

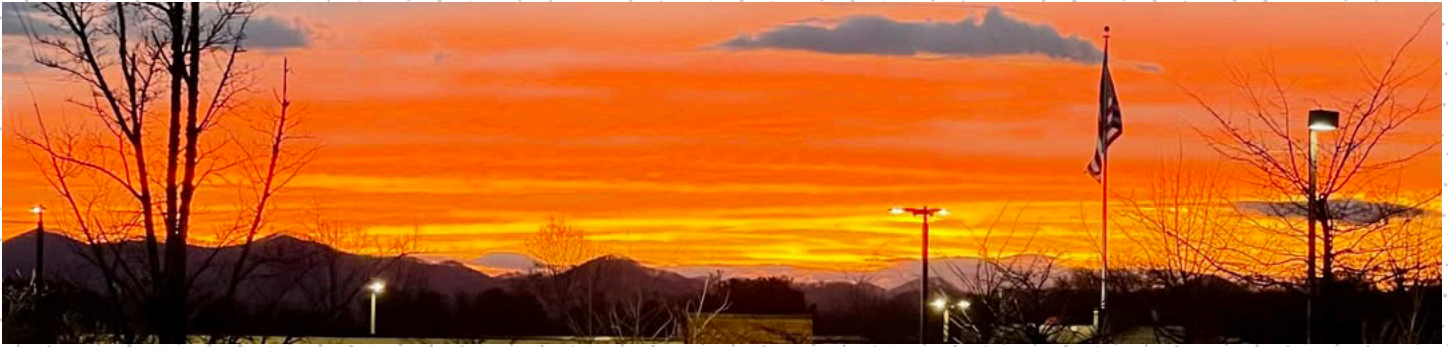


# *Givens* **Discovery**

COMMUNITIES  
Winter 2024

NEWSLETTER

*People Passionate, Make A Difference,  
Power of Community, Do What's Right*



This has been a year of growth, learning and of incredible impact for Givens Communities, along with its fair share of challenges, particularly during and after Hurricane Helene.

Despite those challenges, in 2024 we once again displayed fortitude and foresight, had the resolve to weather storms – figuratively and literally – and are able to reflect on a series of accomplishments and success. There are a few in particular I want to brag about:

- Outstanding financial results, ranking in the top quartile compared to peers.
- Residential living and assisted living both maintained excellent occupancy rates.
- Givens Home First and Givens Choice experienced tremendous growth.
- Brookside Commons at Givens Highland Farms came into its own with exceptional dining and service.
- Advancement for expansion of affordable senior housing in Western North Carolina.
- Givens Life Ministries reached a record number of people served.
- Newsweek recognized Givens Estates and Givens Highland Farms as top-rated contributing care retirement communities –Givens Estates ranked #1 and Givens Highland Farms was #7 in the state.
- Givens Estates finalized its comprehensive

master plan, paving the way for new assisted living and memory care facilities to begin construction on campus in 2026.

All of this represents the efforts of everyone in our organization—from residents and team members to leadership, volunteers and the board of directors. They exemplify our core values: People Passionate, Make a Difference, Do What’s Right, and Power of Community.

Whether it was tackling challenges with grace or celebrating small wins along the way, you’ve shown what it means to lead with optimism. When we choose positivity, we unlock the potential for greater creativity, resilience, and productivity, which sets us on a path to success. And here at Givens, I’ve witnessed this firsthand.

Let’s continue to make this a cornerstone of our culture as we head into the New Year. It’s our Mission – Creating Community, Empowering Lives. Individual success is magnified when we work together. Here’s to 2025!



**Kevin Schwab**  
Chief Executive Officer  
Givens Communities

## Generosity Grows With Gratitude

As we approach the end of the year, the Givens Philanthropy Department has much to be grateful for.

Thanks to the generosity of residents, 2024 was a banner year for contributions and support. Whether it was the ongoing efforts for the Resident Assistance Ministry or new initiatives, like the campaign for Brookside Life Enrichment Center at Givens Highland Farms, we witnessed a tremendous capacity to give back to our community.

