



IMMEASURABLY  
**MORE**

EPHESIANS 3:20

A CAMPAIGN FOR  
*Memory Care*



BAPTIST RETIREMENT HOMES  
**FOUNDATION**

FAITH • FAMILY • FULFILLMENT

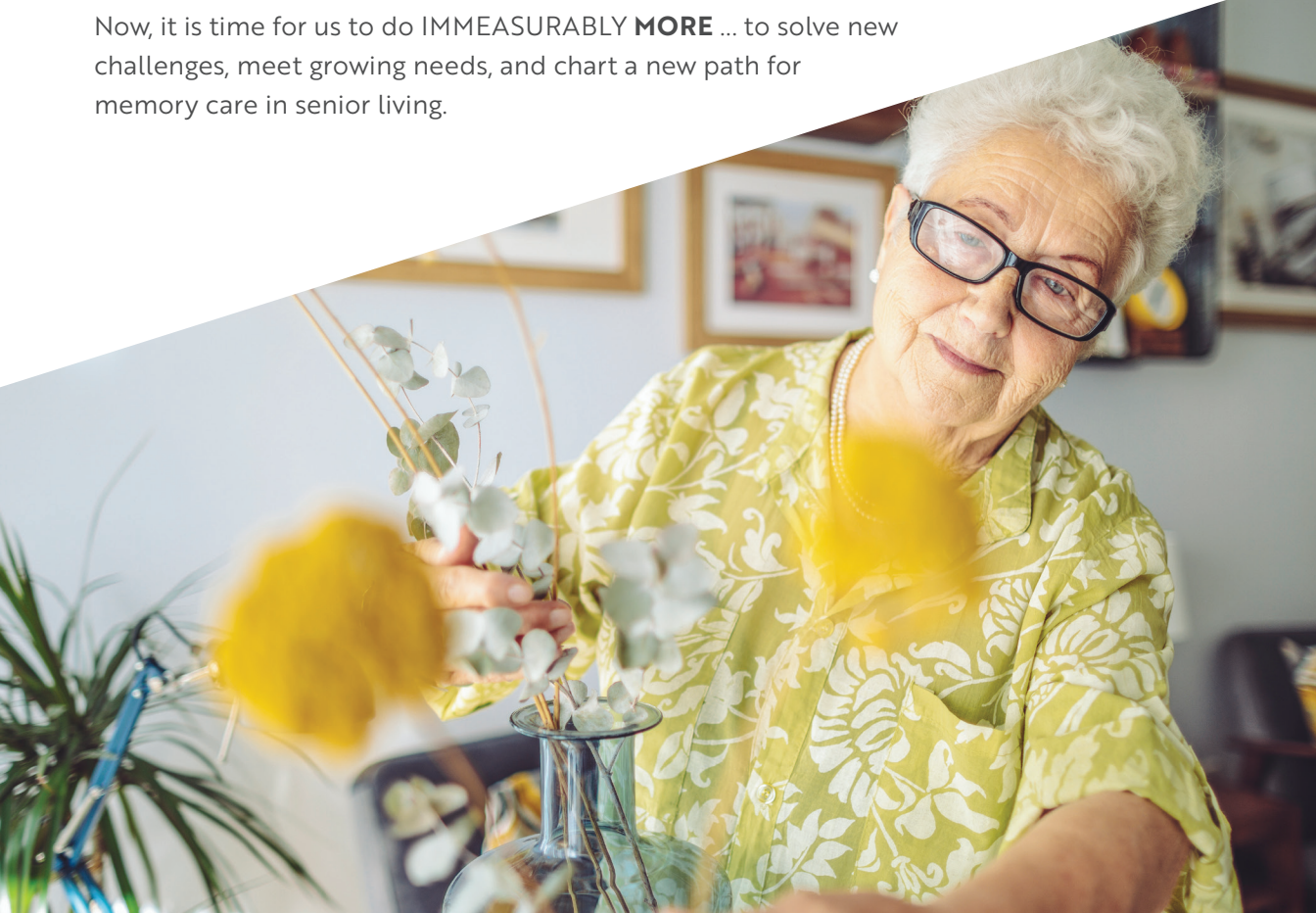
**IMMEASURABLY MORE**

*Mindfulness  
Impact  
Innovation  
Vision  
Together  
in North Carolina*

In March 1951, the first residents of Baptist Retirement Homes moved into the Resthaven Community in Winston-Salem. As the first woman arrived on opening day, she lifted her arms and cried, "I'm home ... I'm home!"

For more than 70 years, we have been "home" to thousands of North Carolinians, who have thrived at each of our highly respected senior living communities.

Now, it is time for us to do **IMMEASURABLY MORE** ... to solve new challenges, meet growing needs, and chart a new path for memory care in senior living.





# IMMEASURABLY **MORE**... *Mindfulness.*

Together with the Board of Directors, ThriveMore is focused on transforming the lives of our community members in need of memory care and support. **Mindful Impressions**, a signature dementia care program, surrounds residents and their caregivers with comprehensive resources and the support of staff who are educated and trained to help navigate the emotional and complex realities of living with cognitive impairments.

**MORE is needed.** There are unmet needs in this population, and we are committed to leading the way forward.

That's why we are asking you to join us in doing **IMMEASURABLY MORE** for older adults and their caregivers, as we help them thrive more with innovative solutions.



*Now to him who is able to do*  
**IMMEASURABLY MORE**  
*than all we ask or imagine,*  
*according to his power that*  
*is at work within us.*

— EPHESIANS 3:20





There are nearly 400 Green House homes in 32 states ...  
there are NONE in North Carolina.

