






2024-2025

IMPACT REPORT

Building Tomorrow: Progress Through Partnership

Innovation. Community. The Next Chapter

RETIRE.ORG

whv
Warm Hearth Village

A Message from Our CEO

As we reflect on the past year, one message rises to the top: together, we are building tomorrow.

Each step we've taken this year has been rooted in our shared mission—to foster a person-centered approach to aging in an inclusive environment that redefines what retirement can look like. From the vibrant programs we offer to the partnerships we've nurtured and the lives we've touched, this has been a year of deepening purpose and meaningful progress.

We've seen our campus come alive through connection. Residents embraced new wellness programs and community events with enthusiasm. Families gathered for celebrations, and our staff continued to go above and beyond—delivering compassionate care while embedding innovation into daily life. Our community partners, donors, and volunteers helped us ensure that no resident feels forgotten and no need goes unmet. For all of this—and for each of you—I am deeply grateful.

At Warm Hearth Village, building tomorrow means we don't stand still. It means looking ahead with boldness and heart. We are actively planning the next phase of campus growth—envisioning new residences and upgraded amenities to remain a destination of choice in the New River Valley. We are enhancing memory care services, redesigning interior spaces, and improving access to thoughtful, responsive care for those living with dementia or Alzheimer's. We are listening, learning, and investing in our people and our place.

As we move forward, we do so with unwavering belief in the power of partnership, progress, and people.

Thank you for being part of this incredible mission.

Warmly,
William Lester
President & CEO

Warm Hearth Village Overview

At Warm Hearth Village, we have a truly unique and welcoming community of seniors nestled in the heart of the Blue Ridge Mountains. In Blacksburg, the arts, culture, lifelong learning and the great outdoors create the perfect backdrop for anyone's retirement journey.

Our mission is more than words- it's a shared promise to redefine aging through a person-centered, inclusive community where everyone has the opportunity to grow, contribute, and thrive.



Mission & Vision

Our mission is to foster a person-centered approach to aging in an inclusive environment that redefines retirement. Our vision is to nurture a transformative culture where people live and work in community, knowing their contributions are essential to our success.

Our History

Founders Wybe & Marietje Kroontje poured their hearts and souls into creating a community that respects both people and nature. They were Dutch immigrants who came to the U.S. after enduring the occupation and oppression of World War II and dreamed of building a retirement community to serve as an expression of gratitude to America for their freedom. A true grassroots effort, they rallied the community around the 100-year plan to build a village where seniors from all walks of life would come together, each contributing their own special talents, ideas and experiences. Officially incorporated in 1974, Warm Hearth Village has been an integral part and valued partner of the New River Valley Community for 50 years.

Our Desire to Help Others

We are a 501(c)3 organization that reinvests our success in the future of our residents, employees and community. The Warm Hearth Foundation works alongside Warm Hearth Village to support its strategic operation and identify urgent and emerging needs of the senior population and we raise funds to support them. Last year, Warm Hearth Village and the Foundation helped residents and employees with more than $1.2 million in charitable support for things like housing, health care, basic necessities, emergency support, scholarships and more.

A Voice for Aging Issues

We serve as a trusted resource and passionate advocate for healthy aging—offering education, outreach, and support to help older adults and their families thrive. Through our Connection Series partnerships with local health providers and engaging community events, we empower individuals to navigate the aging journey with confidence, care, and compassion.

One of our most vital programs for residents is Rock Steady Boxing, an evidence-based fitness program specifically designed for individuals living with Parkinson's disease. Combining non-contact boxing techniques with strength, balance, and coordination exercises, Rock Steady helps participants build physical resilience while fostering confidence and community. This program reminds us that movement truly is powerful medicine.

Wellness, however, doesn't stop at the physical. We offer diverse support groups addressing a range of health concerns, ensuring that emotional and social well-being are nurtured alongside the body. From group fitness classes to wellness education, we continue to champion healthy, active aging at every stage of life.

Collaboration and Innovation in Action

Through partnerships with organizations like Virginia Tech, Radford University, SFCS Architects, and a dedicated network of volunteers, we continue to explore new ways to enhance life on campus and beyond. Our research collaborations and campus development initiatives drive meaningful change, ensuring our community remains a model for innovation in senior living.



From painting benches to running events and assisting with administrative tasks, our volunteers—residents, students, and community partners—logged:

- 200+ volunteer hours per month, sometimes exceeding 500+Provided invaluable support in hospitality, logistics, communications, and event coordination
- Their time and talents help us maintain excellence across campus and embody the true spirit of service

Growth Through New Services & Programs

For more than 50 years, innovation has driven our growth and success. Rooted in a proud history of excellence, we continue to look forward with vision and purpose — guided by our Master Plan and Strategic Plan, which shape how we serve today's residents and prepare for the needs of tomorrow.

