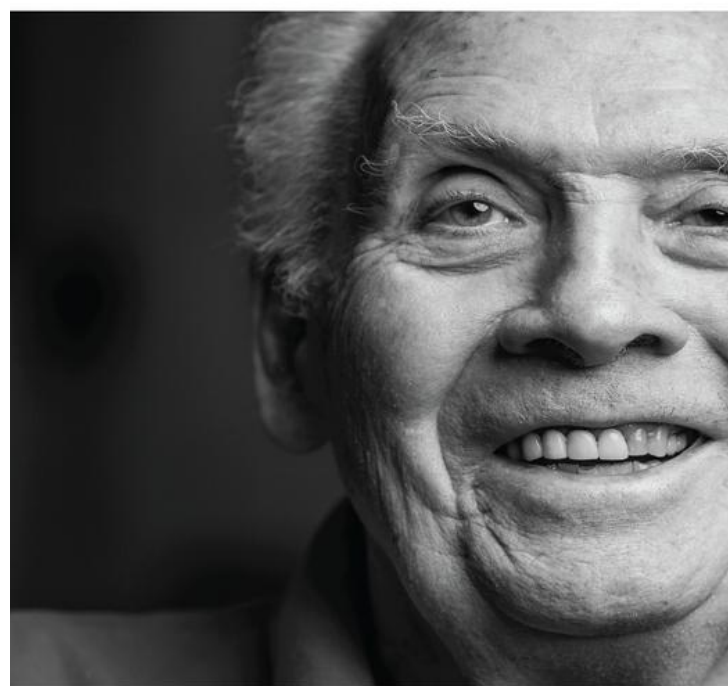




WILLOW
VALLEY
COMMUNITIES

The Future of Memory Care is at Willow Valley Communities





WILLOW VALLEY COMMUNITIES

- 501(c)(3) not-for-profit organization since 1984
- Exclusively offers Type-A Lifecare contracts
- 2600 Residents
- 1400 Team Members
- 400 SmartLife Members
- Connections at Home
- Growing presence and investment





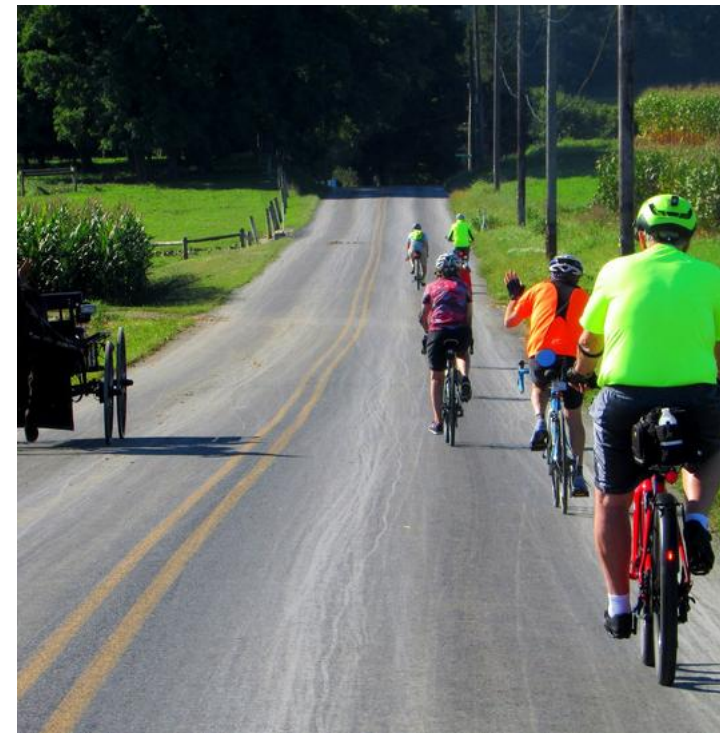
WILLOW VALLEY COMMUNITIES

Our Mission

We inspire each person to embrace the possibilities of a life lived forward.

Our Vision

To transform the way aging is viewed and experienced in our world.



Our Lancaster Community

- 32 Continuing Care Communities & Care Homes
- Top 5 places to retire
- Nearly 20% of Lancaster's population is 65+
- Dementia on the rise
 - ☐ Crippling costs
 - ☐ Implications for all



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A Better Way

- Seed was planted for the Memory Care Center
- Hogeweyk Dementia Village, Netherlands
- 30 Memory Care Communities in the U.S.
- Carnegie Mellon University
- Experts from Israel, Tasmania, and New York



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Redefining the Mission

Transforming the lives of those affected by dementia. Those living with it and those impacted.



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Shifting the Paradigm

- Original concept - 2017
- Seven-acre village – room to roam
- 140 private memory care residences
- Emphasis on
 - ☐ Adapting the environment
 - ☐ Person-directed care
 - ☐ Support
 - ☐ Education and training; removing stigma
 - ☐ Prevention
- First of its kind – raising the bar



