

KEEPING THE DREAM ALIVE

The Village Center
Capital Campaign

the Village Center

Through Warm Hearth's commitment to strategic planning and in conjunction with their study of Dr. Kroontje's 100-year plan, the Board of Directors and staff solidified plans for the long-awaited Village Center. Next, they took the bold step to move forward with a capital campaign to raise funds to support its construction.

In order to reduce borrowing needs, Warm Hearth took a multi-faceted approach to funding the project that includes the capital campaign and exploration of tax credits, proceeds from home sales, cash reserves and a low interest construction loan. This approach helps to reduce risk and spread the cost of the project more evenly.

Estimated total project costs are anticipated to be approximately \$5.2 million.

The Village Center at Warm Hearth is a 16,300 square foot building that will serve to unite residents from throughout the campus and set the tone for a wellness-centered lifestyle. A long-awaited addition to our continuum of care, The Village Center was envisioned by Dr. Kroontje as the hub at which neighbors will come together. The welcome center will boast lodge-like comfort with a concierge to attend to a host of needs. There will be ample casual gathering spaces designed to engage residents and visitors in a variety of social, cultural and educational offerings. The wellness and fitness suite will cater to the needs of older adults and includes an exercise studio, cardio/strength training suite and 25'X50' warm, saltwater pool ideal for scheduled classes or individual swimming.

the Goal

Gifts of all sizes will be needed to reach the Village Center campaign goal of \$1.5 million. The Warm Hearth Foundation suggests a pledge redemption period of five years, allowing people to give more by spreading out their contributions. There are a variety of ways to make a gift to the campaign including gifts of cash, securities, or real property to name a few. Payment of pledges can be made on a monthly, quarterly, semi-annual or annual basis. The Foundation can also set up bank auto draft payments.

Other popular contribution methods include outright gifts of cash, stock, in-kind donations or property. All gifts to the Warm Hearth Foundation are tax deductible to the full extent allowed by law. Gifts and pledges can be made to: The Warm Hearth Foundation, Keeping the Dream Alive Campaign, 2607 Warm Hearth Drive, Suite 100, Blacksburg, VA 24060.