



GROW YOUR IMPACT

2024 REPORT





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A MESSAGE FROM

MICHELLE WOOLEY

EXECUTIVE DIRECTOR



Thank you! As we reflect on a year like no other, your generosity provided so much for so many.

2024 was a year of unexpected gifts and unprecedented loss. It was a year that highlighted the compassion and strength of the Deerfield community as we worked together to respond to the overwhelming needs of friends and neighbors after Hurricane Helene upended life as we knew it.

The ten months leading up to the “storm of the century” were full of **milestones** and **successes**.

- Creating an annual philanthropy plan gave us structure.
- Initiating a Community Engagement Needs Assessment offered clear direction.
- Shifting to a more mission-aligned outreach effort meant greater support for local seniors.
- Funding education, technology, and innovation related to the slippery slope of cognitive decline enhanced our dementia-friendly culture.
- Presenting at multiple conferences enriched our relationships and expanded our reach.

Having partners in this work has proven so incredibly beneficial. In 2024 we began a Foundation Advisory Group. These Deerfield residents have offered feedback and support for presentations, print projects, and annual campaign materials. **Their investment in our work is invaluable.** Additionally, I’m thrilled to welcome FaithAnne Bieschke as Philanthropy Coordinator, a newly created role. With military experience and a background in nonprofit work, her contributions are exceptional!

And then there’s you! In the following pages, we will reflect on all we have done together. Your gifts of **time, talent, and treasure** made a difference in the lives of many. I am so excited to share with you the impact of your compassion in action!

With hope and gratitude,

Michelle Wooley, Executive Director – Deerfield Charitable Foundation



GROW YOUR IMPACT

2024 REPORT

A MESSAGE FROM

CHRIS DISMUKES

CHAIRPERSON

2024 was a year that brought clarity to our work as a board. With program priorities in place and a newly created annual philanthropy plan as our guide we were able to move forward with confidence and purpose. And the progress we've made together is astounding!

The foundation-initiated and funded Community Engagement Needs Assessment clarified the greatest barriers to healthy aging in our region.

Although none of the data was surprising, it allowed us to **evaluate our strategic partnerships**, using information gained through surveys completed by the best and brightest in the local field of aging services.

Libby Bush and Michelle Wooley teamed up with Asheville Area Habitat for Humanity's CEO, Andy Barnett and Deerfield resident, Habitat volunteer, and Foundation Board Member, Tim Kurtz to take our Deerfield Habitat partnership model to LeadingAge conferences in Virginia, North Carolina, and the national conference in Tennessee. They shared our story with hope that other Life Plan Community leaders might consider partnering with local nonprofit organizations to **provide safe, affordable aging-in-place housing** to older adults in *their* regions.

Growing our board and looking for opportunities to directly benefit and support the Deerfield Community have been priorities this year. And in September, we were pleased to welcome new board member, Karen Wallace-Meigs. With years of development work, her fundraising leadership came at exactly the right time. And of direct benefit to Deerfield: Foundation funding for the I AM Project, Sound Blanket technology, "Living Next Door to Dementia" speaker series for residents, educational scholarships for employees, and post-hurricane relief were some of the highlights you will read about in this report.

I am so excited to be part of this forward motion in 2025!

With high hopes,

Chris Dismukes, Chairperson – Deerfield Charitable Foundation Board of Directors



DEERFIELD CHARITABLE FOUNDATION

2024 BOARD OF DIRECTORS



CHRIS DISMUKES
CHAIRPERSON



GENE CARR
VICE CHAIR



GLENN MAYES
TREASURER



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BRANNON



TIM KURTZ



ANDY STRAUSS



KAREN
WALLACE-MEIGS



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PRESIDENT AND CEO
EX-OFFICIO



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CFO
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MICHELLE WOOLEY
ASSISTANT SECRETARY
EX-OFFICIO

Strategic Partnerships: Data Driven Generosity Mission Advancement Fund

Understanding Community Needs Through CENA =

In 2024, **Deerfield Charitable Foundation** conducted a **Community Engagement Needs Assessment (CENA)** to identify the most pressing challenges facing older adults in Buncombe County. This comprehensive study, conducted in partnership with **Holleran Consulting**, gathered insights through surveys, secondary data, and stakeholder insights.