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Project Budget



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Willow Valley Communities Investment	\$30,000,000
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Capital Campaign Minimum Goal for Construction (\$15M) & Endowment (\$5M)	\$20,000,000
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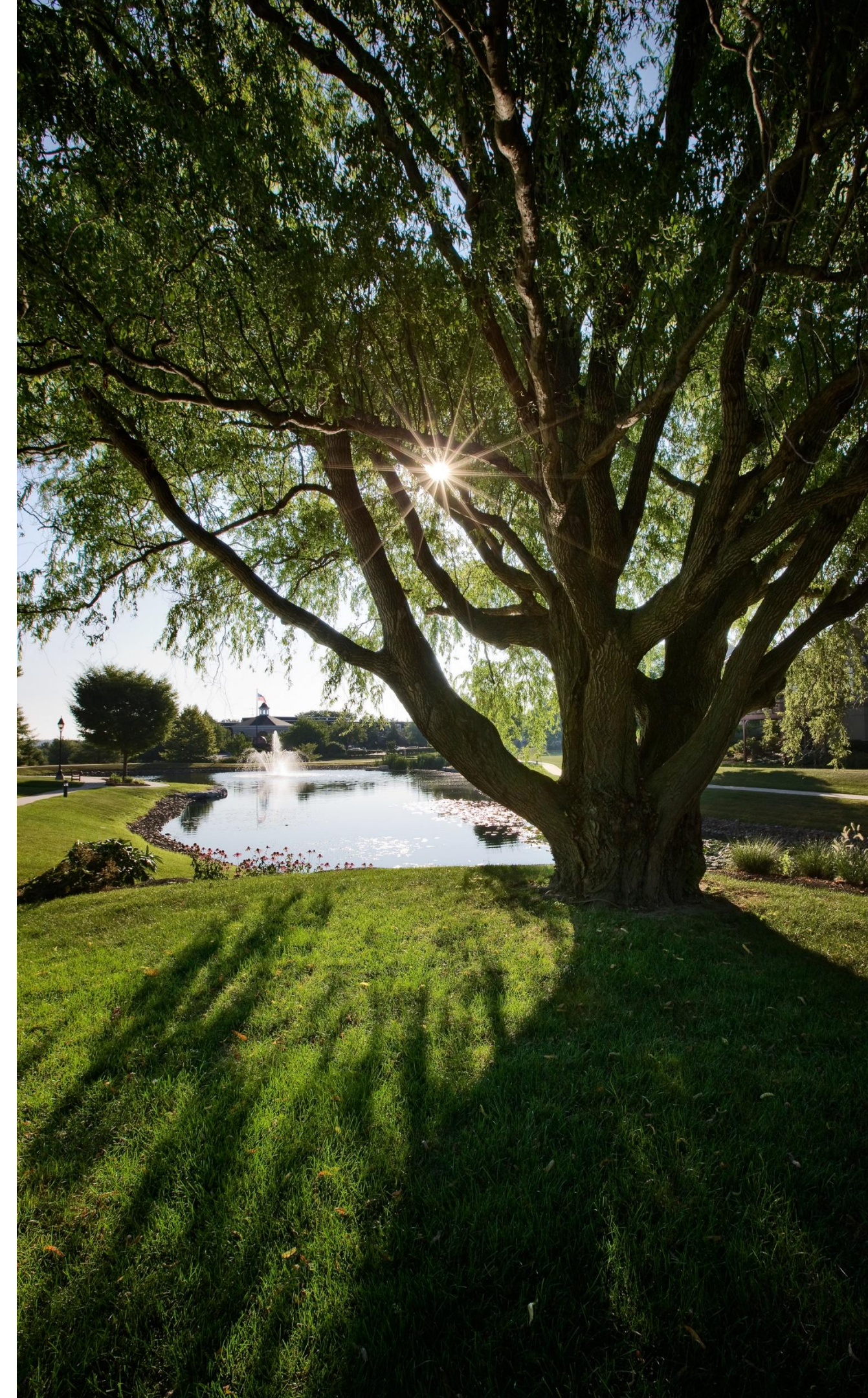
TOTAL PROJECT & ENDOWMENT COST	\$50,000,000
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WILLOW VALLEY COMMUNITIES CHARITABLE FOUNDATION

- Formed September 2018
- 501(c)(3), Type 1 Supporting Organization
 - separate from Willow Valley Communities
- Responsible for nurturing a culture of philanthropy
- Provides the means for ongoing training, education, supportive services, and research
- First priority – Memory Care Center
 - “This is Personal” Capital Campaign – launched 2020

[FOUNDATION.WILLOWVALLEYCOMMUNITIES.ORG](https://foundation.willowvalleycommunities.org)



Project Progress

- December 2022 – Campaign goal met
- February 2023 – NORD Architects selected
- April 2023 – Refreshed plans for the Center
- June 2023 – EGA selected to support NORD
- November 2023 – Architects visit campus
- April 2024 – Groundbreaking ceremony
- Late 2025 – Anticipated opening – Phase 1



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An architectural rendering of a modern memory care center. The scene features a large, multi-story building with a mix of light grey and terracotta-colored facades and gabled roofs. In the center, there is a circular pavilion with a grey metal roof and large glass walls. The building is surrounded by lush landscaping, including several weeping willow trees and manicured lawns. In the foreground, a calm pond with lily pads and pink flowers reflects the sky and the surrounding architecture. A few people are seen walking on a paved path near the pavilion. The overall atmosphere is peaceful and serene.