WITH YOUR **HELP**, we will  
undertake two groundbreaking  
projects that will elevate options for  
memory care *in North Carolina.*

## IMMEASURABLY **MORE...** *Impact.*

Our flourishing Taylor Glen community in the city of Concord is the perfect location for bringing the first Green House model of care to North Carolina.

THE GREEN HOUSE® Project's proven philosophy and plan creates a revolutionary approach to memory care that prioritizes resident autonomy and dignity. This model also empowers the lives of the people who serve and support them. Each house feels like home. They are self-contained, self-sufficient, and small in scale ...

### **but not small in impact.**

Our house at Taylor Glen will include 12 private rooms with bathrooms, a living room with a fireplace, a large, family-style dining table, and private, peaceful outdoor spaces that are easy to access and navigate.

THE GREEN HOUSE® model is backed by 20 years of experience, research and evidence that has resulted in:

- Increased direct care and engagement with staff
- Prolonged self-care ability
- Less decline in late-loss activities of daily living
- Less depression
- Overall improved quality of life, and
- Significantly lower staff turnover



**Imagine** waking up in a private room. No alarm clock, no food-tray wake-up call. You leave your room, pass through the comfortable living room with its cozy fireplace, and enter the open-concept kitchen. You are greeted warmly by a kind, familiar face, who serves you what you are hungry for that morning, and your day begins. This is every morning in a Green House model built around core values of meaningful living, empowered staff, and a real home. **Let's bring the first home to North Carolina, together.**



## IMMEASURABLY **MORE...** *Innovation.*

We have selected our Brookridge community in Winston-Salem to pilot a residential solution that will enable a caregiving spouse to reside with their partner who is navigating the challenges of dementia.

With input from caregivers and the expertise of a North Carolina-based architect, we have developed a new model of specialized senior living, with a footprint that simply does not exist in the marketplace today.


We envision a spacious home with an added studio apartment that provides:

- Protection and safety whenever the caregiving spouse is temporarily unavailable
- Around-the-clock access to dedicated, trained staff
- Access to engaging activities and a secure courtyard



**Imagine** being a caregiving spouse to your partner with dementia. You strive to be present, to surround them with support, but also to lead your own full life. You spend days at their side in a memory care facility, but nights apart at the end of visiting hours. You know that routines are important, but you aren't able to eat with them at the dinner table, or sit in your favorite recliners and hold hands. You want a place where you can live together as a couple and have access to trained support when needed. **Let's build a solution together.**





Twelve homes, built within a neighborhood design, would allow couples to spend their days – and nights – together, while ensuring access to the support they may need.

## IMMEASURABLY **MORE...** *Vision.*

Throughout our 70-plus year history, generous financial support has helped provide quality care and welcoming neighborhoods to older adults in our North Carolina communities. We are excited to honor our Baptist heritage and take our long-standing tradition into the future by advancing revolutionary ideas for senior living, especially for individuals with memory loss and for the people who care for them.

A new vision for memory care is needed more than ever. We know this is important to you too. You can help build solutions and set new standards in senior living that will transform the future of aging well in North Carolina.

*“ThriveMore is constantly working to improve the lives of people living with dementia and this new project is no exception. I’ve never seen anything like it—at least not in the United States –and there is a massive need for a community setting that can accommodate couples. What ThriveMore is bringing to the table is a solution to this problem: a community where partners can continue life together while receiving the additional help that they so desperately need.”*

— Rachael Wonderlin, MS, Owner, Dementia By Day

# IMMEASURABLY **MORE...** *Together.*



We have set a goal of \$3 million for these two projects.



\$1 million for THE GREEN HOUSE® home. This is the estimated additional cost to build this model vs. a traditional assisted living facility.



\$2 million for the couple's memory care residences. This goal supports operations and services debt at 80% occupancy, significantly reducing organizational risk. The project is fully sustainable at 95% occupancy.

Your gift to the IMMEASURABLY **MORE** campaign will provide the momentum we need to improve options for memory care and help older adults thrive more.



[THRIVEMORENC.ORG/  
IMCAMPAIGN](https://THRIVEMORENC.ORG/IMCAMPAIGN)

## IMMEASURABLY **MORE...** *Ways to give.*

**Give now.** Gifts of cash, check, credit card, and stocks are always accepted. Please make checks payable to Baptist Retirement Homes Foundation and mail to 1912 Bethabara Road, Winston-Salem, NC 27106. Please include "IM Campaign" on the memo line. Gifts can also be made through our secure online portal. Visit our website or scan the QR code above. Please select "IM Campaign" as your Designation.

**Give now and later.** Make a pledge today that supports the **IMMEASURABLY MORE** campaign over the next three years. We will provide a pledge form so you can structure your gift in a way that works best for you.

**Give later.** While the need for these projects is urgent, we recognize that you may wish to ensure your legacy by supporting the future of these endeavors. Deferring your gift through a life insurance policy, trust, retirement plan or bequest will make it possible for you to sustain our mission in perpetuity.

**Give Creatively.** Your gift is uniquely personal. Let's schedule a conversation to discuss other options if one of the suggestions above is not right for you.





We look forward to talking with you about how you can support innovations in memory care.

**Please contact Monique Farrell**  
**Director of Development**  
**336-624-2355**

**[MFARRELL@THRIVEMORENC.ORG](mailto:MFARRELL@THRIVEMORENC.ORG)**

Baptist Retirement Homes Foundation is a 501c3 organization that supports the work of ThriveMore. Founded in 1951, ThriveMore, formerly known as Baptist Retirement Homes of North Carolina, is one of North Carolina's most respected providers of long-term care. With four long-term care facilities located throughout the state, ThriveMore provides all levels of living options for older adults, including special programs for seniors with dementia-related disorders such as Alzheimer's disease. ThriveMore is a not-for-profit, church-related organization that has a historical relationship with the Baptist State Convention of North Carolina.