We introduced Hospice Services, expanding our continuum of care to meet community needs with compassion and dignity at every stage of life. Though still in its infancy, this program represents a powerful step forward in ensuring holistic, person-centered support.

Innovation keeps us moving forward — blending our deep roots with bold ideas to create a stronger, more connected future.

"Partnerships ensure the most important aspect of our community, the people, especially our seniors, have access to the very best care and comfort."
— Community Partner



Our new services help us become stronger as a community and helps us serve more people on campus and throughout the community.

whv
Warm Hearth Village

Caring For Our Community

At the center of our mission is care — care for our residents, our community, and one another. From essential support programs to top-rated healthcare, we strive every day to embody compassion, excellence, and dignity in all we do.



Through initiatives like Micah's Pantry, we help ensure that no senior in our community goes without. Our upcoming Silver Santa program continues that spirit of generosity, matching residents in need with community donors who make their holiday wishes come true.

Supporting Those Who Serve

Advocacy is at the heart of everything we do — from promoting wellness and independence for older adults to supporting the growth and well-being of our employees. This year, we strengthened our role as a hub of expertise in aging, advancing programs and partnerships that promote health, connection, and lifelong learning.

Advocacy also means caring for our team. We invest in employee growth and development through scholarships, ongoing education, and recognition programs that celebrate excellence and compassion. When our staff thrive, so do the people we serve.

Our community thrives because of the people behind the mission—those who serve, care, lead, and support with unmatched dedication.

- Employee Scholarships: $28,000 awarded to 15 team members pursuing careers in nursing, fitness, healthcare, and more
- 100% Participation in giving from the Board of Trustees, Warm Hearth Inc. Board, and employees

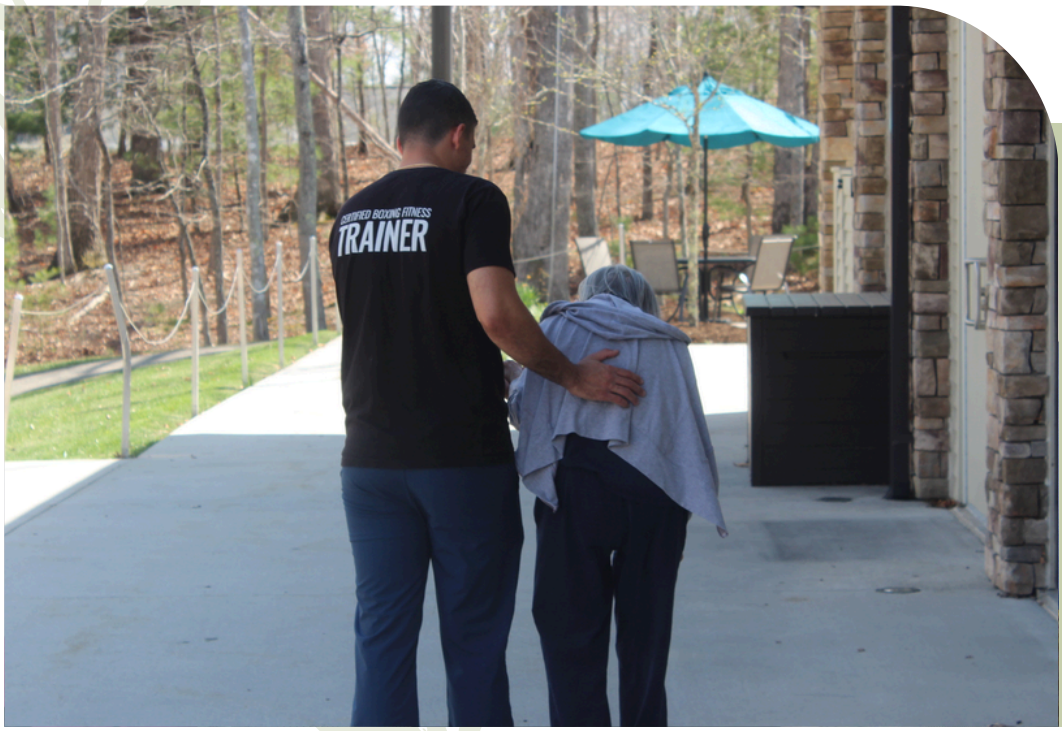
whv
Warm Hearth Village

Quality & Compassionate Support

Kroontje Health Care Center provides exceptional assisted living and memory care—each experience thoughtfully tailored to the unique needs of every individual. We are proud of our unwavering dedication to safety, compassion, and excellence in all that we do.