Memory Care Center

at Willow Valley Communities



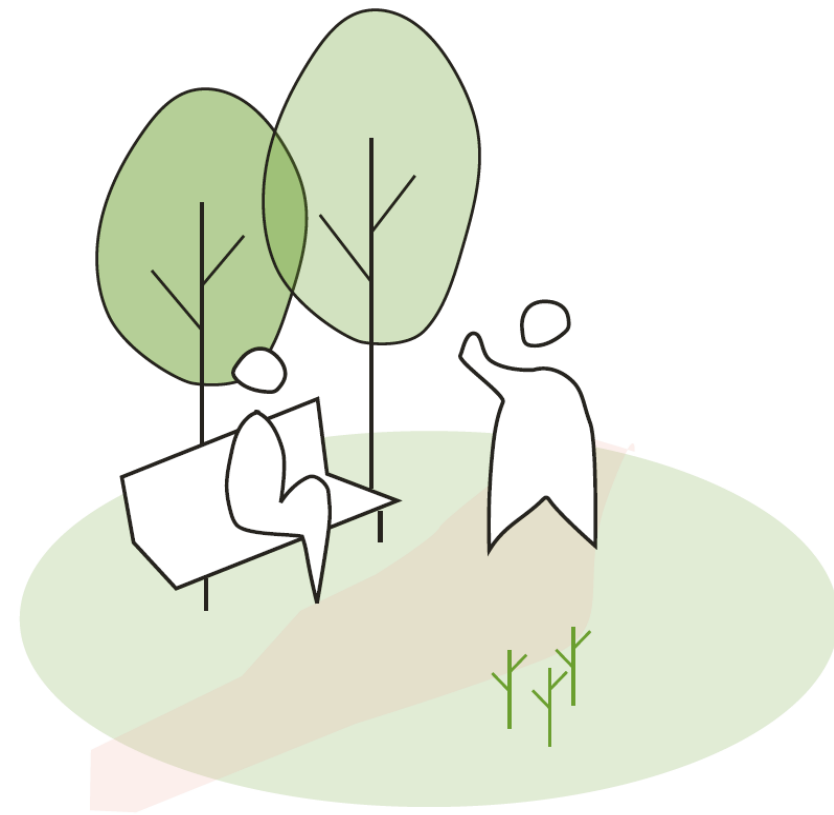
Concepts Guiding Design

Point of View: A person living with or affected by dementia



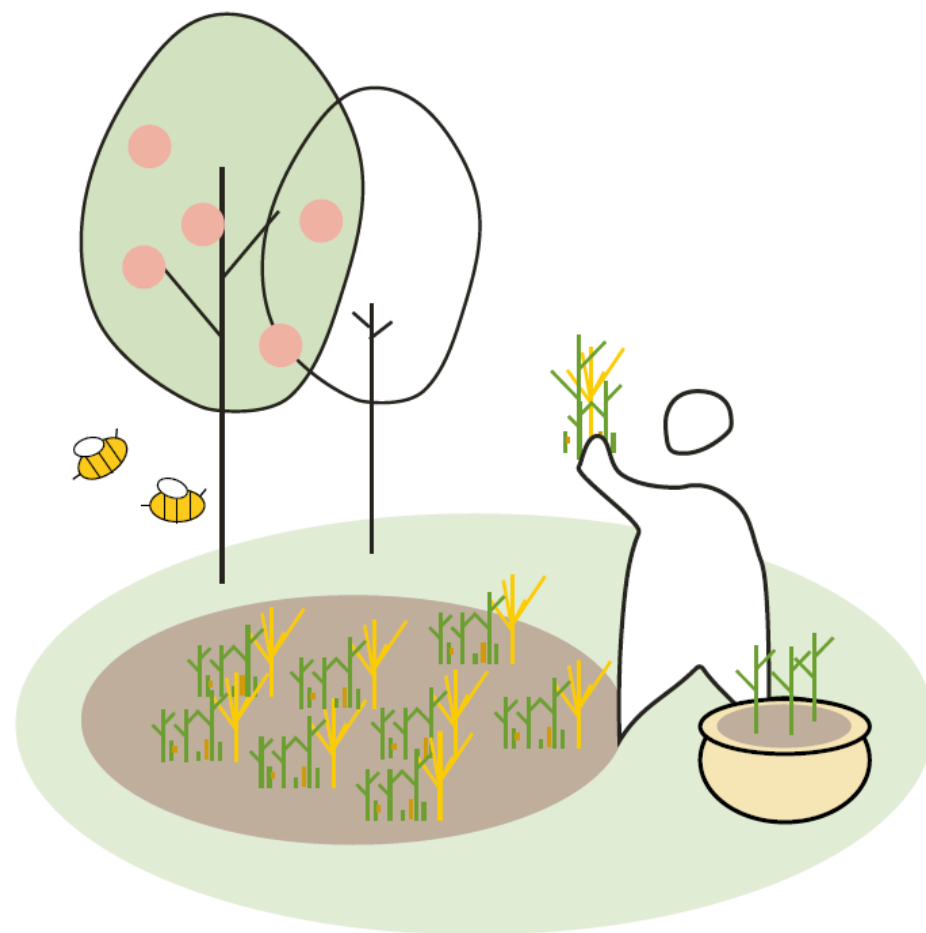
Integration

- A person with memory decline is a normal person
- Slow decline enables longer-term independence
- Increased acceptance enables integration of various groups
- Common spaces reduce loneliness
- Multi-generation living, working, and social environs



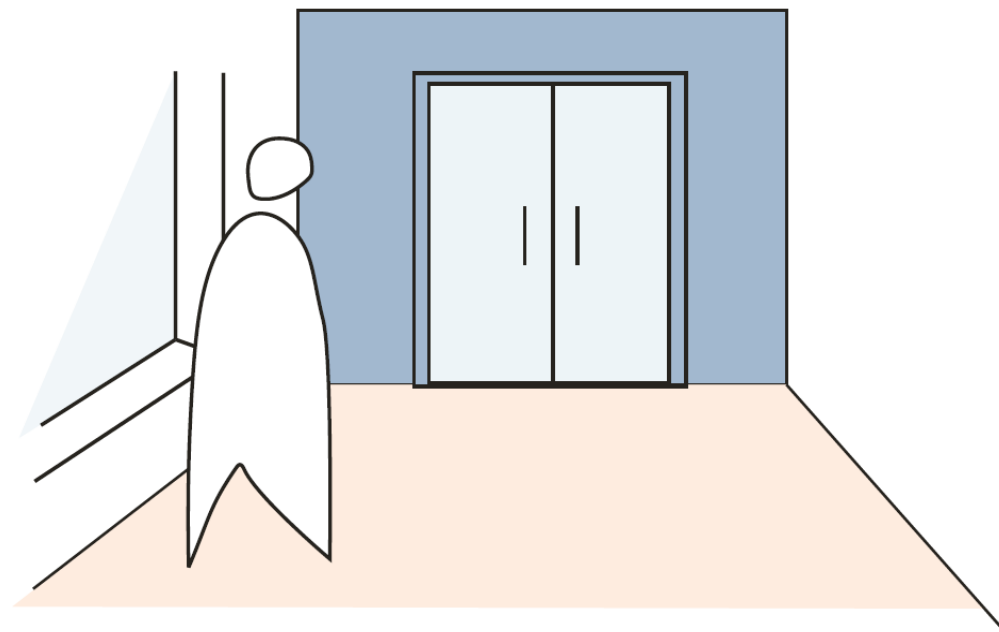
EXTERIOR ENVIRONMENTS

- Outdoor recreation is important for wellbeing
- Green areas serve as venues for venturing, exercise, and social interaction
- Physical exercise is among the top recommendations in memory care



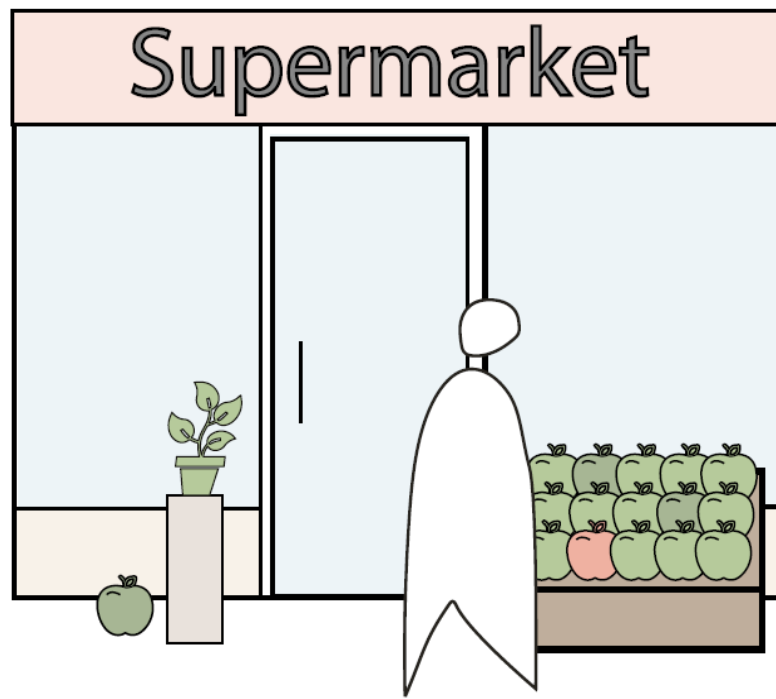
ACTIVITIES

- Meaningful activities and participation support the retention of remaining skills
- Persons with memory decline can attend a huge variety of activities and functions
 - E.g. choirs, handcraft, art, exercise etc. – can all create feelings of success



