

# GRAY MATTERS

OCTOBER 2024

OLDER ADULTS ACTIVE & ENGAGED

## New Building, New Growth

What an incredible year it has been! Last year I promised growth, and grow we did!



Thanks to some significant milestones, we've laid a strong foundation for the future of The Shepherd's Center of Richmond. Central to this success has been our move to a new, more accessible office on Monument Avenue. This move not only expanded our space, but also opened new possibilities for growth, making **"New Building - New Growth"** the perfect theme for this year's annual campaign.

The new office has truly been a catalyst. It has allowed us to expand the Open University schedule to include classes on Tuesdays and Fridays, and our multi-purpose room has become a hub for learning, socializing, and even Board meetings. We've hosted movie screenings, classes, and more in this versatile space.

Our programs and services continue to flourish, evidenced by the following:

- Open University participation grew 19%
- membership increased 12%
- and volunteers rose from 11%

## TOP NEWS

- ANNUAL CAMPAIGN KICKOFF
- EVENTS!  
VA WAR MEMORIAL
- VOLUNTEER SPOTLIGHT
- 2023-24 ANNUAL REPORT

Our community has shown its support, with donations increasing from \$58,797 to \$86,171 over the past year.

We still face challenges, however. While our transportation program's client base has more than doubled - from 53 to 116 - the growth in volunteer drivers has not kept pace. We now have 51 drivers, up from 35, but this hasn't been enough to meet the increasing demand for rides.

## New Growth, continued

We provided only 598 rides this year, down from 718 the previous year. As the aging population grows, the need for transportation becomes even more critical.

While we've seen incredible support from our participants, we keep our membership dues and Open University tuition low to encourage broad involvement. Recently, a significant bequest helped us remain financially stable, but bequests are unpredictable. Our new office, while offering tremendous flexibility, comes with higher costs.

Last year, we set an ambitious goal of \$40,000 for our Annual Campaign and surpassed it, raising over \$44,000. This year, we aim even higher with a goal of \$50,000. It's a stretch, but one we believe is necessary to continue offering the programs and services you've come to rely on.

With your continued support, I am confident we can achieve it. The Shepherd's Center of Richmond has an inspiring story to tell, and I hope you will help us write the next chapter with your contribution.

With warm regards,

*Peter C. Pettit*  
*President, Board of Directors*

## Matching Gifts

More and more companies are offering matching gift programs and may match donations made by their employees or retirees to The Shepherd's Center.

When an employee/retiree donates to a nonprofit, they request a matching gift from their employer. The employer then makes their own donation to the nonprofit. With these matches, companies are able to double, or even triple, the initial donation impact.

Several of central Virginia's leading employers have generous matching gift programs, including, but not limited to, Dominion, Universal Leaf, Altria, Genworth, Markel, CarMax and Capital One.

The Shepherd's Center has benefitted from a few matching programs, but would love to increase our list of corporate matches. Check with your employer for details on how to request a matching charitable contribution. We thank you in advance!

*Julie Adams-Buchanan*  
*Executive Director*



New Building, New Growth  
Donate to the Annual Campaign Below



# Events!

## Coming Event!

### VA War Memorial Tour

Join us at the Virginia War Memorial on Tuesday, Nov. 12th from 10:00 a.m. - 12:00 p.m. for a FREE guided tour.



Join us afterwards for lunch at T.J.'s Bar and Lounge in the Jefferson Hotel. Lunch is at attendee's expense.

Located at 621 South Belvidere Street, the War Memorial has ample free parking next to the building.

Sign up by Friday, November 8th.

See link below this page to sign up!

UPCOMING EVENT

**November 12**  
**Virginia War Memorial**

SIGN UP BELOW!

## Past Event!

### Amadeus Movie Screening

On Wednesday, October 23rd, members of the Center assembled in the multi-purpose room of the new office on Monument Ave. - with popcorn and Halloween candy on hand - to watch a free screening of the 1984 movie, Amadeus.

Gene Anderson, Open University volunteer instructor, was there to provide commentary on the facts vs. the myths in this entertaining, though somewhat fictionalized story. And as Emperor Joseph, II would say..."Well, there it is."



New Building, New Growth





## Volunteer Spotlight Ken Hoen



Ken Hoen, Shepherd's Center volunteer.

### Q. What is your professional background?

A. My career has been an interesting but crooked path. Just out of High School I worked for VDOT as a drafter and engineering computer operator (IBM 360 anyone?) Motion picture laboratory and film production came next where I specialized in location sound recording and film editing. Phoenix Productions, Inc. was a Richmond based documentary film and video production company with my wife as president that we ran until the early 90's. We produced documentary films all over the world.

Moving on, I earned an associate degree in civil engineering and worked for several area companies finally retiring from Timmons Group in 2013.

### Q. What are your hobbies, passions or other interests?

A. Now, in retirement, I enjoy kayaking, canoeing, hiking, photography, and woodworking... and don't forget volunteering!