Our impact is made possible through the generosity and partnership of those who believe in our mission. Every gift—of time, talent, or treasure—strengthens our ability to provide outstanding care, enrich lives, and uplift our community. Whether it's supporting compassionate care, advancing employee development, or expanding wellness initiatives, your contributions ensure that residents continue to thrive in an environment built on dignity, purpose, and belonging.

Together, we are building a legacy of care and connection—creating lasting impact for generations to come.



At WHV, we don't just provide care — we create community. For over 50 years, we've shown what's possible when consideration, purpose, and innovation come together in service of our seniors, our staff, and our shared future.

whv
Warm Hearth Village

Our Supported Funds

1. Legacy Fund for Excellence
- Purpose: Supports our mission to advocate, innovate, and care for seniors
- Use: Unrestricted—meets needs across all areas from transportation to benevolent care

2. Brian H. Smith Benevolence Endowment
- Purpose: Assists residents facing financial hardship with the cost of health services
- Need: Covers more than $1.2 million in annual healthcare support

3. Karen L. Hanks Leadership Endowment & Fund
- Purpose: Supports strategic growth and leadership development for employees
- Use: CEO-directed initiatives and investments in team member advancement

4. Employee Appreciation Fund
- Purpose: Honors employees through recognition, service awards, and retention efforts

5. Employee Growth & Development Fund
- Purpose: Provides scholarships, emergency aid, and advancement opportunities for staff

6. Innovative Approaches to Aging Fund
- Purpose: Supports creative programming, including dementia care and enrichment activities

7. Micah's Pantry Fund
- Purpose: Provides residents with access to food, personal care, and household essentials

8. Wellness & Fitness Fund
- Purpose: Encourages active lifestyles and comprehensive wellness for seniors

9. Strategic Growth & Campus Revitalization Fund
- Purpose: Enables campus development in line with strategic priorities and our founding vision

WHV Leadership Team



William Lester
President & CEO



Tambra Dixon
Vice President of Philanthropy & Strategic Growth



Robbie Hickerson
Director of Housing and Resident Services



Andy Jones
Administrator, Kroontje Health Care Center



Carlan Meyers
Director of Human Resources



Molly Nevitt
Chief Financial Officer



Todd Smith
Director of Physical Plant Services



Alison Trigg
Administrator, Showalter Center



Joshua Toney
Administrator, Warm Hearth at Home



Char Bell
Director of Marketing



Alisha Wagle
Director of Compliance



Scott Richards
Director of Hospitality

whv
Warm Hearth Village

WHV Board of Directors



Dr. Edward F.D. Spencer
Vice President Emeritus for Student Affairs, Virginia Tech
CHAIR



William Price
Price Real Estate and Development



Dr. Hing-Har Lo
Associate Professor/ Academic Chair of Radiology and Nuclear Medicine, Edward Via Virginia College of Osteopathic Medicine



Dr. Katherine Allen
Professor Emerita of Human Development and Family Science, Virginia Tech



Allan Bookout
Senior Vice President/Commercial Lending, First Bank and Trust Company
TREASURER



Charles Johnson
Owner, Upscale Barber-Salon



Dr. Thomas R. McDearis
Senior Pastor, Church on Main
VICE CHAIR



Dr. Thomas Pierce
Vice President, Professor of Psychology, Radford University
VICE PRESIDENT



Dr. Richard Shepherd
Retired Physician
RESIDENT REPRESENTATIVE



Mike Spears
Retired, Internal Revenue Service
RESIDENT REPRESENTATIVE



Meg Stone
Attorney
SECRETARY



Dr. Pamela Teaster
Professor of Human Development and Family Science at Virginia Tech and Director of the Virginia Tech Center for Gerontology



Karen Hanks
Retired Senior Executive, Chief Operating and Transformation Officer, Cargill and GE
RESIDENT REPRESENTATIVE



Heather Ducote
Vice President, Senior Director of Marketing and Brand Management, Virginia Tech Communications and Marketing Division

whv
Warm Hearth Village

WHV Board of Trustees



Bettye Ackerman
Campbell & Ackerman Attorneys at Law



Keith L. Brandis
Volvo Technology of America, LLC



Trevor S. Gray
President, Wealth Manager, Kingsview Partners
PRESIDENT



Karen Hanks
Retired Senior Executive, Chief Operating and Transformation Officer, Cargill and GE
RESIDENT REPRESENTATIVE



Dr. Thomas Pierce
Vice President, Professor of Psychology, Radford University
VICE PRESIDENT



Mike Spears
Retired, Internal Revenue Service
RESIDENT REPRESENTATIVE



Julie Tollison McMichael
Vice President, First Bank & Trust Commercial Lending



Matthew Fullen, PhD
Associate Professor, Virginia Tech



Devin LaPuasa RN, MSN
Chief Nursing Officer Lewis Gale Hospital Montgomery

whv
Warm Hearth Village

2025 Financial Summary

A Message from Tambra Dixon, Vice President of Philanthropy & Strategic Growth

This year's financial results reflect the strength of our mission and the generosity of those who believe in it. Every gift — large or small — helps us sustain programs that provide compassionate care, empower our employees, and enrich the lives of those we serve. We remain deeply committed to transparency, fiscal responsibility, and investing in initiatives that strengthen our community today and for the future.