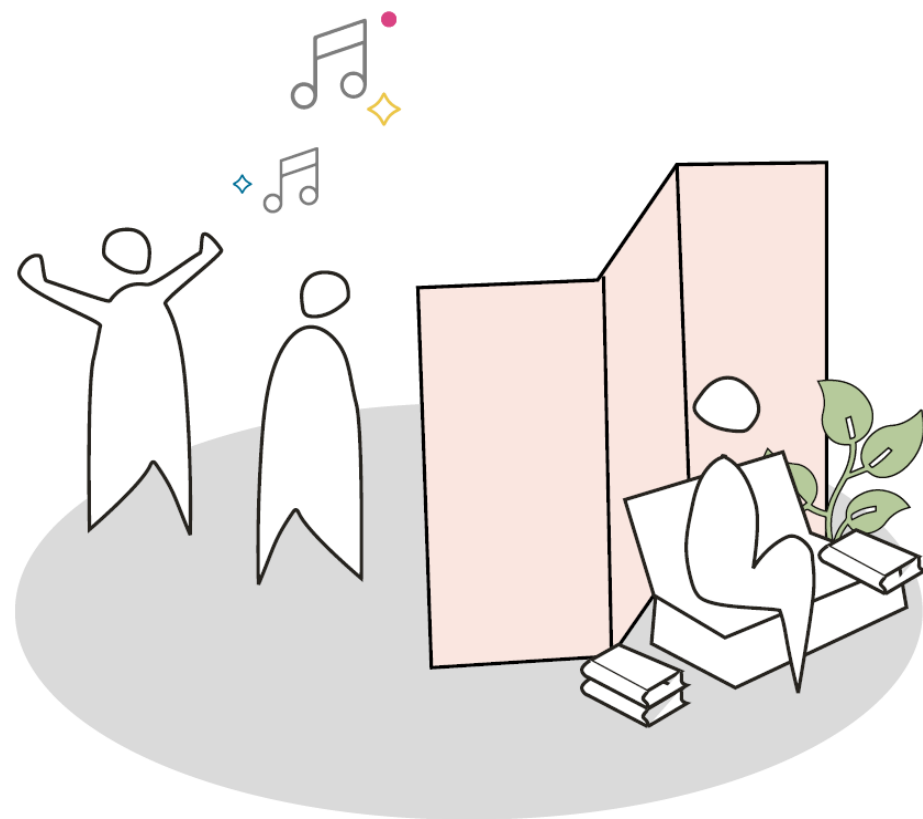
CLARITY AND CONSISTENCY

- Physical environments in memory care need to be clear to perceive and consistent for all senses
- Direct view, accessibility and logical spatial sequencing are important
- Excessive repetition and sameness can cause confusion and anxiety



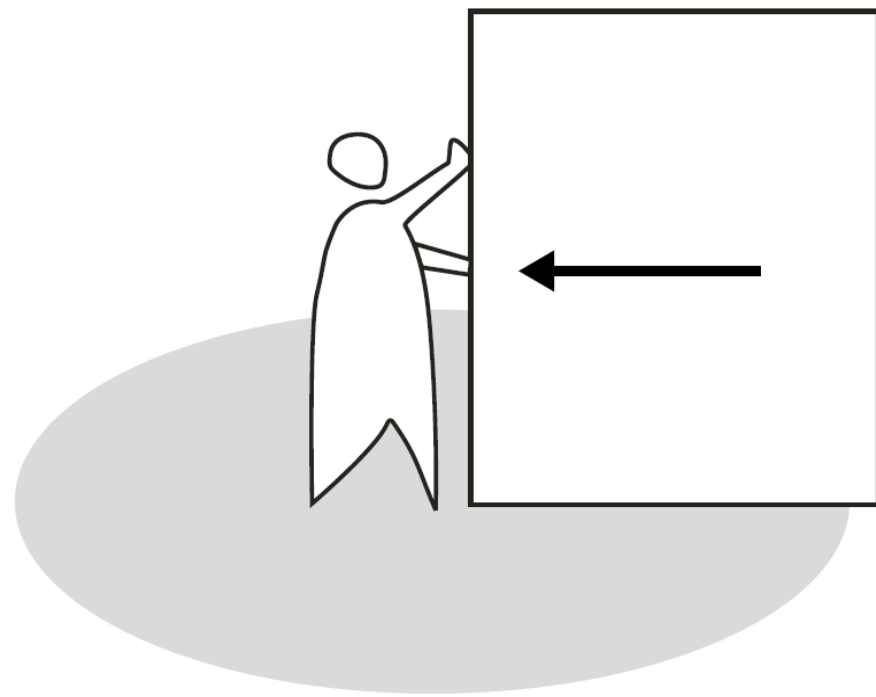
HUMAN SCALE

- At some point, the world of a person with memory decline will start to shrink
- Human scale helps maintain references in the daily environment
- Goal: keep residents naturally active in the environment using their own routines



PRIVACY VS. COMMUNITY

- The option of privacy is essential to an independent life
- Social interaction and having a community area are also important for daily activity and sense of security
- Independence includes the choice of when to participate and when not, and the ability to maintain one's own familiar and grounding routines



FLEXIBILITY

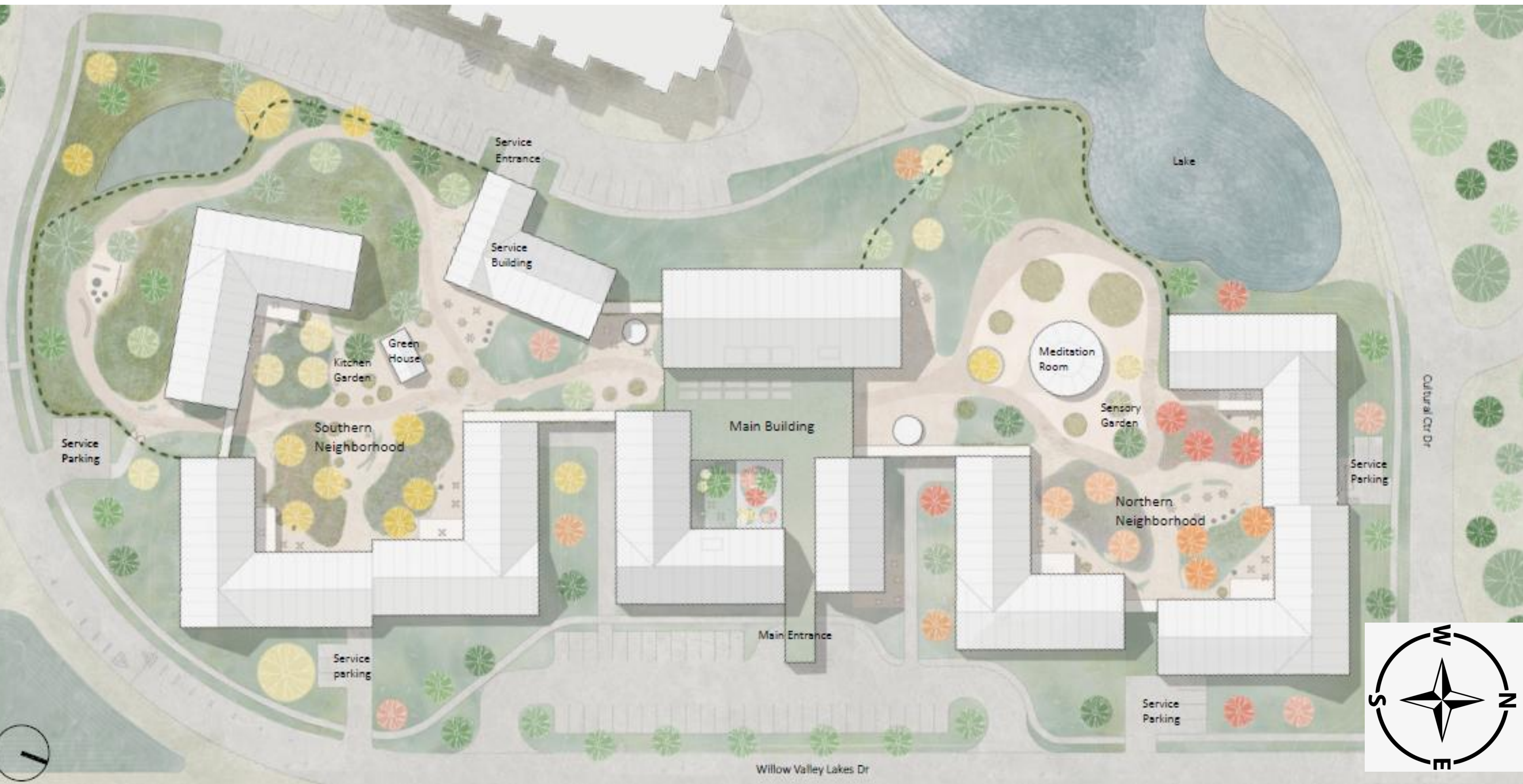
- Flexibility and adaptability of spaces is important
 - ☐ Allows support of the resident as their abilities or condition change
 - ☐ Allows additional programmatic space to enhance diversity
- Longer or repeated visits from family and friends will also require space
- One day, we hope for a cure to dementia