Key topics included:

- Aging in place
- Social isolation
- Affordable housing
- Healthcare access
- Caregiver support

From Insights to Action =

The findings, presented in March to the Deerfield community and in May to key stakeholders at the **Buncombe County Age-Friendly Summit** are now a guiding force in our work. Every initiative we support is measured against a key question: **Does this address barriers to healthy aging in our region?**

CENA findings help us:

- Direct resources to the most urgent needs
- Strengthen partnerships with local organizations
- Develop impactful programs that foster dignity and independence

In 2024 gifts to the **Mission Advancement Fund** allowed us to address the areas of greatest need identified by the CENA.

SUPPORTING OUR STRATEGIC PARTNERS	
Aging in Place and Age-Friendly Community	\$248,375
Affordable Housing and Income	\$125,000
Navigation of Services and Access to Care	\$283,000
Chronic Disease Management and Prevention	\$110,000
TOTAL:	\$766,375



In 2024 Libby Bush, Tim Kurtz, Michelle Wooley and Andy Barnett traveled to **Leading Age** state conferences in Virginia and North Carolina, as well as the national meeting in Nashville, TN to share how **Deerfield and Habitat for Humanity** have partnered to address key findings #1 and #2 through our collaborative work creating the **Aging-In-Place Homeowner Program**. We have provided **12 affordable homes for seniors** in Buncombe County, with many more on the horizon. We hope that sharing this model with colleagues from across the country will inspire others to do the same.



Key Findings & Partnerships Making a Difference =

Aging in Place and Age-Friendly Community

Many families juggle full-time jobs while caring for aging parents, particularly those experiencing memory loss. **MountainCare**, a nonprofit providing adult day services, offers vital support. Deerfield Charitable Foundation proudly funds its current programs and future planning.

Affordable Housing and Income

More than **half of older renters in Buncombe County** spend over **30% of their income on housing**. Our partnership with **Asheville Area Habitat for Humanity** has helped sponsor **12 aging-in-place homes**, creating safe, **intergenerational living spaces** for seniors.

Navigation of Services and Access to Care

Finding appropriate care can be overwhelming. With our Foundation's help, **Jewish Family Services** is launching a **senior care management program**, providing **counseling, care navigation, and ongoing support** for older adults and their families.

Chronic Disease Management and Prevention

Cognitive decline can feel isolating, but **timely intervention makes a difference**. Our funding supports **MemoryCare**, a nationally recognized dementia care program, ensuring that **more families have access to expert support and chronic disease management**.

With **your support**, we are building a **stronger, more compassionate community** where older adults can thrive.

Strategic Partnerships: Deerfield Cares Fund

The Good You Do in the World =

The **Deerfield Cares Fund** is a powerful reflection of the generosity and compassion of our donors. This fund is dedicated to **outreach programs benefiting local seniors**, ensuring that critical needs are met each year. In **September 2024**, with **\$50,000 in funding**, we were able to support the following initiatives:

- **\$10,000 for Meals on Wheels**, providing new thermal containers and funding **3,093 meals** for seniors unable to contribute to meal costs.
- **\$15,000 for MountainCare Adult Day Services**, covering **350 rides** for participants and easing the burden on caregivers.
- **\$10,000 to Habitat for Humanity**, funding a home repair project for an older adult in Buncombe County.
- **\$15,000 to MemoryCare**, publishing the first edition of a book by **dementia expert Mary Donnelly**, compiling valuable caregiver resources. Copies are available in the **Deerfield Library** for residents, board members, and staff.



And Then, You Gave Even More =

After the **2024 Deerfield Cares Fund** was fully allocated, donors stepped up once again—this time to support **Habitat for Humanity** after their **ReStore and equipment were destroyed in hurricane-related flooding**.

||| Your generosity provided **\$80,000** to purchase one of three **box trucks** needed to restore their resale operations.

If you're in the **Asheville area**, keep an eye out for a **Habitat for Humanity box truck** featuring our Deerfield logo—a symbol of the difference your giving makes.

Delivering More Than Just Food: Meals on Wheels

For Deerfield resident volunteers, **the hum of a car engine signals more than just an errand—IT'S A JOURNEY OF KINDNESS AND CONNECTION.**

Through **Meals on Wheels of Asheville & Buncombe County**, older adults like Anne receive **daily hot meals**—but for many, the real gift is **the human connection**.



“It wasn’t my idea,” Anne admits with a chuckle. “My granddaughter suggested it because I kept burning myself cooking. Now, I look forward to seeing a friendly face every day.”



Funded in part by the **Mission Advancement and Deerfield Cares Funds**, Meals on Wheels ensures that **no senior feels forgotten**.

||| “I just appreciate the people who come. They don’t have to do it—but they do.”