The widespread devastation left by Hurricane Helene provided yet another opportunity for our community to shine. Givens Philanthropy quickly set up Team Member Assistance and Unrestricted Funds to assist staff who had been significantly impacted by the storm, while supplementing the amazing work done to keep our campuses running efficiently in the aftermath of the storm. To date, more than \$240,000 has been raised.

Gratitude and remembrance are the themes we will carry into this holiday season while we look ahead to the new year with hope and excitement, especially as Givens will celebrate 50 years of creating community and empowering lives! Thank you for being such a large part of our mission.

Givens is a 507(c)(3) not-for-profit corporation. All gifts are tax-deductible.



### Support Givens Communities

#### Cash/Check

Mail to 2360 Sweeten Creek Rd, Asheville, NC 28803 or drop off at any campus donation box or reception desk

#### Credit Card visit

[givensphilanthropy.org/giving/](https://givensphilanthropy.org/giving/)

#### Donor Advised Fund visit

[freewill.com/OAF/givenscommunities](https://freewill.com/OAF/givenscommunities)

#### Stock visit

[freewill.com/Stocks/givenscommunities](https://freewill.com/Stocks/givenscommunities)

#### IRA visit

[freewill.com/QCD/givenscommunities](https://freewill.com/QCD/givenscommunities)

#### Cryptocurrency visit

[cryptoforcharity.io/givenscommunities](https://cryptoforcharity.io/givenscommunities)

## Givens at Top in Newsweek 2025 CCRC Rankings

Newsweek announced its annual ranking of best continuing care retirement communities, with Givens Estates remaining first in North Carolina and rising to 8th in the nation, while Givens Highland Farms ranked 7th in the state.

Continuing care retirement communities provide long-term options for residents typically aged 55 and older who can transition from independent living into higher levels of care, including assisted living, skilled nursing care or memory care, all at the same campus. The annual compilation in conjunction with data research firm Statista is from more than 2,000 CCRCs coast-to-coast and 67 statewide.

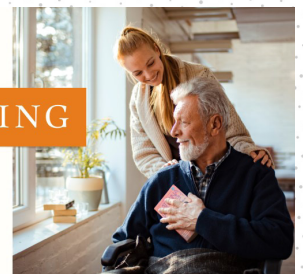
“At Givens Estates, we believe aging is not a limitation but an opportunity to embrace vibrant living and endless possibilities,” said Kirsten Cone, executive director of Givens Estates. “Our strong sense of community is founded on the individual work by residents to be fully human. Residents and staff find our campus to be an engaging place where we share our strengths and struggles. Our belief in a citizenship model where each of us is valued for our voice and contributions.”

Today’s older Americans lead more active lifestyles than the previous generation, said Newsweek Global Editor in Chief Nancy Cooper, in her announcement of the 2025 rankings. “With a wide array of services, CCRCs’ continuity of care allows a single community to provide just the right level assistance as needs change,” she said.

## We are proud of the individuals who have chosen to call us home.

“We are certainly proud to be among the top communities in the country, but most importantly we are proud of the individuals who have chosen to call us home,” said Ken Kramer, executive director of Givens Highland Farms. “It is these individuals who create an environment that encourages interests, passions and fosters friendships.”

In partnership with global research firm Statista, Newsweek evaluated each CCRC’s total score by reputation (70 percent), visitor satisfaction (15 percent), accreditation (10 percent) and a Google review (5 percent). The ranking draws on two national online surveys of medical professionals and residents, as well as an analysis of key quality dimensions, accreditations, visitor satisfaction and online reviews.



## “Best of Asheville” Rating Makes the News

Every year, Asheville Media Group asks the community what’s the best in Asheville, whether restaurants, shops, schools, services and salons – and Givens Estates was voted the Retirement Community Gold Medal Winner and Silver Medal Winner for Assisted Living.