SENSORY ENVIRONMENT

- A good sensory environment increases comprehensibility and sense of security
- A right balance of stimuli is important
 - overstimulation increases anxiety and can lead to withdrawal
- When used correctly, clear lines of vision, a calm acoustical environment, natural and tactile surface materials, and colors all support wellbeing in memory care





Service Entrance

Service Building

Green House

Kitchen Garden

Southern Neighborhood

Service Parking

Main Building

Main Entrance

Meditation Room

Sensory Garden

Northern Neighborhood

Service Parking

Service Parking

Lake

Cultural Ctr Dr

Willow Valley Lakes Dr



The Northern Neighborhood

1st floor plan

The northern neighborhood consists of three two-story Household units with a white-gray facade color. The neighborhood landmark is the Meditation room with the surrounding sensory garden vegetation in reddish tones.



THE LAKE
Weeping Willows,
Water lily, Reeds



SENSORY GARDEN
scent, touch, taste, hear





The Southern neighborhood

1st floor plan

The southern neighborhood consists of three two-story Household units in a warm yellow facade color. The neighborhood landmark is the Green house with the surrounding kitchen garden and vegetation in warm yellow green tones with fruit trees, berries and edible flowers.



THE FENCE
A living fence
that reflects the
seasons



GREENHOUSE & KITCHEN GARDEN
Herbs
Vegetables
Berries
Fruit trees



THE MEADOW
High Grass
Wild flowers
Biodiversity







Mylin House, Lancaster PA

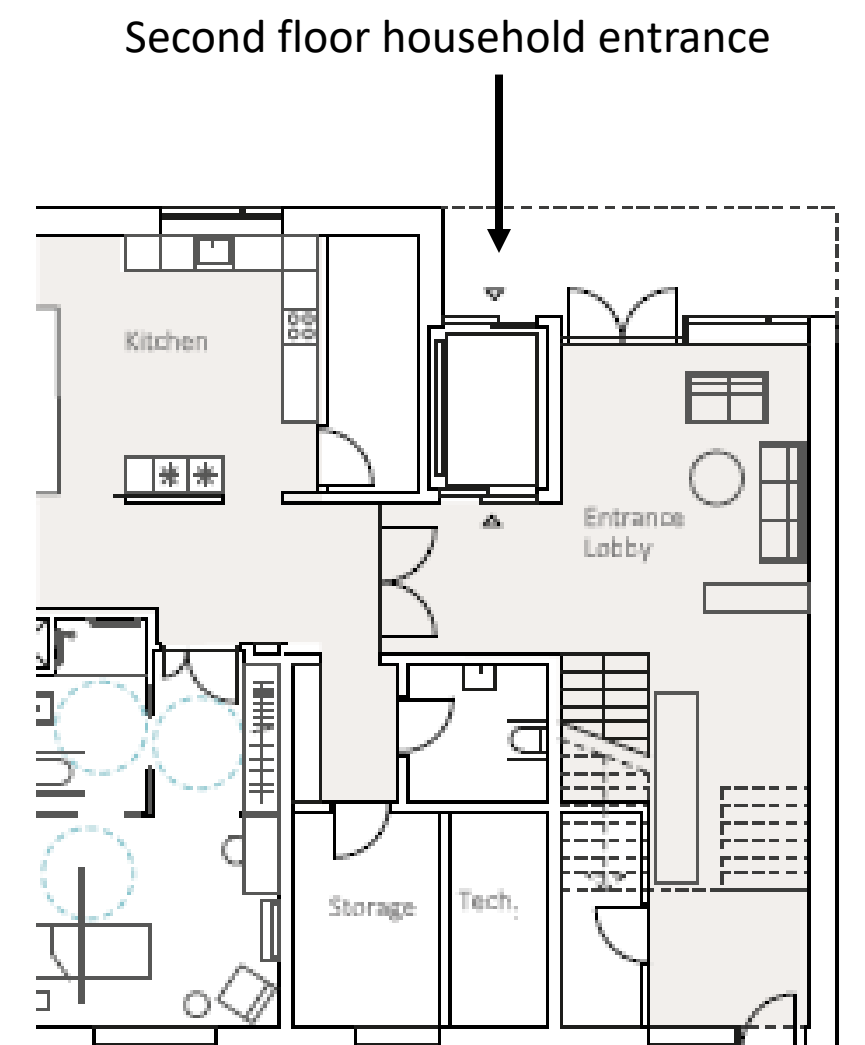
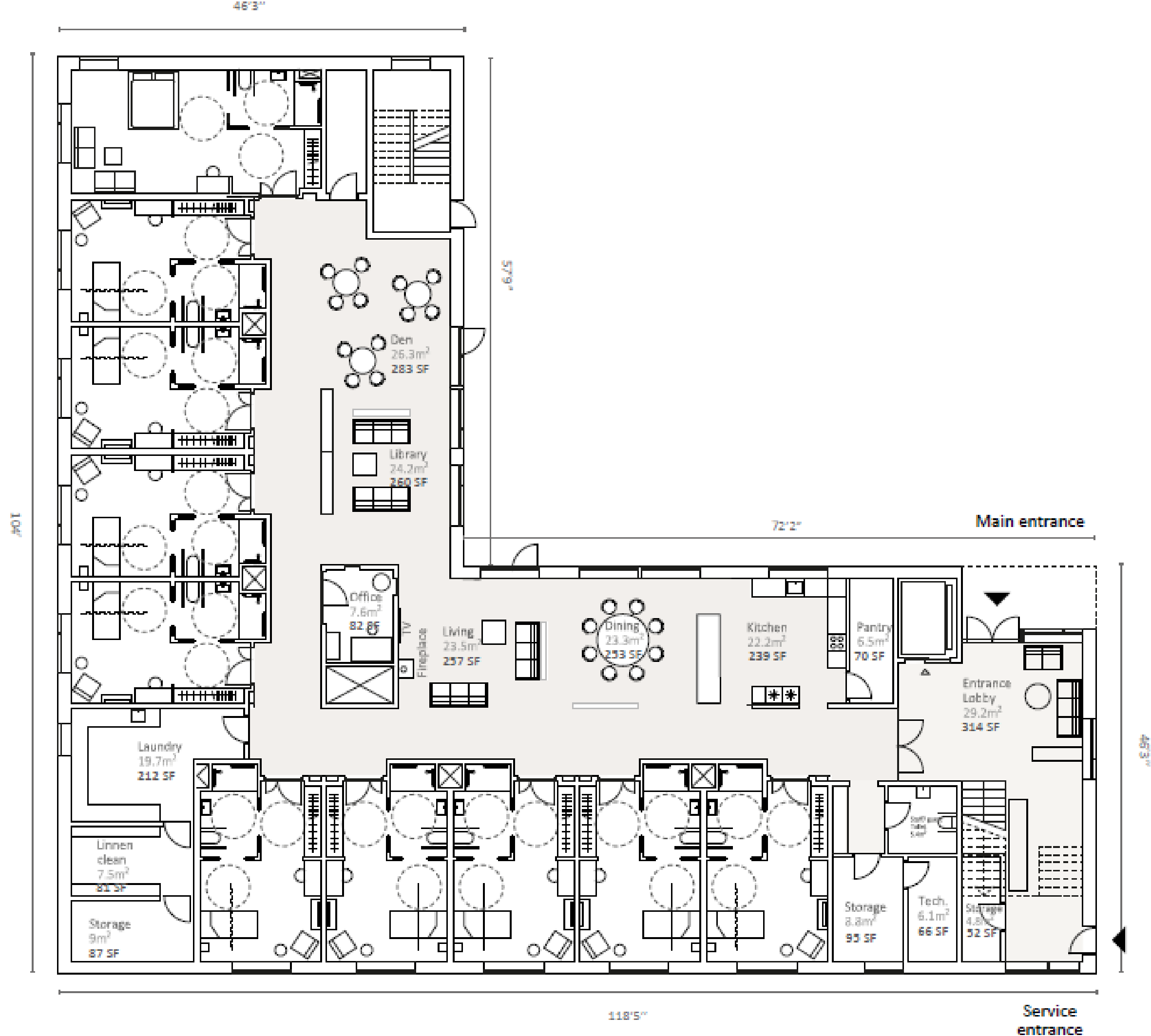


