

Broadmead Residents Association

April, 2024

Greetings fellow Broadmead residents,

The budding flowers and warmer weather remind us that it is time again for our semi-annual campaign to raise funds for the Employee Appreciation Fund (EAF). EAF campaigns began as a way to compensate for our “no tipping” policy (rigidly enforced) by raising money so we can recognize the hard work of the non-exempt (hourly) employees. Even more significantly, the funds are shared with some employees most of us never see. We meet with dining room servers and front desk staff. We greet home maintenance associates (house cleaners) and some of the maintenance staff. Yet few of us encounter the many healthcare workers in the Taylor, Hallowell and Darlington communities or other behind-the-scenes workers. As grateful residents we want to acknowledge the dedicated service of all hourly employees, seen and unseen.

Most residents and many family members have participated in the EAF in the past, but just as a reminder to them and to acquaint our newer residents, here is the way it works. We have two fund drives per year, spring, and fall. The total amount collected is then distributed amongst all of the hourly employees, directly deposited into their bank accounts. The amount each team member receives is based on the number of hours each worked in the previous six months. Both the employee and employer FICA and Medicare obligations are included in the calculation of the amount given so neither incurs any cost due to this effort.

When asked how much one should give, we suggest a donation of \$300-\$350 per resident. Obviously, some will give more and some less – the donation is entirely up to each individual and only the Treasurer will see the individual checks provided. These EAF contributions or gifts are not tax-deductible. Our goal in this endeavor is to show the employees our appreciation financially and by our participation. We want to exceed our past participation percentages and are targeting above 90% this spring.

Please make out your checks to “BRA Employee Appreciation Fund”. You may hand deliver them to the BRA Treasurer’s mailbox in the mailbox area on the main floor of the Center. Please mark the envelope: EAF, BRA Treasurer. Alternatively, checks may be mailed to: Broadmead Residents Association, BRA Treasurer, 13801 York Road, Cockeysville, MD 21030. Checks may be sent as early as possible but must arrive in the Treasurers’ hands not later than Friday, May 31st to be included in the spring drive.

This is a moment to be generous. The staff labor mightily for us twenty-four-seven. In this shifting economy, costs have been particularly difficult for our lower paid employees. Let’s acknowledge their diligence and cheerful kindnesses by responding with our very best effort in dollars and participation. Thank you in advance for your action.

Gratefully,



Kathryn Amey Shelton
President, Broadmead Residents Association (BRA)

