



## **Watercrest Senior Living Group Leads \$100,000 Fundraising Mission for the Samaritan's Purse to Aid Hurricane Harvey Disaster Relief**

VERO BEACH, Fla, August 31, 2017 – [Watercrest Senior Living Group](#) of Vero Beach, Florida is spearheading a \$100,000 fundraising initiative coined 'Watercrest CARES' in support of Samaritan's Purse for Hurricane Harvey disaster relief. Samaritan's Purse is a Christian organization led by Franklin Graham, son of Billy Graham, serving victims of disaster worldwide. Watercrest principals, Marc Vorkapich, CEO and Joan Williams, CFO, launched the 'Watercrest CARES' fundraising campaign with a starting donation of \$10,000, encouraging others to contribute to the campaign's relief efforts.

On August 25, Hurricane Harvey made landfall as a Category 4 storm with sustained winds over 130mph, causing catastrophic flooding and damage to the greater Houston area. The most powerful storm to hit Texas in over 50 years, Hurricane Harvey is devastating Houston, bringing more than 50 inches of rain to the fourth largest city in the United States.

Watercrest Senior Living Group is the developer, owner and operator of multiple senior living communities across the southeastern United States, including [Pelican Landing Assisted Living and Memory Care](#) located in Sebastian, Florida. Watercrest is spearheading this campaign to raise \$100,000 to aid the victims of Hurricane Harvey. Donors can directly support the 'Watercrest CARES' fundraising initiative for Hurricane Harvey by visiting the Good Samaritan's website at <https://www.classy.org/fundraiser/1079927>.

In addition to fundraising efforts, the Watercrest associates, residents, family members and community partners are coordinating Resident Letters of Hope and the collection of goods and supplies for church missions aiding Hurricane Harvey victims.

"Watercrest Senior Living Group was founded upon a mission to honor our fathers and mothers, to act as faithful stewards and model servant leadership as we inspire a sense of community through our Common Unity Initiatives. We are compelled to answer the call of those in need by supporting a like-minded Christian organization, the Samaritan's Purse, as we rally our communities to aid the victims of Hurricane Harvey by any means," says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group.

[Samaritan's Purse](#) is a nondenominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world. Since 1998, when Samaritan's Purse equipped its first Disaster Relief Unit, staff and volunteers have helped more than 34,000 families impacted by U.S. natural disasters.

"These are the moments where mission statements are put into action and we have the ability to make a profound impact on countless lives," says [Joan Williams](#), Principal and CFO of Watercrest Senior Living Group. "We humbly request and encourage all our community partners, large and small, to join our efforts in aiding the tens of thousands of victims of Hurricane Harvey."

Watercrest associates share a purpose and passion for serving others, inspiring a sense of community and positively influencing the fulfillment of community needs as part of their company-wide effort known as "Common Unity" initiatives.

[Watercrest Senior Living Group](#) specializes in the development and operations of assisted living and memory care communities and the growth of servant leaders. Watercrest associates champion a culture which nurtures relationships in the interest of acting as trusted advisors. By continuously investing in these servant hearts, Watercrest Senior Living Group develops value-centered leaders who deliver personalized service. For additional information, visit [www.thepelicanlanding.com](http://www.thepelicanlanding.com) or contact Pelican Landing at 772-581-0366.

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