

Vision 2030 Campaign

Building a National Model of:
Integrated Care | Housing | Community Services |
Creative Aging | Lifelong Learning

For Today's Older Americans
and Generations to Come





Vision 2030 Campaign Strategic Initiatives

The Vision 2025 Campaign is a multi-year initiative that parallels Wartburg’s ambitious plans to transform parts of its campus in response to unprecedented changing demographics. Today, nearly one in six New Yorkers are over 65, a larger share of the state’s population than ever before. By 2040, this population is expected to increase by 25 percent and the number of individuals over 85 is expected to increase by 35 percent.

CAMPUS EXPANSION, ADDITIONS & TRANSFORMATION

- Independent Living Expansion
- Memory Care Expansion
- Skilled Nursing Facility Transformation

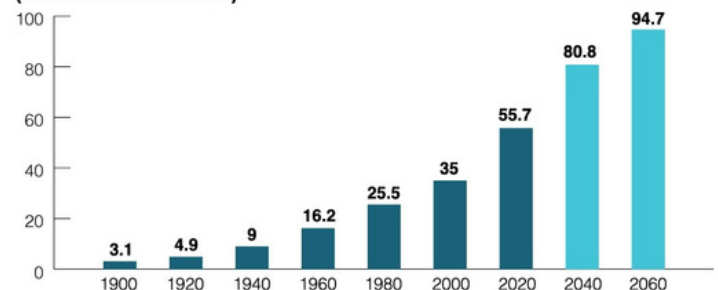
WORKFORCE DEVELOPMENT & OPERATION SUPPORT

- Training and Professional Development
- Academic and Hospital Affiliations

COMMUNITY PARTNERSHIPS & ALLIANCES

- Advance Life Planning
- Institute for Music and Neurologic Function
- Council for Creative Aging & Lifelong Learning

Number of Persons Age 65 and Older, 1900-2060 (numbers in millions)



Note: Lighter bars (2040 and 2060) indicate projections.
Source: U.S. Census Bureau, Population Estimates and Projections

Wartburg is a Recognized Service Organization (RSO) recognized by the Lutheran Church – Missouri Synod (LCMS) and affiliated with the Evangelical Lutheran Church in America (ELCA).

CAMPUS EXPANSION, ADDITIONS AND TRANSFORMATION



THE NEED

The availability of senior housing is not keeping pace with the needs of the growing senior population.



THE SOLUTION

Expanding and transforming Wartburg's campus.

Independent Living Expansion

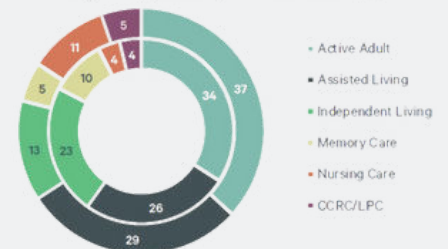
The current lack of senior housing in Westchester County is alarming. With an exponential increase in the 65+ population expected over the next decade, housing insecurity will be among the most critical challenges facing seniors and their families, and it will continue to grow over the next 25 years.

Wartburg offers a range of independent living options in a vibrant, welcoming community.

In addition to Lohman Village's 31 step-free townhomes and the 61 supportive senior apartments that make up the Friedrich's Residence, Wartburg is planning an independent living expansion which will offer active seniors 225 well-appointed units boasting over 14,000 square feet of amenity space. Construction scheduled to begin in 2025.

What seniors housing care level do you see as the biggest opportunity for investment?

Biggest Opportunity for Investment (%)



Source: CBRE Seniors Housing Investor Survey, 2022 (inner ring) and 2023 (outer ring)

CAMPUS EXPANSION, ADDITIONS AND TRANSFORMATION



Memory Care Expansion

With the number of older Americans rapidly growing over the next decade, so too will the number of new and existing cases of Alzheimer's and related diseases.

In response, Wartburg has completed a comprehensive Memory Care expansion on its 34-acre campus.

Opened in April of 2024, The Berkemeier Living Center is state-of-the-art facility that brings resources and support to those affected by dementia and Alzheimer's. It provides 64 units of special needs assisted living. A residential scale household model has been employed in the planning of the building to provide more intimate surroundings for residents, staff, and families. Other considerations include keeping short walking distances, utilizing large windows with enhanced views, and maximizing the beneficial effects of natural light. These features, combined with high efficiency building systems will ensure a rich, healing environment for living.

THE IMPACT OF ALZHEIMER'S

32% of people age 85 or older have Alzheimer's

426,500
New Yorkers currently suffer from Alzheimer's disease

The U.S. will have to nearly triple the number of geriatricians to effectively care for the number of people projected to have Alzheimer's in 2050

*Alzheimer's Disease Facts and Figures, 2024 Alzheimer's Association Annual Report

CAMPUS EXPANSION, ADDITIONS AND TRANSFORMATION



Skilled Nursing Facility Transformation

Rounding out the plans for Wartburg's campus transformation is a comprehensive review of its Skilled Nursing Facility (Waltemade building).

At the heart of Wartburg's mission is an enduring commitment to serving those with the greatest needs. Wartburg is an important healthcare provider and a valuable resource for low-and moderate-income older adults, **with 85% of its long-term Nursing Home residents at or below the poverty line.**

Funding is secured and plans in place to convert this space into 100 affordable housing apartments.





THE NEED

The United States is expected to see a significant decline in the number of qualified nursing and specialized health technicians.



THE SOLUTION

Building a pipeline of skilled and highly qualified workers.