Alan Davis, Deerfield resident and Meals on Wheels volunteer, delivers a meal to Anne. Volunteers pick up shelf stable food donated by Deerfield to Meals on Wheels in the wake of Hurricane Helene.

Prioritizing Lifestyle and Well-Being: Health Care Fund

At Deerfield, every life story is valued. The Health Care Fund ensures that residents receive **compassionate, personalized** care while fostering **deeper connections** between families, caregivers, and the community.

The “I Am” Project: Honoring Life Stories

Gyneth Schenck lived a vibrant life filled with French culture, poetry, and travel. Her daughters, Celeste and Stephanie, helped create her **“I Am” Project board**—preserving memories of her love for classical music, gardening, and her dog, Skippy.

“We would love for Mom to be a ‘poster girl’ and share this project with the community!” they said. “It honored her and helped others see the amazing person she was.”

For caregivers, the board offered a window into **who Gyneth was beyond her care needs**, creating opportunities for more meaningful interactions.

— PAIGE BISHOP, BSW, SHARED:

“Families love these boards as **sweet memories** of their loved ones.

Staff have said it’s wonderful to see residents in a different light—especially those with dementia. **It creates meaningful connections.**”

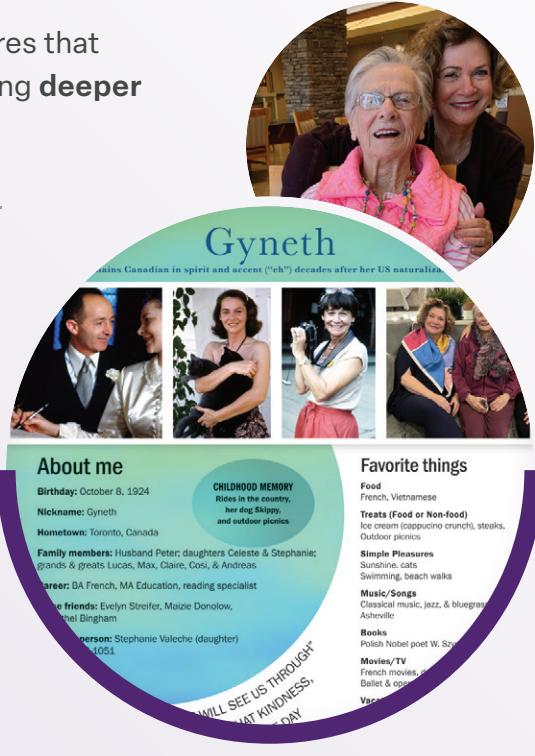
Through the **Health Care Fund**, more than **a dozen Deerfield families** have participated in the **“I Am” Project**, celebrating their loved ones in ways that transcend memory loss.

Expanding Our Impact Through Innovation

With over \$60,000 spent on new projects and initiatives, your support of the **Health Care Fund** also made it possible to:

- Provide **small-group dementia training** with expert **Mary Donnelly**
- **Introduce Sound Blanket technology**, which promotes sleep, reduces falls, and enhances cognitive clarity
- **Engage The Green House Project**, bringing in experts to **reimagine person-centered care** for our health center

By funding programs that **celebrate life, preserve dignity**, and **foster deeper connections**, your generosity ensures that every resident’s story is honored, no matter where they are on their journey.



Investing in Our Team: Danny Boone Employee Scholarship Fund



When **Erianna Keyse** joined Deerfield’s Dining Department in 2023, she had no idea she’d **fall in love with baking**. Encouraged by her coworkers and supported by the **Danny Boone Employee Scholarship Fund**, she pursued her passion, enrolling in baking school.

“I started helping Zoe in the bakery because it looked like fun,” Erianna recalls. “Then my boss Matt kept encouraging me to go to college. When I heard about the scholarship, I thought, ‘Why not?’ I applied, and now I’m in baking school, and I absolutely love it!”

One of her proudest moments was creating a **wedding cake** for Deerfield residents **Judy Domer and Bill Metts**. “It was a little stressful, but seeing their reaction made it all worth it. It showed me I’m capable of so much. I’m excited to keep growing and sharing what I’ve learned.”

In 2024, **seven employees** received scholarships totaling **\$21,750**, supporting their education and career advancement.

By investing in staff, **Deerfield fosters growth, innovation, and long-term commitment**, making it an **Employer of Choice** where team members **feel valued, supported, and encouraged to pursue their dreams**.