IMPACT BY NUMBERS

$85,000 raised in unrestricted monies through Cheeseburger in Parrot-dise
$28,000 awarded in staff scholarships
56,000+lbs. of food donated to Micah's Pantry
Brian H. Smith Benevolence endowment grew to $2.8 million to aid in the provision of $1.2 million in charitable care
$78,000 in revenue generated by the off-campus Treasure Trove Thrift Store
$46,000 provided to support employee rewards, training and emergency assistance.

whv
Warm Hearth Village

Warm Hearth Foundation

2024-2025

Financial Summary

REVENUE		
Unrestricted Contributions		
	Annual Fund (Unrestricted Contributions)	274,089.18
	Treasure Trove Sales	73,709.82
	Other Revenue	84.64
	Restricted Contributions Surcharge Rev	17,294.64
	Total Unrestricted	365,178.28
Temporarily Restricted Contributions		
	Life Estate Revenue	67,753.00
	Charitable Gift Annuities	10,280.28
	Designated Gifts - Employee Appreciation	34,931.53
	Designated Gifts - Benevolence Fund	6,300.00
	Designated Gifts - Other	343,157.76
	Total Temporarily Restricted	462,422.57
Permanently Restricted Contributions		93,894.00
	Total Contribution Income	921,494.85
Investment Income		
	Investment Income /Endowment Fund	279,672.08
	Interest Income	285.32
	Gain on Disposal of Assets	1,450.00
TOTAL REVENUE		1,202,902.25
EXPENSES		
	Philanthropy	259,059.00
	Contributions to Other Companies	469,026.30
	Treasure Trove	49,866.39
	Other	32,459.97
TOTAL EXPENSES		810,411.66
	Net Income before Depreciation	392,490.59
	Depreciation and Amortization	4,502.31
	Net Income	387,988.28

Warm Hearth Foundation

2024-2025

Financial Summary

Assets		
	Assets	2,230,067.93
	Endowment	3,003,911.75
	Total Assets	5,233,979.68
Liabilities and Net Assets		
	Total Liabilities	990,742.63
Net Assets		
	Unrestricted Net Assets	1,026,242.49
	Restricted Net Assets	2,829,006.09
	Net Margin	387,988.47
		4,243,237.05
Total Liabilities and Net Assets		5,233,979.68

With Gratitude to Our Donors

Behind every program, scholarship, and meal provided is a generous heart. The individuals, families, foundations, and businesses who give to Warm Hearth Village ensure we can keep building a stronger, more compassionate future for seniors in the New River Valley.
This year, we're proud to recognize the remarkable generosity of our community of supporters.

Major Giving Highlights
100% Participation from:

- **Our Board of Trustees**
- **Our Warm Hearth Inc. Board**
- **Our Employees**

This level of dedication speaks volumes—our leaders and team members are not only advocates for our mission but true partners in the work.

whv
Warm Hearth Village

WHV Achievements 2024 - 2025

Dr. James C. Baker Community Garden Naming

This year, we celebrated the dedication of our newly named community garden, made possible through a generous estate gift. The garden now stands as a living tribute, providing a place of beauty, reflection, and connection for our residents to enjoy for years to come.

Karen L. Hanks Endowment

A newly established endowment now supports employee growth, leadership training, and strategic initiatives directed by our CEO. This investment strengthens our team's capabilities and ensures continued excellence in service and innovation across our community.

The National Bank's Tall Oaks Hall Naming

Through a meaningful partnership with National Bank, we proudly named our event space in their honor. This collaboration underscores our shared commitment to community engagement and creating spaces that bring people together.

Warm Hearth at Home Hospice

We expanded our continuum of care with the introduction of on-site hospice services. This addition allows us to provide compassionate, comprehensive support for residents and families at every stage of life.

Cheeseburger in Parrot-Dise

Our 12th annual Cheeseburger in Parrot-dise fundraiser reached new heights this year, raising more than $85,000—our most successful event to date. The incredible community participation and generosity directly support programs that enrich residents' lives.

Micah's Pantry Food Lion Grant

We received a generous grant of over $4,000 from Food Lion Feeds to strengthen our on-campus food pantry. This support helps ensure residents have reliable access to nutritious food and essential resources.