



Sunnyside Communities
MORE THAN A CENTURY OF CARING

Sunnyside | King's Grant | Summit Square

IMPACT REPORT

2025

*Impact Rooted in Compassion.
Driven by Community.*



A year of quiet impact, carried forward by people

Every year, we take a moment to step back and look at what has been accomplished.

This report is part of that practice. It brings together the work, the reach, and the outcomes that defined 2025 across Sunnyside Communities.

You will see the numbers. They matter. They reflect growth, generosity, and the collective effort of residents, team members, donors, and partners. They help quantify what it takes to sustain a community like this.

You will also see something more.

Behind every figure is a person. A decision. A moment where care was extended, support was offered, or life continued forward with a little more confidence and stability.

Across all three communities, that impact took many forms. It showed up in rehabilitation services that helped individuals regain independence. In team members who ensured continuity of care during times of uncertainty. In opportunities for connection, learning, and engagement that shaped daily life.

It was strengthened by generosity. Not as a single act, but as an ongoing commitment from those who believe in the mission and the people it serves.

This year's Evergreen includes this impact report as a special edition. Within these pages, you will find both a snapshot of what was achieved and a deeper reflection of what it means.

Together, they tell the story of a community that continues to show up, do the work, and move forward with purpose.

*"This is more than what was achieved.
It is how a community showed up."*

IMPACT BY THE NUMBERS



GIVING

\$1,201,715
Raised for the **FELLOWSHIP FUND**

\$1,616,672
Fellowship Fund Distribution in 2025

716
TOTAL DONORS

1,880
TOTAL GIFTS

\$112,188
From Businesses, Organizations, and Foundations

\$36,739
Raised from 45 Churches



SUPPORT

Direct Impact

42 Residents
Supported through Fellowship Funding

16 Team Members
Supported through
Employee Emergency Relief Fund

\$32,626
Raised for Employee Emergency Relief Fund
(128 donors)

\$5,567
Raised through The Great Community Give



ENGAGEMENT

Participation & Reach

65 New Donors
\$22,500 in first-time giving

26 Monthly Donors
Nearly \$25,000 in sustained support

950 Gifts Under \$50
51% of all contributions

35 States Represented
Across donor base

12 Donors
Giving faithfully for 40 years

*Every number reflects a person.
Every gift reflects a belief in something that matters.*

Where Impact Becomes Personal

Impact is also measured in how people live.

In 2025, Sunnyside Communities served more than 400 residents and patients across independent living, assisted living, and healthcare through rehabilitation services alone. These services, spanning physical, occupational, and speech rehabilitation, focused not only on recovery, but on restoring confidence, independence, and quality of life.

New programs expanded what care could look like. Specialized Parkinson's programs strengthening movement and voice. Advanced fall prevention certifications improving safety. Lymphedema management services introduced across campuses. Innovative speech therapy approaches using electrical stimulation.

Behind every program is a person. A moment of progress. A regained ability. A restored sense of self.

Life enrichment continued to shape daily experience in equally meaningful ways.

Across communities, thousands of programs, events, and opportunities created space for connection and purpose. Residents engaged in music, art, education, and intergenerational experiences with local schools, universities, and volunteer organizations.

At King's Grant alone, more than 2,000 events were offered across all levels of living, creating opportunities for joy, creativity, and belonging.

A Moment That Mattered

Residents followed the journey of a nesting eagle family through a live wildlife cam, watching eggs hatch and chicks grow. When the community was selected to name one of the eaglets, they chose "Sunny."

For one resident with a personal connection to the area, the experience became something deeply meaningful. A reminder that even now, they are part of something larger. Still contributing. Still connected.

"Purpose does not diminish with age. It deepens."

The Difference Between APPRECIATION AND RELIEF



BY CINDY NOFTSINGER, DIRECTOR OF DEVELOPMENT, SUNNYSIDE COMMUNITIES

Every year around the holidays, I receive questions from residents and families about the different employee funds at Sunnyside Communities. The names are sometimes used interchangeably, particularly the **Employee Appreciation Fund**, **Christmas Fund**, and **Gift Fund**, so I often find myself helping explain the important distinction between these programs and the **Employee Emergency Relief Fund**.