Care in the Midst of Crisis: Shirley Burnette Employee Support Fund

For **Renee Gossett**, a **social worker in Skilled Care**, life changed instantly when Hurricane Helene devastated her home. Three massive trees crashed through her roof, leaving her overwhelmed and unsure what to do next.

“On my first day back, a coworker encouraged me to ask for help,” Renee recalls. **“I sat down with Michelle Wooley and described my situation. She listened and simply asked, ‘What about a dumpster?’ Less than 24 hours later, it arrived, and volunteers from Baptist on Mission were tearing out wet drywall. I finally saw light at the end of the tunnel.”**



In 2024, the **Shirley Burnette Employee Support Fund** provided over **\$112,000** in aid, helping **28 employees** recover from hurricane damage and **17 others** facing crises such as medical emergencies and unexpected losses.

— QUOTES FROM EMPLOYEES WHO RECEIVED SUPPORT:

“Without this assistance, I don’t know where we’d be.”
“Deerfield stepped in like family. I’ve never felt so supported at work.”

Through your generosity, **we care for those who care for us**, ensuring every Deerfield team member feels **the strength of this community behind them**—especially in times of crisis.

Honoring Service, Strengthening Community

Salute2U: Recognizing Our First Responders

On **September 12, 2024**, despite the rain, **residents and staff lined Deerfield’s streets**, waving banners and signs to show appreciation for our **local first responders**.

As part of the **Salute2U Drive-Thru Parade**, **76 police officers, firefighters, and EMS personnel** drove through our campus, receiving **gift-filled lunch bags** and heartfelt thanks.



— QUOTES OF APPRECIATION FROM THE EVENT:

“This is the nicest thing anyone has done for us in my 30 years with the fire department.”
“My kids loved seeing the appreciation—it made their day!”
“I have a family member who works for you and raves about this community. Now I see why.”

Our first responders work tirelessly to keep our community safe. **This was our moment to give back and remind them just how valued they are.**

Volunteer Engagement: Growing Together Through Service

At Deerfield, **volunteering isn't just something we do—it's who we are.**

Let's take a closer look at how YOU "Grew Your Impact" across WNC in 2024:

- **Collective Impact:** Deerfield residents dedicated a remarkable **20,283 hours** to volunteerism—equivalent to over **845 full days of service** in a single year.
- **Individual Commitment:** With **102 residents volunteering**, the average contribution per resident was **199 hours**, demonstrating a deep commitment to service.
- **Widespread Outreach:** Residents partnered with **68 external organizations**, extending their impact beyond Deerfield and enriching the broader WNC community.
- **Time Well Spent:** If valued at the **national average volunteer rate of \$31.80 per hour**, Deerfield residents' contributions equate to more than **\$645,000 in service to the community**.
- **Daily Dedication:** On average, Deerfield volunteers contributed over **55 hours per day, every day of the year**, toward meaningful causes.

From delivering meals to **creating lasting change**, Deerfield volunteers continue to **plant the seeds of service** that will grow for generations to come.



Legacy Society: Honoring Our History, Investing in Our Future

Each year, we celebrate the generosity of **Deerfield Legacy Society** members—those who have included Deerfield in their estate plans, ensuring that future generations benefit from the community they helped build.

Due to the hurricane, our **Annual Deerfield Legacy Society Appreciation Gala**, originally scheduled for **October 13, 2024**, was postponed to **January 26, 2025**. At this special gathering, we were honored to welcome Dini Pickering as our guest speaker.

Dini, **the great-granddaughter of George W. Vanderbilt**, shared insights on preserving the **Biltmore Estate's legacy**, drawing meaningful comparisons to **Deerfield's 70-year history**. Her message inspired guests to reflect on the lasting impact of their own contributions and how they shape **the future of our community**.

If you are interested in becoming part of this special group, contact the **Deerfield Charitable Foundation** to learn more.



Deerfield Charitable Foundation Funds

Audited fund balances for fiscal year ending 9/30/24.

Please note that these balances do not reflect the amazing generosity of the last three months of 2024 — much of which is highlighted within this report.

Mission Advancement Fund - \$9,743,000

When you give to the Mission Advancement Fund (Unrestricted Gifts), you are supporting Deerfield as it addresses areas of greatest need in the Deerfield community and in the community at large. These gifts support our mission to be a leader in the field of aging services.

Residents Assistance Fund - \$4,401,00

Your support for the Residents Assistance Fund helps residents who outlive their resources and has provided limited entrance fee assistance. Growing this fund to expand the number of residents receiving assistance will provide important support for Deerfield's Strategic Pillars, particularly the pillar entitled Financially Strong.

