

GOODWIN HOUSE  
*Incorporated*

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May 12, 2012

City Council  
City of Alexandria  
301 King Street  
Alexandria, VA 22314

**RE: Beauregard Small Area Plan**

Mayor Euille and Members of City Council:

Thank you for the privilege of speaking today in favor of the Beauregard Small Area Plan.

My name is Kathy Anderson and for ten years, I have had the honor of serving the Goodwin House organization as its President and CEO. I am also a resident of the City of Alexandria.

Goodwin House was formed as a not-for-profit corporation in 1955 with the express purpose of serving seniors in northern Virginia. We've been serving seniors at and from our location in the West End for almost 50 years, since 1967.

Our Goodwin House mission is to "support, honor and uplift the lives of older adults and the people who care for them through a faith-based, nonprofit organization."

Through continuing care retirement communities in the City of Alexandria and Fairfax County, management of a sister not-for-profit low income senior housing community, our home care and hospice programs, we directly serve 1200 older persons each day. And these aren't young elders – chronologically speaking – the average age of the persons we serve is 87!

We have 770 amazing staff members who come from 70 countries. 45% of our staff members have worked for us for five or more years, and 10% for 15 or more years. We are committed to being an exceptional employer and to helping our staff members advance themselves in many ways.

Through our charitable Goodwin House Foundation, we provide significant amounts of charitable care and housing to seniors in financial need, and we are a matching partner with 13 regional not-for-profit organizations that serve seniors.

Add in hundreds of family members, community and Board volunteers, our not-for-profit matching partner organizations, and our accredited clinical pastoral education program, and we are touching the lives of thousands of people from our hub in the West End.

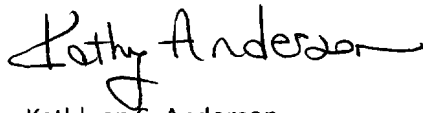
I say all this not to do a shout out for Goodwin House but because I want it to be clear that this organization is deeply committed to our host community, the City of Alexandria, to our West End location, and to seniors in this region.



I speak in favor of the Beauregard Small Area Plan for many reasons:

- I believe the Plan outlines a realistic and exciting vision for a region that is in need of an integrated plan in order to thrive and grow in effective, healthy ways for the next two decades.
- The process of plan development has been thoughtful, transparent, and responsive. The Plan before us today is a solid guide for the detailed planning that comes in future months and years.
- We believe that improvements offered through the Small Area Plan – infrastructure, traffic flow, public safety, shopping and dining venues, public transportation, green space, and planned connectivity – are in the best interest of the West End and those who live, worship, work and offer services here.
- We are committed to being a vital part of this vibrant community for another 50 years, and we believe the Small Area Plan will help make the West End a continued and increasingly good place to live, work and do business.

Thank you for the opportunity to present comments on behalf of our Board, residents and staff, and for the opportunity to be part of the unfolding future of this great City.



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