The following article was originally published in 828 News Now series ‘Behind ‘Best of Asheville.’



Givens Estates on Sweeten Creek Road is 215 acres of scenic mountain living with modern convenience, where residents take full advantage of amenities, services and proximity to Asheville as a springboard for personal growth and fulfillment.

Born of the generosity of Mrs. Marion Givens, a philanthropist who arranged to leave her summer estate as a place for a retirement community, Givens Estates has continued to prosper in the five decades since and is now a nationally recognized location for 55+ living.

“The quality of life here is as good as you want to make it, and for us it’s very, very good,” said Don Henderson, who along with his wife Karen have been residents at Givens Estates for almost three years. “We like the campus, the trails, the outdoor access, and the

eclectic mix of our neighbors. There’s almost every possible activity anyone could want. There’s no reason to ever say ‘I’m bored.’ If there’s something you’d want to do and it’s not here, they’ll help you start it.”

Givens Estates is a non-profit senior life plan community where each person is treated with dignity and respect. Diverse backgrounds and viewpoints contribute to a robust, harmonious living environment. Residents are known for volunteering, charitable work and civic engagement, as well as being community leaders in the region.

“People here are heard,” Karen Henderson said. “That’s part of Givens Estates culture, where residents speak up. The variety of choices for living accommodations and design choices make a difference, too.”

Givens Estates is an eco-friendly campus, incorporating green practices to support wildlife habitats and reduce carbon emissions. A natural aesthetic is maintained in the surrounding forest and meadows through stewardship and innovation, along with old-fashioned know-how.

Sustainability is a point of pride here, as residents raise organic gardens with harvests being included in the three Givens Estates residential dining venues.

Projects are ongoing to maintain the pristine landscapes, which include restoration of native plants, stream remediation and restoration work, the use of solar energy for powering maintenance and grounds buildings, and recycling efforts being a part of daily living.

## Senior Housing Trends Column

Analysis by the University of Chicago, in partnership with the National Investment Center for Seniors Housing and Care, found that the senior housing industry shows promise for reducing the overall healthcare spending patterns of older adults.

Similarly, many senior living communities are promoting healthy lifestyles by implementing improved wellness offerings, often through new designs and technology.



Both architects and senior living operators are considering how they can better integrate wellness features elements such as natural materials and natural lighting, enhanced social features and better fitness centers into communities to put additional emphasis on a resident's physical, emotional and spiritual well-being.

Developers are continuing to evolve technology to support social and personal needs. People continue to pursue new, effective ways to support their wellness. Western North Carolina examples include aging in place initiatives, such as Givens Choice and Givens Home First, as well as installations and updates at the four campuses.

## Leadership Academy

Two members of the Givens Communities leadership team - Jessie Bosshard, executive director of Givens Home First, and Ricky Foor, vice president of Information Technologies - have been selected for LeadingAge's prestigious 2025 Larry Minnix Leadership Academy.

The program is designed to develop capacities and core competencies of aging services professionals by tapping into their natural talents

and authentic leadership styles. It emphasizes self-exploration and relationship-building to enable participants to embrace diversity of thought, move beyond pre-conceived assumptions and view their own experiences and those of others as learning opportunities.

LeadingAge is an organization of nonprofit aging services providers and other mission-driven groups serving older adults, providing advocacy, resources and guidance. Membership encompasses the entire continuum of aging

services, including skilled nursing, assisted living, memory care, affordable housing, retirement communities, adult day programs, community-based services, hospice, and home-based care.

Larry Minnix, an author and former CEO of LeadingAge, was recognized as a Top 50 Leader by the Non-Profit Times and Top 50 Influencer of Aging by Next Avenue. When he retired in 2015, LeadingAge named its Leadership Academy in honor of him.