The Employee Appreciation Fund, sometimes referred to as the **Christmas or Gift Fund**, is rooted in gratitude. Contributions are collected from residents and pooled together as a year-end thank you for employees across our communities. It is not considered a charitable donation and is not tax deductible because the purpose is personal rather than philanthropic. It is simply a direct expression of appreciation for the caregivers, dining staff, housekeepers, nurses, maintenance workers, and countless other employees who help make daily life at Sunnyside, King's Grant and Summit Square feel warm, safe, and meaningful.

In many ways, this fund reflects the rhythm of everyday community life. Residents often tell me they contribute because they want employees to know they are seen and valued, not just for one moment, but for the consistency, kindness, and compassion they show throughout the entire year.



The Employee Emergency Relief Fund serves a very different purpose. This fund is structured as a charitable program, and contributions are tax deductible. Rather than recognizing employees, it exists to support them during moments of true hardship. When an employee experiences an unexpected medical emergency, housing crisis, family loss, or other significant life event, the **Employee Emergency Relief Fund** provides financial assistance intended to help stabilize difficult situations.



While the two funds are very different in structure and intent, I believe both speak to the heart of who we are as a community. One allows residents to say thank you. The other allows our community to respond with compassion when someone is struggling.

Together, they reflect something I have always loved about Sunnyside Communities: the understanding that caring for people extends beyond daily responsibilities and into the ways we continue showing up for one another during both joyful and difficult moments alike.

Steps Carried by LOVE

Each fall, just as the first hints of color begin returning to the trees and the air sharpens with the arrival of another season, something quieter and more meaningful begins to take shape across Sunnyside Communities. It starts, as many important things do, in ordinary ways. A sign-up sheet passed between friends at lunch. A conversation lingering in a hallway after dinner. Someone pulling a purple shirt from the back of a closet and smoothing it out carefully, knowing they will wear it again this year for someone they loved.

At Sunnyside, King's Grant, and Summit Square, the Walk to End Alzheimer's has become more than an annual event circled on the calendar. Over time, it has evolved into something deeply personal, woven into the emotional life of the communities themselves. Alzheimer's has touched nearly every resident, family member, staff person, and friend in some way, and because of that, the walk carries a weight that is both collective and deeply individual. Behind nearly every team name, every photograph, and every mile walked is a story of someone remembered.

There are spouses who still instinctively reach for the hand that once reached back. Adult children who remember the subtle heartbreak of watching a parent slowly lose small pieces of themselves over time. Friends who once sat together at dinner tables, walked campus paths side by side, or shared decades of ordinary life together before memory began to shift and fade. Alzheimer's is often described as a disease of memory, but those who live close to it understand that it is equally a disease of absence, of gradual goodbyes stretched across months and years.

And yet, what emerges during the walk each year is not only grief, but tenderness.

In 2025, that tenderness translated into extraordinary generosity. Sunnyside raised \$8,350 in

support of the Alzheimer's Association, while King's Grant contributed \$3,358.54 and Summit Square raised \$4,376.25. Together, the three communities raised more than \$16,000 to support Alzheimer's care, advocacy, family resources, and ongoing research aimed at changing the future of the disease.

Still, the meaning of the day cannot really be captured by totals alone.

It lives instead in the quieter moments that unfold almost unnoticed throughout the walk itself. In the resident who pauses silently at a memory wall before moving forward again. In the caregiver who walks beside someone not simply out of professional responsibility, but out of genuine affection formed through years of shared daily life. In the laughter that rises unexpectedly between friends as photographs are taken beneath purple banners, followed moments later by tears brought on by a familiar song or a single remembered name.

For a few hours, the walk holds space for all of it at once: sorrow and joy, exhaustion and hope, memory and loss. There is music, conversation, and sunlight across the grass, but beneath it all runs something steadier and more profound, a quiet understanding that no one here is walking for abstract reasons. They are walking for people whose lives mattered and still matter. They are walking because love persists even when memory cannot.

Across Sunnyside Communities, the Walk to End Alzheimer's continues to serve as a reminder that the strongest communities are often built not in moments of ease, but in the ways people choose to carry one another through difficult things. Year after year, residents, families, and staff return to the walk not because they believe the journey is simple, but because they understand the importance of refusing to walk it alone.



