THE VILLAGE AT
AUGSBURG
A National Lutheran Community

Remember Me

Capital Campaign for the new Memory Care Neighborhood

The History of Augsburg

The Village at Augsburg–A National Lutheran Community was first opened as an orphanage in 1892 when Caroline Lang, a resident of Baltimore, learned about two orphaned children. She shared her vision of caring for orphans with local church congregations and together they created an orphanage fund, raising $3 from each friend to support their efforts (approximately $92 each in 2022, adjusted for inflation). Today, this initial $3 collection is remembered as the Augsburg Acorn.

The ministry quickly expanded its vision to also care for older adults and formed The Ladies Society of Augsburg Home to help raise funds, purchase a building in downtown Baltimore and later build a campus on our current 52-acre property on Campfield Road.

In 1970, Augsburg shifted its focus to serving older adults exclusively, adding independent living and additional services to become the thriving community it is today. In 2020, The Village at Augsburg affiliated with National Lutheran Communities & Services (NLCS), which allowed the community to continue the mission of serving older adults throughout the Baltimore region.

In the spirit of the Augsburg Acorn, the Remember Me capital campaign highlights the seeds we are planting for the next 130 years, by sowing resources for one another to best serve the community. In 2021, phase one of the capital campaign was completed with renovations to the independent living community spaces. Enhancements included updating our health and wellness suites, transforming our fitness center, expanding our Village Center foyer to include a welcome center with concierge and best of all, remodeling our café into The Village Bistro. Naming opportunities are still available for our independent living enhancement project. For inquiries, please contact Philanthropy Director, Zach Heeter, by emailing zheeter@thevillageataugsburg.org or calling 443-471-0514.

The Changing Needs of Older Adults

Since 1890 our mission has always been the same – to serve others through variety of residential, lifestyle and health care options. As the needs of older adults have changed, so have we. Providing a supportive environment for those living with cognitive impairment is a top priority at Augsburg and we are expanding our community to include a Memory Care Neighborhood.

The statistics are staggering in relation to memory related illnesses. Between 2000 and 2017, Alzheimer's disease and dementia has increased by 145% and it is the sixth leading cause of death in the United States.

Source: https://www.alz.org/alzheimers-dementia/facts-figures

Why a Campaign?

One in three older adults die with Alzheimer's or another form of dementia. By 2025, the Alzheimer's Association projects that in Maryland alone, there will be 18.2% increase in people diagnosed with Alzheimer's disease who will need care. Additionally, in 2020, the number of dementia deaths were 17.7% higher than average due to the COVID-19 pandemic.

As a community, we must provide support and care for this growing population. The Village at Augsburg benefits from having years of proven success with memory care in NLCS' other communities. Based on the need of memory care in Baltimore, Augsburg has embarked on a capital project with an estimated cost of $500,000.

We are seeking funding of $500,000 in community support for this invaluable program. This Memory Care Neighborhood will provide 13 private suites, bright, beautiful common areas and convert formerly semi-private rooms to private. The Memory Care Neighborhood will bring the total assisted living apartments to 64. National Lutheran Communities & Services has a rich history and longstanding tradition of meeting community needs. The new memory care expansion is a natural progression for the organization.

Older adults need a new memory care community in Baltimore, Maryland. The Remember Me campaign will support the new Memory Care Neighborhood.

Source: https://www.alz.org/media/Documents/maryland-alzheimers-facts-figures-2021.pdf

The Future of the Memory Care Neighborhood

Open Space Concepts

The Memory Care Neighborhood will include a dual purpose concierge and nurse's station, with direct, open space access to the kitchen, dining room and common area. A sun room will provide additional gathering space and activity area. All open space areas are enclosed within the safe and secure neighborhood. Resident access to these areas, in addition to their own residence, provides opportunities for social interaction, increased independence and community.

Conversion of Semi-Private to Private Rooms

Since opening our doors 130 years ago, Augsburg's mission has been to serve the residents with human dignity. With that mission in mind, The Village at Augsburg is converting 24 semi-private rooms to 13 private rooms.

Tailored to Individual Needs

The highly trained team of caregivers will create customized care plans that support every resident as a unique individual. One-on-one interactions help elicit joy, provide comfort and promote engagement every day. This approach means residents will have the support they need every day.

Make a gift

We are privileged to have a rich tradition of philanthropy that began our ministry and still thrives today. The spirit of caring and giving resonates at all National Lutheran communities. Support for Augsburg stems from donors, staff, residents, family members, board members, churches and volunteers as well as from the generous Baltimore community whose former neighbors and friends are now residents. The same spirit has enabled many residents to continue receiving care even when their financial resources have run out, due to no fault of their own. We invite you to consider supporting our expansion through a financial gift. To learn more or support the campaign, please contact Philanthropy Director, Zach Heeter by phone at 443-471-0514, or email at zheeter@thevillageataugsburg.org.

Donor Recognition

Donors who invest in the future of the Memory Care Neighborhood by making a capital campaign gift will be acknowledged through special recognition. This will include recognition in publications and at special events. The type of recognition will vary based upon your level of support. Leadership gift donors will be invited to consider naming opportunities of common areas in the new Memory Care Neighborhood as well as other select plaque locations throughout our community.

Naming Opportunities:

A donor wall will proudly display all gifts over $1,000 to the Remember Me Campaign.

Individual Naming Opportunities:

Gifts over $5,000 to the Remember Me Campaign may be commemorated through a special plaque that will be displayed in the specific naming area.

Naming Opportunity	Quanity	Gift Amount	Plaque Size
Furnishings		$5,000	Specific to piece
Utility Room	7	$10,000	5x7
Private Resident Suite	13	$15,000	8x10
Kitchen	1	$25,000	8x10
Named Endowment Fund		$50,000	8x10
Sun Room	1	$50,000	8x10
Common Area	1	$50,000	8x10
Spa	1	$50,000	8x10
Nurse Station	1	$100,000	11x14
Dining Area	1	$100,000	11x14
Entire Neighborhood	1	$250,000	

Gifts can be pledged over five years. Featured naming opportunities range from $5,000 to $250,000. For additional opportunities, contact Philanthropy Director, Zachary Heeter by email at zheeter@thevillageataugsburg.org or by calling 443-471-0514.

Amounts featured may not reflect full construction costs; rather, they represent the memorial or tribute value and visability. Private residential suites and the entire neighborhood are available at 50% the cost of construction.

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Steering Committee:

Al Lietzau IV, Former Board Chair
Karl Silex, Board Member
Rev. Scott and Candy Maxwell, St. John's Lutheran Church
Rev. Thurman Frey, Holy Cross Lutheran Church
Rev. David Asendorf, Salem Lutheran Church
Rev. Andrew Okai, Holy Nativity Lutheran Church
John Kieser, Resident
Barbara Kale, Resident
Catherine Sayers, Assisted Living Program Manager
Henry Cason, Director of Nursing

6825 Campfield Road, Baltimore, MD 21207
443-471-0514 | www.thevillageataugsburg.org

The Village at Augsburg is affiliated with National Lutheran Communities & Services, a faith-based ministry of the Evangelical Lutheran Church in America, serving people of all beliefs.In addition, The Village at Augsburg is also affiliated with the Lutheran Church Missouri Synod.