**Save the Date:  
MLK Breakfast**

**Put this on your calendars:** Givens Communities returns as a major sponsor of the Martin Luther King Jr. Prayer Breakfast, which will take place at the Crowne Plaza in Asheville on the morning of **Saturday, Jan. 18.**

Thanks to Givens Philanthropy Department, we will have three tables set aside for residents and team members, with details on pre-registration to be announced soon.

## Givens Communities Nurse Aide Training Program

The current cohort of Givens Nurse Aide training program trainees is hard at work on completing their course requirements. After a slightly delayed start because of Hurricane Helene, they will be finished with training by the end of the year.



Givens offers this innovative “Earn While You Learn” training for both current and new team members wanting to grow their career and become CNAs. While in training, students spend part time in class learning the North Carolina State Nurse Aide curriculum, and part time working in Givens Health Centers as Resident Assistants.

The Resident Assistant experience helps them become familiar with healthcare working environments and practice their communication skills. After course completion, they sit for the NC Nurse Aide exam to be listed on the state registry as CNAs. The graduates work as CNAs, caring for residents at Givens clinical sites across four campuses.

8.

## Cultivator Program Works at Work

The Careers Team welcomes new graduates of its Cultivator Program, a buddy system method of workplace engagement that is proving quite successful for the senior living organization.

Participants engage in six weeks of training, featuring one-hour weekly classes. New or transferring team members are matched with a seasoned team member, known as a “cultivator,” who offers advice, guidance, encouragement, as well as an introduction to Givens Communities culture and expectations.

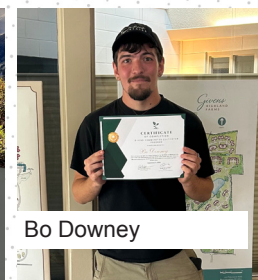
“We have found that this program brings a positive work environment, builds strong team bonds, and teaches valuable skills to our team members,” said Keith Robinette, Human Resources Career Coach and program coordinator.

The role of a cultivator lends peer support, answers policy and procedure questions, with weekly follow-ups during the first 30 days, and continued support for up to six months.

- Givens Estates congratulates Alan Brown, Maintenance Technician II, and Cody Moore, Turf Crew Member.
- Givens Highland Farms congratulates Dev Gray-Hernandez, EVS Housekeeper, and Bo Downey, Grounds Technician.



Alan Brown



Bo Downey



Dev Grey-Hernandez



## Team Member Anniversaries

Givens Communities celebrates the work anniversaries of everyone who joined our team during the months of October, November and December and combined have contributed more than 680 years of service.