The People Behind the Promise

At Sunnyside Communities, the story starts with its people.

Across three campuses, 735 employees form the backbone of a senior living organization where care is not just delivered, it is lived. More than a third of those employees, 252 in total, have been with the organization for five years or more, a signal of a culture that continues to retain and develop its workforce over time. In an industry where turnover remains one of the most persistent challenges, that stability stands out. According to American Health Care Association and National Investment Center for Seniors Housing & Care, annual turnover rates in senior living and long term care often exceed 50 percent, with many organizations reporting average employee tenure closer to two to three years. Against that backdrop, Sunnyside Communities' tenure levels reflect a workforce that is staying longer and building deeper institutional knowledge.



At Summit Square Retirement Community, that story is still being written in real time. The campus employs 126 team members, with roughly a quarter reaching five years of tenure or more. Several have remained for ten, fifteen, and even twenty years. The workforce skews younger, with Gen Z representing the largest segment, creating a mix of energy and experience that continues to shape the culture in new ways.

At King's Grant, longevity runs deeper. The campus employs 198 team members, with an average tenure of seven years. Nearly half have been there for five years or more, including six employees who have been part of the community since it first opened. Leadership development remains a priority, with team members participating in management training programs designed to support growth from within. Recognition efforts, including Employee of the Month, reflect a culture where peer appreciation is part of daily life.

At Sunnyside Retirement Community, the organization's largest campus, 376 employees support daily operations. The average tenure stands at five years, notably higher than many industry benchmarks. Continued emphasis on internal advancement, including recent leadership promotions within Human Resources, reinforces a commitment to developing talent and sustaining long term engagement.

Taken together, the numbers point to something more enduring than workforce size or tenure benchmarks. They reflect a workforce that stays. In an industry often defined by turnover, Sunnyside Communities continues to build something more durable. A place where people grow into their roles, invest in one another, and choose to remain part of the story.

Note: All workforce data reflects Sunnyside Communities as of December 31, 2025.

More Than a Thanksgiving Tradition

Each year, as Thanksgiving approaches, Sunnyside Communities continues a tradition that has become deeply meaningful across our campuses: providing turkeys to employees as a gesture of gratitude for the care, compassion, and hard work they bring to residents every day.

What began years ago as a simple act of appreciation has grown into something much larger, reflecting the spirit of generosity that defines our communities.

At Sunnyside in 2025, the community received 88 cases totaling 352 turkeys, enough to provide birds for team members across campus, including contract staff. After distribution, additional turkeys were offered to anyone who may have missed the original pickup period, ensuring as many employees as possible could participate. The remaining turkeys did not go to waste. Five boxes were donated to the food pantry at Broadway High School to help support local families during the holiday season.

At Summit Square, the spirit of giving extended beyond campus walls as 28 turkeys were donated to local food pantries. Eighteen turkeys were given to First Baptist Church's food pantry in Staunton, while 10 were donated to First Presbyterian Church's food pantry to help support neighbors in need during the holiday season.

At King's Grant, 48 boxes totaling 192 turkeys were distributed to staff members as part of the annual tradition. Nearly every turkey found its way home with an employee, while the remaining birds were thoughtfully incorporated into the resident Thanksgiving dinner celebration. The giving spirit at Sunnyside Communities extends far beyond turkey distribution.

Throughout the holiday season, employees, residents, and volunteers participate in food drives, toy drives, and other charitable efforts that support families and organizations throughout the Shenandoah Valley and Southern Virginia. In one example, the Sunnyside Communities corporate office delivered 116 pounds of donated food to the Blue Ridge Area Food Bank, helping provide meals to individuals and families facing food insecurity during the holidays.



While the numbers themselves are impressive, the tradition has always represented something more personal. For many employees, the turkey giveaway is a reminder that their work is seen and appreciated during a season centered around family, gathering, and gratitude. At the same time, the food drives, toy collections, and community donations reflect the larger mission of Sunnyside Communities: caring not only for those who live and work on our campuses, but also for neighbors throughout the communities we call home.

Whether through a Thanksgiving turkey, a donated toy, or a box of food delivered to a local pantry, these acts of generosity help ensure that the spirit of the season reaches far beyond our campuses and into the lives of others.