The Growing Need for Qualified Workers

As New York State navigates the evolving landscape of long-term residential care, the future workforce faces both challenges and opportunities. With an aging population and increasing demand for skilled care, the need for dedicated professionals in assisted living facilities has never been more critical. This sector is poised for transformation, driven by advancements in technology, shifts in regulatory frameworks, and a growing emphasis on person-centered care.

To meet these demands, the workforce must adapt through innovative training programs, enhanced recruitment strategies, and a focus on employee well-being. Emphasizing the importance of diversity, inclusivity, and career growth will be essential in attracting and retaining talent. As we look ahead, the integration of technology and interdisciplinary collaboration will further redefine roles within these facilities, ensuring that care is not only efficient but also compassionate and tailored to the needs of residents.

In this dynamic environment, stakeholders—including facility administrators, policymakers, and educational institutions—must work collaboratively to cultivate a skilled, resilient workforce that is prepared to deliver high-quality care in a supportive and enriching environment. Together, we can shape a brighter future for long-term residential care in New York State, ultimately enhancing the lives of both residents and caregivers alike.

71%

**Local Region
population
over 65**

17%

**NY State
population
over 65**

Citation: Martiniano R, Romero A, Akeju O, Kang B, Allegretti M. The Health Care Workforce in New York State: Trends in the Supply of and Demand for Health Workers. Rensselaer, NY: Center for Health Workforce Studies, School of Public Health, SUNY Albany; April 2024.



Healthcare jobs

There are more than 7,000 projected average annual openings in the Hudson Valley Region for Personal Care Aids

14.9%

Jobs in Health Care



22.4%

In need for Licensed Practical Nurses





Enriching Our Community

Wartburg's long-standing commitment to the community extends far beyond the perimeter of its campus. Ongoing investment in the larger Westchester area reflects the importance Wartburg places on being a good corporate citizen and contributor to the local economy. Wartburg's economic impact on the region continues to be significant.

COMMUNITY SERVICES: Wartburg's extensive portfolio of community services includes:

- Westchester's only free-standing, state-of-the-art Rehabilitation Center with all private rooms providing innovative inpatient and outpatient services for all ages, including an apartment and smart car for training in activities of daily life
- Palliative and Hospice Care
- Adult Day Care - Medical and Social Models

WARTBURG'S ECONOMIC IMPACT

\$32.4
million

Direct and
indirect activity

\$9.9
million

Goods and
services
purchased

324
employees

Employment impact
-jobs supported

*Measured in 2023

Working together to improve quality of life throughout our community



Institute for Music and
Neurologic Function

The Institute for Music and Neurologic Function, now at Wartburg, is a groundbreaking, internationally-recognized research, education and training program that uses music therapy to assist the “awakening and healing” of individuals with neurological conditions, including stroke, trauma, dementia, Alzheimer’s, and Parkinson’s disease. The Institute’s programs for Wartburg’s residents and clients, as well as the larger community, perfectly align with Wartburg’s mission to nurture body, mind and spirit.



Families and individuals can create a personalized end-of-life plan to inform loved ones of their final wishes by completing a series of forms in **Wartburg’s Be Prepared Kit**. Topics included in this comprehensive guide include: Who to Contact; Important Documents; Financials, Property, and Insurance; Advance Directives/Health Care Prox; Final Arrangements; Arrangements for Children and Pets and more. Available on Amazon (<https://a.co/d/3zFhnaR>)



Wartburg’s award-winning, internationally-recognized **Council for Creative Aging & Lifelong Learning** offers art-based programs that promote stimulating thought, self-expression, a sense of accomplishment, increased self-esteem, and the opportunity to learn new skills. Providing over 100 classes monthly in 25 different art modalities, Wartburg’s Creative Aging initiative ensures everyone entrusted to its care lives their best life.

Award-Winning Care

- Newsweek published **“America’s Best Nursing Homes 2024”** with Wartburg receiving top honors.
- Continuously recognized as one of the **“Best Nursing Homes in New York”** for the twelfth consecutive year in 2024 by *US News & World Report*.
- Skilled Nursing Facility received a **5-Star Quality Rating**, the top rating a facility can achieve from the Centers for Medicare and Medicaid Services, based on health inspections, staff and quality measures.
- Consistently recognized by the New York State Department of Health for receiving a Nursing Home Quality Initiative score that ranked them **in the top quintile** for Quality, based on fourteen performance measures in compliance and efficiency.
- Wartburg’s documentary segment **“Creative Aging & Lifelong Learning”** on the PBS Visionaries series was selected as a 2016 Telly Award “Excellence in Documentary” Bronze Winner and a 2017 “Excellence in Media” Bronze Winner.



Creating a Clean Environment to Live and Work

Wartburg’s tradition of caring for the community includes a deep commitment to the environment. In 2013, Wartburg’s Friedrichs Residence was the first construction project in Mount Vernon to obtain a **LEED (Leadership in Energy & Environmental Design) Gold Certification** by the U.S. Green Building Council. This was a landmark accomplishment in green multi-family housing.

The following year, Wartburg’s Rehabilitation and Adult Day Care Center also received a **LEED Gold Certification**, signifying that a building is exemplary in conserving energy, lowering operating costs and being healthy for occupants.

In 2019, Wartburg received **Certification as a Green Business** through Green Business Partnership. This is the first long term care facility in Westchester County to receive this distinction.

Wartburg is the first-long term care facility in Westchester County to receive a **Westchester County Eco Award**. This award recognizes those individuals and institutions who contribute to making Westchester a great place to live, work and visit by improving and caring for the local environment and its sustainability.



Please help support the Vision 2030 Campaign.

Together, we have the opportunity to realize a unique senior community built on life-affirming connections with family and friends, dignity and respect, and a shared sense of meaning and purpose.