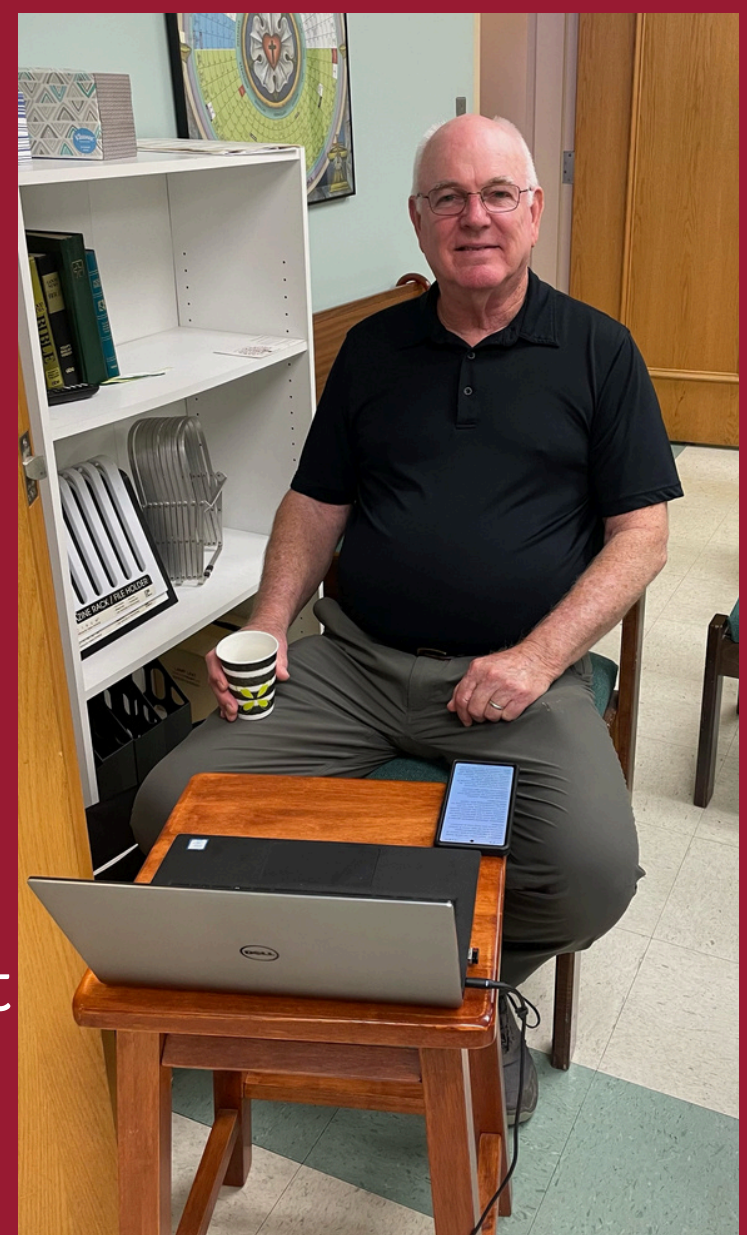
### Q. How are you involved with the Shepherd's Center?

A. I like to devote one or two days a week to volunteering with the Shepherd's Center. Life would not be as interesting without my work with the Shepherd's Center's Open University, as a driver, and handyperson.

### Q. What do you like most about volunteering for the Center?

A. Volunteering as a driver provides a much needed service to my city of Richmond neighbors and gives me a way to give back to the community that has given me so much.

My natural technical bent is a much needed gift that helps Open University Zoom classes run a little smoother and that I find great fun to provide.





# Annual Report

As we kick-off the 2025 Annual Campaign - “New Building, New Growth” - you may enjoy learning more about The Shepherd’s Center of Richmond by reading the 2023-2024 Annual Report. You can read it in its entirety using the link below this page.

It is our privilege to present you with the 2023-2024 Annual Report of The Shepherd’s Center of Richmond. We take great pride in this report, as it offers a clear and concise overview of who we are, our mission, our programs and accomplishments, our financial health, and most importantly, the incredible support we receive from dedicated volunteers and donors like you.

As you will see, in keeping with our commitment to making our services accessible, the revenue we generate from membership fees and tuition represents only a small portion of our overall income. We rely on the generosity of individuals –through annual donations, legacies, and bequests—to bridge the gap and help us continue to serve the older adult community of greater Richmond.

This past year has been one of exciting growth for The Shepherd’s Center. Building on the strong foundation of years past, we are expanding our programs and services and welcoming more members, volunteers, and clients into our community. With continued support, we are confident we can extend our reach even further and continue sharing the impactful story of the work we do.

Thank you once again for your unwavering support of The Shepherd’s Center of Richmond.

With gratitude,

*Peter C. Pettit*

*President, Board of Directors*

New Building, New Growth





# Open University Art Course

The Open University is seeing - literally - a unique course this session: an in-person art appreciation class.

This fall, Dr. Jim Brown is teaching “Beginner's Mind: Seeing Beyond Your First Impressions of Art.” After an initial orientation class in the multi-purpose room at the Center, this course is going out into the real world to view artworks in person.

As one student says, “Dr. Brown encourages his students to really study a work of art, whether it be a painting, sculpture, or a work of mixed media. Given that every detail of a work is intentional, that observation is key to what the artist was trying to convey. Of course, abstract ideas are more difficult to penetrate, but that detailed study always brings the viewer to a better appreciation for the work and Dr. Brown’s class has led me to that greater appreciation.”

## MARK YOUR CALENDARS!

**Open University winter session  
begins Monday, January 13.**

**Open University winter schedules  
will be out early December.**





# On-the-Scene During Open University on Thursdays at Lakeside United Methodist Church



**Are You On Facebook? We are!**  
[facebook.com/ShepCenterRVA/](https://facebook.com/ShepCenterRVA/)

tscor.org  
804-355-7282  
tscor@tscor.org

## The Shepherd's Center of Richmond

Encouraging older adults to remain active and independent through lifelong learning and volunteer service to their peers.

Made by, for, and about older adults.

New Building,  
New Growth 