October 2024

Name	Department	Service	Start
WATSON, CAROLYN N	Givens Communities	43 years	10/12/1981
CALLOWAY, FARRAH G	The Givens Estates	28 years	10/14/1996
VALENTINE, KAREN R	The Givens Estates	18 years	10/11/2006
MOORE, PEGGY A	Givens Highland Farms	18 years	10/31/2006
HINMAN, TAB	Givens Communities	17 years	10/16/2007
SANDERS, LAKISHA	The Givens Estates	15 years	10/07/2009
SOWERS, CRISSY D	Givens Highland Farms	12 years	10/24/2012
BEAMON, STACEY E	The Givens Estates	12 years	10/31/2012
WATKINS, JACKIE	Givens Highland Farms	8 years	10/12/2016
MADDOCK, ELLEN A	Givens Affordable Communities	8 years	10/24/2016
HALL, CHRISTOPHER E	Givens Highland Farms	7 years	10/18/2017
BAXLEY, SAWYER	Givens Communities	6 years	10/17/2018
PELLETIER, PATTY	Givens Highland Farms	6 years	10/31/2018
HILLMAN, LUCY A	The Givens Estates	5 years	10/09/2019
LOWERY, DYLAN R	The Givens Estates	5 years	10/09/2019
FORGERON, ALISON L	Givens Affordable Communities	4 years	10/05/2020
GRAY-HERNANDEZ, DEV	Givens Highland Farms	4 years	10/21/2020
PIPPIN, AUBRIE G	The Givens Estates	3 years	10/01/2021
WILLIAMS, LYSSA A	The Givens Estates	3 years	10/06/2021
GARREN, LORI N	The Givens Estates	3 years	10/20/2021
HUERTA, ROSA MARIA	The Givens Estates	3 years	10/27/2021
JUSTICE, EDITHA P	The Givens Estates	3 years	10/27/2021
GUENGERICH, BRIAN	Givens Communities	2 years	10/03/2022
MOORE, CODY	The Givens Estates	2 years	10/05/2022
TAYLOR, HANNAH	Givens Highland Farms	2 years	10/05/2022
BOSSHARD, JESSIE	Givens Communities	2 years	10/11/2022
PAVLICK, DIANA M	The Givens Estates	2 years	10/12/2022
SIMONETTI, THOMAS J	Givens Highland Farms	2 years	10/12/2022
PIPPIN, LAUREN N	The Givens Estates	2 years	10/13/2022
GREEN, MONICA	The Givens Estates	2 years	10/19/2022
CAMPBELL, LINDA D	Givens Affordable Communities	2 years	10/26/2022
MURPHY, CHAD	The Givens Estates	2 years	10/26/2022
NELSON, CINDI	Givens Highland Farms	1 year	10/04/2023
PEREZ, AMELIA	The Givens Estates	1 year	10/04/2023
VITA-MAY, ANGELICA	The Givens Estates	1 year	10/04/2023
HALL, JAEDA	Givens Highland Farms	1 year	10/05/2023
NOTEBOOM, EZZIE	Givens Highland Farms	1 year	10/05/2023
FARKAS, SCOTT M	Givens Communities	1 year	10/06/2023
CLAYTON, SARAH	The Givens Estates	1 year	10/11/2023
ARCHINAL, AMY	The Givens Estates	1 year	10/18/2023
DONAVON, DJAY	The Givens Estates	1 year	10/18/2023
O'CONNELL, LIAM	The Givens Estates	1 year	10/18/2023
RODRIGUEZ, JOSE	Givens Highland Farms	1 year	10/18/2023

**October 2024**

TODD, CALEB	Givens Communities	1 year	10/23/2023
BRADSHAW, DIANE	Givens Highland Farms	1 year	10/25/2023
KEBAP, LYUDA	Givens Communities	1 year	10/25/2023
MOORE, CHRISTYE	Givens Highland Farms	1 year	10/25/2023
NARET, MIKE	The Givens Estates	1 year	10/25/2023
LYTLE, TIARA TATYANA	Givens Highland Farms	1 year	10/25/2023
HARVEY, EMILY DIANE	Givens Communities	1 year	10/27/2023
NEWMAN, BRYSON GAGE	The Givens Estates	1 year	10/27/2023
DOWNS, ASHLEY N	The Givens Estates	1 year	10/27/2023

