

DEAR FRIENDS,

As we reflect on the past year, I'm deeply grateful for the shared commitment and achievements of our Friendship family. Together, we've continued to enhance lives, strengthen our sense of community, and pursue new ideas—ensuring that Friendship remains true to our mission of “supporting friends by providing peace of mind.”

We can take pride in knowing that Friendship remains a dependable source of support for both residents and team members. This year, our Resident Benevolence Fund once again made a meaningful difference in the well-being of those we serve, made possible by the unwavering generosity of our donors. Through their support, residents can feel confident that they will always have a stable and welcoming home within our communities, no matter what challenges arise.

Our Mission

Supporting friends by providing peace of mind

Our Vision

To be the leader that transforms perceptions and embraces aging

Our Values

Accountability: We take responsibility for our actions and our impact on the broader community.

Compassion: We strive to listen, understand, and offer empathy to those around us.

Positivity: We express gratitude and acknowledge the unique strengths each person contributes.

Respect: We honor the inherent dignity and worth of every individual.

Teamwork: We work together, combining our talents to achieve shared goals.



The Employee Emergency Fund has also offered vital support to team members navigating unforeseen hardships, further demonstrating the compassion and commitment that lie at the heart of our organization.

We have likewise continued to prioritize employee growth and recognition. Our Certified Nursing Assistant training program remains an important pathway for team members to advance their careers while strengthening the level of care we provide to residents.

Thank you for walking alongside us and for your continued belief in Friendship's mission and values.

Joe Hoff
President and CEO



PHILANTHROPY IMPACT REPORT



2024-2025

MEET JAMES "PEE-WEE"

Achieving the best outcomes in aging requires a strong circle of support—from family and friends to medical partners. Not all residents have that network in place, but thanks to donors like you, Friendship is able to bridge that gap. Your generosity ensures that every person on our campuses receives the care they need to live a healthy, meaningful life.

James "Pee-wee," a Roanoke native, now calls Friendship's North Campus home. At 63, he navigates developmental delays that require ongoing support. Although his Social Security and disability benefits cover basic living expenses, he has few family members nearby—his parents and siblings have passed, and he never married or had children. Because of this, Pee-wee relies on the Resident Benevolence Fund to help cover the cost of essential home care, which totals nearly \$5,000 each year..

Friendship team members like Justin help ensure Pee-wee has what he needs each week—delivering his medications, taking him to the grocery store, helping him shave, and offering day-to-day support that allows him to remain independent for as long as possible. "Every little bit helps," Pee-wee says of the care he receives. If you mention his name to the staff who work with him, they'll quickly tell you about his sense of humor and how he never fails to brighten their day. It's a powerful reminder that true support systems uplift everyone involved—and often lead to genuine friendship.



ENRICHING LIVES WITH CARE AND SUPPORT

Friendship is committed to enhancing the lives of older adults through compassion, vision, and outstanding programs. Thanks to the generosity of our donors, we are able to provide essential support to residents, team members, and communities—helping ensure a higher quality of life for everyone we serve. If you'd like to join us in advancing this mission, we invite you to reach out to Sarah Stephens at 540-265-2122 or ssstephens@friendship.us.



Scan this QR code with your smartphone's camera to make a donation on our website (friendship.us/give-today).



FINANCIAL HIGHLIGHTS

Community Benefit Support - \$10,809,918

Health & Rehab North	\$3,453,882
Outpatient & Wellness	\$2,853,383
Health & Rehab South	\$2,217,556
Richfield Health Center	\$2,184,497
Richfield The Oaks	\$40,348
Salem Terrace	\$30,208
Employee Emergency	\$14,838
Richfield Independent Living	\$7,537
Home Care	\$6,147
North Independent Living	\$1,522

EMPLOYEE EMERGENCY FUND OFFERS SUPPORT FOR TEAM MEMBERS

Created to provide support for eligible Friendship team members experiencing unexpected financial hardship, the Employee Emergency Fund continues to be a lifeline for colleagues in difficult moments.

This fund reflects Friendship's mission of supporting friends by providing peace of mind. Team members affected by sudden challenges—such as serious illness, natural disasters, or other unforeseen events—can apply for assistance through a grant that helps relieve financial stress, with no requirement for repayment.

Last fiscal year, the Employee Emergency Fund provided support to ten Friendship team members through grants totaling nearly \$15,000.

