



# *Strong Foundations*

Issue 1  
January 17, 2025



Welcome to the First Edition of  
Strong Foundations!

Dear Friends of the Foundation,

We are thrilled to welcome you to the inaugural edition of Strong Foundations, the Deerfield Charitable Foundation's official newsletter. This platform will be your gateway to all the incredible stories, impactful initiatives, and upcoming opportunities that shape our mission of service and philanthropy. As we celebrate our collective achievements and embark on an exciting year ahead, we're reminded of the strength and generosity that define the Deerfield community.

With the kicking off of this 70th year, we are filled with hope and excitement for what lies ahead. Together, we'll honor the legacy of the past seven decades while forging a path toward an even brighter future.

Thank you for your continued support and

## **In this issue:**

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belief in the Deerfield Charitable Foundation.  
Here's to a year of celebration, connection,  
and *Strong Foundations*!

With gratitude,

FaithAnne Bieschke  
Philanthropy Coordinator  
Deerfield Charitable Foundation



## Launching the 70 Years of Storytelling Campaign

In 2025, Deerfield marks a monumental milestone: our 70th anniversary. To honor this legacy, we are proud to highlight stories of generosity and visionary leadership. This year-long celebration of the people and moments that have shaped Deerfield's journey will be inspiring, brimming with resilience and hope.

## Volunteer Spotlight

Jane Knight



This month, we are thrilled to highlight Deerfield Resident Jane Knight. Through her efforts, Jane has significantly impacted our community. In 2024, she dedicated an incredible *827 volunteer hours* both in and outside of Deerfield.

Jane's contributions include the Rotary Club of Asheville-Biltmore and its Foundation, and working with AARP TaxAide, MANNA Food Bank, Habitat for Humanity, Veterans Restoration Quarters, and more. Jane also supported numerous internal committees while also lending her singing talents at St Giles Chapel and Grace Chapel. Her dedication embodies the spirit of generosity and commitment that drives the Foundation.

*Stay tuned for more inspiring stories from our amazing volunteers!*



## Year 70 Sneak Peek!

The 70th anniversary is not just a time to reflect but also an opportunity to look forward. Here are some highlights you can expect in the coming year:

**Educational Sessions:** Join us to dive into relevant topics.

First up: *The Value of a Financial Advisor and Estate Planning 101*, on February 28 at 2:00pm in the Blue Ridge Room.

**"Mocktails with Michelle":** Our Executive Director, Michelle Wooley,

**The 70 for 70 Challenge:** We're launching a challenge to inspire acts of service and giving. Stay tuned for more to come!

**Volunteer Engagement Event:** Get INVOLVED! Details coming soon...

will be hosting this invitation-only, monthly event series to get to know and introduce each new resident to the foundation's mission and opportunities to engage. Even if you're *not* new to Deerfield, reach out and let us know if you'd like to be included in a Mocktails gathering!

### **The Foundation's Social Media**

**Launch:** You can expect to see us on Instagram and Facebook as we expand our reach and share our stories with a wider audience. Click the social icons at the top or bottom of the page and give us a follow to stay updated on all the latest happenings!

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## A Word from our Executive Director



Launching this monthly newsletter feels like a milestone moment, and in this inaugural issue I want to do just one thing...

I want to thank you.

For...

...your interest and curiosity.

...the good you do in your corner of the world.

...the powerful ways you support Deerfield employees and residents.

...the encouragement you offered our outreach efforts in 2024.

And finally,

...watching for our second edition in February!

I cannot wait to see what kind of generosity will show up in 2025. Your support makes our work possible, and I remain deeply grateful,

Michelle Wooley,  
Executive Director  
Deerfield Charitable Foundation

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