Danny Boone Employee Scholarship Fund - \$268,000

Your support for employees can be lifechanging when you give to the Danny Boone Employee Scholarship Fund which offers scholarships for employees to further their education in accredited programs, with the intent of providing a path to career growth. In addition, the Danny Boone Employee Scholarship Endowment was created to provide support for this cause in perpetuity.

Healthcare Fund - \$180,000

Your gifts to the Healthcare Fund support the health and wellbeing of Deerfield residents throughout the continuum of care. This includes memory care, innovations and technology in health services, and enhancements to our healthcare environment.

Shirley Burnette Employee Support Fund - \$62,000

You provide for the practical needs of employees in crisis with a gift to the Shirley Burnette Employee Support Fund. Named for our beloved, long-term Director of Human Resources, the fund provides financial assistance to employees experiencing emergencies and other situations causing hardship.

Deerfield Cares Fund - \$5,000

Giving to the Deerfield Cares Fund allows Deerfield to continue its commitment to providing resources to the people of Western North Carolina, placing the organization in a true leadership role among aging service providers. Your gifts to this fund will address the barriers to healthy aging as identified by the Community Engagement Needs Assessment.

Endowments

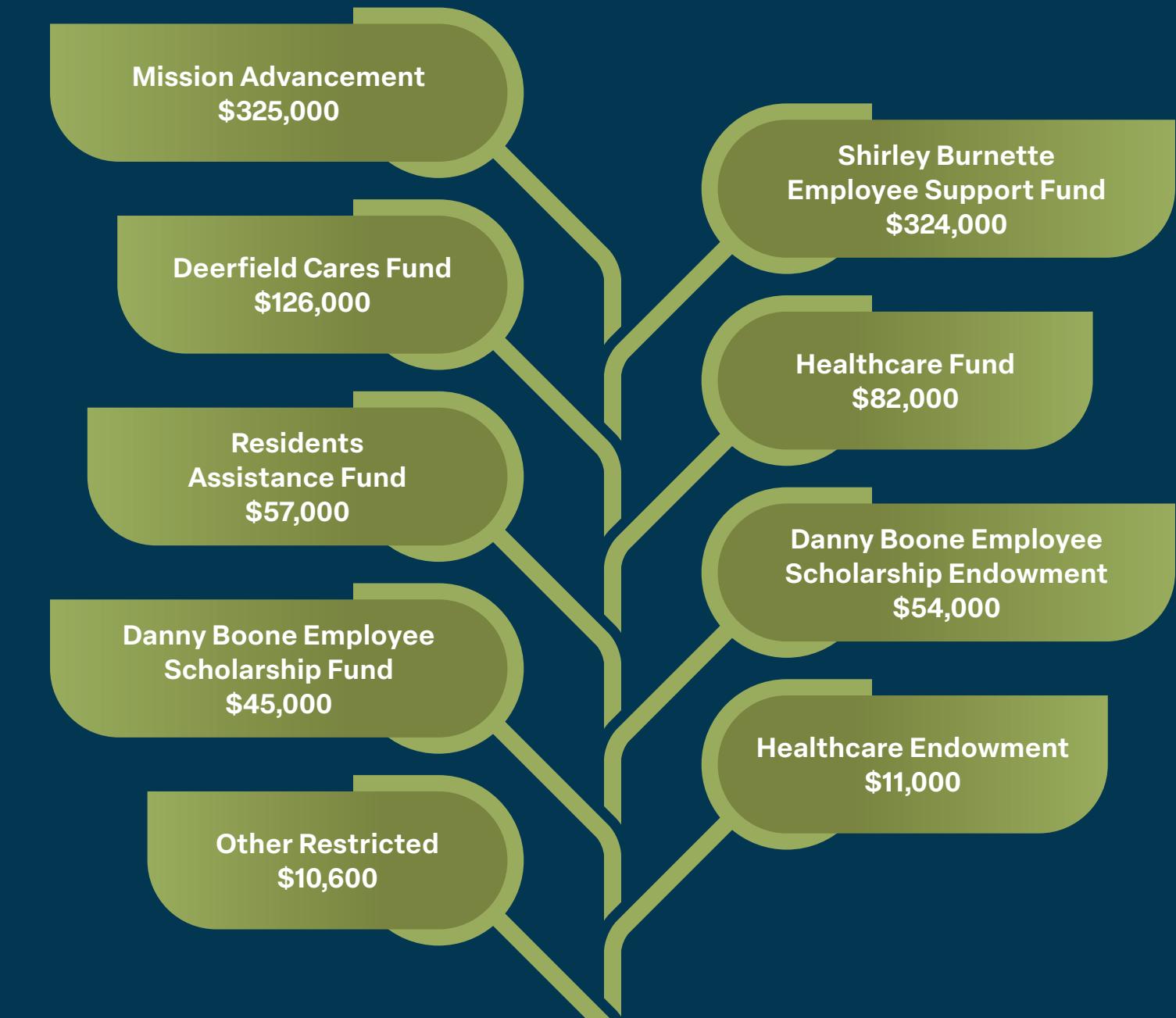
The listed endowments were established by generous donors in order to support Deerfield's people, programs, and places in perpetuity.

