up to \$100,000 per year to charity. You will avoid paying taxes on those gift dollars; however, you may not claim that amount as a charitable

gift deduction on your tax return.

If you take your RMD directly and then donate money to a charity, you will receive a charitable gift deduction, but will have to pay taxes on the distribution. To initiate a Qualified Charitable Distribution be sure to contact your IRA custodian who will ask for the charity's address and Employer Identification Number (EIN) that verifies the charity's not-for-profit status. The charitable gift will transfer directly from your account to the charity.

Please contact the Office of Philanthropy for assistance in making your charitable contribution in a tax-wise and convenient manner. We are happy to be of service as you choose to support the mission of Spiritrust Lutheran®.

Deborah J. Strong

Deborah Strong
VP of Philanthropy



Pressure putts



Clockwise from top left, Lee Grimm, Kevin Topper and Patty Kegerreis putt as their teammates look on during the 42nd Annual Hospice Golf Tournament on August 15 at Chambersburg Country Club.



Watch video:
<https://youtu.be/fTcwl7icp0>

Residents at The Village at Sprengle Drive serve many through community garden

The garden market at The Village at Sprengle Drive opened to residents, team members and the general public for the season in late June. Typically open Wednesday mornings from 10:00-10:30 through September, the market features fresh produce harvested that morning along with jellies, jams and other items! A few items have a set price but most are exchanged for a donation of the buyer's choosing. About a dozen residents volunteer their time to prepare the community garden for planting, nurture the plants, harvest the produce and staff the market. Proceeds are donated to SpiriTrust Lutheran and local non-profit agencies.



Longest Day walks support Alzheimer's Association

On June 21, The Village at Gettysburg supported those with Alzheimer's disease and honored their families and caregivers by participating in "The Longest Day." From 6 a.m. to 6 p.m., residents, team members and friends walked the Hope Trail while raising \$900 for the Alzheimer's Association. The Village at Utz Terrace also showed support by lacing their sneakers, logging steps on the walking trail, and enjoying sweet treats from Dough & Arrows ice cream truck, which donated 15% of its total sales to support the cause.



Luther Ridge Players return to the stage

The Luther Ridge Players celebrated a return to the stage on June 24 by reprising some of their greatest hits and showcasing some new members! Created in 2016, the theatrical troupe made up entirely of residential living residents at The Village at Luther Ridge was thrilled to have the opportunity once again to entertain their friends and neighbors! Targeting the "funny bone" of the audience, the program included (above) "There's a Hole in My Bucket," performed by **Susan** and **Bill Pekari**.

Follow us on
social media:

www.facebook.com/SpiriTrustLutheran/
www.facebook.com/SpiriTrustLutheranCareers/
www.instagram.com/SpiriTrustLutheran/

www.linkedin.com/company/SpiriTrust-Lutheran
www.youtube.com/c/SpiriTrustLutheranorg
twitter.com/SpiriTrustJobs

SpiriTrust Lutheran® is now on Instagram!

SpiriTrust Lutheran® is now on Instagram, the growing photo and video sharing social media platform that now has more than two billion active users worldwide. On April 25, Instagram became another tool in our social media recruiting strategy alongside Facebook, LinkedIn and Twitter.



- Team member testimonials (videos and quote graphics)
- Team member profiles
- Celebrations (holidays, special occasions, etc.)
- Team member and agency achievements
- Workplace environment
- Workplace culture
- Team member perks
- Team member benefits
- Tips on applying for jobs
- Job opportunities

Our primary goal is to use Instagram for promoting and sharing our workplace culture in support of our recruitment strategy.

We are posting the following types of content:

Follow us today [@spiritrustlutheran!](https://www.instagram.com/spiritrustlutheran)

Follow our other careers-focused social media channels today!

Like our Careers Facebook page: Go to <https://www.facebook.com/SpiriTrustLutheranCareers> or search for “SpiriTrust Lutheran Careers” in the app and click or tap the “Like” button at the top of the page.

Follow our Careers Twitter account: Go to twitter.com/SpiriTrustJobs or search for “@SpiriTrustJobs” in the app and click or tap the “Follow” button at the top of our profile.

Follow our corporate LinkedIn page: Go to <https://www.linkedin.com/company/spiritrust-lutheran/> or search for “SpiriTrust Lutheran” in the app and click or tap the “Follow” button at the top of the page.

MARKETING, continued from page 5

& marketing (DSM) positions in York from two to one to allow for the creation of the sales coordinator position.

- Knowing that many individuals inquire about living options at both The Villages at Kelly Drive and Sprenkle Drive and want choices and options, introduced/implemented the following:
 - **Heidi Bair**, long-time director of sales and marketing, now directs residential living sales for The Villages at Kelly Drive and Sprenkle Drive.
 - Recently hired **Stephanie Muir**, retirement counselor, coordinates personal care admissions at The Village at Kelly Drive along with assisted living and memory care support admissions at The Village at Sprenkle Drive.
 - Increased continuity from the time of inquiry to move-in since one individual serves as the point of contact for the same level of care at both locations
 - More seamless process to match customer needs with the right community; thereby, resulting in a highly personalized experience and avoiding a “one size fits all” approach
 - Easy access to information
- Knowing boomer’s desire for a better balance between “customizable” living

accommodations and what Spiristrust Lutheran has to offer, created the sales coordinator position filled by **Morgan Wilt**, to provide the following:

- An enhanced “resident experience” from the point of sale/residential living unit reservation through move-in and orientation
- An opportunity to have a newly decorated and renovated home reflecting personal preferences, designed with the personal attentiveness of the sales coordinator in the selection of fixtures and finishes available through our Decorator Dollar Program and Virtual Designer Modeler
- Increased knowledge of industry and design trends
- Real time renovation updates through email correspondence and photos and periodic walk-throughs
- Invitation to events and neighbor introductions
- On behalf of the team, the sales coordinator generates the New Resident Orientation survey, compiles results and analyzes for adjustments to enhance the customer experience.
- To keep the renovation process moving expeditiously, the sales coordinator reviews and submits selections for all six life plan communities.



Sandy Langknecht, a resident at Spiristrust Lutheran®, The Village at Utz Terrace, browses the options available through Decorator Dollars.

Decorator Dollars Update

- Recently expanded our offerings to include a gray palette.
- Offering a wide array of decorating options to make cottage or apartment feel like “home”
 - 20+ flooring options
 - Seven neutral paint colors
 - Three cabinet styles – eight finishes/three solid surface countertop materials in vast array of patterns
 - Multiple lighting, appliance and fixture packages

York Auxiliary donates money to support benevolent care, two LPCs

In June, the Auxiliary to Spiritrust Lutheran[®] York Chapter donated \$5,000 to Spiritrust Lutheran[®] to support benevolent care and \$4,000 specifically to both The Village at Kelly Drive and The Village at Sprengle Drive. Spiritrust Lutheran benevolent care resources help cover costs for individuals who, through no fault of their own, have outlived their financial resources and cannot afford the services they need. Through its involvement in various fundraising activities, the auxiliary has given generously to our agency for more than 33 years.



Robert L. Rundle, president/CEO/CFO, Spiritrust Lutheran[®] (left), and **Pam Conrad**, executive director, The Village at Kelly Drive, accept a \$4,000 donation for The Village at Kelly Drive from **Michael Robinson**, auxiliary president (second from left) and **Hank Steinhilber**, auxiliary vice president.

Rundle accepts a \$4,000 donation for Spiritrust Lutheran[®], The Village at Sprengle Drive from Steinhilber and Robinson.