Sunnyside Communities is proud to support organizations that help strengthen the places we call home. In 2025, Sunnyside donated \$10,000 to Habitat for Humanity, along with \$2,759.12 in in kind donations through the ReStore. Together, these contributions help support affordable housing efforts and provide valuable resources to individuals and families across our region.

In addition to financial support, Sunnyside has also worked to give back in meaningful and practical ways through ongoing renovation efforts across campus. As part of the current dining renovations at Sunnyside, the organization made a strong commitment to donating and repurposing as much usable equipment, furniture, and materials as possible. From kitchen equipment to furnishings and supplies, many items from the renovation found new purpose through community organizations rather than ending up discarded.

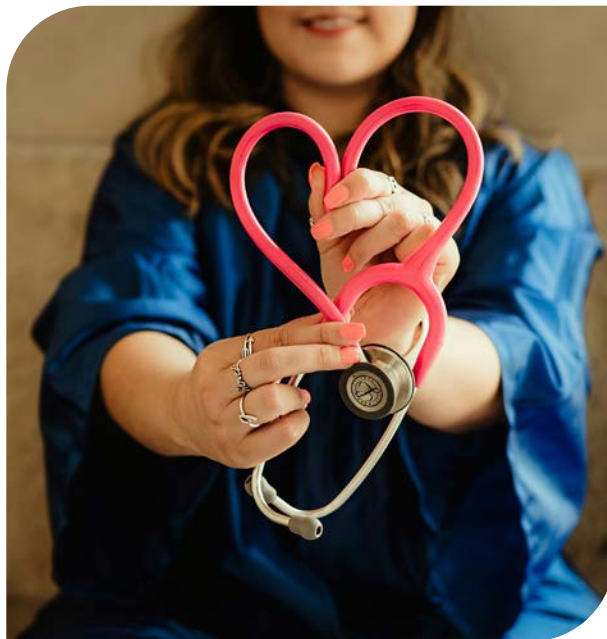
At Sunnyside Communities, we believe strong communities are built through compassion, partnership, stewardship, and generosity. Whether through financial giving, in kind donations, or thoughtful sustainability efforts, we remain committed to investing in the well-being of the broader community we are proud to call home.

Growing Talent, Strengthening Care

In 2025, Sunnyside Communities invested \$27,625.46 in financial assistance for employee continued education, helping 10 team members pursue professional growth, expand their skills, and advance their careers in aging services. From clinical certifications to advanced degrees and specialized training opportunities, this support reflects Sunnyside's commitment to investing in the people who care for and serve our residents every day.



At Sunnyside, we believe supporting education is an investment not only in individual employees, but also in the future strength, compassion, and excellence of our entire organization. By helping team members continue their learning and development, we are building a stronger workforce and enhancing the quality of care and service provided across our communities.



Continuing the Work



The work of 2025 was not without its challenges.

Healthcare continues to face workforce shortages nationwide. Yet across Sunnyside Communities, teams remained steady. Care continued without interruption. Residents continued to receive the attention, expertise, and compassion they deserve.

That consistency is not accidental. It is the result of dedicated professionals who show up each day with a shared commitment to helping others live well, remain engaged, and move through life with confidence and dignity.

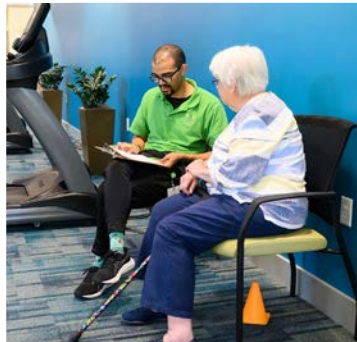
Looking ahead, that commitment only grows stronger.

Plans are already underway to expand clinical certifications, deepen specialized care programs, and continue investing in the people who make this work possible. Opportunities for learning, connection, and growth will continue to evolve alongside the needs of a generation redefining what it means to age.

Because impact is not something we complete.

It is something we continue.

For a deeper look at the stories, people, and moments behind this year's impact, read more [online](#).



Watch this video to
learn more about
Sunnyside's Impact!

*Every life holds value.
Every moment matters.
And together, we are building
something that lasts.*