**November 2024**

SEAGLE, BECKY	Givens Highland Farms	21 years	11/07/2003
SWANN, JENNIFER	The Givens Estates	19 years	11/01/2005
WALLEN, CHERYL L	Givens Affordable Communities	18 years	11/07/2006
RAMOS MOUNTFORD, M.	The Givens Estates	17 years	11/21/2007
GLANCE, CYRUS H	The Givens Estates	15 years	11/25/2009
TUTTLE, DOROTHY E	The Givens Estates	13 years	11/09/2011
CALDWELL, SHERI S	The Givens Estates	10 years	11/12/2014
BRADDY, GREGORY E	Givens Highland Farms	8 years	11/01/2016
YOUNGBLOOD, MIKE	The Givens Estates	8 years	11/16/2016
CARBALLO, GLENDA A	The Givens Estates	7 years	11/08/2017
MOORE, TRENT	Givens Highland Farms	7 years	11/29/2017
ARGUETA VIERA, M.	The Givens Estates	6 years	11/07/2018
HOCK, DAVID S	Givens Communities	6 years	11/14/2018
DOWNEY, JOSEPH J	Givens Highland Farms	6 years	11/28/2018
METCALF, VANESSA B	The Givens Estates	5 years	11/13/2019
POWER, HILLARY A	The Givens Estates	4 years	11/04/2020
CALDWELL, KATHLEEN	The Givens Estates	3 years	11/01/2021
DAVIS, RENEE T	Givens Communities	3 years	11/17/2021
BAILEY, KIMBERLY	The Givens Estates	3 years	11/24/2021
EYMAN, MILES D	Givens Highland Farms	2 years	11/16/2022
REID, LANNY D	The Givens Estates	2 years	11/16/2022
SHARPE, SERINA	Givens Affordable Communities	2 years	11/16/2022
BOLAND, NETHANIEL T	The Givens Estates	2 years	11/23/2022
WELCH, KAYLA	Givens Communities	2 years	11/28/2022
JELLISON, HAIDEN	Givens Highland Farms	1 year	11/02/2023
MORRIS, COLTON	Givens Highland Farms	1 year	11/02/2023
BROADNAX, JAVEN	The Givens Estates	1 year	11/08/2023
FOOR, DELA	Givens Communities	1 year	11/08/2023
DOYAL, AMAREA	Givens Highland Farms	1 year	11/15/2023
LIVernois, SARAI	Givens Highland Farms	1 year	11/22/2023
WALTON, KALEM	Givens Highland Farms	1 year	11/22/2023
PHILLIPS, DORIE	The Givens Estates	1 year	11/29/2023
GARDELLA, DANA	Givens Highland Farms	1 year	11/30/2023

**December 2024**

PRIDGEN, COWBOY	Givens Highland Farms	17 years	12/31/2007
ROSS, ERIC	The Givens Estates	15 years	12/02/2009
KERESTES, DAVE	Givens Communities	10 years	12/08/2014
BRADLEY, NATEARA D	Givens Highland Farms	10 years	12/16/2014

DIRSCHERL, ROBERT J	Givens Communities	9 years	12/21/2015
HAMLIN, BROOKE	Givens Communities	8 years	12/07/2016
ALLEN, NICOLE M	Givens Affordable Communities	8 years	12/12/2016
STUART, KACIA D	The Givens Estates	7 years	12/06/2017
COOPER, DOUGLAS J	The Givens Estates	7 years	12/20/2017
STRAIN, ERIN R	Givens Choice	6 years	12/12/2018
WOOD, TJ	The Givens Estates	6 years	12/17/2018
KIDD, JUSTIN B	Givens Highland Farms	6 years	12/19/2018
ANDERSON, CHAINSAW	The Givens Estates	5 years	12/11/2019
MULL, JOSHUA	Givens Communities	5 years	12/11/2019
HILL MOORE, AMY	Givens Communities	5 years	12/18/2019
STRICKLIN, CARLENE J	The Givens Estates	4 years	12/16/2020
RICHARDSON, PRENTICE	The Givens Estates	4 years	12/23/2020
ABEL, JOEY	Givens Highland Farms	3 years	12/01/2021
MARTINEZ, REYNA	The Givens Estates	3 years	12/01/2021
MADISON, MARIA	Givens Communities	3 years	12/06/2021
MCENTIRE, KURT A	The Givens Estates	3 years	12/15/2021
VALLIERE, KATHRYN L	Givens Highland Farms	2 years	12/05/2022
BONNEY, SHELBI E	Givens Highland Farms	2 years	12/14/2022
COLE, JOSEPH	Givens Highland Farms	2 years	12/14/2022
GARRISON, WILLOW	Givens Highland Farms	2 years	12/21/2022
TRAVIS, JENNA M	Givens Highland Farms	2 years	12/21/2022
CASE, ELAINE	The Givens Estates	2 years	12/22/2022

**Be sure to follow us on Facebook, Instagram, LinkedIn and our news blog, where we regularly post highlights of the great things happening every day at Givens Communities.**