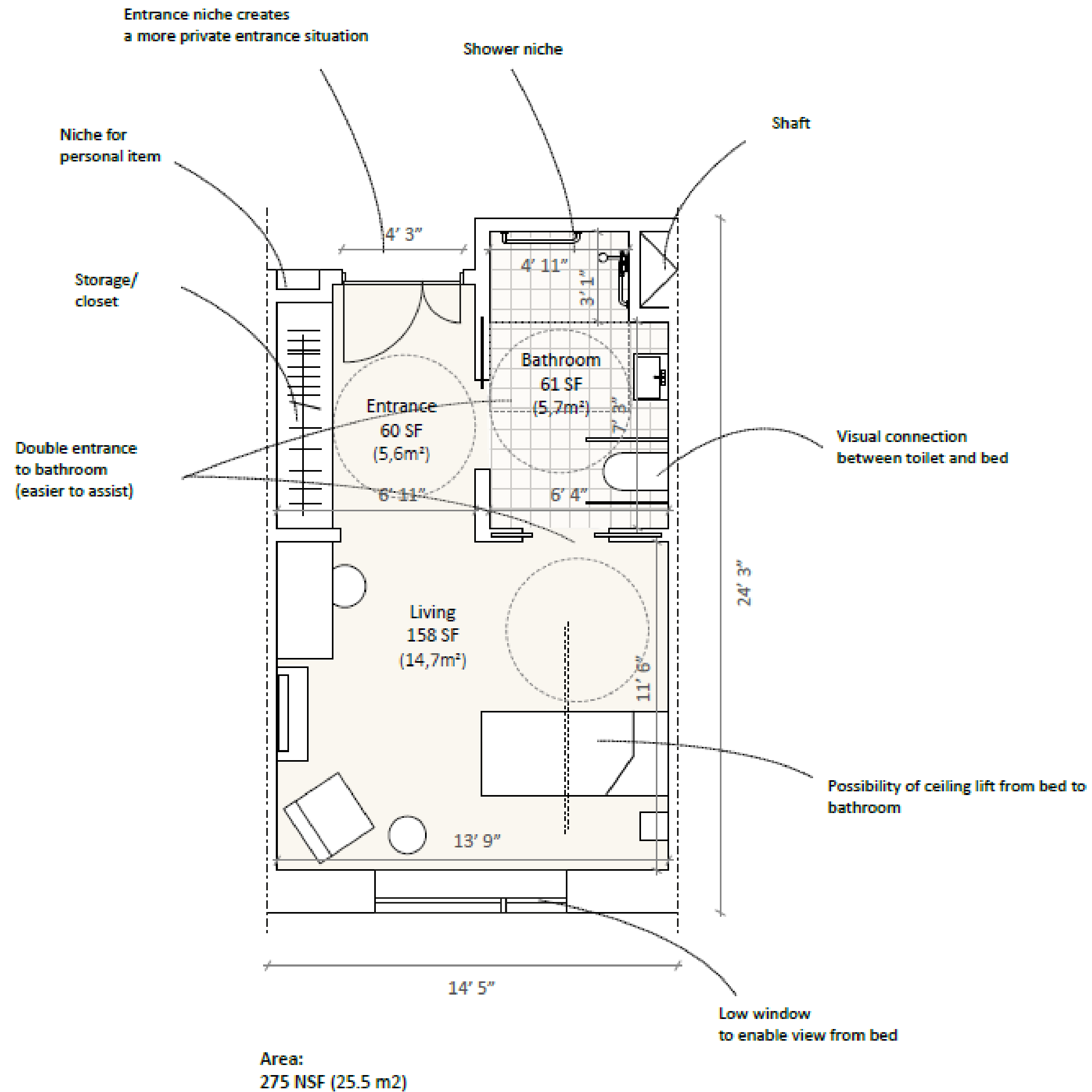
Household units in the Southern Neighborhood