Endowment balances for fiscal year ending 9/30/24

Brannon Wellness Endowment	\$72,000
Danny Boone Scholarship Endowment	\$583,000
Deerfield Endowment	\$600,000
Landscaping Endowment	\$210,000
McConnell Healthcare Endowment	\$445,000
TOTAL:	\$1,910,000

The fund and endowment balances reflect unrealized gains and losses.

2024 DONATIONS - \$1,034,600



Your generosity to Deerfield Charitable Foundation in calendar year 2024 made so much possible. On the next few pages, you will see the names of all who chose to support our work with compassionate generosity.

2024 Giving Report

The following donors have generously supported the mission of Deerfield.

RESIDENT ASSISTANCE FUND

GIFTS IN HONOR OF

Nancy Clark

William Robertson

GIFTS IN MEMORY OF

Mike Anderberg

Luther Barnhardt

Orren Beaty

Janice Bodenhorst

Capt. Walton Boyer

Margaret Chandler

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Doris Daniels

Madeline Davis

Nancy Dill

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Eloise Greenwood

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Ray Haley

Frances Howell

Bill Hoyt

Sara Hoyt

Tom Hughes

Ellen Hull

Janet Ives

Jean Johnson

Marion Mayfield-Johnson

Gwin Jones

Charles Kilgore

Robert "Bob" Kimbrough

Ed Loewe

Sandra Macklem

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Bruce Martin

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BRING LOVE TO TABLES

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Judy Rex

William "Bill" Rex

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DANNY BOONE EMPLOYEE SCHOLARSHIP FUND

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William "Bill" Falender
John Hickman
Katharine Hilton
Sandra Macklem
John McCarthy, III
Meredith Reinhold
Elizabeth Sims

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Bill and Sue Macy
Carol and Pedro Martinez
The Reverend Nancy McCarthy
Bill Metts
Ed and Pat Roberts
The Reverend Jane Smith
Bunk and Nancy Spann
Mrs. Molly Young

DANNY BOONE SCHOLARSHIP ENDOWMENT

GIFTS IN HONOR OF

AARP Tax Aide Team
The wedding of Judy Domer
and Bill Metts

GIFTS IN MEMORY OF

Capt. Walton Boyer
Josephine Chromy
Doris Daniels
Cleone Elrod

William "Bill" Falender

Frances Howell

Bill Hoyt

Marion Mayfield-Johnson

Mary Metts

Bill Robertson

Franklin Sanders

Millie Schumpert

Diane Scott

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Mary Pat Thompson

Bill Winters

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Diane Scott
Mrs. Melinda Tempe
Mrs. Molly Young

DEERFIELD CARES FUND

GIFTS IN HONOR OF

Margot Coleman
Ramsay and Jessica Payton

Wyn and Tarry Payton

AARP Tax Aide Team

GIFTS IN MEMORY OF

Janice Bodenhorst
William "Bill" Falender

Jean Johnson

Sandra Macklem

DONORS

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Rick and Elaine Bagley
Iain and Ann Baird
Glenn and Dawn Bartholic
Gretchen Batra
Mrs. Nancy Bracken
The Reverend Elizabeth Canham
Gene and Sallie Carr
Mrs. Jill Cochrane
Barbara Colon

2024 Giving Report Continued

The following donors have generously supported the mission of Deerfield.

DEERFIELD CARES FUND CONT'D

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The Rev. and Mrs. David Fargo
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Warren and Diane Edwards
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Dick and Sue Johannes
George and Suzy Johnson
Mrs. Jane Knight
Mr. and Mrs. Howard Latty
Dennis and Carol Leach
Mr. Kerry Levin
Donna Ross and Frank Lockwood
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