Household units in the Northern Neighborhood







The Main building

Elevations



Main Building from east



Main Building from south

The Main building

1st floor plan



The Main building

View on the "Town Square"



The Main building

1st floor plan



Brain Tech Center



The Main building

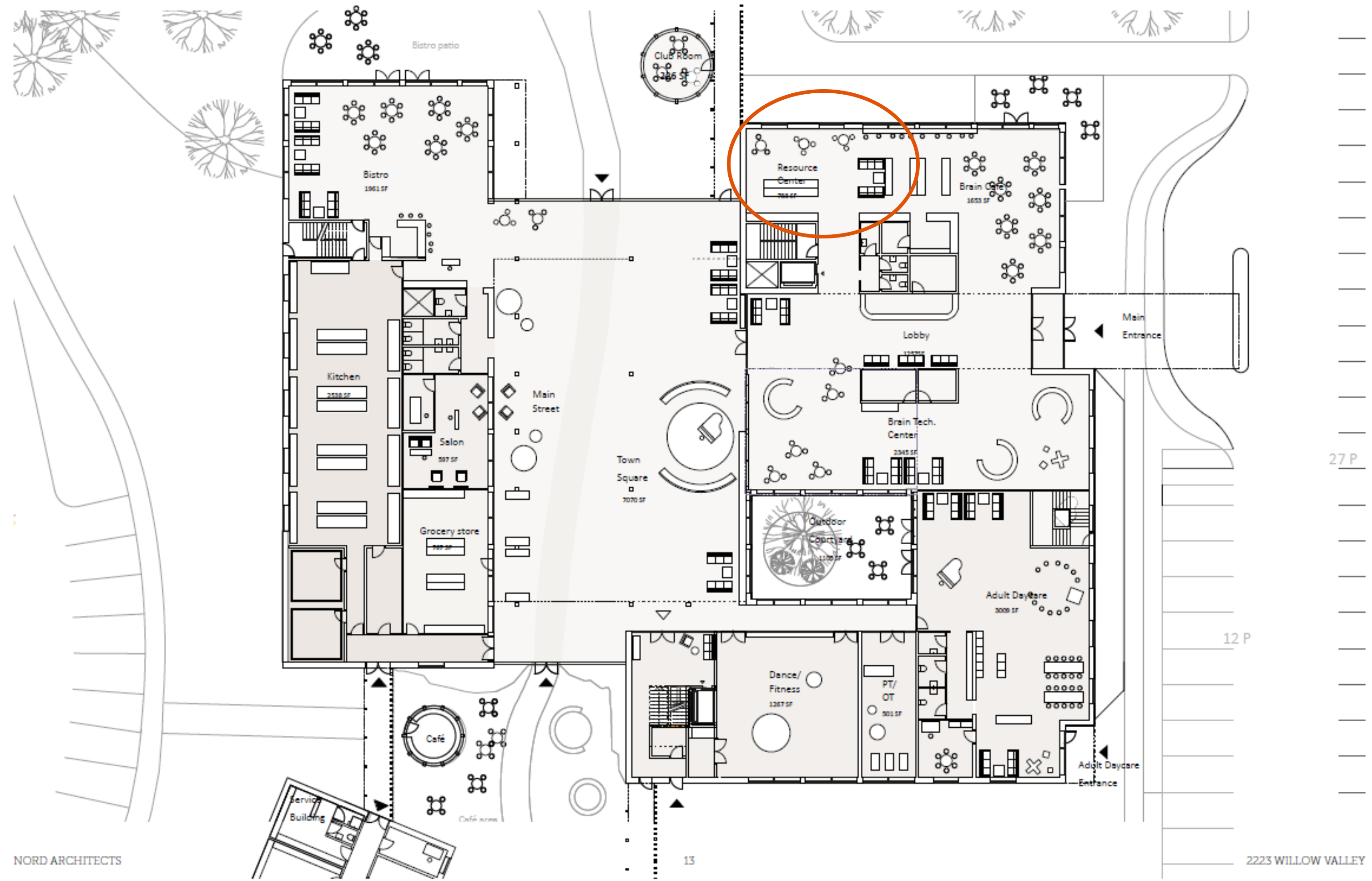
1st floor plan





The Main building

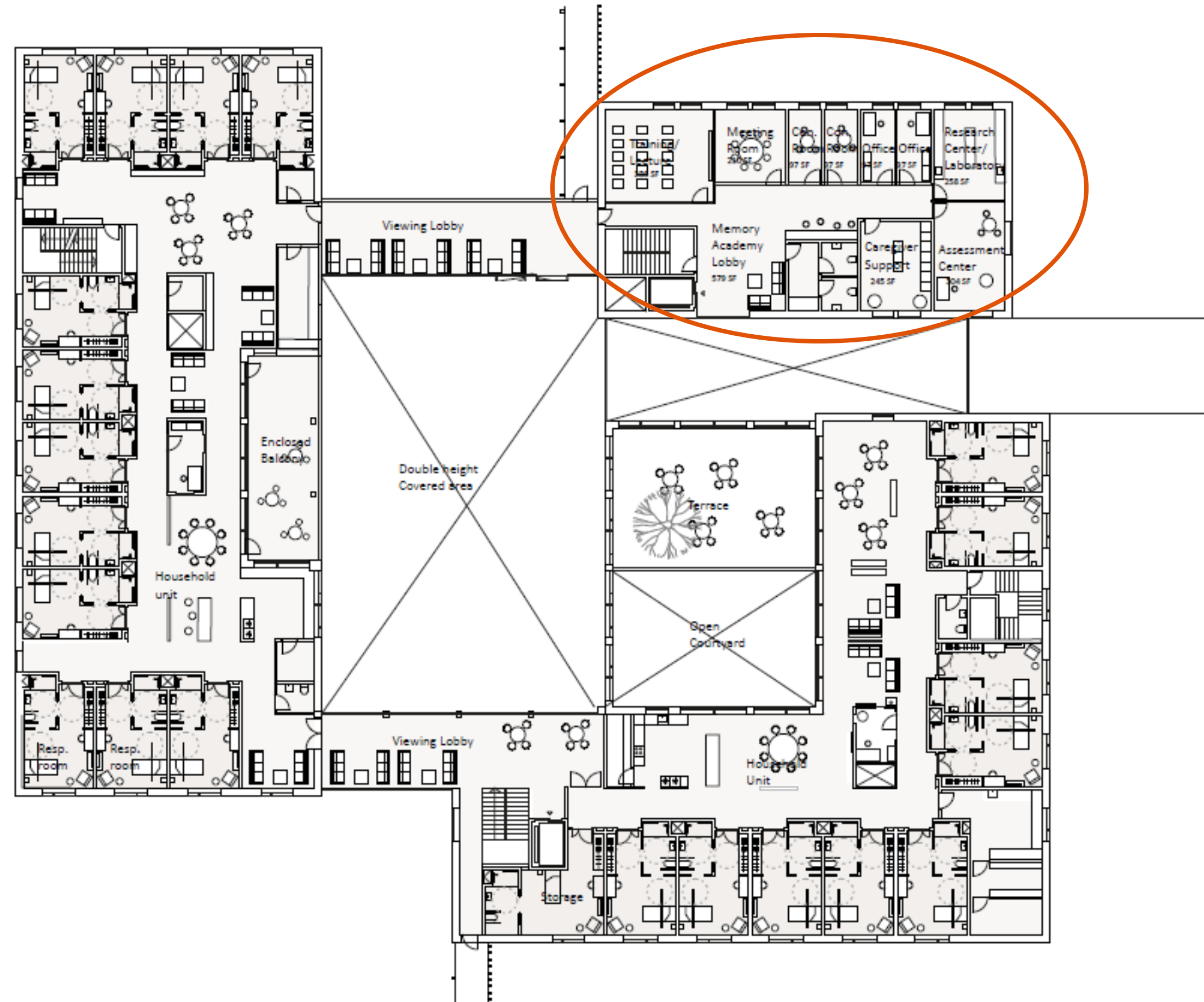
1st floor plan





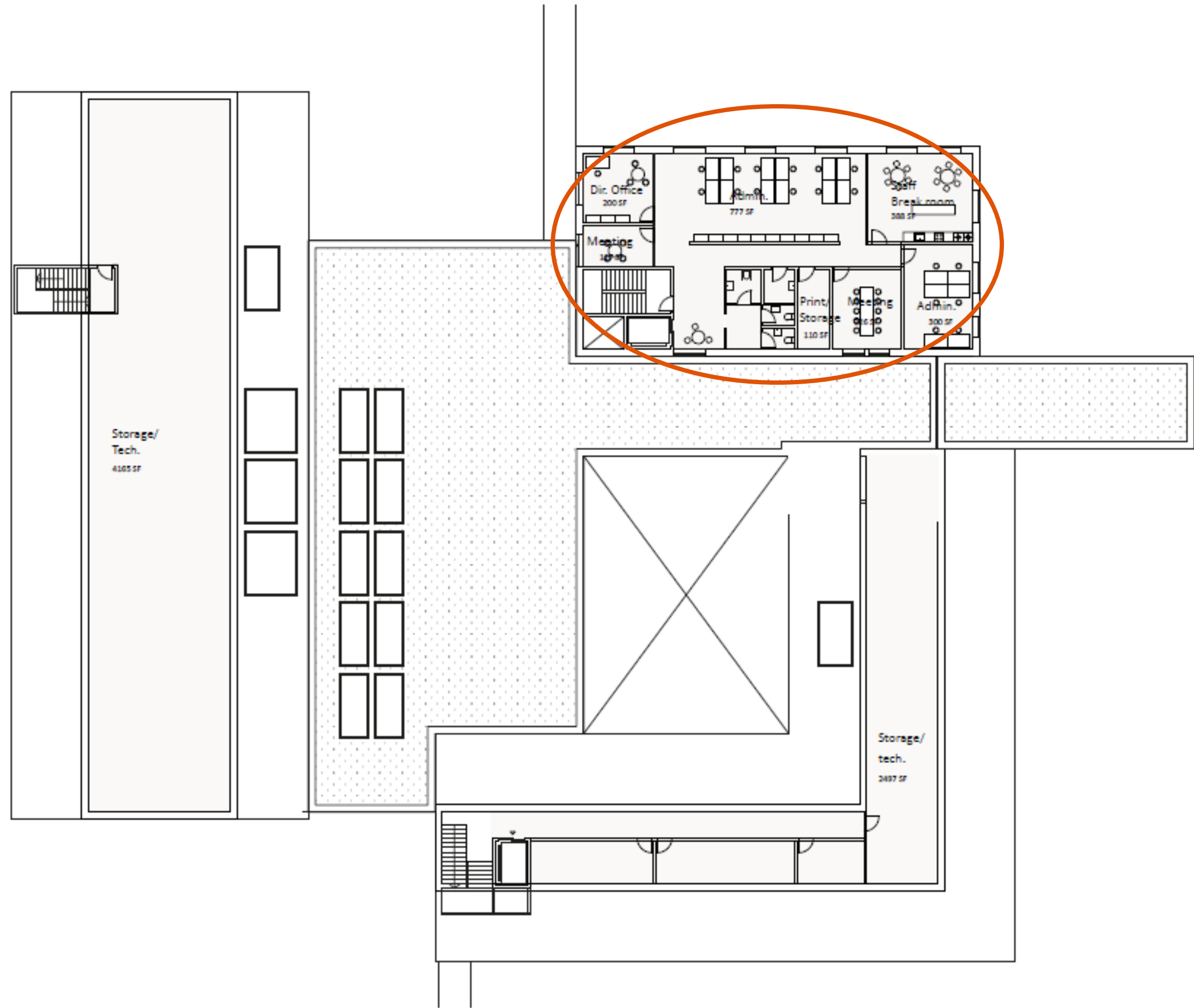
The Main building

2nd floor plan





The Main building
3rd floor plan



Items in Development

- Clinical partnership for assessment, training, treatment, and clinical trials
- Trialing the latest technologies
- Research opportunities
- Bolstering support for caregivers



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Education

Training is based on the best practice Habilitation Therapy Model and aligns with the Alzheimer's Association 2018 Dementia Care Recommendations

- Team Members
- Volunteers
 - Memory Care Forum
- Campus Residents
- Families and friends
- Community



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Education Content

- Understanding dementia
- Person-directed care
- Communication
- Engagement and quality of life
- Behavior as communication
- Supporting families – Resource Room
- Self-care and prevention



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Caregiver Support Groups

- Affiliation through the Alzheimer's Association
- Providing a supportive environment for caregivers and family members whose loved ones are experiencing memory loss
 - Guided and facilitated by a member of the Memory Support Team and trained volunteers
- Open to the community



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Memory Café

- A welcoming place for those with memory loss or other changes in thinking, along with their care partners, to enjoy time together in a safe and supportive environment
- Light refreshments and a program are provided; No RSVP necessary
- Open to the community



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Dementia Friendly Environments

- A community that is informed and respectful of individuals living with dementia and their caregivers
- A community that fosters the abilities of people living with dementia to remain in the community, engaging and thriving in day-to-day living
- All aspects of a community play a role – working together to take steps to create a dementia friendly culture that welcomes and involves everyone
- Learn more at dfamerica.org and dementiafriendlypa.org



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Stay Connected

We invite you to join us on this journey!



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